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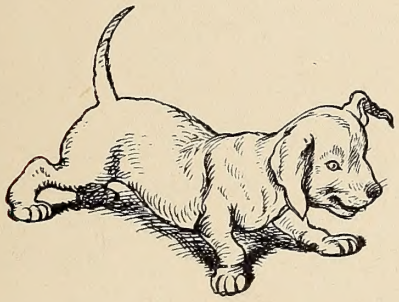
JANUARY 3, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

now here's a strange thing, but . . .



WOR is like a puppy–

because its upkeep—compared with other media—
is a pittance. To do a little close figuring:
One-twelfth of 1-cent per impact per week is all one
sponsor paid for talking to people in 422,755 homes.

WOR is like a shower–

because its powerful saturation of the majority of the
homes in 430 counties in 18 states, brings you
the greatest single station buy in the United States.





WOR is like a sharpshooter–

because it rarely misses on producing point-blank results.
For instance, in a very brief time, one WOR show
moved a sponsor's product from 8th to 3rd place in the candy
bar field; pulled 82,896 contest entries from 47 states!

coming!

TWO GREAT TELEVISION STATIONS

WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D.C.

WOR *—heard by the most people where the most people are*

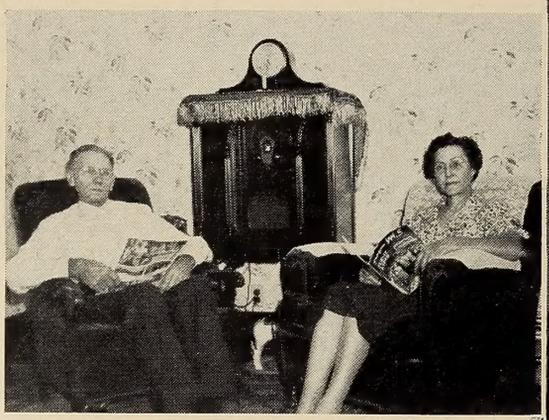
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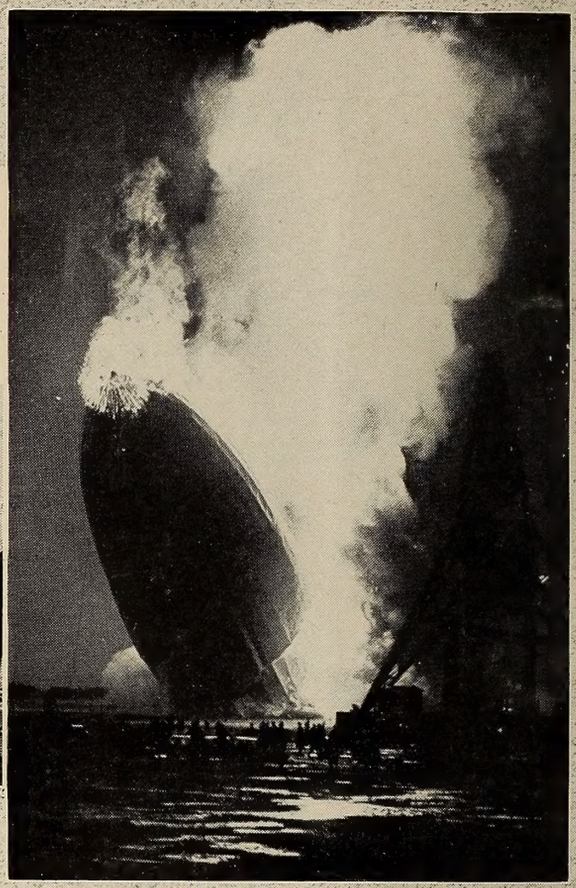
IN THIS ISSUE: COMPARATIVE NETWORK SCHEDULE

TK6540
.B85

OUR 25TH ANNIVERSARY YEAR

"Most Outstanding Broadcast We've Ever Heard"





WHEN the giant dirigible Hindenburg crashed and burned in 1937, WLS was there, recorded a vivid eye-witness account of the disaster. Mr. and Mrs. John A. Koenning of Des Plaines, Illinois, are among thousands of regular WLS listeners who remember this broadcast as the greatest in WLS' first 25 years.

They first started listening to WLS when they moved to suburban Chicago 18 years ago—still listen regularly, rarely tune in any other station. They seldom miss a National Barn Dance broadcast; Mrs. Koenning listens daily to "Feature Foods." From morning to night they listen to WLS, but of all the programs, they say the crash of the Hindenburg was "the most outstanding broadcast we've ever heard."

Even at the time, this broadcast was recognized for its greatness. NBC broke its ban on recordings to air it on the network. It is the only local station broadcast included in the Columbia record album, "I Can Hear It Now."

It is not only for this classic on-the-spot news broadcast that listeners remember the first 25 years of WLS. They recall other great events and regular services: how they made extra money on crops and livestock as a result of WLS market broadcasts; how they brought youngtsers home from school early, because of WLS weather warnings. They remember visits to the WLS National Barn Dance.

They remember and regard WLS as a *friend* in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES – 50,000 WATTS – ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

How to be FIRST in the World's No. 1 Oil Market!



Pick KPRC

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Publisher's Bind.

Closed Circuit

REPORT of National Security Resources Board for civil mobilization, which may see light of day soon, is expected to call for full mobilization of our civil economy, not on basis of war next month or next year but war tomorrow. In its present form (and it may undergo sharp revision) understood to recommend total censorship and to approach commandeering of radio under stand-by powers which would be vested in President for use in event of national emergency.

PLAN for reorganization of FCC into virtually autonomous panels covering (1) broadcasting; (2) common carrier; (3) safety services, moribund for more than year, is being actively considered again. Presumably FCC wants integrated plan on paper to present to Congress in event it's called upon to do so.

GENERAL FOODS, New York, through Benton & Bowles, New York, currently negotiating with Lambs Club for presentation of the Lambs Gambols starting sometime in March to replace *Meet the Press* Sundays on NBC-TV. Marty Goodman is agent for Lambs Gambols.

ALL'S NOT serene in intramural relations of NAB and BMB. Financial and technical operations of research bureau are bringing frowns at association headquarters.

STATE of BMB treasury may require dispatch of flying squadron to enroll new members and persuade those already signed to meet their commitments. There's talk that A. D. (Jess) Willard, executive vice president, and Dr. Kenneth Baker, director of research, may be drafted by NAB for trouble-shooting mission.

CHEVROLET DEALERS of New York, through its agency, Campbell-Ewald Co., New York, expected to sign contract early next week for sponsorship of *Winner Take All* on CBS-TV.

BEFORE Commissioner George E. Sterling returns to Mexico City Jan. 9 to resume alternate chairmanship of U. S. delegation to International High Frequency Conference, FCC may settle its position with respect to status of 540 kc channel for allocation purposes. Indications are it will propose use of frequency for low-powered stations so that multiplicity of them could be licensed throughout country and thus perhaps relieve congestion on present six local channels.

BACK of rump movement to wipe out present FM Assn. board is group desiring to put Bill Bailey back as executive director.

NEWEST name heard for Assistant Secretary of State for transportation and communications, now occupied by Garrison Norton, is former FCC Comr. Ray C. Wakefield, now chairman of Provincial Frequency Board, headquartered in Geneva. Career diplomat R. Henry

(Continued on page 74)

Upcoming

Jan. 6: ABC Northeastern District Affiliates meeting, Waldorf-Astoria Hotel, New York.
Jan. 6-7: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.
Jan. 10: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

(Other Upcomings page 36)

Bulletins

"TELEVISION will be the ultimate development in the entertainment world," Spyros Skouras, president, 20th Century-Fox Film Corp., said Thursday at a luncheon meeting of Radio Executives Club of New York. "Television will give motion pictures their greatest impetus since the advent of sound," he added. Asked about negotiations to purchase ABC, he declared, "They're out."

FAVORABLE U. S. tax ruling on Jack Benny-CBS capital gains deal, despite reports Revenue Bureau may rule otherwise (see page 25), expected by Loyd Wright, Los Angeles, attorney for Benny's Amusement Enterprises Inc. He said CBS has acquired firm in toto; that firm did $1,500,000 business last year; that Benny has not been sold but is contract employe of American Tobacco Co. which owns Broadway and radio shows.

IN SPECIAL Hooper survey taken Christmas Day, 4-6 p.m. (EST) NBC's *Two Hours of Stars* received a 10.0 rating or 39.6% of listening audience. CBS carrying Christmas show in same time received rating of 6.8 or 26.9% of listening audience.

Business Briefly

FASHION TV SERIES • Best & Co., New York department store, Jan. 5 sponsors first of WABD (TV) New York fashion series, *Ethel Thorsen's Fashion Page*, Wed., 3:30-3:45 p.m. Weekly program to be sponsored in turn by leading New York stores.

KRUEGER BREW NAMES • G. Krueger Brewing Co., Newark, to Geyer, Newell & Ganger, switching from Benton & Bowles, New York. Radio has been used.

ASCAP CONTRACTS AUTOMATICALLY RENEWED

ASCAP contract with broadcasters automatically renewed for nine years beginning Jan. 1, 1950, Theodore C. Streibert, WOR New York, chairman of NAB Music Advisory Committee, announced when ASCAP failed to give notice of desire to negotiate for increased payments by Dec. 31, 1948.

Contracts expired year from that date were automatically renewed on same terms—2¼% royalty for blanket license, 8% on programs using ASCAP music on per use basis. Only change in new contracts will be broadcasters no longer can change back and forth from one type of payment to other.

REPRESENT TBA ON NAB UNIT

ROBERT P. MYERS, NBC assistant general counsel, and Edward McCrossin of DuMont legal staff named representatives of Television Broadcasters Assn. on television subcommittee of NAB Music Advisory Committee to negotiate terms for use of ASCAP music on video. Mr. Myers also is chairman of subcommittee as NAB appointee.

FMA Committee Lashes 'Rump' Move

LID BLEW OFF FM Assn. internal feud Thursday when FMA Executive Committee issued policy statement drafted at meeting called on 12 hours notice.

Committee declared:

Executive Director J. N. (Bill) Bailey was "fired" as executive director, "effective immediately." Committee charged him with "breach of faith" with board, which had "granted the courtesy" of permitting him to resign. Board action was taken at Dec. 10 FMA meeting in Chicago.

New executive director named by committee but his name awaits approval of entire board membership.

Expanded program and budget for 1949 reviewed, with "grass roots man-to-man" effort to aid FM stations. FMA will expand cooperation with equipment manufacturers, agencies and other radio facets.

Committee is embarrassed by rumors of NAB-FMA merger, explaining absolutely lack foundation. NAB was praised for its role as "chief and primary trade association for broadcasting industry."

No logical conflict exists between FM and television, and all broadcasts will one day be harmonized in one trade association.

"Petty indulgence in personalities and private axe-grinding" deplored.

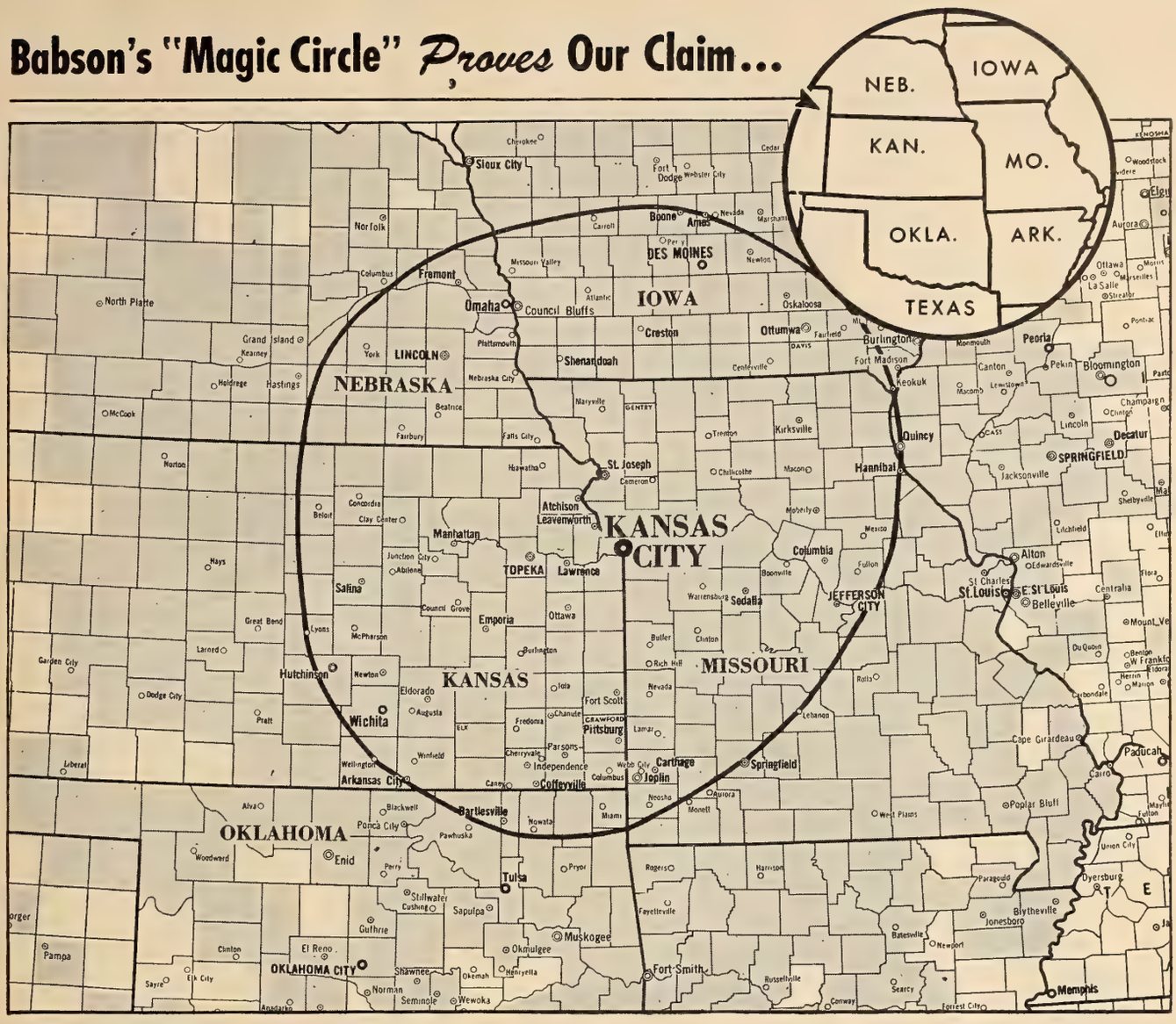
Attending meeting called Wednesday by FMA President William E. Ware, KFMX-KSWI Council Bluffs, Ia.: E. Z. Jones, FMA vice president, WBBB, WBBB-FM Burlington, N. C.; C. M. Jansky Jr., Jansky & Bailey; Ben Strouse, WWDC and WWDC-FM Washington; Everett L. Dillard, WASH (FM) Washington; M. S. Novik, consultant, New York; Frank A. Gunther, Radio Engineering Labs.

Rump meeting of FMA station group will be held Jan. 16-18 at offices of Ray-Tel Inc., Chicago, according to Graeme Zimmer, WCSI Columbus, Ind. Mr. Zimmer said group desires to force out present FMA board. Among group of seven expected to attend, he said, were Thomas F. McNulty, WMCP Baltimore, Mr. Bailey and Bill Barlow, former public relations director of FMA.

Mr. Zimmer said new FMA regime had cut promotion and office funds and was being run by AM interests. He said drastic by-laws changes will be proposed.

Mr. Bailey told BROADCASTING Thursday he had not been invited to attend Chicago meeting.

Babson's "Magic Circle" *Proves* Our Claim...



KCMO's Mid-America is *Whale* of Market!

"Richest in time of peace, safest in time of war," says economist Roger Babson about the "Magic Circle" area! And, Walter Bowers, Secretary, "Magic Circle" Development Conference, adds, "The annual income of the 'Magic Circle' has increased in ten years from six to sixteen billion dollars. Bank deposits have gone up in some parts of the 'Magic Circle' as much as five hundred per cent. Land values have doubled and tripled. The 'dust bowls' of the 20's and 30's have become the 'boom bowls' of the forties!"

KCMO's Mid-America, located completely within the "Magic Circle," has always been a big market — and it's getting bigger and bigger!

For radio coverage in the "Magic Circle," you need KCMO's *one-station* blanketing of Mid-America. 213 counties inside KCMO's 50,000 watt measured ½ millivolt area — listened to in 466 counties in 6 "Magic Circle" states (gray counties on map). Center your selling on KCMO, Kansas City's most powerful station for Mid-America, in the "Magic Circle."

50,000 WATTS DAYTIME—*Non-Directional*

10,000 WATTS NIGHT—*at 810 kc.*

National Representatives
JOHN E. PEARSON COMPANY



KCMO

. . . and KCFM — 94.9 Megacycles

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

One Does It - in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

A Name Worth Remembering *

In 1949, it will pay timebuyers to remember these call letters—W H H M .

They're worth remembering—for the experience of time buyers and advertisers has shown that WHHM delivers

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Watch cash registers ring those happy sales tunes, note how an alert audience responds to a WHHM message.

Remember WHHM in '49 for Memphis sales results!

WHHM

Independent—but not aloof

Memphis, Tennessee

Patt McDonald, manager **FORJOE & CO.**, representatives.

member of
Association
of Independent
Metropolitan
Stations

***Fairbanks-Morse furnishes this one.**

BROADCASTING
TELECASTING

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Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

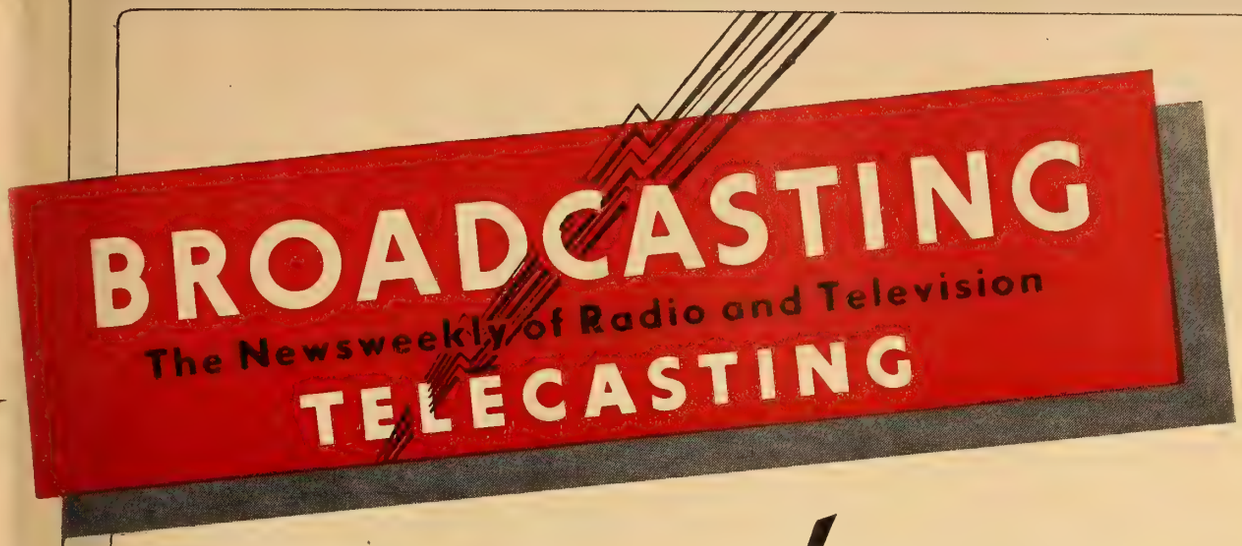
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



. . . . . always the advertising leader

BROADCASTING CARRIES MORE RADIO LINEAGE ANNUALLY THAN ALL OTHER TRADE PUBLICATIONS COMBINED.

Because BROADCASTING enjoys the highest degree of reader interest of any trade publication . . .

Because time buyers have repeatedly made it their first choice for station advertising . . .

Because its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays . . .

Because in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves . . .

BROADCASTING has consistently been the most effective, result-producing medium in the entire field.

"Any advertiser can and most advertisers should use **SPOT RADIO"**

"To keep presentable longer

use **MENNEN SHAVING CREAM"**

• All over the country men are hearing the Mennen message from the friendly, *known* voice of top *local* personalities.

For Mennen uses the right local program in each of many markets—a friendly known voice selling Mennen to America's men, *their way,* wherever they may be.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

•

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

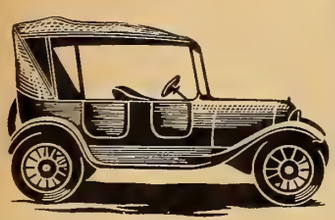
ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

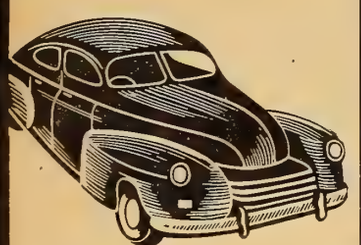
Remember the story about...



the horseless buggy



that grew into...



the streamlined car?

That's just like the growth of WWDC in the rich Washington market. It started out small . . . and grew . . . and grew into a fast-acting streamlined force for profitable sales. If you want power and drive behind your radio advertising in Washington, your best buy is WWDC and WWDC-FM. Get the full story from your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

Feature of the Week



Announcer-producer Hurd (l) and news editor Ireland (r) with Garfield high school discussion group.

* * *

"THE UNDIRECTED expression of free speech by anyone . . . who wishes to express an opinion." A noble objective of our democratic society, this, and the standard of *Youth Views the News*, a half-hour weekly ad-lib discussion of current affairs heard Sunday mornings at 10 via tape-recorder on KOMO Seattle.

Effectiveness of the show, which is now reaching out beyond Seattle and western Washington high schools into nearby Canada, depends on how thoroughly the participating students are *not* prepared.

The principal of the school where the program is to be recorded is warned in advance by

(Continued on page 64)

On All Accounts

THE COMMERCIALS on a few coast-to-coast sponsored programs a week might be enough for the average agency man to handle, but not Innes Harris, commercial supervisor in the Hollywood office of Young & Rubicam.

No less than a dozen broadcasts per week bear the imprint of his three-man department. And this makes him just about the busiest agency man on the West Coast.

His responsibilities include the NBC Bob Hope show (Lever Bros.-Swan soap); CBS Jack Carson show (General Foods-Sanka); NBC Duffy's Tavern (Bristol-Myers products); NBC *Adventures of Ozzie & Harriet* (International Silver); ABC Meredith Willson show (General Foods-Jello); five weekly ABC *General Electric House Party* (electrical appliances); transcribed *Skippy Hollywood Theatre* (Rosefield Packing Co.-peanut butter) on 46 stations; CBS *My Favorite Husband* (General Foods-Jello).



INNES

He's the most teletype conscious man in town, constantly in communication with the agency's New York office checking on information for commercials of these shows. And when it's not the teletype, the long distance telephone gets a play.

Born in Rich Hill, Mo., Nov. 18, 1904, Innes was educated entirely in schools of his native state. He attended Drury College, Springfield, for a year. Then in 1926 he became sports editor of the *Springfield* (Mo.) *Republican* for a year, then joined the *Phoenix* (Ariz.) *Republic*.

Innes entered radio in 1929 as announcer-newscaster and publicity man for WTAM Cleveland. But after a good 12 months or so he moved to Westinghouse Electric Corp. in East Pittsburgh, handling publicity for that firm for the next few years.

Beginning in 1930 with radio publicity and running through commercial writing, program production and a variety of other assignments, young Mr. Harris was on the New York staff of Erwin, Wasey & Co. for the next four years.

He produced the CBS *Bobby Benson* show, then the top kid's program of the day. Assignments also included Arthur Godfrey's first network shows on CBS. In addition he handled a variety of

(Continued on page 64)

for profitable selling— INVESTIGATE

WDEL WILMINGTON DEL.

WGAL LANCASTER PENNA.

WKBO HARRISBURG PENNA.

WORK YORK PENNA.

WRAW READING PENNA.

WEST EASTON PENNA.

Represented by ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS



Westinghouse Radio Stations Inc

announces the appointment of

FREE & PETERS, *Inc.*

as national sales representatives for

KDKA · WBZ · WBZA · KYW · WOWO · KEX

Offices of Free & Peters are located in

Atlanta Chicago Detroit Fort Worth
Hollywood New York San Francisco

Radiorama



INSPECTING wreckage of the KRLD Dallas towers, located near Garland, following their collapse Dec. 21 (see story this issue) are (l to r) Clyde Rembert, manager of KRLD; Don Houseman, insurance executive; Tom C. Gooch, president of *The Times-Herald*, station owner, and John W. Runyon, KRLD president. Station resumed in about eight hours.



BALOWSTAR, new super-fast video lens used by ABC to telecast midnight Mass on Christmas Eve from St. Patrick's Cathedral, is viewed by Frank Marx (l), ABC engineering v.p., and Jack Pegler, Television Zoomar Corp.



NILES TRAMMELL (l), president of NBC, covers a point during a cocktail party which marked switch Jan. 2 on NBC of the Horace Heidt program from 10:30 p.m. to 7 p.m. Sunday. With Mr. Trammell are (l to r) Mr. Heidt; Pat Gorman, adv. director, Philip Morris Co., and O. P. McComas, PM v.p.



MEL BEKINS (l), pres., Bekins Van & Storage Co., accepts plaque for his company's public service commercials saluting Omaha area industry from Thomas Ashton, Omaha C of C pres., and Paul Fry, KBON Omaha manager.

FIRST Dallas telecast for WBAP-TV Ft. Worth, opening of Greater Dallas Motors, Ford agency, show rooms, brings congratulations for Harold Hough (r) WBAP-TV director, from Howard Smith, Rogers & Smith, Dallas agency.

REPRESENTATIVES of sponsor, agency and network discuss promotion plans for GE's *House Party* (five-a-week on ABC) during "closed circuit" broadcast. Present are (l to r) James Webb, Young & Rubicam v.p.; Robert Kintner, ABC executive v.p.; A. M. Sweeney and George Parks, GE. Program starts today (Jan. 3), 3:30 p.m., EST.



PLANNING hockey broadcasts on WSRS Cleveland are (seated, l to r) Danny Landau, WSRS sportscaster, and P. A. Snyder, pres., East End Nash Co., sponsor, with (standing) Samuel Sague, WSRS pres., and Leo Barron, sales mgr.





For TV selectivity... check channel 11 first!... With the widest range of television programs . . . best coverage of news, special events, sports... drama, beauty, homemaking ... children's shows, religion for all creeds, public service . . . WPIX offers enough video variety to attract the attention of any viewer —or advertiser!... can make more sales, create more conversation among customers, build better business in a new major market, well worth the effort now... and from now on!

For full details, cost and rates on WPIX programs currently available for sponsorship or syndication... write or phone... today!...

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22



SOLID GOLDBERG! . . . a program for people who: 1.) can play charades; 2.) can't; 3.) are crazy about celebrities; 4.) mmmm, so-so; 5.) would accept a prize under certain circumstances, like winning it; 6.) are goofy about Goldberg with or without the foregoing; 7.) have a TV set! The Drawing Game with Rube Goldberg . . . Sunday, 7:30 p. m.

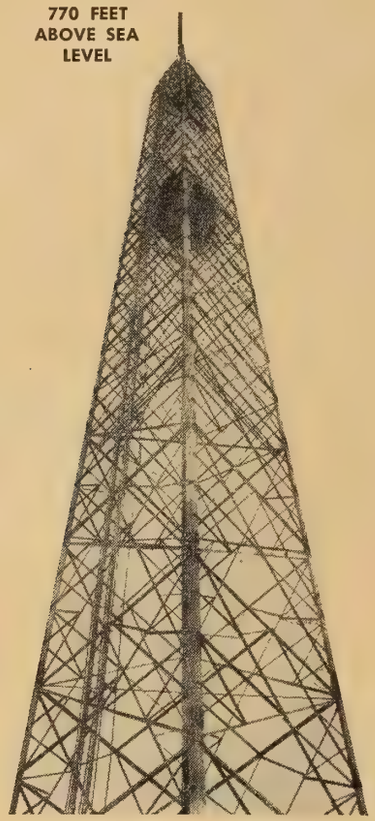
WPIX

NEW YORK CITY • CHANNEL 11

ON THE WASHINGTON SCREEN



Washington Monument



WMAL-TV Tower

The Highest Light In Washington . . .

• • • Towering high above everything in Washington, WMAL-TV's ultra-modern six-bay super-turnstile antenna is the highest point in the entire Nation's Capital! This "plus" in height is a contributing factor in the beautiful signal radiated into the homes of this vast market.

Power . . . Programs . . . Prestige

• • • WMAL-TV is Washington's most powerful television station—a guarantee of a clear, steady signal far beyond the metropolitan area. Another reason for the popularity of WMAL-TV with the viewing audience, is that it was the first television station in the country to advertise and maintain a seven-night-a-week program schedule. Wherever things of top interest are taking place—whether Redskin football games, boxing, wrestling . . . top news events . . . WMAL-TV studio productions . . . or top attractions from New York—the best in television entertainment in Washington will be found on WMAL-TV. It's a happy combination of tops in signal, tops in programs, and tops in acceptance—for the Evening Star's 96 years of predominance in Washington makes The Evening Star Television Station the most ACCEPTED in Washington homes.

WMAL **WMAL–TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies



R. A. PORTER, formerly in charge of New York office of Roche, Williams & Clearly, and prior to that with Stack-Goble, Chicago, joins Dancer-Fitzgerald-Sample, New York, as vice president and member of plans board at end of January.

FRENCH L. EASON, vice president of L. W. Ramsey Co., Chicago, became Chicago manager of Fletcher D. Richards Agency on Jan. 2. **SHELDON M. FISHER,** who opened the Richards office there three months ago, returns to New York.

JAMES R. LUNKE and **CRAIG MAUDSLEY,** Pacific Coast advertising executives, announced formation of Lunke-Maudsley & Assoc., with offices in Joseph Vance Bldg., Seattle. Both men formerly operated their own advertising agencies.



Mr. Lunke



Mr. Maudsley

RAYMOND C. KEMPER, formerly staff producer with Don Lee Broadcasting System, Hollywood, joins radio production staff of McCann-Erickson, same city.

THOMAS W. DEALEY joins W. Earl Bothwell Inc., Hollywood. He was formerly with D'Arcy Agency, St. Louis, and before that with Hillman Shane & Breyer, Los Angeles.

MIKE NEWMAN & Assoc., Hollywood, moves to larger quarters at 5371 Sunset Blvd.

RUTLAND, GILCHRIST & CLEM, Toronto, opened an office at 37 Queen St. South, Kitchener, Ont. **DONALD G. DICKSON** is manager of new office.

JOHN GREEN and **JOSEPH LAMNECK** transferred to television staff of Newell-Emmett, New York. Mr. Green will work on production and Mr. Lamneck becomes staff art director.

JAMES P. DWYER, Gray & Rogers Adv., Philadelphia, elected president of Junior Adv. Club of Philadelphia. **EDWARD A. SEIFKEN,** also of Gray & Rogers, elected vice president.

BRISACHER, Wheeler & Staff, San Francisco, elected to membership in American Assn. of Advertising Agencies.

EARL C. NOYES Adv., Rutland, Vt., announces opening of a conference office of its Washington branch in the Washington Bldg.

DOHERTY, CLIFFORD & SHENFIELD, New York, announces these appointments: **LESLIE A. HART,** formerly with Eastern Cooperatives, New York, to copy staff; **PAUL G. INDORF,** previously with J. M. Mathes, New York, to radio copy, and **ALBERT SKOLNIK,** formerly with Pedlar & Ryan, New York, to media.

McKIM Adv., Toronto, moves offices to McKim Bldg., 47 Fraser Ave., Toronto. Telephone: MElrose 4642.

JAMES D. BISHOP appointed art director of Lewis & Gilman, Philadelphia.

LINCOLN W. ALLAN joins O'Brien & Dorrance, New York, as production manager.

MEL MATHEWSON and **ROY POWERS** joined Thomas C. Wilson Adv., Reno, Nev., as art director and account executive respectively. Mr. Mathewson was formerly a freelance artist, and before that with Bacon & Lawrence, San Francisco agency; Mr. Powers was formerly with John D. Roche Inc., Los Angeles.

ROBERT BRAGARNICK, formerly with Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York, as an account executive.

WILL PEARCE, art director of Botsford, Constantine & Gardner, San Francisco, elected a vice president of the firm. **CATHERINE BIDELSPACHER,** formerly with Compton Adv., New York, joins the agency's media department.

WILLIAM P. SCHRAMM, advertising director of Armstrong, Requa & Assoc., San Diego, made partner in firm replacing **HAROLD F. REQUA JR.,** resigned. Agency name changed to Armstrong-Schramm Co. Mr. Requa left to become advertising and public relations director for Sun Harbor Packing Co.

ROBERT B. SELBY, manager of Smith, Bull & McCreery, San Francisco, elected a vice president of the company.

BROADCASTING

Comparative Network Program Schedule

January 1949



Yeah, but can he lift a sales curve?

(To see it done without hypnotism, turn to back page of insert.)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Men. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (215)	Coca-Cola Spotlight Review (184)	Cudahy Packing Nick Carter (459)	Int' Silver Co. Ozzie & Harriet (138)
6:45	"	"	"	"
7:00	Go For The House S	Amer. Tob. Co. Jack Benny (173) R	TBA	Philip Morris Horace Heidt (148)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (188)	Lever Bros. Ames 'n' Andy (156)	Mutual Benefit Behind the Front Page (461)	Rexall Co. Faye & Harris (161)
7:45	"	"	7:55-8 *	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (162)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Philip Marlowe S	Music	Command Performance
8:45	Old Gold Cigarettes (172)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theater Helen Hayes	Under Arrest	Sterling Drug Man. M.-Go-R. (150)
9:15	Andrew Jergens Louella Parsons (204)	" (159)	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (205)	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Frigidaire Lum 'n' Abner (164)	Secret Missions	Eversharp, Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Starlight Moods S	T B A
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service	Metro. Life Ins. Eric Severeid (32)	Repeat of Kid Strips	News S Bob Warren
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody S 6:20-6:45
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (151) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (154)	News	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Assn Amer RR Railroad Hour (270)	Breme Seltzer Inner Sanctum (153) R	Falcon S	DuPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Lever Godfrey's Talent Scouts (158) R	Trimount Sherlock Holmes	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	"	"
9:00	Let's Go to the Met	Lever-Lux Lux Radio Theater (152)	Noxzema Gabriel Heatter (330)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Stars in the Night S	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Korn's-A-Krackin'	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Severeid (22)	Repeat of Kid Strips	News S Bob Warren
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody S 6:20-6:45
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (151) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (132)
7:30	TBA	Campbell Soup Club 15 (154)	News	The Smoothies
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (105)	Pure Oil Co. R. Harkness (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149) R	George O'Hanlan	Philip Morris This Your Life (142) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (150)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (218)	Lever Bros. Swan Bob Hope
9:15	"	"	Mutual Newsreel S	"
9:30	Chr. Sc. Monitor Views the News R	Life With Luigi S	Lone Wolf S	Johnson Wax Fibber McGee & Molly (163)
9:45	Detroit Symphony S	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Univ. Car. & Dist. American Forum	Lever Bros. Big Town
10:15	"	"	"	"
10:30	Let Freedom Ring (NAM)	TBA	Orchestra S	Brown & W'mson PeopleAreFunny (160)
10:45	Serenade for Strings AF of L	"	"	"

WED

	ABC	CBS
6:00 PM	Not in Service	Metro. Eric S (3
6:15	"	You
6:30	"	
6:45	"	P & G L. Th (78
7:00	Co-op Headline Edition (53) *	P Ben (7
7:15	Co-op Elmer Davis (46)	P Jack (82
7:30	General Mills Lone Ranger (175)	Campbell Club (1
7:45	"	Campbell Ed R. (1
8:00	Old Gold Orgnl. Amateur Hour (172)	Sto Mr. Chip (1
8:15	"	
8:30	"	Chesel Dr. C (157
8:45	"	
9:00	Texas Co. Texaco Star Theatre (230)	Bord Coun (1
9:15	"	
9:30	Elgin American Groucho Marx Show (124)	Int. Har Harvest (1
9:45	"	
10:00	Philco Corp. Philco Radio Time (267)	W Ta
10:15	"	
10:30	General Foods Meredith Willson (141)	Capitol R
10:45	"	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00AM	Concert Hall S	World News	Tone Tapestries S	World News W. W. Chaplin Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	Ballard & Bal. Renfro Valley (30)	MutualChamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	Western Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S*	Christian Ref. Ch., Back To God (248)	Faultless Starch Starch Time (42)
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George Carsen Putnam	Invitation to Learning S	Alan Lomax Ballad Man	Who Said That? S
12:15PM	U. N. Reporter	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (335)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (328)	America United S
1:15	Editor At Home S	Elmo Roper S	TBA	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00AM	Gen'l Mills, Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (38)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say With Music Willard's Orch. S	P & G Road of Life (153)
10:45	Eleanor & Anna * S	Natl. Biscuit Arthur Godfrey (165) R	"	P & G The Brighter Day (153)
11:00	Second Honeymoon S	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (80)	Toni Co. This Is N. Drake (157)
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)
11:30	West. Elec. Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (136)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (62)	Lanny Ross	B. T. Babbitt Lora Lawton (97)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (180)	"
12:15PM	"	Lever Bros. Aunt Jenny (65)	Philip Morris Kate Smith Sings (228)	T B A
12:30	Out Of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Words & Music S
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Bankhage (82)	P & G Big Sister (97)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Garden Gate S	"	
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Pat Milk Mary Lee Taylor (147)
10:15	"	"	"	"
10:30	This Is For You S	Romance S	News	Archie Andrews
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott - Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corp	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	News	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	Roundup Rhythm S	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of T'day (185)	Smoky Mt. Hayride	Barriault Wash. News S
12:15PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Con. Sta. (129)	"	F. Morriwell S
12:45	"	"	"	"
1:00	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Nat. Farm & H. Hour (183)
1:15	"	"	"	"

SATURDAY

	ABC	CBS
1:30	National Vespe S	Hill H S
1:45	"	"
2:00	Around the World (150) S	Spring Her, F Must
2:15	"	"
2:30	Co-op Mr. President	Ar S
2:45	"	"
3:00	Fruehauf Trails Harrison Woo (75)	Bands (N. Ethan 1:15
3:15	News S	"
3:30	Dance Band	"
3:45	"	"
4:00	Ted Malone	"
4:15	Johnny Thompson	"
4:30	Farnsworth Met Opera Auditions of Air (148)	Way S
4:45	"	"
5:00	TBA	Spring Her, F Young
5:15	"	"
5:30	Quiet Please	Cadet Like (1
5:45	"	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News S Bob Warren
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody S 6:20-6:45
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (181) R
Orchestra S	Miles Labs. News of World (143)
News S	Adrian Rollini Trio
Bayuk Cigars Inside Sports (185)	Pure Oil Co. Kaltenborn (34)
Can You Top This S	C-P-P Co. Blondie (151)
"	"
High Adventure	Kraft Foods Co. Gt. Gildersleeve (148)
"	"
R. B. Semler Gabriel Heatter (238)	Bristol Myers Duffy's Tavern (159)
Mutual Newsreel S	"
Family Theater S	Bristol Myers Dist. Attorney (140)
"	"
Manhattan Playhouse S	Am. Cig. & Cig. The Big Story (162)
"	"
Dance Orch.	Mars Candy Curtain Time (138)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S Lionel Rieau
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"		"	Sketches in Melody S 6:20-6:45
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (52)	P & G Beulah (79)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (182) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (132)
TBA	Campbell Soup Club 15 (154)	News S	Art Van Damme Quintet
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (186)	Pure Oil Co. R. Harkness (27)
Co-op Abbott & Costello (20)	P & G FBI In Peace & War (149) R	Name of That Song?	G. F.-Jello Aldrich Family (145)
"	"	"	"
TBA	Whitehall Mr. Keen (149) R	Hollywood Story	GF - Maxwell Burns & Allen (145) R
"	"	"	"
Personal Autograph S	Auto-Lite Suspense (164)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (144)
"	"	Mutual Newsreel S	"
Revere Camera Co Stafford Show (48) *	Toni Co. Crime Photog. (163)	Mysterious Traveler S	Sealtest Variety Theatre (93)
"	"	"	* Falstaff
Child's World S	Hall Bros. Hallmark Playhouse (157)	Kaiser-Frazer Thin Man	Reynolds Screen Guild Theatre (161)
"	"	"	"
We Care S	Campana Sales First Nighter (62)	Dance Orchestra S	General Electric Fred Waring (160)
Harrison Wood	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S Lionel Rieau
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"		"	Sketches in Melody S 6:20-6:45
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (182) R
Co-op (46) Elmer Davis	P & G Jack Smith (82) R	Orchestra	Miles Labs. News of World (143)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (154)	News	Music For Tonight
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (186)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Nat'l Council of Protestant Epis. Churches	Cities Service Bands of Ameri. (82)
"	"	Great Scenes from Great Plays	"
Equitable Life This Your FBI (221) R	G-F Jello My Favorite Husband (151) R	Leave It to the Girls S	R. J. Reynolds Jimmy Durante Show (163)
"	"	"	"
Bristol-Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (170)	R. B. Semler Gabriel Heatter (181)	Pabst Sales Co. Eddie Cantor (149)
"	"	Mutual Newsreel S	"
Pac. C. Borax The Sheriff (191)	"	Conti Products Yours for a Song (17)	P & G - Tide Red Skelton (143)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Pres. (46)	P & G Life of Riley (139)
Cavalcade of Sports (254)	"	"	"
"	Coca-Cola Pause Refreshes (167)	Dance Orch.	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Speaking of Songs S	News S Bancroft	Sports Parade	Bob Warren News Summary S	6:00 PM
"	Memo From UN	"	Religion in News S	6:15
Harry Wismer	Saturday Sports Review S	Bands For Bonds	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	"	"	6:45
Treasury Band	Morey Amsterdam Show S	Hawaii Calls S	"	7:00
"	"	"	"	7:15
The Hawthorne Thing	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (142)	7:30
"	"	TBA	"	7:45
Starring Kay Starr	Wrigley Gene Autry (151)	Renson Metal 20 Questions (475)	Anacin Hollywood Star Theatre (127)	8:00
"	"	"	"	8:15
Famous Jury Trials S	TBA	Life Begins at 80	P & G Truth or Consequences (141)	8:30
"	"	"	"	8:45
Chesebrough Mfgr., Little Herman (141)	General Foods Gang Busters (75) R	TBA	Am. Tobacco Co. Your Hit Parade (160)	9:00
"	"	"	"	9:15
Amazing Mr. Malone	Liggett & Myers Tales of Fatima (20)	Kaiser-Frazer Meet the Boss	Col.-Palm.-Peet Judy Canova (143)	9:30
"	"	"	"	9:45
Musical Etchings	Sing It Again S	Chicago Theatre of the Air S	Colgate-Palmolive-Peet Dennis Day (142)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

CBS	MBS	NBC
Sing It Again S	American Bird Products Radio Warblers	University of Chicago, Round Table S
"	Mutual Music Box S	"
Ringling Bros.-Barnum & Bailey Circus Festival Music (167)	Air Force Show S	First Piano Quartet
"	"	"
Where Are There Men S	Co-op Bill Cunningham (210)	NBC University Theatre
"	Veteran Wants to Know S	"
Standard Oil Co. (N. J.) Philharmonic (154)	H. C. Cole Milling, Ernie Lee Show (105)	"
"	"	"
"	General Foods Juvenile Jury (148)	Standard Brands One Man's Fam. (150)
"	"	"
"	General Foods House Mystery (475)	Miles Labs. Quiz Kids (148)
"	"	"
Ray to Stars	Williams Candy True Detective (489)	Pillsbury Mills Bob Trout (82)
"	"	Living--1948 S
Ringling Bros.-Barnum & Bailey Circus Festival (167)	D L & W Coal The Shadow (37)	Jane Pickens Show S
"	"	"
Arthur Godfrey's Talent Scouts (160)	Hallbros Watch Quick As A Flash (411)	RCA Victor Show (162)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (85)	Co-op Happy Gang	Rbt. McCormick Co-op S
Co-op Dorothy Dix on the Air	P & G Guiding Light (85)	Ralston Purina Chd. Jamboree (198)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (328) Miles Lab. (467) Int. Milling (134) Queen For Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (186)	"	
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (149)	Golden Hope Chest	General Mills Today's Childr'n (140)
"	P & G What Makes You Tick (80)	"	General Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Beason Movie Show	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (125)	"	P & G Ma Perkins (146)
General Electric House Party (272)	Amer. Tob. Co. Your Lucky Strike (151)	Ozark Val. Folks Dixie Barn Dance S	P & G Pepper Young (151)
"	"	"	P & G Right to Happiness (150)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (157) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
"	" *	Co-op Johnson Family Scribner (19)	Sterling Drug Stella Dallas (148)
Co-op Ethel & Albert (51)	Robt. Q. Lewis Show S	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
Co-op Your Story For Today		Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
Quaker Oats Co. Challenge of the Yukon (236)	Treasury Bandstands S	Adventure Parade S	General Foods When Girl Mar's (77)
"	"	Co-op Superman (12)	General Foods Portia Faces Life (89)
General Mills Jack Armstrong (192)	Chesapeake S	Wander Co. Capt. Midnight (182)	Whitehall Just Plain Bill (58)
Derby Food's Sky King * (192)	Miles Labs. Herb Shriner (126) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Farr'l (57)

SATURDAY

ABC	CBS	MBS	NBC
Remember The Year S	Toni Co Give and Take (161)	Music	R.F.D. America
"	"	"	"
Texas Co. Opera (270)	Wm. Wise Most of Life (60)	Macalester College Choir	T B A
"	Wm. Wise Handy Man (60)	"	"
"	Columbia Country Journal S	Dance Orch.	"
"	"	"	"
"	Report From Overseas S	Poole's Paradise	Orchestras of the Nation
"	Adv. in Science S	"	"
"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
"	TBA	Wings Over Jordan	T B A
"	"	"	"
Orchestra Following Opera	"	First Church Christ. Scientist (116)	"
"	"	U. S. Tobacco Take A Number (480)	
"	"	"	J. Morrell Lassie Show (163)
"	Make Way For Youth S	Skotwell Mfg. True or False (482)	Mars, Inc. Dr. I.Q. Jr. (41)
"	"	"	"

*EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING; R RE-BROADCAST ON WEST COAST; TBA TO BE ANNOUNCED.

ABC

10:45-11 AM Mon., Wed. & Fri., Eleanor and Anna Roosevelt.
10:45-11 AM Thur., STAR TIME, sponsored by Brackett Co., 168 stations.
10:45-11 AM Tues., CLUB TIME, sponsored by Club Aluminum Products Co., 56 stations.
5-5:30 PM Tues.-Thurs., Green Hornet sustaining.
5:30-6 PM General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs on alternate weeks.
9:30-9:55 PM Thursdays, JO STAFFORD SHOW.
9:55-10 PM Thursdays, MEET THE STARS, sponsored by Beauty Factors Inc. over 44 stations.

CBS

11:00-11:05 AM Sat.-Sun., Curtis sponsors W. Sweeney News, 149 stations.
4:25-4:30 PM News.

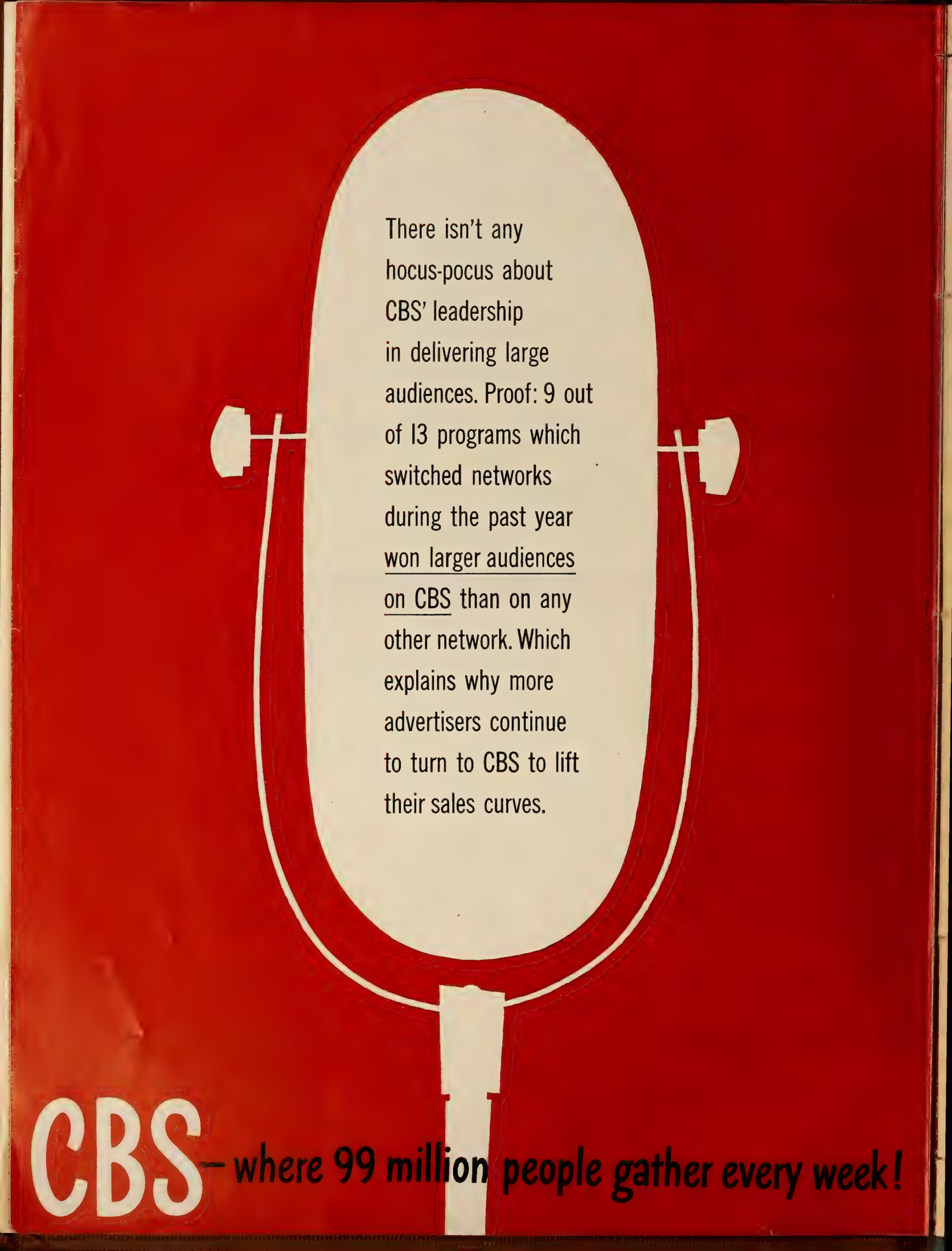
MBS

9:55-10 PM Monday-Friday, Johns-Manville sponsors Bill Henry, news, 354 stations.
7:55-8 PM Sunday, Ronson Art Metal Works sponsors Johnny Desmond Show.

NBC

10:00-10:30 AM Fred Waring Show sponsored Tue., Thurs. by Amer. Meat Institute, & Fri. by Minnesota Valley Canning Co.
9:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of America on 35 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (242)-Morton Downey.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


There isn't any
hocus-pocus about
CBS' leadership
in delivering large
audiences. Proof: 9 out
of 13 programs which
switched networks
during the past year
won larger audiences
on CBS than on any
other network. Which
explains why more
advertisers continue
to turn to CBS to lift
their sales curves.
CBS– where 99 million people gather every week!

New Business



PACKARD BELL Co., Los Angeles (manufacturer of radios and television sets), Jan. 2 started weekly quarter-hour sponsorship of Chet Huntley newscasts on 17 CBS western stations Sundays (5:30-5:45 p.m. PST). Contract is for 52 weeks. Agency: Abbott Kimball Inc. of California, in Los Angeles.

SOUTHGATE FOODS, Norfolk, Va. (Red Mill peanut butter), Jan. 11 starts co-operative sponsorship of *Breakfast in Hollywood* on eight North Carolina and Virginia ABC stations, Tuesdays and Thursdays (1-1:30 p.m.). Contract is for 26 weeks. Agency: W. Wallace Orr Inc., Philadelphia.

PHILCO CORP., Philadelphia, was to sponsor special New Year's Eve telecast from Times Square, New York, on ABC's eastern television network featuring street celebrations and the unveiling of a new spectacular electric sign. The program, booked through Hutchins Adv., Philadelphia, was to be emceed by Walter Kiernan from 11:45 p.m. Dec. 31, 1948 to 12:15 a.m. Jan. 1, 1949.

ROGERS STERLING DIVISION of International Silver Co., New York, appoints Fuller & Smith & Ross, New York, to handle advertising. Local radio campaign may be used.

BENEFICIAL SAVING Fund of Philadelphia, through Richard A. Foley Agency, same city, signs a year's contract for 10:15 Sunday evening period on WCAU-TV Philadelphia.

REXON Inc., New York, distributor of Swiss-made Thorens pocket and table lighters, and manufacturer of Spin-a-way ash trays, appoints Peck Adv., New York, to handle its advertising. Radio and television will be used.

MICKELBERRY FOOD PRODUCTS Co., Chicago (Old Farm Sausage products), appoint Schwimmer & Scott, same city, to handle advertising, effective Jan. 1. Radio will be used.

THE WILLIAMS POTATO CHIP Co., San Francisco, appointed Hoefer, Dieterich & Brown, same city, to handle advertising. Radio will be used.

THE HIGHWAY 50 Assn. appoints James S. Nutter & Assoc., San Francisco, to handle advertising. Radio will be used.

Network Accounts • • •

CHESEBROUGH Mfg. Co., New York (Vaseline products), Jan. 1 started half-hour weekly dramatic-mystery show *Little Herman* on approximately 250 ABC stations, Saturdays (9-9:30 p.m. EST). Contract is for 52 weeks. Agency: McCann-Erickson, New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., increases number of stations carrying its sports newsreel with Bill Stern on NBC Fridays, 10:30-10:45 p.m., from 72 to 137 effective Jan. 7. Agency: Sherman & Marquette, New York.

RADIO BIBLE Class Organization, Los Angeles, Dec. 26 renewed *Radio Bible Class* on 32 Don Lee stations, Sundays, 8:00-8:30 a.m. Contract for 52 weeks. Agency: Stanley G. Boynton, Los Angeles.

ANDREW JERGENS Co., Cincinnati, Jan. 2 started transcribed repeat of ABC *Louella Parsons Show* on full Don Lee network Sundays (8:45-9:00 p.m. PST). Contract is for 52 weeks. Agency: Robert W. Orr & Assoc., New York.

LEVER BROS., Toronto, renews *Laura Limited* (Lux Flakes) Jan. 3, 1949 for 52 weeks on 26 Trans-Canada Network stations, Mon.-Fri., 11:45 a.m. to 12 noon; renews *Bob Hope* (Rayve) Jan. 4, Tues. 9-9:30 p.m., for same time and stations. Agency for both accounts, Young & Rubicam, Toronto. Company also renewed *Big Town* (Lifebuoy) Dec. 28, for 52 weeks on 32 Dominion Network stations, Tues., 10-10:30 p.m. Agency: Ruthrauff & Ryan, New York.

Adpeople • • •

D. C. BERRY, former assistant advertising manager of McKesson & Robbins, New York, appointed advertising manager of firm. Mr. Berry succeeds the late **L. M. VAN RIPER,** who died last month.

MARY E. KIRSCH, formerly in art department of Bass-Luckoff of Hollywood, joins Robbin Products, Los Angeles sales promotion firm.

Happy New Year

to KLEE-TV



When KLEE-TV in Houston, Texas opened two days ago, it was *the first station in the history of television to begin operations in the black!* Our New Year's resolution, as station representatives, is to help this proud new station *stay* in the black—in 1949 and all the years that follow!

Adam J. Young Jr.
INCORPORATED
22 EAST 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Telestatus

Station Aid to Representatives
(Report 40)

By EUGENE KATZ
The Katz Agency, New York

JUST a few weeks ago I was asked by a veteran television man, Bill Eddy, if station representatives were doing anything positive about selling television, or were they just signing up stations and raking in commissions on business that came in.

Unfortunately, to earn any commissions in television the national representative has to work for them. He has to work harder in television than in AM, and his job is a more difficult and complicated one. Despite the great strides which television engineering has recently made, it has not yet produced a foolproof gravy train.

Difference in Selling

The national representative organizations which have taken television seriously—and several have—have not only added men to their sales staffs as television specialists and trained their AM salesmen in television know-how, but they have learned that television selling is very different from selling radio.

EUGENE KATZ of The Katz Agency, New York, was a pioneer among station representative organizations in the setting up of a separate and complete television department. Accordingly, he is very much aware of what data the station should offer its representatives to effect a better selling job. He was given a chance last month in New York at the TBA Clinic to offer "brass tack" suggestions which are summarized here.

At least nine national representative firms are now actively engaged in selling television time and programs.

How can television station managers help them to do their job? Power, wave length and network affiliation have been important elements in the sale of AM time. Neither power nor channel assignment is an important variable in television selling today.

Network affiliations are, and will continue for some time to be, so scrambled that the mere fact of affiliation with any network does not, of itself, prove much about the size of a station's audience.

With power and frequency subordinated, what are the things that count in selling television to national advertisers?

First, of course, is the market and the number of receiving sets. It will be a long time before television markets arrange themselves in a rank order of importance paralleling either population or retail market.

Philadelphia, for example, is twice as important a television market as Chicago for the present because it has twice as many receiving sets. Washington is more important for the moment than Detroit or Cleveland.

Since set ownership is a primary consideration in estimating the importance of a television market, stations must provide frequent reliable counts of the constantly increasing set distribution.

Television will not be helped either by gross exaggeration of set ownership nor by evasion of this critical statistic.

Programs and Facilities

Next in point of importance to the advertiser are the programs and facilities of the station. In television these loom much larger than in AM because they determine what an advertiser can do to sell his product with a given appropriation.

Because so few national accounts have already prepared television programs or commercials, the availability of suitable local programs or program building facilities may determine whether an advertiser buys television in a given market or passes it up entirely.

To do a proper job of bringing new accounts to television, and this is the most important kind of television selling, the national representative ought to have:

1. A summary description of the entire program schedule which tells briefly what the programs are, how they work, who sponsors them.
2. An exact operating schedule, as exact, that is, as it is possible to provide.
3. Detailed description of studios and studio equipment and as much information as possible regarding the flexibility of this equipment.

Network Tie-in

4. Information about the station's tie-in with the network or networks with which it is affiliated, the number of programs per week fed by coax, microwave or Teletranscription.
5. Detailed description of remote facilities and charges for their use.
6. Rate cards standardized to avoid confusion in the mind of the timebuyer or sponsor about what he is buying. In case anybody wants a copy of the rate card recommendations we make to our stations, I have a supply here for those who want them.
7. Detailed description of camera equipment, both studio and mobile.
8. Description of film projection equipment by make and size.
9. Information about the station's slide equipment and the station's ability to produce slides for sponsors.
10. Description of the film production facilities of the station and the cost for their use for various types of program production.
11. Finally, the national salesman ought to have an inclusive description, and that means inclusive of mechanical details, program format and cost, for each locally originated program which is offered to the national advertiser for sponsorship. This is in addition to the overall program description which was mentioned before.



Mr. KATZ

With this information, with a knowledge of the station's operation gained from on-the-scene visits, and by keeping closely in touch with its changing pattern of operation, the national salesman is reasonably well equipped to go out and create new television advertisers.

Where should he go to find these new buyers? Obviously, he shouldn't neglect the big, established national advertisers, those who are using television in other cities; nor should he neglect the accounts which are using radio—either national spot or network.

But the most important selling a representative can do is to employ television's four dimensional effectiveness of sight, sound, motion and immediacy to put non-radio advertisers on the air, to create new television accounts from magazine and newspaper advertisers and from companies which have not used any national advertising medium.



CUSTOM-BUILT TV mobile unit is received by WKY-TV Oklahoma City, *Oklahoma Times* station, which begins telecasts next spring. Measuring 32 feet long by 10 feet wide, unit includes a 16-inch TV tube, extension deck, complete radiophone installation for communication with studio and an inside stairway. Viewing screen built into side enables people at scene of telecast to watch program on receiver. After equipment is installed and checked, unit will be used for training WKY-TV personnel. Shown atop vehicle are Aaron Britton, engineer, and Bob Hayward, television studio supervisor, at the camera.

KTLA TV Service

CARL D. MAURER, supervisor of development engineering for Paramount Pictures television division, is installing a video transcription system in KTLA, Paramount TV station in Los Angeles. A duplicate of the equipment used at the New York Paramount Theatre, the set-up will enable KTLA to supply its advertisers with 16mm or 35mm sight-and-sound recordings of their programs for use on other stations or to provide film reports of televised special events to theatres for large-screen reproduction. New service is expected to be ready for use about Jan. 15.

Test Pattern-WHIO-TV

A SIGN TO YOUR DAYTON, O., AND MIAMI VALLEY CUSTOMERS AND PROSPECTS OF FINE TELEVISION ENTERTAINMENT THAT'S COMING SOON!

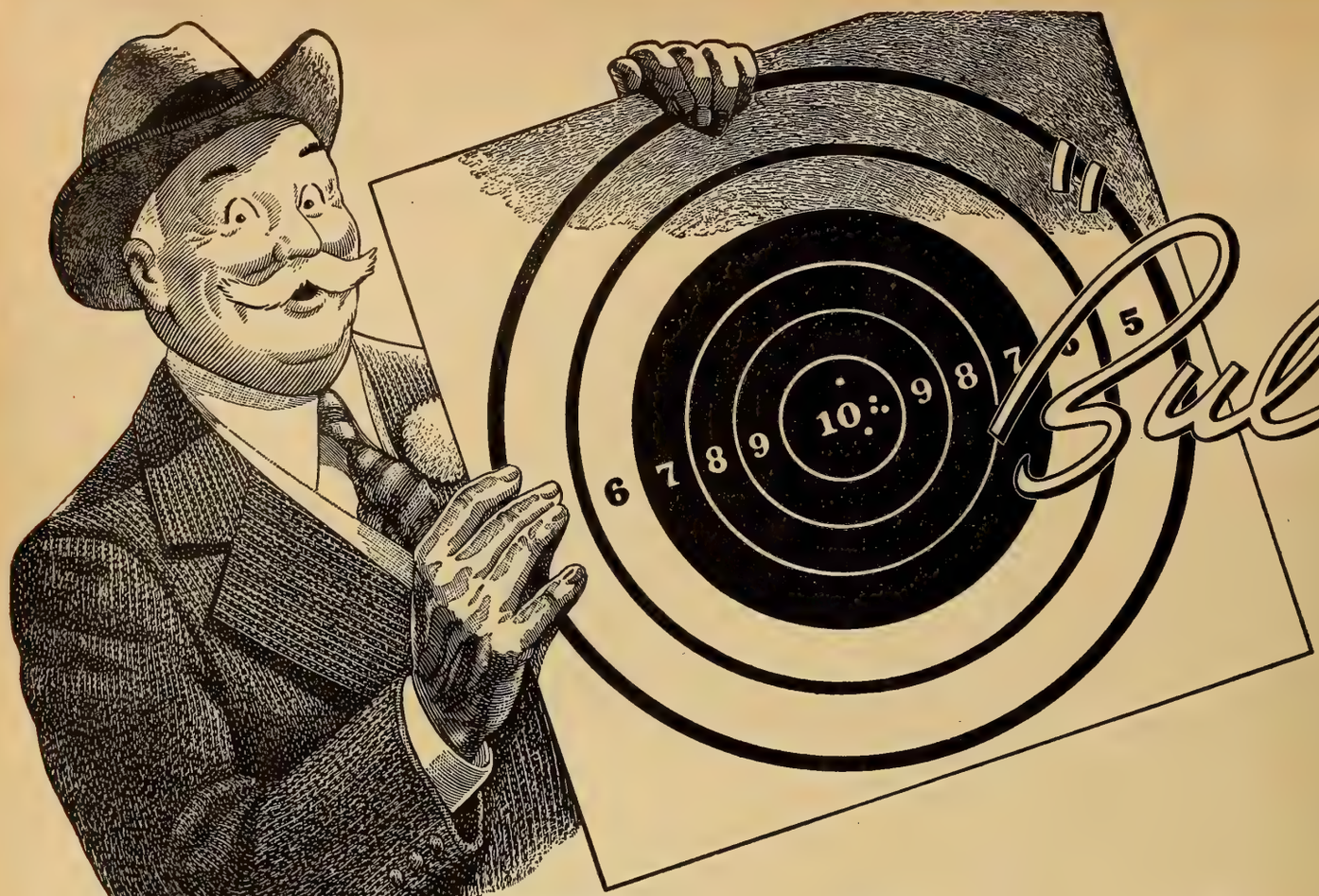


Residents of Dayton, Ohio and the Miami Valley will soon be adjusting their television sets to this WHIO-TV test pattern. Final equipment tests and program demonstrations are scheduled for February.

WATCH FOR OUR OPENING ANNOUNCEMENT!

WHIO TV
DAYTON, OHIO
AM ★ FM ★ TV

Represented Nationally
by The Katz Agency, Inc.



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM
Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV

-Eye Radio"

LOGICAL RADIO

ANALYZE your sales volume or your sales potential, county by county for any reasonably large part of the U. S., and you'll immediately see why "national spot" radio is *logical* radio.

And that's the kind of radio you want for the intensely competitive selling situation that's now upon us. For national spot is the kind of radio that goes *only* where you have the distribution, the price equality or advantage, the dealer-cooperation, etc., etc. that are required to make any advertising expenditure *profitable.*

If you or your agency will give us a few necessary facts and figures, we'd be happy to show you exactly why spot radio is logical *for you.* How about it? There is no obligation, of course.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Helpful in Radio Use

EDITOR, BROADCASTING:

I have found BROADCASTING *very* helpful in our spot and program radio advertising.

James R. L. Fitzgerald
Business Manager
Diamond T Truck Sales & Service
Richmond, Va.

* * *

Likes 'Marketbook'

EDITOR, BROADCASTING:

Let me once again express our appreciation for your fine work, the 1948 MARKETBOOK; we hope that we may look forward to receiving a similar reference volume in 1949. It's a *real* service to the industry.

Dean Schaefer
Unusual Features Syndicate
Chicago

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Shot in the Arm'

EDITOR, BROADCASTING:

Muchas gracias for the nice editorial [Sterling (Mex.)] which appeared in the Dec. 13 issue of BROADCASTING. It certainly makes a chap feel happy to know that his as well as his Delegation's service is so much appreciated. Your editorial was a shot in the arm to all of us.

Geo. Sterling, Alt. Chairman
U. S. Delegation
High Frequency Broadcasting Conference (ITU)
Mexico

Non-Commie Affidavits

EDITOR, BROADCASTING:

Enjoyed the editorial in your issue of Dec. 20 [Red Riding Hoax]. Am sending for the non-commie affidavits used by NLRB which I understand are such that no American citizen should refuse to sign or be reluctant to so do. I am contemplating putting them into effect here for all new employes and our present ones and thereby do our bit at screening our personnel.

I certainly agree with you that it is radio's responsibility, and by radio I mean the networks and the stations. I can't see why the networks shouldn't require all performers and anyone connected with network shows to sign non-commie affidavits, and I can't see what would be wrong with all radio stations doing likewise.

Radio is so potent a force and so vital to our national security that we cannot afford infiltration by those who seek to destroy our government or its form. I know you agree, and your magazine can be a powerful force in keeping radio clean.

Leslie C. Johnson
General Manager
WHBF Rock Island, Ill.

* * *

Blue Over Gray

EDITOR, BROADCASTING:

Seems you caught an editorial finger in a file door and "mauled" one of the thumbnail sketches in the "Station Outlook" story in the last issue of BROADCASTING.

The gentleman you pictured as speaking for WIP Philadelphia is, I am sure, rather busily occupied with some other large scale operation in his capacity as Assistant Secretary of the Army.

I must admit, however, that the man you quote, who is vice-president of WIP, and also chairman of the NAB All Radio Presentation committee, has been pictorially confused in the same manner, both by other publications . . . and in personal life.

But these Gordons are not alike in the Gray.

Sam Elber
Press Department
WIP Philadelphia

Editor's note: Below are the two Gordon Gray's. The one at the right is vice president of WIP. The one at the left is Assistant Secretary of the Army, owner of WSJS Winston-Salem, and other radio interests.



Mr. Gray
WSJS



Mr. Gray
WIP

* * *

Broadcasting Covers

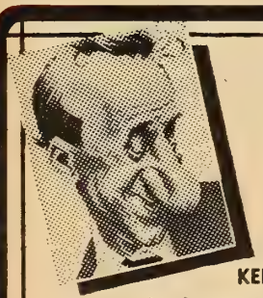
EDITOR, BROADCASTING:

Sending the enclosed photo to you for a very special reason. Guess you can call it a kinda novel Christmas gift; and too it proves I read BROADCASTING as well as brag about it.

There's a humorous angle to the photo that doesn't show. . . .

When I arrived at the Los Angeles airport I heard the airlines paging me. The captain of the ship came over and informed me

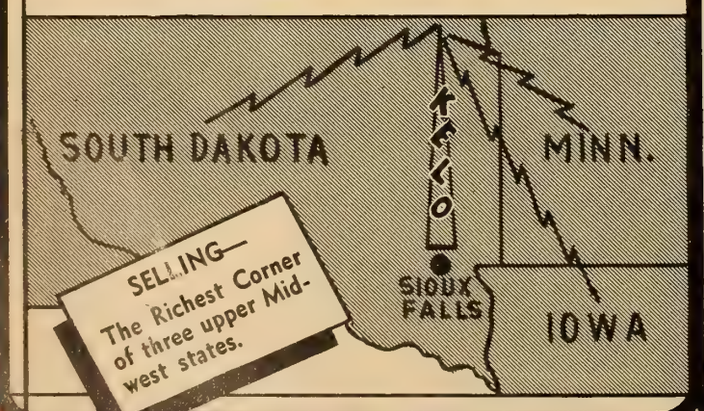
KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA



I got a Million of 'em

So have we, Jimmy—

KELO leads the field in national selective and local acceptance because KELO is the best salesman in this rich market.



233 MILLION

Folks in KELOLAND have in excess of $233 million in ready cash which they will spend on the staples and luxuries they want to buy.

This has been a bumper year in KELOLAND — meaning bonus sales for the wise advertiser who SELLS his products via KELO.

"NBC for SOUTH DAKOTA"

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.



Magazine and friends.

that photographers were waiting to take my picture! I told him he must be mistaken. "No," was the reply, "Aren't you a celebrity—think the man said you were a famous television expert!"

All this sounded much like a first class practical joke and I thought I'd play along by pretending I was a celeb. So I stepped out of the plane onto the stairway as tho ready to take a bow before my admiring audience. I almost went rolling down the stairs on my face when I saw that photographers were *really* standing by to take my picture.

They posed me with Mr. Stephen Bosustow, president of United Productions of America (the film company I had engaged for the production of my commercials). Because of being posed with the Prezz, I assumed the pictures were his idea and were to be used to promote the film company. But were the photogs his? ? You don't have to tune in next week—I'll tell you now —NO! They were sent by a couple of Hollywood TV publications and it wasn't until after the photos were developed that they discovered that I was holding two issues of BROADCASTING and one issue of another rival publication!

Fran Harris
Ruthrauff & Ryan
Chicago

* * *

Polls and Surveys

EDITOR, BROADCASTING:

Much has been made of the distinction between political polls which predict the future and audience surveys which measure the present. I can't see the difference. Someone must predict the future from the audience survey before it becomes a useful tool. If the pollster doesn't consider that his job, he has merely reduced his professional position, and has increased the burden on the executive who buys his service.

Mistakes have been made in surveys, but what profession doesn't make mistakes? The need isn't for abolishing this profession which attempts to find evidence instead of hunch as a basis for prediction. The need is to improve the procuring and using of evidence.

Perhaps the biggest mistake was failure to realize the inherent limitation in any form of prediction.

Dr. Victor J. Andrew
Andrew Corp.
Chicago

Junior Joske Plan

EDITOR, BROADCASTING:

In [Dec. 20] issue of BROADCASTING on page 24 you have quite an interesting article entitled "Junior Joske Plan" . . . [which] really proves that the Joske Plan will work, in practice as well as theory. . . . Keep up the good work. You've really got a good magazine.

A. C. Newburgh
Commercial Dept.
KDTH KDTH-FM Dubuque

They Say . . .

"SOME of the top-salaried radio stars have found a loophole in the federal income tax laws that is calculated to save them large sums of money . . . The loophole enables [them] . . . to sell their services as a business and thus pay a capital gains tax of only 25% on their income. Otherwise their tax on the same amount of personal income would be 77% . . . Stars who already have used the loophole, and others who may be contemplating a similar step, should realize they are courting disaster . . . Public favor is not a constant thing. It is fickle . . . If and when the public wakes up to the fact it is being made a sucker in the deal, the popularity of the tax-saving stars is apt to start declining."

From an editorial in
Fort Worth Star-Telegram
[Editor's Note: The "Star-Telegram" owns WBAP Forth Worth.]

"A YEAR ago Mr. Petrillo announced that recorded music would be banned forever. . . . But . . . he celebrated the lifting of that ban by directing a recorded rendition of "I'm Just Wild About Harry" for presentation to President Truman. . . . He hasn't bothered to deny charges of inconsistency, contenting himself with the modest observation that 'All great Americans (and he mentioned President Lincoln as an example) change their minds.'

". . . Mr. Petrillo's actions indicate that he has not changed his mind. . . . For the ban on recordings was obviously a tactical move designed to force restoration of the welfare fund. . . . Under the Taft-Hartley Act, payments of this kind . . . are illegal. Hence Mr. Petrillo probably resorted to the ban as a means of bringing pressure on Congress to revise the act or to induce the industry to get around it by some sort of compromise agreement acceptable to his union.

". . . Mr. Petrillo is doubtless fairly well satisfied with the outcome of his strategic campaign. . . . However, for members of the musicians' union . . . as well as manufacturers and distributors of records . . . the Petrillo ban has been a costly method of arriving at the present compromise settlement."

From an editorial in
The Washington Post

BMI *Pin-up Sheet*

HIT TUNES for JANUARY

AM I ALL OF YOUR FUTURE (Or Part of Your Past) (Fremart)
Ted Martin—LeDuxe 1182
Alan Foster—Regent 138
The Caboosers—Astor 503
Harmonica Gentlemen—Castle 1455

BEHAVIN' MYSELF FOR YOU (Beacon)
Maxine Sullivan—MGM 10343

BOUQUET OF ROSES (Hill & Range)
Eddy Arnold—Vic. 20-2806
Dick Haymes—Dec. 24506
Rex Turner—Varsity 8001
Jackie Brown Quartet—MGM 10336

CORNBELT SYMPHONY (Mellin)
Jack Smith—Cap. 15280
Jack Lathrop—Vic. 20-3119
Bob Stewart—Mero 7469
Jack Emerson—Metrotone 3014
Fred Grap—Apollo 1132
Cyril Stapleton—Lon. 282
Nev. Simons—MGM 10257

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239
Eve Young—Vic. 20-3077
Jack Smith—Cap. 15280
Barbara Brown—Varsity 116

DAINTY BRENDA LEE (Lutz)
Eddy Howard—Mer. 5208
Jack Smith—Cap. 15328
Jack Lathrop—Vic. 20-3119
Jerry Wayne—Col.*
Peter Lind Hayes—Dec. 24519
Eastman Trio—Trilon 188
Don Churchill—Trilon 206

I LOVE YOU SO MUCH IT HURTS (Melody Lane)
Reggie Goff—Lon. 312
Frontiersmen—Vic. 20-3188
Shorty Long—Dec. 46139
Floyd Tillman—Col. 20430
Jimmy Wakely—Cap. 15243
Tommy Clayton—Varsity 8010
Mills Brothers—Dec.*

I WISH SOMEBODY CARED ENOUGH TO CRY (London)
Frank Gallagher—Dana 2033
Ray Dorey—Gold Medal*
Eddy Howard—Mer.*

IN MY DREAMS (Wizell)
Vaughn Monroe—Vic. 20-3133
Ella Fitzgerald—Dec. 24529
Reggie Goff—Lon. 368

IT'S A BIG WIDE WONDERFUL WORLD (BMI)
Buddy Clark—Col. 38370

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

ONE HAS MY NAME (Peer)
Bob Eberly—Dec. 24492
Texas Jim Lewis—Excel. 45
Slim Duncan—Col. 20491
Red Perkins—DeLuxe 5047
Jimmy Wakely—Cap. 15162
Eddie Dean—Crystal 132
Tommy Clayton—Varsity 8009

RENDEZVOUS WITH A ROSE (Jay-Dee)
Buddy Clark—Col. 39314
Pepper Nealy—Bullet 1056
Pied Pipers—Cap. 15216
Don Rodney—MGM 10272
Bobby Worth—Castle 1258
Bob Stewart—Me-Ro 7469
Bob Eberly—Dec. 24491
Dick Wong—D & D 45-1903
Fred Gray—Apollo 1131
Westonians—Sig. 1042
Snooky Lanson—Mer. 5188
Walter Scheff—Spiro 3002

SUNDAY IN OLD SANTA FE (Pemora)
Jose Morand—Vic. 20-3101
Xavier Cugat—Col. 38327
Andy Russell—Cap. 15158

YOU WERE ONLY FOOLIN' (Barron & Shapiro-Bernstein)
Blue Barron—MGM 10185
Kay Starr—Cap. 15226
Varsity Orchestra—Varsity 122
Ink Spots—Dec. 24507
Eric Whitley—Col. 38323

YOU, YOU, YOU ARE THE ONE (Campbell)
Johnny Eager—Grand 25010
Jackie Brown Quartet—MGM 10336
Ames Brothers—Coral 60015
Varsity Orchestra—Varsity 120

* Soon to be released.

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NEW YORK • CHICAGO • HOLLYWOOD



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★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 1 WASHINGTON, D. C., JANUARY 3, 1949 $7.00 A YEAR—25c A COPY

BMB ON CARPET

Further Overhaul Demanded by Critics

By J. FRANK BEATTY

SECOND trouble-shooting of the whole BMB operation within little more than a month is scheduled Jan. 11 when the BMB Executive Committee meets in New York.

With the 1949 nationwide study under BMB auspices only two months away, demand has arisen in the industry for a quick overhauling of the broadcaster-financed coverage project.

The demand mounted to a peak last week just as BMB was announcing that it had signed a total of 802 subscribers, with 1,000 as a goal (see story page 24).

Unless the research bureau is revamped quickly it will face a financial crisis even before the vast study gets under way, in the view of a number of broadcasters who favor an industry-wide coverage service but feel the present BMB setup isn't the answer.

And unless the second project is good—much better than the first—BMB will fall apart, all broadcast advertising will get a black eye, and NAB's very life will be threatened, they fear.

A weak spot in BMB would be revealed if the bureau would open its books to show the list of paying subscribers, they contend, adding that pressures have been applied to encourage stations to join.

In any case, the Jan. 11 Executive Committee looms at this writing as a hair-letting-down session. NAB's representatives comprise only a third of the committee voting power, as is the case with the BMB board.

Discontent Grows

Dissatisfaction with BMB marked the mid-November NAB board meeting [BROADCASTING, Nov. 22]. At that time the board wrote a stiff denunciation of BMB, calling names, but relented at the last minute by substituting a velvet paddle.

This dissatisfaction was voiced by a substantial board majority. In the end, some wanted a fast showdown and others preferred to let two board members present the case orally to BMB's board. The latter prevailed, and two directors were assigned to attend BMB's board meeting the following week. They were Hugh B. Terry, KLZ Denver, also a BMB board member, and G. Richard Shafto, WIS Columbia, S. C., who was elected to the BMB board effective Jan. 1.

BMB's board heard the NAB complaints, realigning its upper executive bracket and instigating a number of changes in its plans for the second nationwide study getting under way in March [BROADCASTING, Nov. 29, Dec. 6].

But these steps have not satisfied some of those who criticize the measurement bureau. They want NAB's board to take more drastic action when it meets Feb. 14-15 in New Orleans. Unless that is done, the entire future of BMB and NAB are in danger, they say. In support they contend there have been a number of resignations in recent weeks of important stations. These are ascribed to NAB's handling of the BMB problem and BMB's selling and research techniques.

NAB's answer to the resignations is that many stations resign at year-end when they are reclassified for NAB dues purposes, but usually are back in the fold in a few weeks. NAB also contends that the acquisition of new members in recent weeks far outweighs the number of resignations.

Here are some of the questions BMB should answer, in the opinion of its critics:

- How much money has been received to date?
- What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?
- What stations were paying members as of Dec. 31, 1948?
- What is the status of the

(Continued on page 24)

COAXIAL TIME

Networks Get East-West Allocations

By BRUCE ROBERTSON

NETWORK television, which has been reasonably well organized on an East Coast operation, was thrown into almost total confusion last Wednesday when AT&T notified the video networks of the allocations of time on the single coaxial cable connection which, starting on Jan. 11, will connect the eastern and the newer midwestern network facilities.

The announcement to the press was direct, discreet and lacking in details: "The Long Lines Department of AT&T announced today (Dec. 29) that after six weeks of joint sessions with the television network companies a distribution of available time on the single channel between New York and Chicago has been arrived at. The spokesman said while it is recognized that all the needs of broadcasters are not satisfactorily met, the conditions requiring temporary sharing will be materially improved when additional channels along the route are completed next June" [BROADCASTING, Dec. 20].

The statement did not mention the consistent refusal of any network to relinquish any sponsored or likely-to-be sponsored time to its rivals which in the end made it necessary for AT&T itself to parcel out the precious minutes of network time. Nor did it make public the allocations details, holding that this information properly belonged to its clients, who could release it is they saw fit. They did (see tables below).

Complete information on what programs and what sponsors would go into what periods after the east and midwestern networks are connected was lacking as the network salesmen hastily contacted their clients to see what could be worked out. What details were

(Continued on page 71)

AT&T'S plan of New York-Chicago coaxial, divided into daytime, 10 a.m.-5 p.m.; 5-8 p.m. Monday through Saturday, 8-11 p.m. Monday through Saturday, and Sunday, is as follows:

10 a.m. to 5 p.m.

Time	Sunday	Mon-Fri	Sat
10-11 a.m.	Open	DuMont	Open
11-12	Open	DuMont	Open
12-1 p.m.	Open	DuMont	Open
1-1:30	Open	DuMont	Open
1:30-2	Open	CBS	Open
2-2:30	Open	CBS	Open
2:30-3	Open	DuMont	Open
3-3:30	NBC	DuMont	Open
3:30-4	NBC	NBC	Open
4-4:30	NBC	NBC	Open
4:30-5	NBC	ABC	Open

5 p.m. to 8 p.m.

Monday-Saturday

5-5:15	WPIX
5:15-5:30	WPIX
5:30-5:45	NBC
5:45-6	NBC
6-6:15	DuMont
6:15-6:30	DuMont
6:30-6:45	CBS
6:45-7	CBS
7-7:15	ABC
7:15-7:30	WPIX
7:30-7:45	CBS
7:45-8	NBC

8 p.m. to 11 p.m.

Time	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
8-8:30	WPIX	NBC	CBS	ABC	DuMont	CBS
8:30-9	WPIX	NBC	CBS	ABC	DuMont	DuMont
9-9:30	CBS	DuMont	NBC	DuMont	ABC	ABC
9:30-9:45	CBS	ABC	NBC	NBC	ABC	NBC
9:45-10	CBS	ABC	NBC	NBC	DuMont	NBC
10-10:30	DuMont	WPIX	CBS	ABC	NBC	WPIX
10:30-11	NBC	NBC	CBS	ABC	NBC	WPIX

Sunday

5-5:30 p.m.—WPIX; 5:30-6—NBC; 6-6:30—Open; 6:30-7—ABC.

7-7:30 p.m.—CBS

7:30-8 p.m.—alternately ABC and DuMont. DuMont starts Jan. 16.

8-9 p.m.—alternately ABC and DuMont. ABC starts Jan. 16.

9-10 p.m.—alternately CBS and NBC. CBS starts Jan. 16.

10-11 p.m.—Will be rotated in half-hour blocks to those networks which are off the cable between 8 and 10 p.m. If ABC has 8-9 and CBS 9-10 DuMont will take 10-10:30 and NBC 10:30-11. The next Sunday DuMont will have 8-9, NBC 9-10, ABC 10-10:30 and CBS 10:30-11. The following Sunday ABC will have 8-9, CBS 9-10, NBC 10-10:30 and DuMont 10:30-11. The fourth Sunday, DuMont will have 8-9, NBC 9-10, CBS 10-10:30 and ABC 10:30-11. Then it all starts over again.

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BMB on Carpet

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BMB tax case, in which non-profit classification is sought? What attorneys have been hired? How much have they been paid?

● Is BMB actually diverting millions of national advertising dollars to other media?

Unless these and other questions are answered the BMB lid will blow off at the NAB board meeting, according to letters and telegrams being exchanged among a number of NAB members.

Some Resent NAB's Views

The official NAB attitude on the whole subject is resented in some station quarters. The charge is made that over two-thirds of NAB member stations are not BMB members and that they resent the BMB board's implication that all association members should subscribe.

The original resolution adopted by the NAB board in November is understood to have cracked hard at the BMB top echelon, especially Hugh Feltis, president, and John Churchill, director of research. BMB responded with a revamping of its administrative lineup, giving Mr. Feltis general management, sales and policy powers and naming Cort Langley to the new post of assistant to the president in charge of operations.

Since that action the BMB matter has been out of the industry spotlight but the behind-scenes discussions have been getting more intense week by week.

Asks Corrections

NAB's board heard a November report of a special committee headed by Henry P. Johnston, WSGN Birmingham, which made a study of the BMB developments. This report touched off the board's debate, the discussion consuming about half of the three-day meeting.

As made public by BMB the NAB committee's report called for correction of errors in city radio families; asked review of method of showing night coverage; sought recognition of engineering data on service areas; asked unit measurement areas smaller than counties in special cases; urged a promotional campaign to bring 1,000 subscribing stations into the fold; opposed divulging of data on non-subscribing stations; sought use of BMB seal or insignia.

The feeling behind much of the criticism of BMB is based on the belief that the prospect is unhealthy and therefore should be overhauled before it is beyond salvation. The trouble is described as both personal and mechanical.

BMB is charged with persistent refusal to heed individual complaints by stations. One of the most publicized cases of this type has been called the "Birmingham brushoff." In this instance BMB for some time ignored complaints that its Birmingham station report

(Continued on page 43)

BMB

Feltis Reviews '48, Tells '49 Plans

IN A YEAREND report to BMB board members, Hugh Feltis, president, called 1948 a year of preparation for the research organization's second nation-wide survey of station and network audiences to be conducted this March.

He said in March 600,000 ballots will be mailed—100,000 more than were used in Study No. 1—and followups will be sent as needed to obtain the minimum required response. Six weeks later tabulation of ballots will begin. By September, subscribers are to get their reports.

Looking ahead to 1949, he also posed a question to the board as to what should be the scope of BMB activities in the coming year. He reviewed the fact that last May BMB announced a 5% fee scale reduction, based on the assumption that in 1949 activities would encompass little besides Study No. 2 and by the expectancy of more subscribers.

"Both these assumptions have changed," said Mr. Feltis. "The rapid growth of radio and television have placed upon BMB demands for improvements and refinements in its measurement . . . All require money."

Other Projects

Among new projects urged on BMB, he said, have been the jobs of determining and keeping up to date figures on television families and on television viewing habits.

He said with the present list of subscribers, which reached 802 at year's end, an expanded and refined Study No. 2 can be conducted with caution and economy.

With 1,000 subscribers, however, he said, BMB could "service our subscribers as they should be serviced and perform the other research jobs which our fast-growing industry requires, while at the same time reducing the cost to each subscriber."

Seeks Support

He urged support for the campaign to enlist 1,000 subscribers to BMB.

Of the new subscribers, 28 signed in the past two weeks, according to BMB, and of the 802 stations, 648 are AM and 133 are FM. Thirteen TV stations, four nationwide networks and four regional networks comprise the balance.

Subscribers not previously announced are: KLRA Little Rock, Ark.; KOCS and KOCS-FM Ontario, Calif.; KVOE and KVOE-FM Santa Ana, Calif.; KLMR Lamar, Colo.; WAMS Wilmington, Del.; WCFM Washington, D. C.; WTAL and WTAL-FM Tallahassee, Fla.; WCON Atlanta; WVJS and WVJS-FM Owensboro, Ky.; WATZ Alpena, Mich.; WATT Cadillac, Mich.; WMBN Petoskey, Mich.; WHAK Rogers City, Mich.; WTCM Traverse City, Mich.; WREX Duluth, Minn.; WFEA Manchester, N. H.; WXKW and WRWR Albany, N. Y.; WKOP Binghamton, N. Y.; WRFD Worthington, Ohio; WRTA Altoona, Pa.; WHUM Reading, Pa.; WNOK Columbia, S. C. and WPLH Huntington, W. Va.

In reviewing the year, Mr. Feltis recalled that in May BMB won the annual advertising awards for its Study No. 1 which was cited as "a research project conspicuous in advancing the knowledge of advertising."

In March the interim study was conducted for 69 stations in 300 counties and cities. In May the fee scale was reduced 5%.

Later in the year, *Radio Families in U. S. A.—1948* was published, bringing the 1948 edition of the same work up to date. He conceded that issuance of estimates in that work occasioned complaints from some stations that BMB had underestimated the number of families in their markets. As the Census Bureau, from which information was drawn, began to correct some of its own data, and as BMB's own studies indicated inaccuracies, BMB decided it was necessary to revise its data and this is currently being done, Mr. Feltis reported.

Still later in the year, he recalled, *Who Own Radios?* was issued, providing data on multiple set families, portable set families and auto set families, as well as radio ownership by economic status and extent of listening.

During the year, BMB developed the method to be used in 1949 to measure and report station's average daily audiences, and additional feature in the 1949 survey. Average daily as well as total weekly audiences will be reported separately for daytime and nighttime in each county and measured city in which 10% or more of the radio families listen to the station at least once a week.

New Service

Among other activities, a subscriber service department was created in 1948; an engineering advisory committee was created to help sharpen measurement; a beginning was made in evaluation of all available research techniques, including electronic meters; a television committee was created; decision also was made to divulge the 1949 BMB audience figures of non-subscribers to subscribers for their restricted use; details were being worked out on a state quota plan whereby subscription fees will be reduced according to the percent of subscribers in a state.

Three new directors joined the board of BMB as of Jan. 1. They are G. Richard Shafto WIS Columbia, S. C., replacing Robert T. Mason WMRN Marion, Ohio, at the close of 1948; Herbert D. Bissell, general advertising manager of Electric Auto-Lite Co., Toledo, appointed along with Alden James, advertising director of P. Lorillard Co., New York, by the Assn. of National Advertisers to replace R. E. Davis, Goodyear Tire & Rubber Co., and Donovan Stetler, Standard Brands.



Drawn for BROADCASTING by Sid Hix

"Grandpa don't aim to miss any calls on them giveaway programs."

CAPITAL GAINS

Benny May Lose First Round

By RUFUS CRATER

THE BUREAU of Internal Revenue was reported late last week to be ready to rule that Jack Benny's $2.5 million "capital gains" sale of his show to CBS is a personal-income transaction, not capital gains.

The Bureau was understood to be preparing a policy statement outlining its views on such transactions, one of which—the *Amos 'n' Andy* sale to CBS for $2 million—it has already approved as a capital-gain deal and therefore subject to a lower tax rate. Whatever the policy statement holds, it presumably will not affect the Amos 'n' Andy approval. The Bureau, observers pointed out, does not issue retroactive rulings.

The policy statement will not discuss specific cases by name because such procedure would be unlawful. Pending its issuance, Bureau officials refused to discuss the probable nature of its contents. In most quarters it was felt the statement would not be revealed until Mr. Benny's attorneys have been apprised of the ruling in his case.

As a long-term capital gain, the performer's profit on such sales is subject to a maximum 25% tax. But if the transaction is held to involve the sale of personal services it is subject to the surtax rate for ordinary income, ranging up to about 78%.

In the Benny case, the Bureau was reported to be inclined to the view that the comedian's Amusement Enterprises Inc., which he sold to the network, actually is Mr. Benny himself and that therefore the case involves the sale of personal services. Benny-CBS interests contended, however, that purchase of the company carries rights to the use of characters, scripts, etc. as in the *Amos 'n' Andy* case and therefore is clearly a capital-gain transaction.

An adverse ruling by the Revenue Bureau would not necessarily be final, but could be appealed by Mr. Benny to the U. S. Tax Court.

NBC, from which CBS lured both *Amos 'n' Andy* and the *Jack Benny Show* with the capital-gains offers, has said flatly it will not make comparable offers to other performers until the Revenue Bureau position is clear.

In support of the capital-gains theory, it had been argued that in no event would Uncle Sam stand to get less in taxes from the performers than they have paid in recent years.

The reason is that, according to industry sources, both Amos 'n' Andy and Mr. Benny have signed with CBS for salaries comparable to those they received from NBC, apart from the so-called capital-gains transactions. These salaries, for personal services, will be taxable at the customary income-tax rate. Thus the 25% capital-gains tax would represent an increase in the Government's "take" from these stars.

On the other hand, it was pointed out, the Government would be taking quite a "loss" as compared with what it could get by classifying the sale price as personal income.

Bureau's Reply

The question has been raised pointedly with the Internal Revenue Bureau by several Congressmen [BROADCASTING, Dec. 6], and the Bureau in reply has indicated that "the broader implications of the entire subject matter have been and are under reconsideration."

Although Bureau officials decline to discuss the cases with newsmen, this was revealed last week in a letter from Acting Commissioner Fred S. Martin to Rep. J. Percy Priest (D-Tenn.), who had inquired about "reports that the Bureau of Internal Revenue is now permitting professional entertainers to sell their services as a 'business,'" taxable on the capital-gain rather than personal-income basis.

Comr. Martin did not mention any particular transaction by name but apparently was referring to the Amos 'n' Andy deal when he wrote in reply:

These reports have doubtless had their origin in a recent occasion on which the producers of a well-known radio program, who are themselves regular performers on their program, applied to the Bureau for advice as to the tax consequences . . . of the execution and performance of certain comtemplated contracts with a national broadcasting chain.

On the basis of representations made by the tax payers, the Bureau advised that certain alleged property rights in such program constituted a capital asset in the hands of the tax payers within the meaning of Sec. 117 of the [Internal Revenue] Code; that any gain realized by them upon the projected transfer of such alleged property rights would constitute a long-term capital gain under the applicable provisions of Sec. 117, and that no part of such amount would be treated as compensation paid them for services rendered.

Mr. Martin also wrote that the Bureau already had received "several other inquiries and comments with respect to this general type of situation," and that the "broader implications" of the entire question consequently are being reconsidered.

Although the tax must be paid by the performers rather than the network, it was considered unlikely that they would have been willing to enter into a "capital gains" transaction without some assurance from CBS that they would be protected in event the Revenue Bureau ruled it is personal income rather than capital gains. Comr. Martin's letter to Rep. Priest indicated that, in the case he cited, the request for a ruling came in advance of the contract-signing.

BENNY VS. HEIDT

Sunday Network Battle Starts

LAST NIGHT, as millions listened, the 1949 network battle for the Sunday evening audience got under way. CBS put a new team in the field, led by veteran Jack Benny who CBS believed could duplicate in the 7-7:30 period on its facilities the rating records he had achieved in that time on NBC. Opposing him on its new Sunday team, NBC installed a music show, *Horace Heidt's Opportunity for Youth*, which the NBC authorities were sure could beat all competition from the vantage point of "America's number one spot."

ABC stood pat, depending on Walter Winchell and *Stop the Music* to stop any audience raids attempted by CBS and NBC. Mutual also kept its old line-up with one exception: *Adventures of the Falcon* went in at 7 in place of Sherlock Holmes, whose sponsor, Trimount Clothing Co., discreetly vacated this period for the 8:30-9 time on Monday evening.

How It Lines Up

Barring last minute substitutions not contemplated on Friday, here's how the teams lined up for the Sunday struggle: Asterisks indicate changes from the 1948 schedules.

6:30-7 p.m. ABC—*Greatest Story Ever Told* (Goodyear Tire & Rubber Co.); CBS—Spike Jones* (Coca Cola Co.); MBS—*Nick Carter* (Cudahy Packing Co.); NBC—*Ozzie & Harriet* (International Silver Co.).

7-7:30 p.m. ABC—*Go for the House;* CBS—Jack Benny (American Tobacco Co.); MBS—*Adventures of the Falcon;* NBC—Horace Heidt (Philip Morris & Co.).

7:30-8 p.m. ABC—*Carnegie Hall* (American Oil Co.); CBS—*Amos 'n' Andy* (Lever Bros. Co.); MBS to 7:55—*Mayor of the Town* (Mutual Benefit Health & Accident Assn.); 7:55-8 p.m.—Johnny Desmond (Ronson Art Metal Works); NBC — *Phil Harris-Alice Faye* (Rexall Drug Co.).

8-8:30 p.m. ABC—*Stop the Music* (Smith Bros., Eversharp); CBS—Sam Spade (Wildroot Co.); MBS — *Alexander's Mediation Board* (Co-op); NBC—Fred Allen* (Ford Motor Co.).

8:30-9 p.m. ABC—*Stop the Muic* (Speidel Co., P. Lorillard Co.); CBS—*Life With Luigi*;* MBS—*Memos for Music*;* NBC—*Voices and Events, 1948*.

9-9:30 p.m. ABC to 9:15—Walter Winchell (Kaiser-Frazer Sale Corp., a new sponsor for Mr. Winchell after 16 years of broadcasting for Andrew Jergens Co.), 9:15-9:30, Louella Parsons (Andrew Jergens Co.); CBS—Helen Hayes (Electric Cos.); MBS—*Under Arrest;* NBC—*Manhattan Merry-Go-Round* (Sterling Drug).

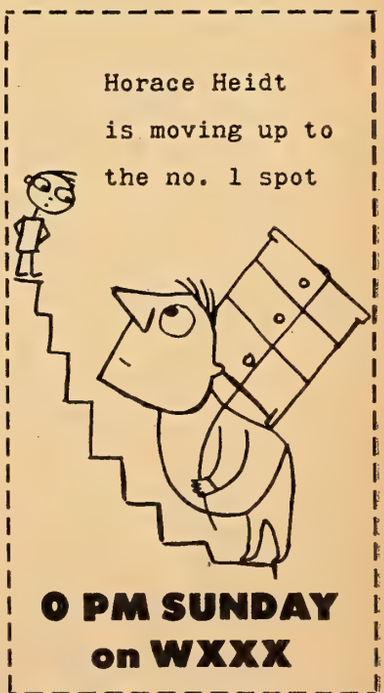
9:30-10 p.m. ABC — *Theatre Guild on the Air* (U. S. Steel Corp.); CBS—*Our Miss Brooks* (Colgate - Palmolive - Peet Co.); MBS to 9:45—Jimmy Fidler (Carter Products), 9:45-10—*Twin View of News;* NBC—*American Album of Familiar Music* (Sterling Drug).

10-10:30 p.m. ABC — *Theatre Guild on the Air* (U. S. Steel Corp); CBS—*Lum 'n' Abner* (General Motors Corp., Frigidaire Div.); MBS — *Secret Missions;* NBC—*Take It or Leave It* (Eversharp).

No Bergen

Most conspicously absent from NBC's line-up is Edgar Bergen who, with his side-kick Charlie McCarthy, has withdrawn from the air "temporarily," he told his audience on his farewell broadcast Dec. 26, adding his expectation to be back in the fall. When he returns it will probably be to CBS which admitted last week that negotiations were in progress but denied a story stating that a contract had already been signed. The news

(Continued on page 48)



One of the many ads prepared by NBC to promote the move of Horce Heidt into the 7 p.m., Sunday, spot.

ABC REPORT

Network's '48 Highlights Listed

AT YEAR's end, ABC claimed that through expansion into 17 new markets in 1948, it now had coverage of 198 of the 200 leading retail sales markets of the nation via its 272 affiliates.

It also reported a new peak in gross time sales in 1948—$44,301,754 as compared with $43,548,057 for 1947 [BROADCASTING, Dec. 27, 1948].

Other ABC 1948 highlights:

1. Development of an East and Midwest television network based on owned-and-operated stations in New York, Chicago and Detroit. Twenty stations were affiliated with its TV network.

2. Power increase of 247,750 w gained by major facilities improvements of 30 of its affiliated stations.

3. Many programming firsts, including the initial telecasting of the Metropolitan Opera.

4. Big Hooper gains by many ABC shows and stars.

5. Inauguration of the fabulous *Stop the Music* program which swept the country and made the title of the program a part of the current American vocabulary.

During 1948, ABC placed in operation its own TV stations in New York (WJZ-TV), Chicago (WENR-TV) and Detroit (WXYZ-TV). Early in 1949, it plans to place in operation TV stations in Hollywood (KECA-TV) and San Francisco (KGO-TV).

ABC also developed an eastern television network linking Boston, New York, Philadelphia, Baltimore and Washington, and a Midwest network linking Chicago, St. Louis, Milwaukee, Toledo, Cleveland and Detroit.

Both Edward J. Noble, chairman of the board, and Mark Woods, president, in statements released with the yearend roundup of ABC activities, stressed the development of the network's television facilities as among 1948 highlights while yet expanding its entire programming operations. (Their statements, this page and page 50.)

Lists New Clients

Claiming 87 million radio listeners, the network listed many new large advertisers which used the network in 1948, among them: General Motors, Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Mfg. Co.

ABC stressed its value as an advertising medium, citing not only its 78.1% increase in gross time sales over the past five years, but also its 56% gain in average evening Hooperatings since 1944, using the first eleven months of each year as a basis.

Also outlined in the yearend report was the need to reorganize ABC administration during the year to take care of expansion of duties and responsibilities. On the administrative side, these were the developments:

Creation of six vice presidents: Murray B. Grabhorn, owned and operated stations; Ivor Kenway, advertising, promotion and research; Frank Marx, engineering; Robert Saudek, public affairs; Thomas Velotta, news and special events, and Paul Whiteman, music.

Expanding board of directors: In July, Owen D. Young, one of the pioneers of radio, joined the board.

Other changes: Charles C. Barry, previously vice president in charge of radio and television programming in Ned York, was placed in charge of the network's western division and Harold L. Morgan was appointed assistant secretary of ABC. From the West Coast, where he had been director of programs and production, J. Donald Wilson was transferred to New York as national director of radio and television programming.

A building expansion also was part of the network's 1948 operations. In New York, ABC established its eastern television center at 7 W. 66th St. The buildings, now in process of reconstruction, will house what ABC claims will become America's largest television studio. ABC also purchased from Warner Bros. the 20-acre Vitagraph property in Hollywood for its West Coast television center. In New York, supplementing its facilities, it also leased the Playhouse theatre on W. 48th St.

On the program side, the network cited the widening popularity in 1948 of its radio personalities such as Bing Crosby, Walter Winchell, Groucho Marx, Drew Pearson, Elmer Davis, Milton Berle, Abbott and Costello and Jo Stafford. It also reported a steady growth in the continued appeal of its oustanding programs such as: *The Theatre Guild on the Air, The Greatest Story Ever Told, This Is Your FBI, Child's World, The Breakfast Club* and many others.

Documentaries

Among its outstanding documentaries was *Communism, U. S. Brand*, an exploration of the methods used in recruiting Communists in this country and suggesting countermethods. Another documentary for which it won praise was *V. D.*, on the menace of social diseases. It presently is at work on a television documentary, a word and picture story of the Marshall Plan in action, which will be released in 1949.

Its highpoint in news coverage was listed as the national elections. Calling the elections the year's biggest story, ABC said it used almost 500 newsmen, cameramen, reporters, commentators and technicians for its TV and AM coverage of the political conventions, campaigns and final balloting.

In the sports field, among its outstanding events was the Joe Louis-Joe Walcott world's heavyweight championship fight, heard over ABC by an estimated 56 million. It drew a 59.3 Hooperating and 92.4 share of the listening audience. On par with this, it placed the telecast of the Metropolitan Opera opening Nov. 29, 1948, in which infra-red lighting was used for the first time in such a telecast and air blowers were removed from the cameras to assure quiet. Dry ice was used for an improvised cooling system.

Radio has earned a "well done" for the way it has carried out its obligations to carry to the world the thinking of the United States during the past year, according to Edward J. Noble, chairman of the Board.

Observing that 1948 failed to see anything but an uneasy peace in the world, he nevertheless saw good in vigorous action of the country's leaders in pushing aid to war-shattered nations and in the demonstration of citizenship exemplified in the recent elections. He praised radio and ABC for its work in reporting these developments. He said:

"Through our system of free broadcasting, we have held up to our own and to other nations a sounding-board of news, commentary, opinion and

(Continued on page 50)

CBS ROUNDUP

'48 'Most Eventful' in History

CBS, in reviewing its activities during 1948, called the 12-month period just ended "perhaps the most eventful" in its 21 year history.

It listed its gains in AM and in television and especially stressed advances in programming. Simultaneously, a yearend statement by its president, Frank Stanton, claimed CBS had the "largest creative program operation in the entire broadcasting industry." (See page 50.)

In resume, the high points of the CBS year featured:

(1) Acquisition of top stars such as Jack Benny and Amos 'n' Andy.

(2) Expansion of CBS television network from one station to 24 and the addition of seven stations to the AM network for a total of 179.

(3) Projection of a transcontinental television network to serve more than 80 cities within the next three years.

(4) Increase in the network's total wattage output, making it the most powerful network on the air.

(5) Continued successful development of CBS's own TV and AM "package" programs.

(6) Acquisition of exclusive rights to a number of outstanding events including the Rose Bowl football classic and to other major sports through part ownership in Tournament of Champions Inc.

(7) Initiation of technical developments and plant expansion on East and West coasts, particularly the million-dollar television studio and technical installations in the Grand Central Terminal Bldg., New York.

Position Solidified

In network expansion, CBS claimed it solidified its position as the nation's most powerful network when on Dec. 21 it signed KFRE Fresno as its 24th 50,000 w affiliate. That gave CBS a total power of 1,641,200 w daytime, and 1,556,450 w nighttime.

In plant construction, work was started in February on what is said will be among the largest television studio plants in the world in Grand Central Terminal Bldg.

In July, WCBS-TV purchased a new 5 kw transmitter and specially designed antenna to produce the maximum signal permissible under FCC regulations for installation in Manhattan.

Among other technical developments were production of "The Bubble," its plastic-domed, mobile unit, put into action for the Presidential nominating conventions; unveiling of the records developed with Columbia Records; setting up a plant for making television recordings with 16mm film, and improvements in telecine projections and cold studio lighting.

Staff Changes

On the administrative side, these staff changes were made:

Two CBS vice presidents, Howard S. Meighan and Lawrence W. Lowman, also became general executives.

J. L. Van Volkenburg became a CBS vice president and director of television operations.

J. Kelly Smith became vice president and director of station administration.

Arthur Hull Hayes, general manager of WCBS, was named CBS vice president in San Francisco.

James M. Seward became vice president in charge of operations.

S. R. Dean became CBS treasurer and comptroller.

William B. Lodge was named vice president in charge of general engineering.

Howard Hausman became vice president in charge of personnel relations.

Frank White relinquished his office as CBS vice president and treasurer to become president of Columbia Records.

During the year, too, the network

(Continued on page 50)

MBS GROSS UP

5% 1948 Rise Indicated

MUTUAL Broadcasting System's yearend review indicated that gross billings for 1948 from the sale of network radio time would show a gain of 5% over 1947.

Mutual's greatest claims, however, were in the direction of programming and listenership. High points of its yearend review were:

1. In line with Mutual's self-description as "world's largest network," it passed the 500 mark in number of affiliated stations.

2. It boosted the idea of cooperative programs and at year's end claimed 1,800 local sponsors for them, which, MBS said, topped all other networks combined.

3. It strengthened its weekly daytime programming.

4. It signed Gabriel Heatter to an exclusive broadcasting and television contract.

5. It completed new operating facilities.

6. It won numerous awards.

In keeping with its expansion policy, Mutual-Don Lee placed in operation a new $3 million studio building in Hollywood, the first studios specifically constructed for joint radio-television-FM broadcasting. The master control panel there is so engineered as to permit simultaneous "feeds" of these three types of radio programs for airing locally, regionally or feeding on a coast-to-coast basis.

Active in TV

In television, with no MBS TV transmitters yet in operation, Mutual advertising and research executives nevertheless became active participants in industry meetings dealing with TV problems. Meanwhile, Mutual affiliates in Chicago, Boston and Hollywood were tied in with other networks during the interim, and in 1949 Mutual expects to see a continuation of such interim affiliations.

Mutual will proceed with its TV plans, leading to eventual establishment of video stations in 11 of the country's leading markets, in addition to some 40 MBS affiliates that have CPs or applications pending.

Mutual insured television coverage of the 1948 World Series, one of its perennial exclusives, by making the baseball classic available to all video stations in New York, Boston, Philadelphia, Baltimore, Washington, Richmond, Schenectady, New Haven, Cleveland, Buffalo, Toledo, St. Louis, Chicago and Milwaukee.

The network also claimed a new all-time listening mark for its AM broadcasts of the series—25 million radio homes tuned in.

Sales Picture

In sales, 1948 was a year which saw wide acceptance of MBS adaptability to multi-program campaigns by some of the nation's largest advertisers.

New advertisers in 1948 included Universal Carloading and Distributing Co., Volupte Inc., National Council of Protestant Episcopal Churches, Doubleday & Co., Continental Pharmaceutical Corp., U.S. Tobacco Co., National Biscuit Co., and the Johns Manville Corp.

In programming, the network concentrated on building its daytime weekly schedule and claimed it was strengthened by such series as *Kate Smith Sings*, John Nesbitt's *Passing Parade*, Gabriel Heatter's *Mail Bag*, and *The Golden Hope Chest*.

News-wise, it produced 4,432 regularly scheduled and special news shows. It claimed credit for development of the "newsreel" program technique, radio reporting via news-voice recordings. During the political conventions in Philadelphia, Mutual built a network within a network in the Quaker City. For the election itself, it claimed further credit for a network innovation by correlating local results within the overall national picture for the benefit of regional and local listeners.

In sports, it presented many exclusives, including the World Series, the play-off game for the American League baseball championship, the All-Star baseball and football games, the Indianapolis Speedway classic, the Army-Navy grid clash, the annual East-West Shrine game, the Cotton Bowl and the Blue-Gray contests, the Zale-Graziano, Zale-Cerdan and Williams-Jack championship boxing bouts.

It was a year of many awards for MBS and its people. Fourteen programs and their personalities were cited during 1948. The network itself received four individual awards for its documentary shows and its public service broadcasting and one for its overall promotional activities in behalf of MBS shows.

Among its honors were: National citation from National Conference of Christians and Jews for *Exploring the Unknown* program; blue ribbon from Ohio State U. Institute for Education by Radio for the *Family Theater* series; One World Award to William L. Shirer for "interpreting world news"; *Twenty Questions* program received two awards, blue ribbon from state of New Jersey and the Kilroy Award of Armed Forces Radio Network; National Headliners Club citation to Albert L. Warner, of Mutual's Washington staff, "for outstanding domestic coverage in his reporting of Congressional hearings in Washington."



KFRE Fresno, Calif., will become 24th 50 kw outlet of CBS in June [BROADCASTING, Dec. 27]. Completing arrangements for the affiliation are Paul R. Bartlett (l), KFRE general manager, and Edwin Buckalew, western division manager of CBS Station Relations.

NBC '48 RECORD

Top Advances in TV

FOR NBC, the year 1948 was marked by many important achievements, the most spectacular of which were in television.

Its TV network grew from four at the year's opening to 25 at the year's end and its revenue from video network time sales was 1000% greater in 1948 than in 1947.

In sound radio, gross revenues from time sales in 1948 were 6% greater than in 1947, which had set an all-time record.

These were among other high points in the NBC year:

1. Adoption in September of a new and improved code of standards. The code also was made applicable to TV, the first such code in the visual medium.

2. The claim that by year's end the network had almost four times the number of TV network advertisers as all other networks combined.

3. Its policy of drawing new advertisers into television and thus strengthening radio's economic foundation was regarded as a success. Twelve of its TV sponsors on its East Coast network were not already radio timebuyers.

4. Average daytime commercial network in 1947 was 119 stations, against an average of 121 for 1948. In the evening it was 141 in 1948 against 134 in 1947.

5. Eighty-six percent of NBC's clients renewed their contracts for 1948.

6. NBC Spot Sales Division reported an all-time record in sales volume.

7. The total of AM affiliates rose from 167 to 170.

8. Advances in programming, first in news coverage, and the winning of numerous awards.

The network reported that its 6% radio sales increase was partly due to some additional business and partly to the expansion of the number of stations contracted for by some advertisers. New business came from such advertisers as Campbell Soup, International Silver, John Morrell & Co., Pillsbury Flour Mills, Coca Cola, Chevrolet Dealers, Elgin Watches and Pet Milk.

7,648 Hours Programmed

During the year, NBC broadcast approximately 7,648 hours of network programming, 51% of which was sponsored by national advertisers.

The NBC summary, however, expressed greatest pride in its television accomplishments. It claimed TV leadership as exemplified by the historic telecast from the *U. S. S. Leyte* 30 miles at sea; the building of an eastern TV network linking Boston to Richmond and a Midwest network linking Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee and St. Louis.

It cited its coverage by radio and television of the Republican National Convention in Philadelphia in June as the "most elaborate and thorough reporting job ever devoted to a single event by a single organization." It devoted 54 hours of television time and 36 hours of radio programming to the GOP sessions alone at a cost of $300,000 in rebates to sponsors for cancelled time and talent, plus the huge cost of engineering installations and other expenses involved in the 200-man operation.

The shorter Democratic Convention in July was covered by 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time—at a comparable cost to the network, it was said. The three-day Progressive Party's Convention in July was given nine hours and 35 minutes of radio time and 22 hours and 45 minute of television time.

Its coverage of the elections themselves, NBC claimed, topped all networks in listener and viewer ratings. NBC's rating for the survey made from 8:00 a.m. to 12:00 noon on Nov. 3 was 13.9 with a 37.8 share of audience, against the second network's 7.5 rating and 20.5 share of audience. It claimed that from 8:00 to 11:00 p.m. Nov. 2, it rated 15.8 and 28.9 share of audience against the second network's 14.1 rating and 25.8 share of audience.

In a television survey, WNBT showed a rating of 32.3 and a 43.6

(Continued on page 51)



RADIO PRESS ACCORD IN L.A.

A double spread in the Mirror

By DAVE GLICKMAN

RADIO'S space drought in Los Angeles metropolitan newspapers broke after a decade of resistance with recent publication of the new daily Los Angeles *Mirror*.

This drought started back in 1938 when the publishers in downtown Los Angeles banded together in agreement to throw out their radio sections, maintaining logs on a limited basis only.

Logic of this anti-radio news campaign was never really clear in its intent. By its snub of radio and its abundant care for the movies, the only apparent inference to be gleaned lay in the ratio of news to advertising. With major box-office results their target, theatre owners and chains quite naturally had a basis on which to predicate advertising schedules.

Radio, on the other hand, has had and is likely to continue to have meager budgets for paid space in newspapers calling attention to programs. Furthermore, radio is an advertising medium of itself whereas the movies are product and must use proper space to merchandise that product.

Now Out From Under

But whatever the relative roles of radio and movies in the minds of the publishers, radio is now out from under the wraps.

With advent of the *Mirror*, Lou Larkin was brought in as radio editor. In addition to his daily column and radio logs, the double truck section of the tabloid also includes spot AM, FM and TV news stories. Prior to initial publication on Oct. 11, the new tabloid, in an all out promotion campaign, plastered Los Angeles area with billboards announcing its "complete coverage of radio news."

At first, the Los Angeles Publishers Assn. tried to play footsie with radio. At a Hollywood Advertising Club meeting Floyd Maxwell, head of the publisher's body, tried to explain away the *Mirror's* treatment of radio by saying that it was not a member of the association. This was just so much double-talk, for the *Mirror* is owned by the Times-Mirror Co., publisher of the Los Angeles *Times*, itself a member of the publishers' group.

Another exception had really taken place about 18 months ago when the Los Angeles *Daily News* started to run the syndicated John Crosby column. At that point, the publishers tried to explain it away by deciding that it was syndicated material and not local; consequently it did not constitute a violation of the agreement.

Yet the material in the Crosby column was localized whenever possible through parenthetical insertion of the local network station carrying the program being discussed as well as its broadcast time.

But with the *Mirror* making radio one of its news staples, the several other newspapers were forced to re-examine their positions.

'News' Follows

The Los Angeles *Daily News*, also a tabloid, was swift to follow the *Mirror's* lead. It discarded Crosby's column in favor of a daily local column under by-line of Walter Taliaferro, which made its bow on Thanksgiving Day. Protest on the dropping of Crosby's column resulted in its return on Dec. 7 as an added feature. Radio section has also been dressed up with additional AM, FM and TV news.

Next in line was the *Herald-Express*, Hearst afternoon newspaper, which pulled a sneak preview on Dec. 2. Without fanfare or any prior announcement, its enlarged radio and television log page appeared with John M. Cooper's syndicated column and a TV feature. The newspaper reportedly will hire its own radio editor as well as maintain the syndicated feature.

Nick Kenny, radio editor of the New York *Mirror*, Hearst owned and operated tabloid, arrived in Los Angeles on Dec. 3 to lay plans for a Los Angeles *Examiner* radio section. Pat Hogan, chosen from the newspaper's staff, had been named radio editor, with a daily section started the week of Dec. 20.

With the Los Angeles *Times* coowner with CBS of KTTV, supposition is that the newspaper will carry a TV news column, eventually expanding to cover AM and FM news and also expand log service. No commitment has been made to date.

Not to be forgotten are the suburban daily newspapers which has Bill Bird as radio editor and columnist. The tabloid also goes in heavily for art on its two-page daily insert. Charles Perlee is the Pasadena *Star-News* radio editor. He conducts a daily column along with station logs and an occasional special feature.

The are also some 35 neighborhood weekly and bi-weekly newspapers giving their support to radio. Besides the logs they go in for local area radio news, carrying maintained their radio sections throughout the entire Los Angeles Publishers Assn. ban.

. . . . . Radio News Back After a Decade

Hollywood *Citizen-News* has carried a radio section for more than 20 years. Besides AM, FM and TV logs, the page carries by-lined two columns and sometimes three of Zuma Palmer, radio editor. In addition, there is now also a boxed column of Radio-TV Briefs. The newspaper on occasion also uses spot radio news in its regular news sections, and often on the front page. In a recently conducted reader's poll, radio section came second with front page news taking first place.

Valley Times, serving the rich San Fernando Valley, for several years has maintained a radio page with Allen Rich as editor and columnist. Pasadena *Independent* is another to carry radio's torch and syndicated by-line columns.

Publishers today are interested in ways and means of utilizing radio to their advantage, and are willing to accept the medium as partners. This is apparent in the zeal in which newspapers have made tie-ups with local TV stations.

It all started when the Los Angeles *Times* procured a TV channel and then sold 49% stock in KTTV to CBS. Then the Los Angeles *Examiner* made a reciprocal agreement with Don Lee Broadcasting System, thus linking KTSL (TV) and KHJ with the newspaper. *Daily News* followed the lead when a similar deal was worked out with Paramount's KTLA (TV). A ten-year mutual cooperative agreement was also worked out between the *Herald-Express* and ABC for KECA and KECA-TV.

NAB

'Realignment' Meeting Expected This Month

NAB BOARD committee handling the so-called "realignment" project is expected to meet this month, setting in motion what may develop into a complete reorganization prior to the industry convention in Chicago April 11-12.

Preliminary report is likely to be made by the committee at the NAB board's Feb. 14-15 meeting in New Orleans.

Purpose of the whole project is to bring the NAB operation in line with industry progress, including television and FM. This idea envisions a functional type of organization. When the job is done NAB may emerge in a brand new administrative dress.

Committee Members

Members of the committee are Clair R. McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; Everett L. Dillard, WASH (FM) Washington; Henry W. Slavick, WMC Memphis.

The membership is representative of small stations (Messrs. McCollough, Dillard, and Meagher); medium stations (Mr. Slavick); large stations (Mr. Morency); FM (Mr. Dillard); television (Mr. Slavick). All sections of the country but the Far West are represented.

★

Last NAB reorganization study was conducted in 1944, leading to election of Justin Miller as president and A. D. Willard Jr. as executive vice president. Prior to that a major study had been conducted in 1938, culminating in election of Neville Miller as president.

POSNER PLANS

To Expand New Show on ABC

DR. POSNER Children's Shoes, New York, through its agency Hirshon-Garfield, New York, starting Jan. 15 will sponsor a half hour children's show called *The Big and Little Club*, Saturdays, 10:30-11 a.m. on a three-station ABC network in New York, Boston and Philadelphia.

The sponsor plans to increase the network until it is coast to coast. In fact, before the starting date, it is understood that a few more stations may be added on the eastern network.

ENGINEERING IN '49

Yearend Roundup

Further Strides Seen

PREDICTIONS that television will take great strides forward during the new year are undisputed among Washington radio consulting engineers surveyed by BROADCASTING, but there is dissent on FM's prospective progress.

It is generally agreed that AM is here to stay for some time and that it will continue to pay the way for the two newer arts for an indefinite period. Many feel FM will eventually supplant AM as the principal aural medium. None indicated a belief that TV will ever completely supplant an aural system.

Esterly C. Page, of E. C. Page Consulting Radio Engineers, believes that even with the lifting of the freeze and solution of the allocations problems, television will be slow getting under way as regards new operating stations. He explains the bottleneck will be equipment. Mr. Page predicts the demand for new facilities will be so great that manufacturers will be unable to satisfy customers until late 1950. This is on the basis of allocations being out of the way by early fall of 1949.



Mr. Page

Mr. Page believes AM has reached the peak of its curve as far as number of new stations is concerned and from here on activity will be in the field of improving facilities and transfers. FM seems to have realized a revival, he says, due to the TV freeze, but the trend in 1949 should pattern the past year.

Raymond M. Wilmotte, Raymond M. Wilmotte Inc., said he "would be surprised if the UHF band were not opened up commercially during the coming year and I believe that Polycasting will be the way." Polycasting was brought to the attention of the Commission recently by Mr. Wilmotte [BROADCASTING, Dec. 6]. Mr. Wilmotte expressed the hope the video VHF band "will not be spoiled by over exuberance. . . . A few months' delay will not appear important 5 or 10 years from now."



Mr. Wilmotte

Seeing an important trend in the purchase of FM receivers, he observed, "Possibly 1949 will see the beginning of a commercial switch from the present AM to the very much better national service now available on FM."

Andrew D. Ring of Andrew D. Ring & Co. stated that according to his prediction of some years the public has responded enthusiastically to television since its emergence from the laboratory. He termed it unfortunate that the supply of TV channels is "far below the demand" and the tests in the UHF band "do not show much promise . . ." Thus the "natural limitation on the propagation in the television band destines this service to limited areas," he said.



Mr. Ring

Mr. Ring said the "optimum allocation plan should contemplate giving the maximum number of cities service and choice of programs even if most rural service must be sacrificed." He stated the new tropospheric data "do not disclose any need for major changes in station separation" but "stations cannot be spaced at as low mileage as the trend indicated before these data were available."

Little further expansion in the AM band is seen by Mr. Ring in view of virtual saturation day and night. He believes FM solves many of the technical problems inherent in AM operation excepting to improve wide rural service. However, he terms FM as a "fine new spring on the old buggy while television is the automobile."

YEAREND roundup in the advertiser, agency, station, network, transcription, representative, labor, trade organization, transit FM, store FM, FCC and legislative fields appeared in BROADCASTING *Dec. 27, 1948*

C. M. Jansky Jr. of Jansky & Bailey claims there is a swing from AM to FM listening. He warns that "because of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned."



Mr. Jansky

Mr. Jansky, president of the Assn. of Federal Communications Consulting Engineers, paints the following picture for radio in 1949:

During the coming year the radio industry will be devoting major attention to the problems forced upon it by the advent of two technological developments—television and frequency modulation. Everywhere management is seeking to determine not only how great will be the impact of television and FM upon the industry but how soon will the full force of this impact be felt and what trends will result.

Television's public appeal has already been demonstrated to the satisfaction of many. However, the opportunity to satisfy the demand for the service which this appeal engenders is circumscribed by television's apparent inherent engineering and allocation limitations. Therefore, during the coming year while the broadcaster is wrestling with television's economic and program problems the radio engineer will be striving to break down the technical barriers which at the moment appear to bar the way to the delivery of television service throughout the nation on a truly competitive, American free enterprise basis. Since the engineer is no magician, the degree of success he will ultimately attain is unpredictable.

FM's problems are different. FM is a new and greatly improved system of sound broadcasting. Its ultimate future impact upon the industry is not difficult to predict. The salient fact is that FM can provide more stations with better day and night coverage than can AM. Therefore, unless television is to completely replace all sound broadcasting —which at the moment appears to be an impossibility because of television's inherent technical and economic limitations—FM will replace AM in the sound broadcasting field. Here the big question is—not how great will be the impact but how soon will it develop force.

Here also, but for a different reason, the engineer cannot prognosticate. This is because he has no basis for predicting how long it will take the broadcaster, advertising agency and advertiser to recognize and react to the great change in listening habits now taking place. I refer to the steady and rapid increase in the number of listeners who rely entirely upon FM stations for their sound broadcast service and the corresponding decrease in the amount of listening to AM.

Unfortunately, because of preoccupation with the not insignificant growing pains of television this revolution in broadcast listening is taking place practically unnoticed by those who should be most concerned. When the facts are recognized and their implications fully understood major changes in the economic and program framework of the entire broadcasting industry are bound to occur.

John J. Keel believes that television will make important strides, despite a delay resulting from the freeze order. He thinks FM broadcasting will grow at a small but steady pace. The Commission, Mr. Keel predicts, will relax its AM engineering standards during the coming year in order to provide facilities for localities having no station or daytime only and in areas where public interest warrants such action.



Mr. Keel

"The prospective increase in channels," Mr. Keel says, "will greatly stimulate activity in the

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LAWYERS

Yearend Roundup

See TV as '49's Worst Headache

THE CONSENSUS among the men who all but live at the FCC—the radio attorneys of Washington—is that television will produce the most agonizing headaches for the Commission in 1949.

The majority sampled by BROADCASTING feel the 1949 thaw of the television freeze will unleash a flood of new problems for the Commission to cope with. One attorney sees the possibility of an AM freeze in 1949.

High hopes are held for solution of such lingering problems as station editorializing, the Port Huron decision confusion, clear channel, giveaway, Bluebook, AVCO transfer rule, multiple ownership and other matters.

The crystal ball of Vincent B. Welch, Welch, Mott & Morgan, reveals 1949 as the "mushroom" year of television activity, in which the allocation picture will crystallize with the adoption of "a workable and long range plan encompassing ultra high frequencies."



Mr. Welch

Mr. Welch also believes the Commission "is faced with the necessity of reconsidering many of its technical and procedural rules and policies which have become outmoded by the rapid expansion of the broadcast art . . . Time is essential for such a program and a freeze on AM applications to achieve this goal is a very distinct possibility."

Frank U. Fletcher expects to see "new vistas of sports broadcasts, especially baseball, open up if the Dept. of Justice is successful in breaking up the 'veto' power now held by local professional baseball clubs over broadcasts of out-of-town contests."



Mr. Fletcher

Harry P. Warner, Segal, Smith & Hennessey, thinks "the primary problem confronting the Commission in 1949 is the formulation of administrative policies for television."

He believes the "courts will undoubtedly clarify the administrative practice and procedure as

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MBS PROMOTIONS

Schmid, Johnson Named

ROBERT A. SCHMID, vice president in charge of station relations for MBS since April, 1947, has been appointed to the newly-created post of vice-president in charge of program sales, Edgar Kobak, network president, announced today. Simultaneously, Mr. Kobak announced that Earl M. Johnson, MBS director of engineering, has also been named director of station relations. Both appointments were effective Jan. 1.

Mr. Schmid, who before his station relations activities was vice president in charge of advertising promotion and research, joined Mutual in 1936. Prior to that, he was with Young & Rubicam and CBS, both in New York. For the past 13 years Mr. Schmid has been engaged in building the network's advertising and station activities. Under his guidance, during 1948, the power of Mutual affiliates and its national coverage increased to an all-time high, the network said.



Mr. Schmid

The new appointment, while not directly connected with the recent resignation of Robert A. Swezey, [BROADCASTING, Nov. 8] is said to in some measure encompass some of the duties originally designated for Linus Travers, executive president and general manager of the Yankee Network, major MBS stockholder.

Mr. Johnson joined Mutual in 1945 as chief plans and allocations engineer, being named director of engineering the following year. He has been largely responsible, the network said, for the development of its "listenability," a new engineering coverage measurement designed to guide network expansion toward "complete and economical coverage for the advertiser."

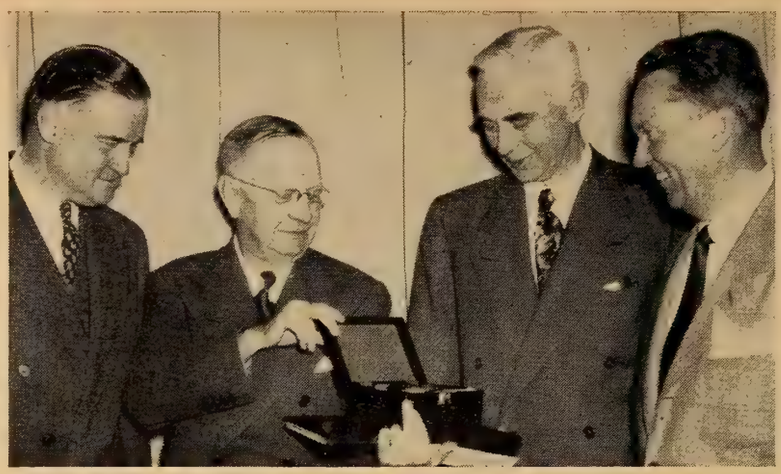


Mr. Johnson

Prior to joining MBS, Mr. Johnson served in an engineering capacity with WLW Cincinnati, before which he was assistant chief of the standard broadcast division of FCC. He will continue his duties as director of engineering in addition to assuming those previously handled by Mr. Schmid.

Travis Promoted

WILLIAM TRAVIS, former director of radio for Leland K. Howe Assoc. Inc., New York, has been appointed vice president in charge of radio and television. Mr. Travis, prior to his association with the Howe agency, was manager of WMLO Milwaukee.



JOE M. DAWSON (second from l), retiring as chairman of Geyer, Newell & Ganger executive committee, shows three agency partners a miniature television set representing one sent to his home by members of company. Mr. Dawson also holds a leather-bound tribute signed by his GN&G associates. Occasion was firm's annual Christmas party at St. Moritz Hotel, New York. L to r: H. W. Newell, GN&G executive vice president; Mr. Dawson; B. B. Geyer, president, and R. M. Ganger, vice president and director.

WITMER QUITS

Leaves NBC After Illness

ROY C. WITMER, NBC staff vice president and before that vice president in charge of sales for almost 15 years, has resigned. Mr. Witmer announced the resignation, effective Dec. 31, last Wednesday following a period of illness. His future plans will be announced later, he said.



Mr. Witmer

Mr. Witmer joined NBC in 1927 as an advertising salesman, became assistant sales manager in 1929 and sales manager in 1930. Appointed vice president in charge of sales a year later, he became staff vice president in February 1946. In this post he reported to Niles Trammell, network president.

Prior to joining NBC Mr. Witmer spent 17 years managing manufacturing plants in New England, following earlier activities in the banking and utilities fields in southern California. He attended Leland Stanford U. in California.

Scott Marriage

R. J. (Bob) SCOTT, president and treasurer of Schwimmer and Scott Agency, Chicago, and his bride, the former Lucy Gilman, return to Chicago this week after a two-week wedding trip to Miami. They were married in Chicago Dec. 18 at a private and unannounced ceremony. Miss Gilman is a Chicago actress, and has appeared on numerous radio shows. This is the second marriage for both.

NABISCO

3 Executive Appointments

THREE executive appointments at National Biscuit Co., New York, effective Jan. 1, were announced by George Oliva, firm's director of advertising, last week.

Harry F. Schroeter has been named director of media. Mr. Schroeter, who joined the company in 1945, has been assistant advertising manager for biscuit, bread and specialty products since 1946. Previously he was with the advertising department of Procter & Gamble, Cincinnati.

R. Stewart Boyd, former assistant advertising manager, has been appointed advertising manager for cereals and dog food products. Previous to joining Nabisco he was with Lennen & Mitchell, New York.

Edward A. Gumpert, on joining the company, has been named advertising manager for biscuit, bread and specialty products. He was formerly assistant advertising manager for Rheem Mfg. Co., New York, and account executive with Duane Jones, New York.

M&P Elects Peterson

CURT A. PETERSON, radio director who has been associated with Marschalk and Pratt, New York, since 1935, has been elected to partnership in the agency effective Jan. 1. Mr. Peterson was with NBC as assistant program manager prior to his association with the agency. Since he has been with the agency he helped develop the first extensive use of the five minute news program, *Esso Reporter*, which celebrates its 500,000th broadcast on Jan. 5.



Mr. Peterson

FORT INDUSTRY

Subsidiaries Dissolved

AN INTERNAL reorganization involving dissolution of operating subsidiaries has been announced by the Fort Industry Co. The change, effective Jan. 1, was motivated by a desire to simplify the company's corporate structure, according to George B. Storer, Fort Industry president.



Mr. Storer

Operating policies and personnel at each station affected by the change will remain as at present, Mr. Storer said. The reorganization affects West Virginia Broadcasting Corp., operating WWVA Wheeling; Monongahela Valley Broadcasting Co., operating WMMN Fairmont, W. Va.; Liberty Broadcasting Corp., operating WAGA Atlanta, and Detroit Broadcasting Co., operating WJBK Detroit.

These companies, all wholly-owned subsidiaries of Fort Industry, are being dissolved and the stations they operate henceforth will be operated directly by the parent firm, together with WSPD Toledo, WLOK Lima, Ohio, and WGBS Miami, Fla. Applications for transfer of the subsidiary companies to Fort Industry already have received FCC approval.

Fort Industry also owns three television stations, WSPD-TV Toledo and WJBK-TV Detroit, both on the air, and WAGA-TV Atlanta, which is expected to start soon. The company also owns and operates FM stations in each of the seven cities where it has AM outlets except Fairmont.

Fort Industry also is an applicant under Avco procedure for the acquisition of WHAS Louisville [BROADCASTING, Dec. 13]. J. Harold Ryan is senior vice president and treasurer, and Lee B. Wailes is vice president in charge of operations.

PETERSON QUITS

Leaves ABC Central Div.

EDWIN R. PETERSON, ABC Central Division salesman credited with selling $20 million worth of network time over a seven-year period, has resigned effective Jan. 1, he revealed last week. Mr. Peterson handled such accounts as General Mills, Libby-McNeill and Libby, Toni Inc., and Allis-Chalmers Mfg. Co.

Before joining the ABC sales staff in 1941, Mr. Peterson was associated with the Chicago Better Business Bureau. He has denied reports that he would join Taylor-Boroff and Co., station representative firm, in which Edwin R. Borroff, former ABC vice president, is a partner.

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 3, 1949

TV COMMERCIALS

Chevrolet Assn. Humanizes Service

By FLORENCE SMALL

BY YEAR END local Chevrolet Dealers Assn. in the seven cities linked by the NBC East Coast video network had spent a $500,000 plus budget on television, making it one of the largest of the video spenders.

Acknowledging the firm's complete satisfaction with the program's sales impact, principals of the Campbell-Ewald Co., agency for Chevrolet, attributed the record in great part to its carefully patterned philosophy of commercial presentation.

When the agency's video section, headed by vice president Winslow H. Case and producer Leo Langlois, blocked out the first dealers' commercials, they found that actually the story they were interested in getting across was a public relations message: The best place to go for Chevvie service is the Chevrolet dealer in your community.

After deciding on general approach, Mr. Case and Mr. Langlois and copy writer Ray Mauer sought the formula for humanizing the grease-and-oil service routine in the Chevrolet *Tele-Theatre*. The answer is the career of Bebe, The Dog. High in entertainment value, Bebe carries the service message to her Chevrolet-owning, service-spurning master in a minute-long film. She will return in two more commercials currently in production.

Mirth With Message

Other commercials have hewn as closely to the narrative, humorous line as Bebe. They are expertly conceived and carried through in conjunction with major studios.

Filmed weather spots sponsored by the dealers have integrated the car into the report, using the top of a Chevrolet convertible to indicate changes in the weather. Good weather sends the top down; storm warning sends it up.

Now readied are a series of pantomime weather spots. Tying in with warmer, rain, snow and sleet, a facile-faced comedian runs through "Hellzapoppin" antics while forecasting the next day's climate.

This swing away from what one Campbell-Ewald executive called "radio's insistent clamor" has marked all of the agency's telecommercial ventures.

"The television commercial can be less strident, more enjoyable because of the addition of eye to ear," Mr. Case maintains. "Radio had to pound on deaf ears. Now in TV, 85% of the impulse can be channeled through the eye. You can afford to move at a more leisurely pace. In fact, if you go too fast and heavy, you sacrifice effectiveness."

High Points

In the commercials, the agency has purposely avoided dependence on the single unexpected climax. To mold its film commercials for multiple showings, the agency has integrated two or three high points into each one. These nuances will be included in future commercials with modifications shown by audience reactions whenever possible.

Both the films and audio messages have stressed "preventive service." Two projects scheduled for early '49 are emphasis on intelligent car maintenance and familiarization of the public with the men and method hitherto obscured under the term of "service."

The dealers will emphasize that every day a car spends in the shop adds a day of cost and inconvenience. Their remedy: When the Chevrolet goes into the shop, have the mechanic give it a thorough checkup to catch any points of possible trouble, and eliminate them while they are still minor. This preventive care will be linked with economy in dollars, cents and time.

First operation to undergo humanizing via the entertainment route will be the motor tune-up. Shown the process from bumper to fan belt, car owners will be able to evaluate and buy service intelligently, just as they do other commodities.

Both these phases of dealer sales technique will also buttress their public relations objective, since knowledge will replace misapprehensions with friendly understanding.

With Chevrolet Central Office covering magazine, newspaper and billboard advertising, the dealers feel that television is "their baby." Through their commercials and programming, they will plug the owner-dealer relationship to maintain and expand current good will.

When production of new cars meets demand, they will have strengthened the ties between themselves and Chevrolet owners and the habit of buying service where the car was bought.

The dealers have shown a willingness to pay top money for talent and production. The show moved into the Hooper top ten a month after its premiere, and was among the top three on The Pulse survey two weeks later.

A recent check of Chevrolet dealers in the metropolitan areas shows a definite up-swing in car owners returning to their local Chevrolet dealers for service.

During '48 the New York Chevrolet dealers sponsored a series of stake races, televised the New York Yankee home football games and then joined with the associations in Boston, Schenectady, Philadelphia, Baltimore, Washington and Richmond to present the weekly Chevrolet *Tele-Theatre* dramatic show on NBC-TV.

Effective Jan. 4, *Tele-Theatre* will be sponsored by Chevrolet Central Office, General Motors, Detroit. The shift from the dealers' groups to the central office is expected to bring greater emphasis on the car itself, the agency says.

* * *



A scene from a Chevrolet TV film, with the salesman closing the door to the accompaniment of a good, solid sound which emphasizes the sturdy construction.

KTTV OPENS

Rose Bowl Events Mark Debut

SEVEN program sponsors and five spot buyers helped to launch the commercial television debut of KTTV Los Angeles on New Years Day.

The station, which is owned and operated by the *Los Angeles Times* and CBS, kicked off with telecast of the Rose Bowl parade sponsored by the Bekins Van & Storage Co. Following the parade Gough Industries (Philco distributor) and the May Co. co-sponsored *Collier's All-American* film.

★

On its heels came the television debut of MacMillan Petroleum with presentation of *Football Highlights* film. Standard Federal & Savings Loan came next with action shots of players on both California and Northwestern teams. Packard-Bell paid for *Sports Roundup* following the game, with Bill Henry, *Los Angeles Times* columnist and commentator, plus Paul Zimmerman, sports editor of the *Times*.

The game itself, which was commercially sponsored via AM and television for the first time in its history, was paid for by Gillette. Spot buyers on opening day were Bulova, Barker Bros., Coast Federal Savings & Loan, General Electric Supply Corp. and Central Chevrolet.

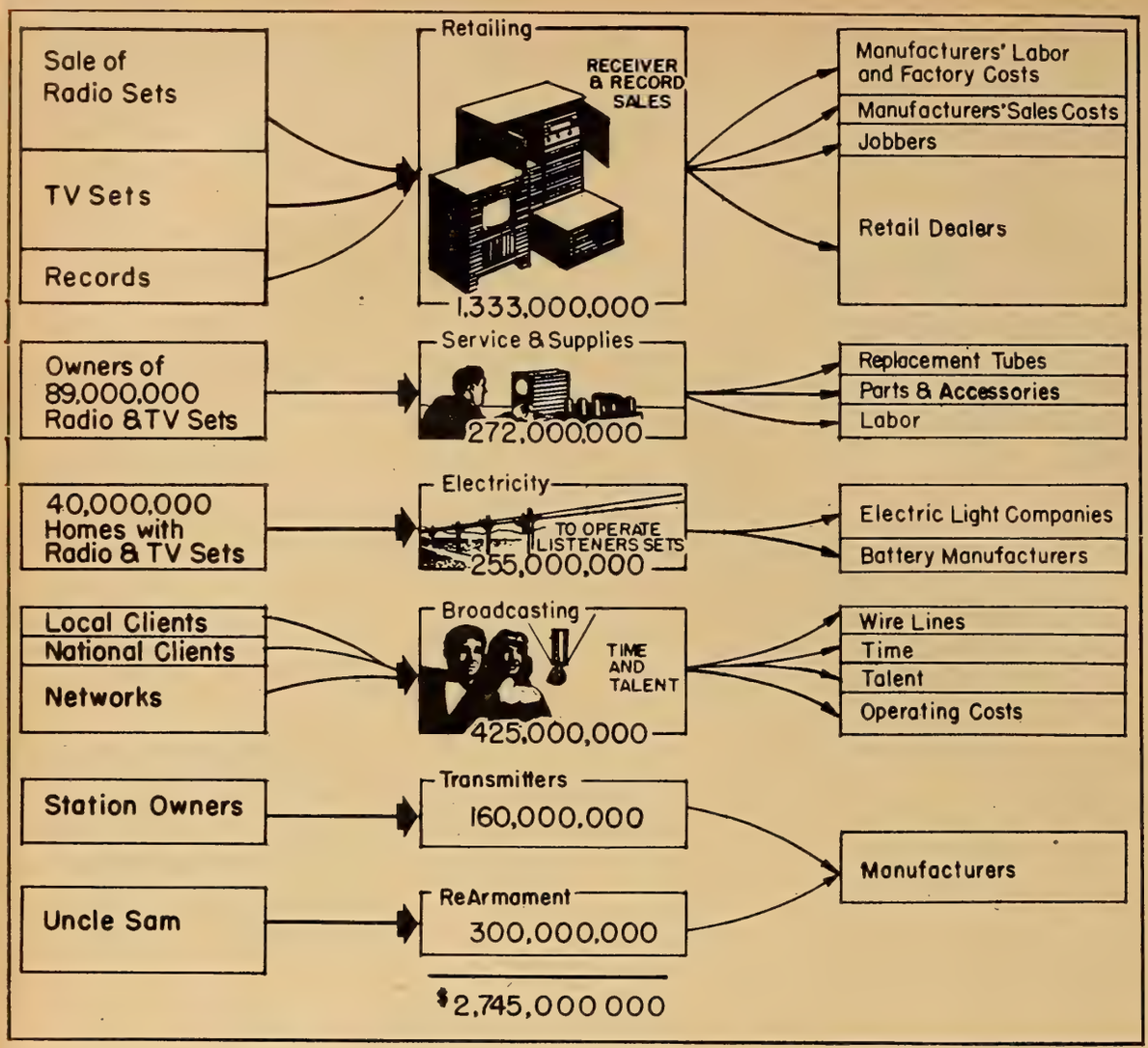
That evening the station also showcased two hours of sustaining programs to give listeners an idea of programs which were to come.

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THE RADIO-TV pie with its dollar total and how it was sliced in 1948 is given in January 1949 Annual Statistical Issue of *Tele-Tech*. In the left column boxes are shown the factors and agencies that contributed to the (middle boxes) dollar volume of each category. Right boxes indicate how this money was eventually split. Size of boxes is proportionate to volume.

MORE TV STATIONS

Seen as Result Of NBS Clock

HOPE that the radio spectrum may be made to accommodate more radio and television stations was held out by the National Bureau of Standards last week.

Disclosing development of an atomic clock of "unprecedented" potential accuracy as a standard of frequency and time, NBS said that when used as a frequency control it "will permit more radio and television stations in the now overcrowded radio spectrum."

Pending release of the details at the first demonstration, scheduled for Thursday (Jan. 6), industry observers reserved comment except to speculate that one of the most likely radio uses would seem to be as an aid in achieving synchronization of the type now being tested by RCA-NBC with NBC's WNBW (TV) Washington and WNBT (TV) New York [BROADCASTING, Dec. 6, 20; also see story this issue].

Possibilities Cited

If it permits the high degree of frequency control hinted by NBS, and if the cost is not too great, radio engineers said, then the clock could be "a tremendous boon" by permitting synchronization without the use of wire lines.

According to RCA-NBC's estimates, synchronization would make possible the operation of approximately the same number of television stations FCC originally anticipated before interference questions arose to prompt the current licensing freeze and re-examination of engineering standards and allocations. But RCA-NBC engineers emphasize that, even with synchronization, the original 150-mile separation standard for co-channel stations should not be violated.

Bureau officials withheld discussion of the "clock" until its formal demonstration, but hinted that its use as a frequency control to permit more stations may be "at the higher frequencies." They also indicated interest in the possibility that it may be used to achieve the benefits of synchronization.

The NBS release, announcing the demonstration, said the clock "is an atomic standard of frequency and time whose potential accuracy is unprecedented. It is better than the present standard, the rotating earth, in several significant ways," the announcement continued.

"It is important both in science, as a tool and method, and in practical application," NBS said. The reference to more radio and television stations was made as an example of the clock's commercial value which was described as "very high."

While declining to give details on the principle of the clock, a Bureau spokesman explained the term "atomic" refers to "vibrations of the atoms in a molecule" of a material used in the clock. It does not mean the clock is operated by the type of atomic energy released when uraninum atoms are split, he asserted.

NANCY GREY, who conducts *What's New* on WTMJ Milwaukee, has been named an honorary member of Delta Kappa Gamma, national education honor society.

CBS TV CLINIC

Storer to Tell Experiences

DEPARTMENTAL costs, video shortcuts developed and paths to decreasing initial TV losses will be outlined by George B. Storer, president of The Fort Industry Co., Detroit, in his opening morning address to the three-day CBS Television Clinic scheduled for New York on Friday, Saturday and Sunday, Jan. 21-23.

"Television — Where Does the Station Operator Get Off?" is Mr. Storer's topic. In an effort to help fellow broadcasters bypass some of the pitfalls encountered by The Fort Industry Co., he proposes to give the more than 250 CBS radio and television executives expected at the clinic a complete breakdown of his company's experiences in the relatively small Toledo market, where it owns and operates WSPD-TV.

Other Fort Industry o&o stations are WJBK-TV Detroit, WAGA-TV Atlanta, WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont, W. Va., all CBS TV or AM affiliates.

Theme of the three-day conclave, to be held at the Waldorf-Astoria Hotel, is "Television Is a Going Business as 1949 Begins."

Talks and panels at the clinic, to be participated in by leading video officials, are expected to be frank and concrete, according to J. L. Van Volkenburg, CBS vice president and director of television operations.

NY AUDIENCES

Hooper Shows TV Advance

SHARP ADVANCES in New York's television audiences were reflected in the advance daytime Hooperatings, released to New York City stations last week by C. E. Hooper Inc. Reports are based on random sample including both radio and television homes.

WABD New York ranks seventh for the afternoon period among the 13 combined AM and TV stations reported on, and hits a high in the North Jersey sample of over 5% of the entire afternoon listening and looking audience.

Individual hours show even higher percentages for TV. WNBT New York hit a 7.4 share for the 5-6 p.m. period, during which it ranks sixth in share of audience among all 13 reported stations. This share is achieved in the overall Hooper sample despite a video set ownership currently in 400,000 homes as compared with four million total homes in the area within a 50 mile radius of Grand Central Terminal.

Set ownership estimates on TV are based on Hooper surveys; the home estimate is computed from BMB county-by-county "total family" estimates.



CHEESE CAKE

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

TV FUND PLAN

Suggested for Set Firms

PLAN for a proposed "Television Guild," designed for manufacturers who would operate on a cooperative basis with a pooled advertising fund and an identifying trademark, has been offered to the Television Broadcasters Assn. with a view toward providing "more and better programs." The plan was suggested by L. O. Fitzgibbons, commercial manager, WOC Davenport, Iowa, in a letter Dec. 23 to J. R. Poppele, TBA president.

Under Mr. Fitzgibbons' plan, guild members would agree to allot 3% of their retail sales to the pool for purchase of TV time and programs. Next, they would charge the set buyer another 3%. Mr. Fitzgibbons said that, with a projected 2 million sets slated for manufacture this year at an average retail price of $400, the fund would accrue a total of $48 million, or $480,000 for each video station expected to be on the air by mid-year.

Mr. Fitzgibbons contended that this assured income would prompt stations to step up their programming, both in quantity and quality, and that secondly, it would stimulate sale of receivers. A third advantage, he believes, would be that many programs would be scheduled in daytime hours, thus giving set dealers more demonstration opportunities. Buyers of guild-stamped sets would receive their 3% worth "many times over" in guild-proclaimed programs, Mr. Fitzgibbons feels.

No reaction was forthcoming from TBA.

PENFIELD NAMED

Detroit TV Forum Head

PAUL L. PENFIELD, Detroit Edison advertising manager, has been named president of the Detroit Television Round Table for 1949. The organization is an open forum of more than 150 people interested in furthering the development of television. Mr. Penfield succeeds Henry J. Houston, J. Walter Thompson, who will serve on the board during the next year.



Mr. Penfield

Other officers elected are: Lee Wailes, Fort Industry (WJBK Detroit), vice president; James Millar, Hearst Advertising Service, secretary, and William Nagy, Philco Distributors Inc., treasurer. Directors for the new term are: Harry Cushing, D. P. Brothers Co.; Tom Diggles, General Electric Supply; Walker Graham, Grant Adv.; William Hendricks, WXYZ-ABC Detroit; William Saunders, Detroit Edison, and W. E. Walbridge, WWJ-TV Detroit.



WARM WESTERN welcome is extended at Tucson airport to key executive personnel enroute to CBS 9th District affiliates meeting in Hollywood Dec. 13 and 14. (Top photo): Lee Little, KTUC general manager, takes coats. Facing camera (l to r) are John J. Karol, sales manager; H. V. Akerberg, vice president in charge of station relations; Glenn Snyder, Prairie Farmer radio properties (WLS, KTUC, latter a CBS affiliate); Joseph H. Ream, CBS executive vice president. Facing Mr. Little is William Lodge, vice president in charge of general engineering. Middle photo: Mr. Akerberg is greeted by Tucson's Mayor Houston (r) as he tries on chef's hat for size. Bottom photo: Off to El Conquistador Hotel by means of Arizona Helicopter Service, Mr. Ream bids Mr. Little laughing adieu.

VIDEO LAW

'Fortune' Article Covers

"IS THE air open range, or can telecasters control pickups of their programs?" This subject is covered by David M. Solinger, an attorney specializing in the law of advertising, radio and television, in the January issue of *Fortune*.

"If the industry can substantiate the claim that it has a property right in a television broadcast, the courts will grant injunctions against an unauthorized use." Establishment of this property right is possible through the use of copyright material, Mr. Solinger points out, and also "if a television broadcaster can establish that his program contains original literary material, he will have the same property rights of the owner of a statutory copyright."

DETROIT BAN

Video in Housing Hit

BAN on television sets in Detroit's low-income public housing projects was disclosed last Tuesday (Dec. 28) by the city's Housing Commission. James H. Inglis, Housing Commission director, said all requests for permission to install television sets in the project houses had been refused.

In answer to an inquiry from the the New Orleans Housing Authority as to Detroit's policy, the Detroit Commission said it felt the tenants could better "save their money toward down payments on their own homes."

'TELE-ZOOM'

Push-Button Enlarges TV

A PUSH-BUTTON device which permits enlarging of the image on a home television set one and one-half times was unveiled last Monday (Dec. 27) at a special showing in New York by Garod Electronics Corp.

Set dealers as well as writers attended the first showing, held at the Cocoanut Grove, Park Central Hotel.

Leonard Ashbach, president of Garod, called the new development "Tele-Zoom" and described it as an achievement of Barnet Trott, the Company's chief engineer. A patented electronic circuit development permits, by push-button control, blowing up of the conventional rectangular image to an enlarged circular picture the size of the entire image area provided by the cathode ray tube.

The change can be made at will by the set owner himself with the aid of a remote control switch, which is attached to a cord 15 feet long. Change back can also be made by pressing the button.

To permit this instantaneous change, new Garod sets are being manufactured without the conventional rectangular mask found in other sets. Prices of the 1949 Garod sets, which will have the new device will remain unchanged from 1948, ranging from $385 to $1,195. Deliveries are expected to start Jan. 15, according to Louis Silver, Garod general manager.

CBS TV

Three More Become Affiliates

TOTAL number of CBS television affiliates rose to 24 last Monday with the signing of three more stations to the network's string, according to an announcement by Herbert V. Akerberg, CBS vice president in charge of station relations.

Newly signed on were: WBNT Columbus, Ohio, as a full primary television affiliate; WAVE-TV Louisville and KSD-TV St. Louis.

PHILA. TAX

5% Gross on TV-Taprooms

PHILADELPHIA Receiver of Taxes W. Frank Marshall said the city would start collecting a 5% gross receipts tax from 2,000 television equipped taprooms in the new year. The levy is expected to yield about $1 million.

The city moved into position to exact this tax when the State Liquor Control Board cleared the way recently with a decision requiring bars to have amusement permits for featuring television broadcasts.

"Apparently Mr. Marshall's hand was forced by the state's action," said Emmett McGinn, executive secretary of the Philadelphia Retail Liquor Dealers Assn. "We had been promised an opportunity to plead our case to City Council before the tax would go into effect."

Mr. McGinn said his association will ask the Council to exempt the taprooms from the tax when it meets Jan. 15. This exemption will be asked by the association in an amendment to the amusement tax ordinance it is preparing for presentation to the Council's finance committee.

KSD-TV, WTMJ-TV RATES

Actually Reduced—Sutton

RATE increases of WTMJ-TV Milwaukee and KSD-TV St. Louis from $250 to $300 per nighttime hour, effective Jan. 1, actually represent reduced circulation costs when compared with last spring when the former rates became effective, Daniel V. Sutton, sales manager of CBS-TV, wrote advertisers and agencies last week.

"In Milwaukee," he wrote, "this 20% rate increase compares with a 549% increase in set ownership since the $250 rate was established in April 1948. From 2,050 sets then, the figure will have jumped to 13,300 by Jan. 1, according to current estimates. It represents a circulation rate reduction of 82% —from $125 to $23.08 per thousand.

"And in St. Louis, television families have grown from 6,200 in May 1948, when the previous rate was set, to an estimated 18,000 by Jan. 1, 1949—an increase of 190%. Resultant drop in circulation rate: 60%, from $41.67 to $16.67 per thousand families."

CBS advertisers, Mr. Sutton said, using either of these stations as of Jan. 1, will be protected at the old rate for programs continued without interruption until July 1.

NBC has asked the Philadelphia Board of Education to assist in planning a series of educational television programs for network presentation early in 1949. Programs will cover a wide range of subjects, including geography, history, government, finance, literature and music.

THE TALKING PEOPLE

Willson Brain Children Are Successful

By ANN AUGUST

"HEH HEH, ha ha, ho ho, uh huh!"—No, not a strengthening exercise for the vocal cords. Just part of the regular repertoire of a unique group of radio commercial renderers, The Talking People.

Brain children of Meredith Willson, composer and orchestra leader, this group of five who talk as one are currently doing commercials with him on three General Foods Corp. programs for Jello. They appear in the flesh on ABC *Meredith Willson Show*; are piped into NBC *Aldrich Family* and record their commercial for CBS "mr. ace & JANE."

Idea for such a group came to Mr. Willson when he was with Armed Forces Radio Service as musical director during the war. Since no commercials could be broadcast overseas, he was faced with the problem of filling in empty spots left by commercials in the programs.

This gave him the idea of a commercial that would not only give a message but be entertaining as well. And in seeking something "different" in radio commercials, he hit on the thought of a group chanting the same words in unison.

Same Five

It wasn't until four years later, in 1946, however, that the Talking People became a reality, with their debut on CBS Canada Dry-sponsored *Sparkle Time* with their creator. And the original five people, John Rarig, Betty Allan, Bob Hanlon, Norma Zimmer and Maxwell Smith, are still talking.

All of the group are singers, a prerequisite for their current chore.

The quintet is conducted by Mr. Willson in the same manner as an orchestra. (Only it's harder, says he). All the lines, including those for his own speaking, are written and rehearsed by him. Dialogue consists of quick humorous repartee between him and his Talking People involving the sponsor's product, Jello. (Agency: Young & Rubicam.)

In their early lisping days he wrote musical accompaniment for their words, but as they grew to know the rhythm and timing, he had only to write the words in script form. By now they laugh, cry, splutter and gasp as one.

Rehearsal time has decreased from five to six hours when they first started on the three programs in October of this year, to approximately an hour and a half weekly now. In this time they rehearse their two and one-half minute appearance on *Meredith Willson Show*; their one minute and ten seconds each on the other two shows.

Fan Mail

And, in these days, when the radio-listening public merely tolerates listening to the products that beset it, this happy group of commercial choristers receive fan mail. Approximately 50 to 60 letters find their way to them every week. Some of the writers have accused Mr. Willson of using a Sonovox, not believing there were really five voices.

They'll soon be able to prove their multiple existence, however, when they face the public across a television screen, and that, according to Mr. Willson, is their next step.



Talking People are (l to r) Betty Allan, Norma Zimmer, Maxwell Smith, Bob Hanlon and John Rarig. Meredith Willson (r) directs.

Forever Lost

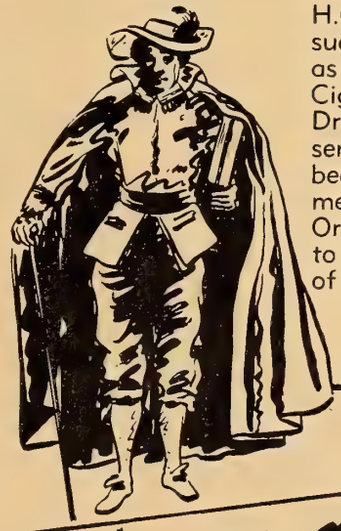
LOST—three minutes and forty-five seconds of "Class A" time. Why? A gentleman under the influence of "John Barleycorn" broke into the basement of WRVA Richmond's transmitter and pulled the main power switch according to the station.

The Patroon* of the week

TED KELLY

Chief Time Buyer, Cecil & Presbrey, Inc.





Another ex-sergeant joins the H.O.P. Ted, who buys time for such nationally known accounts as Ronson Lighters, El Praco Cigars; Philip Morris, Block Drug Co., etc., was today presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

You'll be able to figure it out for yourself when you look at the 10KW power, the coverage and the rates. You reach more people, more often and at less cost per person with WPTR.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

GM VIDEO

Spot Campaign Planned

TO PROMOTE the new 1949 Chevrolet car and the automobile show at which it will be presented in New York, both the Chevrolet dealers of New York, and General Motors are supporting a spot announcement television campaign.

Effective Jan. 10-17, the dealers will sponsor the spots and from the 17th to the 20th the central office of Chevrolet will underwrite the spots, promoting the new car.

On Jan. 17 to 26 the spots will plug the automobile show for General Motors. The entire campaign will be carried on the following New York video stations: WCBS-TV WNBT WABD-DuMont WPIX WJZ-TV.

The Chevrolet dealers of New York will also sponsor starting Feb. 7 the Golden Gloves Boxing tournament, semi-finals and finals on WPIX.

COMPTON AGENCY

Names Morgan to TV Post

ORGANIZATION of a television division of Compton Advertising, New York, has been announced. Brewster Morgan has been named manager of the video division of the radio and television program department, headed by Lewis Titterton. Mr. Morgan has been with the agency since 1945.



Mr. Morgan.

Television commercials will be prepared by the radio and television copy department, directed by Muriel Haynes.

Compton is now producing the video show *I'd Like to See*, for Procter and Gamble, Cincinnati.

NBC farm quiz show, *RFD America*, returned to the air Jan. 1 (12:30 p.m. CST, once-a-week) with Ed Bottcher as commentator. "The Farm Champion of the Year" will be chosen on the Jan. 22 broadcast.

Upcoming

Jan. 10: ABC Southcentral and Southeastern Districts Affiliates meeting, International House, New Orleans.
Jan. 10: Chicago Advertising Executives Club dinner, Electric Club, Chicago.
Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
Jan. 11: Opening of East-Midwest Television Network.
Jan. 11: BMB Executive Committee meeting, BMB Hdqrs., New York.
Jan. 15: All-Radio Presentation Committee, New York.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

CANADIAN TV

Set Makers in Production

WHILE no Canadian TV stations are expected to be in operation before 1950, radio manufacturers in Canada are going ahead with mass production of TV receivers to enable viewers in southern Ontario at least to see TV broadcasts from American border stations such as Buffalo, Cleveland, and Detroit.

Canadian General Electric was first on the market with a console receiver which sells for about $750. RCA Victor, Canadian Marconi, Canadian Westinghouse and Admiral will have sets available early in the new year.

Brand & Millen, Toronto, working closely with the Garod Co. in the U. S., will bring out a combination AM, FM and TV set early in the year. Rogers Majestic, Toronto, owned by the North American Phillips interests, is to have a set out in the summer, and as company represents Hallicrafter and other American companies this may be a Canadian version of an American set also.

Philco does not plan to go into big production until CBC decision on Canadian TV is made, but will have some sets available in Ontario. Stromberg-Carlson and Addison Industries expect sets in some quantities by mid-1949.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

AGE & BEAUTY

Woman Sees Her Art on TV

WHEN 88-year old Grandma Moses was unable to witness in person a display of her best paintings at St. Etienne galleries in New York, the "mountain" literally came to Mrs. Moses in her Eagle Bridge upstate home 175 miles away by means of television. And a broadcast line, connecting her home with NBC's New York studios, made possible her instantaneous replies to critics as she sat by her own fireside among relatives and neighbors.

The unusual telecast, which was carried over NBC's eastern leg Dec. 18, was arranged by General Electric in cooperation with the TV network. Because microwave relay between the company's station, WRGB Schenectady, with New York operates in only one direction, an actual telecast from her home was impossible. So motion pictures were taken previously and shipped to NBC studios to be integrated in the program there.

General Electric installed a receiver when it learned the nationally-known creator of some 1,300 paintings would be unable to attend. She saw and heard the program on WRGB.

Those participating on the New York end of the telecast included magazine and publishing company executives and newspaper art critics.

MUZAK

Sees No Video Threat

TELEVISION is no longer a competitive factor in selling wired music to restaurants, bars and taprooms, according to C. H. Pfenniger, vice president in charge of national sales of Muzak Corp.'s wired music division.

Mr. Pfenniger so told a two-day sales clinic of Muzak franchisers and their sales staffs held at its New York office, Tuesday and Wednesday. He indicated that restaurants and bars have begun to realize that sales decreased in their places of business as the result of television, whereas wired music properly programmed stimulated rather than interfered with sales.

The meeting was attended by franchisers from Albany, Baltimore, Boston, Bridgeport, Buffalo, Hartford, Norfolk, Philadelphia, Pittsburgh, Rochester, Syracuse, Washington, D. C., Montreal and Toronto. A magnetic wire recording was made of the proceedings for presentation at later date before other regional groups across the country.

JACK CARSON's program (CBS, Fridays, 7 to 7:30 p.m. CST) will be aired from Chicago's Eighth St. Theatre Jan. 7 and 14 while the comedian appears in person at a local motion picture theatre.



Grandma Moses and Vernon Cook, (seated) WRGB and WGY announcer, await NBC telecast with friends and neighbors.

AGVA VIDEO FEE

Union Denies Rumor of $25

REPORTS that AGVA was setting a $25 minimum fee for its members' television appearances were denied Wednesday by Dewey Barton, national director of the union.

He said that AGVA, in order to aid "an infant industry," had not as yet set up any rigid rules on minimums and that, in fact, many AGVA actors had even appeared on television without pay. Where pay was to be forthcoming, he said, the union usually considered a week's pay to be proper compensation for a TV appearance.

"Our viewpoint is," he said, "that if a performer were worth only $25 for an appearance he wouldn't be worth appearing on television at all."

CLASSICS SERIES

Lucky Strike to Sponsor

HALF-HOUR series of great classics dramatizations, *Your Show Time*, sponsored by American Tobacco Co., New York (Lucky Strike cigarettes), is to premiere Friday, Jan. 21, 9:30-10 p.m. on the NBC television network.

Debut program, featuring De-Maupassant's tale of deprivation and frustration, "The Necklace," will be viewed at a film forum meeting of the American Television Society, New York, with Emerson Yorke presiding. Don McClure, television director for N. W. Ayer & Son, New York, agency for Lucky Strikes, will present the video film feature.

Your Show Time is produced and packaged by Marshall Grant-Realm Productions, Hollywood.

WMCA New York program, *Report From Israel*, Monday-Friday 7:05-7:15 p.m., with commentary from the new State of Isreal by Arthur D. Holzman, is to be sponsored by the Zionist Organization of America effective today, Jan. 3. Program is carried by shortwave from the new state, and was placed direct.

802's ELECTION

Losers Plan Court Plea

THE DEFEATED faction in the recent elections in the New York Local 802 of the American Federation of Musicians plans to take its election protests to the courts, according to Lee Grant, campaign manager for the losing side.

He made that statement after it became known that the Honest Ballot Assn., which conducted the election, decided against his group, the Unity-Coalition Party, after a hearing last Monday. The Unity group protested the election on the ground that the Blue Ticket, made up of incumbents, won the election through the use of "demonstrably defective" voting machines.

After the hearing, Honest Ballot Assn. ruled that "the mechanical failures which existed could not reasonably have affected the results of the election" and that voiding the ballots on the defective machines would not change the outcome of the vote.

Basis for a court test, said Mr. Grant, would be the argument that 802 rules require that elections be held according to its laws or be declared null and void. The protested election, it will be argued, was not held in accordance with the Local's laws because ballots were counted for executive board members where less than nine members of the board were voted for, which, the Unity Party contends, makes those votes and the election null and void.

AFRA SAYS NO

To Recorded Repeats

AFRA, after a poll of radio actors, including top stars, has refused to permit CBS and NBC to use recorded repeats of top programs during the summer and at other times on the basis of a reduced payment plan to talent for rebroadcast rights.

George Heller, AFRA executive secretary, said that actors queried on the plan felt the broadcasting of repeat programs "would be of dubious value both to the industry and the performers."

It is well known, however, that the main stumbling block to AFRA acceptance was the fact payments to actors for rebroadcasts would be but a fraction of their original fees. A further stickler for the union was the fear that airing of such programs as summer replacements would create a big unemployment problem.

PENDING the move to a new building located at 12 East 53d St., which it purchased, Maxon Inc., New York, will move from its present quarters at 570 Lexington to temporary quarters at 25 Broad St. The move to permanent quarters in their own building will be made several months hence.



KSTP St. Paul-Minneapolis staffers dressed appropriately for station's coverage of New Year's Day bowl games at opposite ends of North America. Bill Ingram (l), announcer, and Walt Raschick (center), news editor, were in Fairbanks, Alaska, to broadcast Ice Bowl game featuring U. of Alaska and Air Force base teams. Jack Horner (r), station's sports director, was in Tampa, Fla., to give play-by-play on Cigar Bowl game (St. Thomas vs. Missouri Valley). A feature of the broadcasts was a two-way conversation between Mr. Horner and Mr. Ingram. Films were made of Alaska game for presentation on KSTP-TV.

BOWL FILMS

Are Shown on CBS TV

FILMED highlights of the New Year's Day classic football games were to be shown in a special half-hour film on the CBS television network, Sunday, Jan. 2, 10:15-10:45 p.m. (EST). Through special arrangements with the Gillette Safety Razor Co., Boston, sponsors of the CBS coverage of the Orange and Rose Bowl games and of the West Coast telecast of the Rose Bowl contest, the films were to be shown over CBS TV stations on the East Coast.

Since the Rose Bowl game was to end at approximately 7:30 p.m. (EST), a helicopter was to transport the film from the bowl to the Burbank, Calif., airport for transport to New York in time for yesterday's showing.

The filmed highlights of the games will also be shown today (Monday) on CBS television stations in Chicago, Cleveland, Detroit, Toledo, Milwaukee, St. Louis, Atlanta, Houston and Richmond.

Orange Bowl TV

MIAMI'S Bayfront auditorium, seating 2,000, was expected to be sold out for the first telecast of a New Year's Day Orange Bowl game last Saturday. WGBS Miami sponsored the telecast, which was handled by a special RCA crew. A microwave link was used in the transmission, which ordinary TV receivers were unable to pick up because of the ultra high frequency. Supplemental equipment, including a remote control truck, was taken to Miami from WAGA-TV Atlanta. The Bayfront auditorium audience saw the game, featuring the U. of Texas and the U. of Georgia, on a movie-size screen.

We are giving our listeners a



Powerful Happy New Year . . .

WITH THE INSTALLATION OF A NEW 5000 WATT RCA TRANSMITTER!

20 Years Service · 1929-1949 ·

WTOC CBS

Savannah's No. 1 Station

PLUS WTOC-FM

Represented by **THE KATZ AGENCY, INC.**

HERE IS THE LATEST WCKY STORY

THE HIGHEST RATED LOCAL SHOW IN CINCINNATI

THE WCKY DAILY HIT PARADE

Nelson King, M. C.

6:15 - 7:00 PM

Monday - Sunday

RATINGS AS HIGH AS 7.9*

The Daily Hit Parade has an average rating of 7.1 for the 21 quarter-hours it is on the air each week.

(- Pulse, Sept - Oct 1948)*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE DAILY HIT PARADE GIVES YOU RATINGS HIGHER THAN NETWORKS*

In Cincinnati, the Daily Hit Parade gives you higher ratings than such network shows as The Lone Ranger, The Contented Hour, Lowell Thomas, Three Star Extra, Gene Autry Show, Blondie, Curtain Time.

These top-flight advertisers are now using The Daily Hit Parade:

PROCTER & GAMBLE "DRENE"

CAMEL CIGARETTES

MGM PICTURES

COLLIER'S MAGAZINE

BULOVA WATCHES

4-WAY COLD TABLETS

BRUCKMAN BREWING CO.

Call collect Tom Welstead in New York, Eldorado 5-1127, or Charles "Top" Topmiller in Cincinnati, Cherry 6565, for further details.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Man for the Job

REPORTS are current that Garrison Norton will resign as assistant secretary of State for Transportation and Communication. Mr. Norton's background is in the transportation field, rather than in communications.

We hope the President sees fit to appoint a man experienced in telecommunications, as well as in diplomacy, to this post, should the vacancy occur. It is the top policy slot in the diplomatic sphere pertaining to international communications. The last war underlined their importance to the world.

The administration would not have to undertake a very wide search to find a well qualified man. Now on the temporarily retired list is R. Henry Norweb, former ambassador-at-large, and an astute man at international conclaves. Mr. Norweb headed several delegations to international and inter-American conferences on radio and communications. He was named chairman of the American delegation to the International High Frequency Conference now under way in Mexico City, but was forced to return to his native Cleveland to undergo surgery because of a back ailment.

Mr. Norweb has all of the qualifications. If his health can stand it, we're confident that his appointment would win the approbation of all those in government, aviation and shipping circles who have worked with him, as well as that of the private users in communications. Moreover, it would be the promotion of a career diplomat with more than 30 years of experience.

Silence Isn't Always Golden

MANY TIMES during the last year you have read and heard that little catch-phrase: "Radio has been strangely silent." It was the concoction of Vic Ratner, the inspired CBS vice president, who used it as a means of awakening broadcasters out of their promotional lethargy, while the competitive media were making and tossing anti-radio bricks.

Now—and none too soon—the catch-phrase has evolved into a shooting script for a promotional film for radio. The All-Radio Presentation Committee, headed by Gordon Gray, vice president of WIP Philadelphia, hopes to have the film completed in time for the NAB convention in Chicago next April.

The film is not to be regarded as radio's one-shot rebuttal to the implemented projects of newspapers and magazines which were years in the making, and which represent several millions in promotional budget. It is, rather, a logical and *essential* first step. It is the visual story of radio *itself* to be exhibited by stations everywhere before advertisers, agencies, conventions, local business clubs, schools, churches and other gatherings.

The larger project, proposed by Murray Carpenter of WPOR Portland, contemplates a continuing effort on all fronts. It isn't a plan that can be developed and executed in a few weeks or months. It should receive the consideration of the next NAB convention.

It's a matter of taking first things first. Every broadcaster owes it to himself and to his future economic security to get behind the All-Industry Presentation. The Gray-Ratner committee needs more than dollars. It needs the rousing support of radio, and the local follow-through, once the production is done.

$how Busine$$

TURN OF the year saw the most significant moving day in many a radio moon.

In the trade, the disposition is to regard these changes as simple shifts in the program scenery, with the capital gains tax approach as the enticement. A more apt appraisal, in our view, is that it's the beginning of a radio revolution, with television in the foreground.

The shift in some top-rated programs may be only the beginning. There are signs of negotiations for switches in network affiliations. But these will develop after there's an opportunity to appraise the ratings of these old programs on different networks.

Whether there will be an "affiliation war" reminiscent of radio's earlier days isn't yet apparent. But the portents are there. And, it's evident, the accent will be on those stations which have TV or hold TV construction permits. Network affiliation contracts run for two years. Negotiations cannot be undertaken for renewal or for new affiliation more than six months in advance of expiration.

These activities fall within the sphere of free, competitive enterprise. Whether these capital gains deals are prudent, business-wise, or even allowable tax-wise, we don't know.

In all these weeks of raging controversy about these show shifts, there's one point we haven't yet heard raised. To whom does the radio artist owe his loyalty? He owes his place in the radio firmament to the opportunity offered by the networks and its affiliates who exhibit his talents to the people. Popularity—as measured by his rating—pegs his value to the sponsor who foots the overall bill. Programming is show business. Show business prides itself on a tradition of deep sentiment (i.e., the show's the thing). Then, to whom does the radio artist owe this loyalty? The network (and affiliates) which gave him the opportunity? The people who listened and thus produced the ratings? Or the sponsor who paid the bill?

Well, we guess, as almost always, it's the "take home pay" that counts.

Profiting From Losses

FCC HAS NOW undertaken an encroachment which, for an encroachment, is no less than just. We refer to the Commission's proposal to ask broadcasters to report expenses as well as revenues in their annual "preliminary" estimates [BROADCASTING, Dec. 27].

We have not yet heard any persuasive support for the theory that FCC has a right to intrude on business affairs at all. Our dubious nod of approval to this new tack should not be taken as a retreat from this position. So long as the Commission demands revenue information, expenses should be shown, too.

Despite its occasional declarations to the contrary, FCC too often and for too long has spread the notion that station ownership is synonymous with operation of a mint. Expenses figures are secured, of course, through the annual reports. But if we must also have "preliminary" reports, then they should not be based on revenues alone. Cost figures are necessary to complete the picture.

Broadcasters have until Jan. 17 to file comments on the expense proposal.

To our mind, it would not be sufficient to protest this phase without protesting the whole theory that the Commission has a right to call for any information of this sort.

Unless and until that can be done, it seems desirable for broadcasters to supply their expense estimates as suggested, but to do so with a clear reservation of their right to challenge FCC's authority to meddle in their business.

Our Respects To —



STUART LAWRENCE BAILEY

IF OLD-LINE conventions had dominated the Bailey family, Stuart Bailey might have docilely followed his father into the building business. Indeed, that was his first perceptible leaning. But instead he took the engineering road of field-intensity measurements, allocation problems, radar, and radio aids via the U. of Minnesota.

Last November Stuart Bailey was chosen to head the Institute of Radio Engineers' 22,000-member organization for 1949. He assumed his new responsibilities Jan. 1.

Mr. Bailey was born in Minneapolis, Oct. 7, 1905.

He received his B.S. in electrical engineering from the U. of Minnesota in 1927. A Master of Science degree followed from the same institution the next year.

Even during his undergraduate days, Mr. Bailey was active in engineering. He was a staff member of W9XI, the university's experimental station. While taking graduate work, he served as chief engineer of WLB, owned and operated by the U. of Minnesota.

A thesis there on radio field intensity measurements garnered for him a Master of Science degree—and portended years of accomplishment and industry service. It was also the beginning of a relationship with his eventual co-partner, C. M. Jansky Jr., of the Washington consulting radio engineering firm, Jansky & Bailey. And his professor of radio at the U. of Minnesota was none other than Mr. Jansky.

Sharing in the IRE honor is Mr. Jansky, himself a former IRE president and one of Mr. Bailey's most ardent supporters. Their respective IRE tenures come exactly 15 years apart—and they constitute a unique distinction for a radio consulting firm.

In the summer of 1928 he accepted a position as assistant radio engineer with the airways division of the U. S. Dept. of Commerce. That experience with Commerce proved enriching. Working on radio aids to marine and air navigation, Mr. Bailey initiated and supervised the early work of the Lighthouse Service in this field. In addition, he participated in the development of the visual radio range for use on airways of the United States.

Mr. Bailey went to Panama the following summer (1929) and while there installed two automatic marine radio beacons, one at the entrance to Cristobal Harbor, the other at Cape Mala, 120 miles south of Balboa.

In September 1930, Mr. Jansky contacted

(Continued on page 42)

TAKE THE GUESS OUT OF BUYING

WITH WOV'S *5 Audited Audiences*



WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts...known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV'S 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey...new, accurate, informative...shows you where you and your competitors stand in the New York Market.

★ WAKE UP NEW YORK *with Max Cole*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Williams*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

Ralph N. Weil, General Manager — The Bolling CO., National Representatives

Respects

(Continued from page 40)

his former pupil, and together they formed Jansky & Bailey.

In the consulting field Mr. Bailey's activities have embraced both general allocation problems and specific engineering guidance for broadcasting stations and commercial operating companies. He supervise all laboratory functions of the firm, including the development of field-intensity measuring equipment and other devices used in evaluating radio station effectiveness.

Mr. Bailey has been actively responsible for the station coverage system on physical field strength which was to win approval of the American Assn. of Advertising Agencies and eventual use in FCC's standards of Good Engineering Practice. Mr. Bailey feels that the growing stress on attempts to evaluate station listenability is inevitable, notwithstanding an equally heavy emphasis on popularity of programs.

The new IRE president's earlier experiences and development work on radio aids to navigation were to afford an excellent background for the firm's operational studies and report to the Lake Carriers' Assn. on radar's application to Great Lakes navigation.

This project was a cooperative one by steamship operators and radar manufacturers resulting in minimum specifications for radar for use on the Great Lakes.

War Activities

During the war, when Jansky & Bailey received government contracts, Mr. Bailey aided in the determination of vulnerability of certain United States and enemy captured equipment to jamming and he helped to develop methods of reducing vulnerability.

In June 1947 Mr. Bailey received a citation from the Secretaries of War and Navy for his contribution to the Office of Scientific Research and Development.

Mr. Bailey was also active in the development and construction experimental FM station, W3XO, which the consulting firm maintained until 1945 when it sold out to WINX Broadcasting Co.

The 1949 president has been connected with the IRE since 1928 when he became an associate member. He was made a member in 1936, senior member in 1943 and promoted to the grade of fellow the same year. Long active within IRE circles, Stuart Bailey contributed most of his efforts and engineering know-how along wave propagation lines. For 11 years—from 1937 to 1948—he was a member of the IRE wave propagation committee. From 1943 to 1944 he was a member also of the admissions committee.

In 1943 and '44 Mr. Bailey was a member of the Institute's board of directors, and was elected to the board for a three-year term beginning in 1945. In 1945 and 1946 he served on the executive committee, and last year held the treasurer's post.

Mr. Bailey is married to the former Carol Sue Linkenhelt. They were married in Washington in 1935. His hobbies are photography (taking, not developing pictures) and he also dabbles with sound reproduction, in which he doubtless has more than an amateur's interest.



MEMBERS of the Washington Chapter of the Assn. of Women Broadcasters who visited the Blue Plains Home for the Aged with Christmas gift boxes from the Association include (l to r): Harriet Sabine, Can Mfgrs. Institute; Ruth Crane, WMAL-ABC; Maryan McClain, WCFM; Pat Griffith, NAB; Nancy Osgood, WRC-NBC; and Hazel Markel, WTOP-CBS. Gifts included books, articles of clothing, and several reconditioned radios, rebuilt by studio engineers at D. C. stations.

BAILEY

Leaves FMA for Own Practice

J. N. (BILL) BAILEY, who retires Jan. 31 as executive director of FM Assn., announced last week he plans to enter the radio consulting business, specializing in FM, television and facsimile. Mr. Bailey's two-year FMA contract ends Jan. 31. He will take a vacation in January, his first since assuming the post, and will open the new business after Feb. 1.

Mr. Bailey had informed the FMA board some weeks ago he would not be available after the contract expired. In a letter to board members last week he confirmed the verbal resignation and announced that Mrs. Joan Platt Richardson, director of publicity, and Reba Orr, secretary, also were resigning.

Mr. Bailey is a former associate editor of BROADCASTING and prior to that had been in newspaper, radio and public relations work. During the war he was chief of the radio news section, Radio Branch, War Dept. Bureau of Public Relations. In announcing his resignation Mr. Bailey said FM's chief aim in the next five years should be new-type programming. He said FM and TV will go hand-in-hand, with TV providing the visual programs and FM the aural. He also predicted that facsimile will come into its own as the third new radio service.

LOW-BAND FM

Dropped by 11 Stations

EIGHT commercial FM outlets, one experimental station and two noncommercial educational FM stations were slated to cease operations Dec. 31 on the old "low" FM band, according to FCC. Authority for dual operation on both the present "high" FM band (88-108 mc) and old "low" band (44-50 mc) expired on that date.

After reallocating FM several years ago the Commission allowed continued use of the low band channels for the limited period to provide sufficient time for listeners to convert receivers or get use out of old low-band only sets. During the past year efforts were made by FM Assn. and others to secure continued use of 44-50 mc channels for purpose of FM networking [BROADCASTING, May 10, June 19, 1948].

The commercial FM stations which dropped low-band transmission included: WTIC-FM and WDRC-FM Hartford, Conn.; WGTR Boston; WWJ-FM Detroit; WQXR-FM and WABF New York; WELD Columbus, Ohio, and WEFM Chicago. All continue on the high band. W2XMN, experimental outlet of FM's inventor, Dr. Edwin H. Armstrong, located at Alpine, N. J., ceased functioning and has become W2XEA on the high band. Educational stations ceasing low band transmissions were WBEZ Chicago and WBOE Cleveland.

Indiana FM Grant

NEW CLASS A FM station was granted by FCC last week to Northern Indiana Broadcasters Inc., Michigan City, Ind., and licensee of AM station WIMS there. Facilities authorized under the FM construction permit were Channel 228 (93.5 mc), ERP of 1 kw.

TRANSFER BIDS

Seven AM, Two FM Asked

TRANSFER and assignment applications involving seven AM and two FM stations were filed with FCC last week for approval.

Sales prices total approximately $185,000.

The applications:

KAFY Bakersfield, Calif.—Transfer 250 shares (16⅔%) common stock each by George Crome and R. F. Harlow, co-owners, to Sheldon Anderson, general manager, and his father, Hermand Anderson, vice president. Each of four becomes 25% owner. KAFY is assigned 250 w fulltime on 1490 kc.

KOKO La Junta and KSFT Trinidad, Col.—Transfer of control of licensee corporations, The Southwest Broadcasting Co. and Trinidad Broadcasting Corp., respectively, from large group of stockholders to Ellis P. Lupton. Mr. Lupton holds 25% interest in KSFT and also has gold and lead mining interests. He acquires 63% interest in KOKO and an additional 32.4% interest in KSFT for total consideration of $55,750, less amount equal to indebtedness of both outlets. KOKO reported deficit on Aug. 31, 1948, of almost $17,000 and KSFT on July 31, 1948, of $30,300. Stockholders selling holding in either station, or both, include following: S. W. Azar, A. G. Mason, E. O. Schoembs, B. C. Bulson, P. O. Mickelson, D. R. Kennedy, B. H. Shattuck, Ernest Myers, John Myers, James Couey, H. W. Hinkel, J. G. Wheeler, A. V. Berg, Gertrude N. Van Sickle, Lloyd Wilson, Donald B. McCaig, R. F. Jones, L. R. Sanders, Joseph Castor and Paul E. Whiteside. KOKO is assigned 250 w fulltime on 1400 kc and KSFT 1 kw day, 500 w night on 1280 kc.

WCMW WCMW-FM Canton, Ohio—Transfer of control of Stark Broadcasting Corp., licensee of WCMW and permittee of WCMW-FM, from 5 of 10 stockholders to S. L. Huffman and K. B. Cope for $33,600. Mr. Huffman with his wife owns Huffman & Co., local advertising agency, and Mr. Cope is local attorney. Sellers are E. A. Mahoney, James L. Amerman and M. R. Schneider, 20.2% each; Arnold Gebhart, 11.8%, and Royal G. Lister, 8.4%. WCMW is assigned 1 kw day on 1060 kc.

WMMT Ownership

WMMT McMinnville, Tenn.—Acquisition of control of McMinnville Broadcasting Co. Inc., licensee, by Sam J. Albritton, 20% owner, who purchases 20% holding of Oliver M. Albritton for $6,000 and 20% holding of Claude W. Haston for $10,000. WMMT is assigned 250 w fulltime on 1230 kc.

WLBG Laurens, S. C.—Transfer of 1,450 of 2,950 shares held in WLBG Inc., licensee, by J. C. Todd to his brother, John Wells Todd. J. W. Todd wishes to join station and devote full time to operation. Stock is $10 par. WLBG is assigned 250 w day on 860 kc.

KODI Cody, Wyo.—Transfer of control of Absaroka Broadcasting Co., licensee, William J. and Dorothy R. Garlow, now 50% owners. Elizabeth L. Moran, 5% owner, and Breck Moran, 45% owner, sell 94 of their 95 shares to the Garlows for $15,000. Mr. Garlow increases his interest from 45 to 50% and Mrs. Garlow from 5% to 49.47%. KODI is assigned 250 w fulltime on 1400 kc.

KBUK (FM) Dallas, Tex.—Assignment of permit from Buckner Orphans Home to parent organization, Baptist General Convention of Texas. Transfer is a gift. Buckner Orphans Home is headed by Hal F. Buckner. Baptist group is promoting group of eight FM outlets with Hardin-Baylor College's KMHB (FM) already on the air. Group of low powered FM outlets also are planned [BROADCASTING, Dec. 13, 1948].

SEVEN staffers at WHBF Rock Island, Ill., received wrist watches at Christmas for their membership in the 10-to-20 year service club. Les Johnson, station manager, honored Robert J. Sinnett, Jerry Keefe and Jim Booth, engineers; Maurice Corken, sales manager; Ted Arnold, local sales manager; Forest Cooke, program director, and Fran Kennedy, news editor.

BMB on Carpet

(Continued from page 24)

failed to conform to engineering checks of coverage but revamped the figures after sufficient pressure was brought to force a careful re-check.

The 1946 BMB data were poor in the first place and are useless now, it is charged, with few agencies giving them serious recognition. Use of once-a-week listening as a criterion is said to have enabled stations to claim audiences in vast areas where they actually have few or no regular listeners. This in turn is credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to a diversion of millions of dollars into other media.

One of the weak spots in the whole BMB structure is declared to be its inability to exercise more control over the way its reports are used by stations. The reports are manipulated to give greatly exaggerated pictures of station coverage, it is charged, with BMB apparently powerless or reluctant to police utilization of the figures.

BMB Formula Assailed

Heated charges are made against BMB's use of the once-a-week listening formula in the 1946 coverage data. BMB's 1949 ballot, as now planned, asks listeners if they listen once or twice weekly, three to five times, and six or seven times a week. Moreover, 650,000 ballots will be mailed as against 500,000 in the first survey.

BMB critics are still seething over the battery of agency executives thrown at them by Hugh Feltis, BMB president, during the summer-fall NAB district meetings. They charge that other and more subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

Complaint was heard in several sources last week about a letter sent stations by Joseph M. Allen, vice president in charge of advertising, Bristol-Myers Co., New York, urging them to sign now. Mr. Allen is a member of the BMB board and executive committee, serving as one of the seven advertising representatives named by Assn. of National Advertisers.

Mr. Allen told BROADCASTING that while he had not yet received any response to the letters, which were mailed last Monday, he hoped they succeeded in "starting a fire under some of these holdouts."

He said letters went to some 50 stations in two slightly different versions, one for stations that subscribed to the first BMB nationwide study in 1946 but still not enrolled for the 1949 project, and the other for stations which have not subscribed to BMB at all. The latter letter read as follows:

We are finding it increasingly difficult to include your station in our radio plans because you have failed to make available to us your BMB figures on station listening and coverage.

Since BMB has the approval of the NAB and is administered with NAB representatives on the board, including the president, and since most of the NAB members are subscribers to BMB, I find it a little difficult to understand why your station is one of those that is preventing BMB from having an industry-wide value for advertising and advertising agencies.

We are important buyers of radio time and as such feel that we are entitled to reliable, accepted figures on your station's listenership and coverage. Won't you please let me know if we can expect BMB figures on your station in the future?

Want Detailed Accounting

Desire for a complete BMB audit, as voiced by industry critics of BMB, includes such matters as specific entertainment items, expense accounts for travel and similar items, and general management efficiency. Several comments have been heard about a recent BMB brochure on the ground that it is a costly promotion piece rather than a reference document.

Among NAB board members there still exists a desire for a thorough BMB revamping. They are not agreed on how the job should be done. Some favor a wide-open attack on the ground that NAB's seven-vote block in the 21-vote BMB board can be overruled by the seven agency and seven advertiser members.

Other NAB directors feel that while the results of the November action were not all that they desire, the full benefit will not be apparent for some time. Still others take the stand that vast sums have been spent to supply agencies and advertisers with coverage data and that any agitation at this time might destroy the investment.

Through Official Channels

They argue that BMB's board heeded most of NAB's desires in November and that the necessary overhauling can be done through official channels. The point also is made that the joint BMB operation is in itself an effective weapon in keeping agencies and advertisers on friendly terms with broadcasters and keeping them posted on the sales power of the broadcast medium.

Members of the BMB Executive Committee scheduled to meet Jan. 11 are J. Harold Ryan, WSPD Toledo, chairman; Roger W. Clipp, WFIL Philadelphia; Justin Miller, NAB president; Frederic R. Gamble, AAAA; Leonard T. Bush, Compton Adv. Agency; Paul West, ANA; Mr. Allen.

NABET Independent

NABET (National Assn. of Independent Broadcast Engineers & Technicians) is strictly an independent union and is not affiliated with American Federation of Labor as stated in the Dec. 27 BROADCASTING. NABET has contracts with NBC, ABC, WOR New York, WMAL Washington and a long list of other stations and operates independent of any union federation.

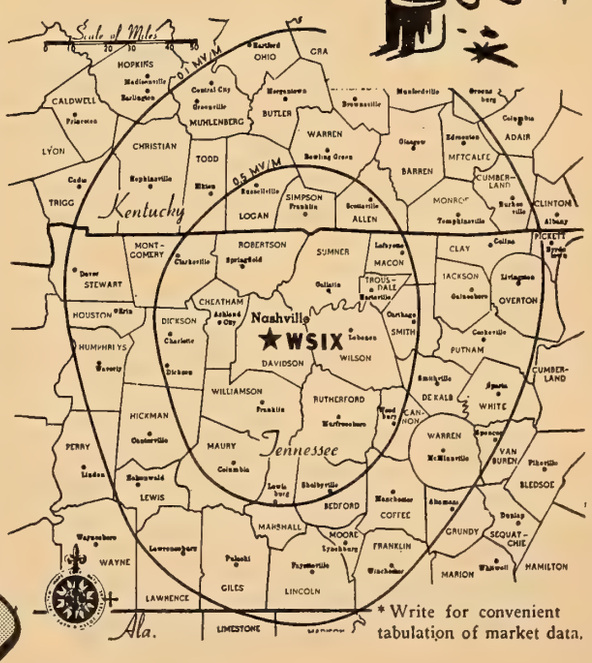
THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!



NO WASTED COVERAGE

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48



*Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

1949 OUTLOOK

Further Opinion Given

(Also see page 29)

ADDITIONAL views on the 1949 radio and allied industry outlook —most of them dealing with the regional market picture—exude the traditional optimism of industry leaders with certain reservations. Opinions of a number of industry executives arrived too late to be included in the yearend roundup [BROADCASTING, Dec. 27].

Capsuled comments by station executives brought out these highlights:

● "General prospects in KFYR area . . . very bright. . . . (But) a slightly decreased volume of business for 1949 . . . though . . . should still be one of the top years."—F. E. Fitzsimonds, manager, Meyer Broadcasting Co. (KFYR), Bismarck, N. D.



Mr. Fitzsimonds



Mr. Campbell

● "Regional advertisers who have shown a tendency to switch . . . to announcements in postwar period again are inquiring about programs. . . . Business in Southwest generally . . . sound."—Martin Campbell, Texas Quality Network, and general manager, WFAA Dallas.

● "Intermountain Network shows a 51% increase in billings over 1947 . . . (regionally) an increase of 80% . . . (nationally) an increase of 33%. . . . We firmly believe the buyers' market is here. . . ."—Lynn L. Meyer, vice president, Intermountain Network.

● ". . . Inasmuch as AM radio can move more merchandising per dollar than any other medium, we are looking forward to a 10% increase in 1949."—Art Mosby, president, KGVO Missoula, Mont.

● "AM radio will suffer temporarily in markets where television goes on the air. AM radio can increase its revenue, at least locally, . . . from new sources combined with imaginative selling."—H. R. Krelstein, vice president and general manager, WMPS Memphis.

● ". . . Should be a productive, prosperous year for Kansas City radio (since it) is located in the middle of the Magic Circle of mid-America." — E. K. Hartenbower, general manager, KCMO Kansas City.

● ". . . Midwestern prosperity . . . and business must basically be predicated on agricultural prosperity. . . . We believe radio will get its just portion of the advertising monies spent to develop sales in that market."—Glenn Snyder, general manager, WLS Chicago.

● ". . . One of AM radio's best years. . . . I am one of those who believe television will eventually replace AM radio as we know it; however, that day is far enough away so that concern . . . need not be considered in estimating AM's '49 revenue."—Mort Watters, vice president and general manager, WCPO Cincinnati.

● ". . . Our entire business is TV. . . . Expect '49 to be a banner year for it will introduce network coverage. . . . This opens up tremendous possibilities. . . ."—E. B. Loveman, vice president and general manager, WPTZ (TV) Philadelphia.

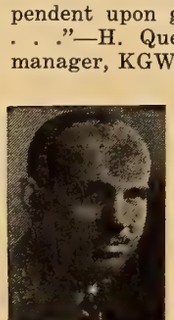
● "We operate only TV and FM. . . . We look for an increase generally in all fields due to tremendous impact of TV. . . . With increased set sales and possibility of Transit Radio, we look for an increase in FM business."—E. K. Jett, WMAR-TV WMAR-FM (Sunpapers stations) Baltimore.



Mr. Jett

● "Southern California stations will undergo their most difficult period in more than a decade. . . . There is already increasingly sharp competition . . . (including that) from other media. . . . Could be bleak year for some stations. . . ."—W. B. Ryan, general manager, Earle C. Anthony Inc. (KFI KFI-TV KFI-FM).

● "Future of radio and/or TV in the Portland area . . . is dependent upon growth of industry. . . ."—H. Quenton Cox, general manager, KGW Portland.



Mr. Cox



Mr. Rosenman

● "We expect . . . better programming on all levels, with the trend toward block programming (and) listening to reach new highs. . . ."—Alex Rosenman, commercial manager, WCAU Philadelphia.

● "Retail sales (here) will continue to be high, although sellers' market will be on wane . . . a competitive situation . . . to the benefit of advertising media. . . ."—Robert Tincher, general manager, WNAX Yankton, S. D.

● "Outlook for the Augusta and WGAC area . . . very favorable due to reactivation of Camp Gordon . . . and construction of housing units. . . . Prospects for continued high farm income."—J. B. Fuqua, vice president and general manager, WGAC Augusta.

● ". . . I believe it will be an important year . . . whether radio shall continue successfully as a separate medium, or if TV will eventually dissipate radio's earnings and influence. . . ."—Don Fedderson, general manager, KLAC-TV Hollywood.

● ". . . Both regional (AM) and TV business will be up on Don Lee."—Ward Ingram, director of advertising, and Bob Hoag, TV sales manager, KHJ KTSL (TV) Los Angeles.

● "Radio's biggest challenge is to prove that, with the influx of new stations, (it) remains . . . a better medium than newspapers. . . . The big networks are thinking so much about television they are not furnishing the affiliates as good service as they could or should. . . . The individual station manager must step in . . . lest sound broadcasting deteriorate from network neglect, dilution of audience and the impact of television." — Walter Brown, president and general manager, WORD Spartanburg, S. C.



Mr. Brown

Agency Comment

Typical late agency comments from Chicago, reflecting optimism for 1949, were these:

"Some accounts that never were in radio before are planning campaigns for 1949, but few are planning very far into the new year. . . . Selling FM may be a 1949 development. . . . Regarding television, few of our clients have the experimental budgets to enter this new medium. . . ."—Harlow P. Roberts, vice president and general manager, Goodkind, Joice & Morgan.

"We anticipate a slight increase in use of radio . . . with spot definitely up about 15%. However, radio will not take anything away from printed media. . . ."—James H. West, radio director, H. W. Kastor & Sons.



Mr. West

". . . No drastic cutbacks of radio budgets are expected during the year."—James G. Cominos, vice president and general manager, LeVally Inc.

Among advertisers, Standard Oil Co. (N. J.) said it had "no further plans for radio activities" to supplement its New York Philharmonic broadcast.

Harry Bullis, chairman of the board, General Mills, asserted that while "we are committed to substantial additional experimental activity in television during the coming year . . . until a medium is able to reach a majority of homes, it cannot be a basic medium in our advertising plans." He added, however, the firm would be in a position to utilize TV "progressively as its coverage develops."

All top radio shows sponsored by Lever Bros. will be continued in 1949, with television being "studied constantly and with interest," a spokesman of Lever Bros. told BROADCASTING.

Termination of the AFM record ban and introduction of long playing microgroove records by Columbia Records point to 1949 as one of the canned music industry's biggest years, according to Frank K. White, president of the firm. Over 300 stations are equipped with LP players, he said, and 15 major manufacturers are now producing or considering production of LP discs.

"Television moves ahead even faster in 1949," Dr. Allen B. DuMont, president, Allen B. DuMont

SPOT PROBE

Week's Continuance Ordered by FCC

A WEEK'S DELAY of the opening of the final session of FCC's hearing on networks' right to serve as spot advertising representatives of their affiliates, slated to start today, was ordered by the Commission last week.

Under the revised schedule the hearing resumes next Monday (Jan. 10). Authorities expect two to three days will be needed to complete the hearing, to which the Commission devoted five days in the opening session a month ago [BROADCASTING, Dec. 6].

Among the principal presentations yet to be made are those of NBC and ABC. National Assn. of Radio Station Representatives, whose complaint against network representation of affiliates originated the investigation, completed the presentation of its principal case at the opening session. So did CBS, except for the testimony of Carl J. Burkland, general sales manager of CBS Radio Sales, who became ill while testifying. A number of CBS affiliates, for which Radio Sales acts as spot advertising representative, also testified on behalf of the network during the opening session.

FCC assigned no reason for postponing the resumption date.

Labs, declared in his yearend statement. Aside from TV's potential growth Dr. DuMont called for "the lifting of the freeze and early exploitation of ultra high frequencies" in 1949 to service smaller cities and towns. He said that would be 1949's "outstanding development."

Meanwhile, continued expansion of TV set manufacture facilities and the beginning of initial profits by television stations were foreseen by Raymond C. Cosgrove, executive vice president, AVCO Mfg. Corp. He predicted an "excellent market" for TV receivers and a rapid growth in the number of advertisers using the medium. General business this year should be almost equal to that of 1948, he added.

PRE-AITC MEET

Webster Heads U.S. Group

FCC COMR. E. M. Webster is slated to head the U. S. delegation to an international conference starting about mid-January in Geneva to make preparations for the Administrative International Telegraph Conference to be held in Paris in May. The preparatory conference is expected to last about three weeks.



Mr. Webster

T. H. E. Nesbitt, associate chief of the international radio frequencies staff of the State Dept.'s International Broadcasting Division, will be vice chairman of this country's delegation. He and other members expect to sail on Jan. 8, while Comr. Webster plans to leave by plane about Jan. 17, starting date of the conference.

FCC staff executives who will attend are William J. Norfleet, chief accountant; Marion H. Woodward, assistant chief engineer in charge of the Common Carrier Division, and Jack Werner, assistant chief of the Law Bureau's Common Carrier Division.

FCC meanwhile has invited submission of proposals for changes to be made in the International Telegraph Regulations in preparation for the Paris conference. Proposals must be made by Jan. 10.

Ritter on ABC

P. J. RITTER Co., through the Clements Co. Inc., Philadelphia, has contracted for 52 weeks for *Betty Clark Sings*, over an Eastern ABC network, effective Jan. 16. The program, 15 minutes in length, features 12 year old Betty Clark, blind singer, whose entire script will be in verse, with musical background provided by a Novachord harp and electric guitar. Commercials will deal with the company's chili sauce, relish, catsup and other food products.

WALTER WINCHELL

K-F Is His New Sponsor

EFFECTIVE Jan. 2, Walter Winchell, Sundays, 9-9:15 p.m. on ABC, will be heard with a new sponsor, Kaiser-Frazer Sales Corp., and a new announcer, Cy Harrice. In addition, Mr. Winchell's repeat broadcast will be carried on both the ABC West Coast stations and the Don Lee network simultaneously Sundays, 8:30-8:45 p.m. (PST).

Mr. Harrice will succeed Ben Grauer who has been announcing the Winchell show for the past 16 years, while it was sponsored by Jergens Lotion.

The William H. Weintraub Co., New York, is the agency for Kaiser-Frazer Sales Corp.

Meanwhile Louella Parsons, Sundays, 9:15-9:30 on ABC, sponsored by Jergens Lotion, effective Jan. 2, will also be carried repeat on the Don Lee network following Mr. Winchell in the 8:45-9 p.m. period (PST). Robert Orr Assoc., New York, handles the show for Jergens.

TV and Husbands

JOHN J. ANTHONY, WMGM New York human relations counsellor and director of the Marital Relations Institute for 20 years, claims that television keeps hubby home, but sends wifey back to mama. Pointing out that although television, home-centered entertainment, might tend to unify family interest, wives get fed up with feeding hubby's sports fan cronies night after night as they digest endless diets of video sports and intermission snacks.

CARLTON FREDERICKS, WMGM New York health and nutrition expert, was cited last week by the American Veterans Committee for "outstanding services to the public in advancing the science of nutrition."

TOY SOUND KIT

NBC Staffers' Idea

WILLIAM BRINKMEYER, staff sound man for NBC, has had a profitable brainstorm in his radio sound kit, which is providing the current toy market with an imaginative and educational item.

Designed to give youngsters the necessary basic sounds used in radio production, the kit supplies manual and recorded effects. With printed instructions for their use, the package also contains recorded dramatic sketches featuring Ezra Stone, Ty Perry and Ed Jerome. Sound effects are omitted from the recordings, and are to be inserted by the youngster, who works from professional scripts.

Currently being demonstrated at the Toy Show in New York's Museum of Science and Industry, the set is assembled and packaged by the Assoc. for the Blind.



MBS **KMAC-KISS** TSN

Howard W. Davis, owner ● *John E. Pearson Co., National Rep.*

NAB CODE

Networks Reaffirm Support

ALL FOUR networks last week reaffirmed their decision to abide by the NAB code which officially goes into effect Jan. 1.

An NBC official said "NBC is already in line with the NAB code and sincerely hopes all other radio stations will follow suit. We have already notified sponsors of giveaway shows that all mentions of commercial names of products given away will be charged against time for their commercial announcement."

Edgar Kobak, president of Mutual Broadcasting System, explained that MBS had a "department of continuity acceptance which is charged with the duty of seeing to it that everything which goes on our air conforms with the best broadcasting practices, as adopted by the industry—for instance, the length of commercials on sponsored programs; the questions of good taste and moderation in children's programs and on subjects which may be controversial; the handling of crime in mystery shows; and many other points covered in the code."

MBS Standards

Mr. Kobak also said that he didn't want to give the impression that "we think the code is perfect —with no faults and weaknesses. In fact, on several points Mutual's own program standards are stricter than the code. But our approach is a simple one. We will speak up and try to get the weaknesses strengthened and the errors corrected, if we possibly can. But as long as a provision is in the code, we will live up to it—until it is changed by due and orderly process."

ABC has notified its advertisers and agencies of certain changes in network policies. The policy changes, Mark Woods, president of ABC, said in a letter, are chiefly concerned with the maximum time

★

to be allotted to advertising messages on programs carried by ABC.

Commercials Allowed

Between the hours of 6 p.m. and 11 p.m., Mr. Woods said, "The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, and the manner in which the advertising message is distributed through the program should be for a five-minute program, one minute; 10-minute programs, 2 minutes; 15-minute programs, 2 minutes, 30 seconds; 25-minute programs, 2 minutes, 50 seconds; 30-minute programs, 3 minutes; 45-minute programs, 4 minutes, 30 seconds, and 60-minute programs, 6 minutes.

Mr. Woods also designated the commercial allowances that will be observed in daytime commercial broadcasts.

"All copy pertaining to contests on radio programs, concerning the exploitation or sale of a sponsor's product or services, will be counted as commercial time," Mr. Woods asserted. "This also will cover any references during the course of a broadcast made to prizes or gifts offered to participants in radio contests."

Mr. Woods pointed out that such types of programs as *Stop the Music* do no fall in the category of a radio contest, and are more properly classified as audience participation of "giveaway" programs.

ABC has decided that in announcing the prizes on such "giveaway" programs it will count as advertising any unduly detailed descriptive material used in connection with the award as well as the trade name of those furnishing the prizes.

CBS 'Glad'

A CBS spokesman said that CBS was "glad to see the NAB code go into effect and hopes it has wide industry support. We have advised all advertising agencies on the way the code affects them, and we are receiving fine cooperation."

Top for Spots

REFLECTING a record-breaking fourth quarter, the Spot Sales Department of ABC concluded its best year in history with volume topping 1947, the previous peak year, by 5%, according to Murray Grabhorn, vice president in charge of owned and operated stations. Major contributor to the new peak was the 25% increase in program time sales of the operation. TV spot sales also figured largely in 1948 totals.



ATTENDING testimonial dinner in Kansas City last Monday for President Truman's former haberdashery partner, Eddie Jacobson (r), were the President and Tom L. Evans (l), president, KCMO Kansas City. Mr. Evans is one of Mr. Truman's oldest friends. Dinner was the occasion of the President's off-the-cuff remarks charging Russia with reneging on agreements and blocking peace progress.

RADIO'S VALUE

British Author Criticizes

CRITICISM of radio was sounded by a yearend radio forum, *Appraisal of American Culture*, on a "Voice of America" broadcast Dec. 26 by Sir Osbert Sitwell, British author.

In an informal discussion with Carleton Smith, director of the National Arts Foundation, New York, Sir Osbert said:

"The radio disseminates much more bad stuff than they do good. The other day when I arrived at a hotel, the bell-hop at once turned on the radio in my room. And I said, 'Please turn that off.' He said, 'then you don't like music.' I said I did, 'that's why I'm asking you to turn it off.'"

Mr. Smith praised radio for spreading love of fine music to every part of the country and added: "What radio has done for music, television will do for the visual arts."

ALL-RADIO FILM

Plans for Showing Announced

DETAILED PLANS for distributing and showing the All-Radio Presentation film were discussed and decided upon Tuesday in New York by the steering subcommittee of the Overall Industry Presentation Committee.

Gordon Gray of WIP Philadelphia, chairman of the committee, also disclosed these other developments:

Decision to make the April NAB Convention the target date and occasion for preview of the film.

Decision to submit a completed shooting script of the film to a meeting of the full committee Jan. 14 in the BMB board room in New York.

At the Tuesday meeting, held also in the BMB board room, Lewis Avery of Avery-Knodel, submitted a detailed, ten-page plan for distributing and presenting the film. His recommendations were approved.

According to his plan, first showings of the film would be conducted simultaneously or almost simultaneously in eight of the country's biggest markets—New York, Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta.

These initial big showings would be arranged and supervised by the committee itself, which would have a trained team available for this purpose. Thirty-five mm prints would be used and special dinners would be held in New York, Chicago and Detroit as part of the build-up. In the other five key cities, showings would be in conjunction with a luncheon.

Local Showings

In all other city showings, local or area subscribers will run the presentation, using 16mm prints. It is recommended that the services of professional projection companies be used for the showings. It is recommended that initial planning for the showing in any city be by "top management" because of the importance of the film.

It is further recommended that if a cocktail party be selected as the occasion for the showing that not a single drink be served before the "All-Radio Presentation." At a luncheon or dinner showing, it is recommended that the showing be immediately after completion of service.

If more than one showing is planned for a community, it is recommended that the first presentation be for "VIP's."

It was further recommended that for each local showing an m.c. be selected who is well known in the area as a radio authority and who can speak well and with conviction about radio.

The other recommendations, which probably will become the basis for a pamphlet to guide local committees planning presentations, goes into such details as the form of invitations to attend, technical requirements for showing, such as electricity needed, room dimensions, stage platforms, acoustical properties and screen requirements.

DuMONT CONTEST

Photo Competition

PHOTO fans will have an opportunity to shoot a Broadway play in action, and simultaneously compete for prizes dear to their hearts thanks to a new photo contest on DuMont's *Photo Horizons*, Wednesdays, 8-8:30 p.m.

Sponsored by the Peerless Camera Stores, New York, and the Theatre Guild, the contest is open to anyone who can focus a lens. It was announced by Lawrence Langner, head of the Guild and Paul Crabtree, director of "The Silver Whistle," Broadway play. Special performance by the cast, to be held Jan. 19 between 6 and 7 p.m. at New York's Biltmore Theatre, will be given admission free for contestants obtaining tickets at Peerless Camera Stores. Photos of anything within the theatre, on stage or in the audience, will be eligible for awards of $5,000 worth of camera equipment ranging from sound movie projectors to flash bulbs.

'GIMCRACK'

Giveaway Items Lose Value

"ARE giveaway radio programs making crackerjack prizes out of reliable products?" That question has been posed by E. F. Stafford, radio director of Daniel F. Sullivan Co. Adv., Boston.

As evidence of this danger, Mr. Sullivan, in a letter to BROADCASTING, reported a recent incident observed by an electric appliances merchant in a small community near Boston.

The merchant was showing a refrigerator to a woman customer, explaining the various advantages of the nationally advertised product.

"How about that one over there?" she asked, pointing to another refrigerator. "They give this make away on the radio. They can't be too good."

The customer bought the lesser-known make, Mr. Sullivan reported, because in her mind she associated the refrigerator that was the giveaway with the "gimcrack" —a showy article of little worth.

If this feeling is at all widespread, Mr. Sullivan believes manufacturers must soon give the matter some thought. "When refrigerators and crackerjack prizes fall into the same category," he said, "the music will be stopped without further discussion."

WPIK

announces

that as of Dec. 31, 1948 it will no longer be represented by the Friedenberg Agency.

Announcement regarding new representative will be forthcoming at a future date.

NRDGA CONTEST

Mitchell To Name Winners

A TOTAL of 86 retail programs from 48 stores have been entered in the 1948 retail radio contest of the National Retail Dry Goods Assn. This is more than double the number of entries received last year, an NRDGA spokesman said. Winning programs will be announced by Maurice Mitchell, NAB director of broadcast advertising, during the Wednesday afternoon (Jan. 12) session of the NRDGA convention, to be held Jan. 10-14 at New York's Hotel Statler.

Programs will be judged Jan. 4 by a committee comprising Ruth W. Ayres, managing director of the National Consumer-Retailer Council Inc.; Thomas D. Connolly, manager of program sales, CBS; Carl Haverlin, president, Broadcast Music Inc., and president, Radio Executives Club; Oscar Katz, director of research, CBS; Linnea Nelson, chief timebuyer, J. Walter Thompson; Bruce Robertson, senior associate editor, BROADCASTING, and Arthur A. Stelzer, president, James McCreery & Co.

KSL-TV TO CBS

To Take Place of KDYL-TV

KSL-TV Salt Lake City becomes a full primary CBS affiliate in the spring of 1949, William A. Schudt Jr., network's director of station relations, announced. New affiliation is to replace KDYL-TV, with which CBS now has an interim secondary affiliation agreement.

KSL-TV is the sister station of KSL, a 50 kw CBS outlet, and is owned and operated by Radio Service Corp., Utah, with Ivor Sharp, executive vice president, and C. Richard Evans, general manager.

The video station has been assigned Channel 5.

Bowl Repeats

THE CBS network's exclusive coverage of the Orange and Rose Bowl New Year's Day football classics were scheduled for relay around the world via Armed Forces Radio Service. Orange Bowl game, between Texas and Georgia, was to be relayed simultaneously from Miami by AFRS, while the Rose Bowl contest between California and Northwestern was to be recorded for rebroadcast on Jan. 2. Gillette Safety Razor Company was CBS sponsor for both games.

YOU STILL HAVE TIME

to Enroll Your Music Librarian

in the next course on

THE ORGANIZATION and MAINTENANCE

OF A

RADIO STATION LIBRARY

presented by

BMI

MONDAY, JANUARY 10

and

TUESDAY, JANUARY 11

Every phase in the practical operation of a station library is thoroughly covered . . . from proper cataloguing to copyright research and program building in AM, FM and TV.

Designed as an added BMI Service to broadcasters, the Library Course has proved its value to those who attended the three previous sessions.

BMI *is pleased to acknowledge the many "thank you" letters from broadcasters such as these:*

ROGER M. COELOS, *Dumont Television Station WTTG, Washington, D. C.*—

"I think this is a wonderful thing (BMI Librarian's Clinic) that BMI is doing and it certainly was worth while for me."

☆ ☆ ☆

BILL WARREN, *Program Manager, WITH, Baltimore, Md.*—

"Many thanks for the truly wonderful and informative Library Course that Miss Suter and I attended."

☆ ☆ ☆

MORRIS C. AUSTIN, *Librarian, CFCF, Montreal, Canada*—

"You people have done a magnificent job in planning and executing this course, and we would like to express our sincere appreciation to you all for providing us with a detailed and concise picture of Library organization and management."

☆ ☆ ☆

CY KING, *Station Director, WEBR, Buffalo, N. Y.*—

"Miss Mary Brady and Mrs. Rita Leopold, who attended the BMI Library School, were most enthusiastic about the course and I believe that it was a good investment."

WIRE or PHONE

your registration to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue New York 19, N. Y.

Benny vs. Heidt

(Continued from page 25)

services credited the confirmation to an NBC executive whom that network was unable to locate or identify.

Fred Allen has been moved up into the 8-8:30 spot on NBC formerly occupied by Mr. Bergen, leaving that half-hour of ABC's *Stop the Music* opposed by sustainers on the other three networks.

Promotion and publicity, as indispensable to internetwork warfare as military bands were to the Army of yesteryear, have been called into full play by CBS and NBC. The CBS goal is to inform every American listener—that is, every American old enough to leave his cradle—that on Jan. 2 and each Sunday thereafter, Jack Benny can be heard at his old time but now on a new network. NBC's job is to keep listeners tuned in to its stations on Sunday, with the biggest part of that task keeping them tuned to Horace Heidt with Mr. Benny beckoning across the dial.

CBS, which is spending well over $100,000 on the job, opened its space advertising with a double-page spread in the curent issue of *Life*, which hit the nation's doorsteps and newsstands Friday. In cooperation with about 150 of its affiliates, on a 50-50 basis, CBS took 450-line ads in 600 to 700 newspapers yesterday morning and will repeat this on Jan. 16.

Radiowise, CBS has blanketed its network schedule, programs and breaks alike, with the announcement that "This is CBS, the network where you will hear Jack Benny beginning Jan. 2." Announcements recorded by Mr. Benny and his company were sent to all affiliates as part of an overall promotion kit which also included newspaper mats, advertising layouts and copy, posters, on-the-air announcements, etc. Stations also received advertising material covering the full CBS Sunday evening line-up of programs, for their own use locally.

Benny Tie-In

High spot of the continuing promotion, however, is an exclusive tie-up of Jack Benny with the infantile paralysis fund, whose 1949 campaign will be based on the covered wagon '49er theme, with the slogan, "Ten pennies from Benny." A covered wagon was launched Dec. 27 in Hollywood with the notoriously tight-fisted comedian's donation of ten pennies to start it on a nationwide tour which will wind up in Washington on Jan. 31, visiting some 30 cities enroute. In other cities CBS affiliates will utilize duplicate vehicles on behalf of the fund-raising drive and of network publicity. Jack Benny, meeting the wagon at the capital, will conclude its campaign with a second donation of a half-million pennies.

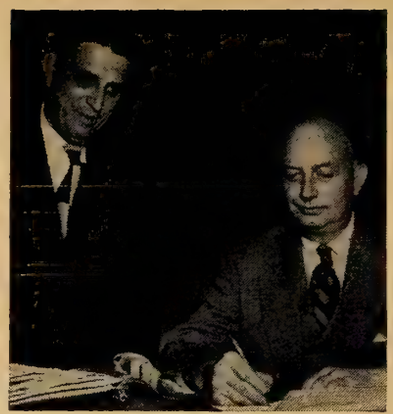
NBC, as James Nelson, director of advertising and promotion, told affiliates Dec. 21 in a closed circuit talk, decided "that the best strategy is to behave in a wholly unorthodox fashion—in ways quite different from straight audience promotion as it has been practiced up to now. By using attention-getting tactics of a new sort, we can hope to draw to Heidt the audience he should have. . . and can capture, as indicated by the 19.2 rating which he pulled two Sundays ago at 10:30 p.m."

Heidt Program Plugs

First step in this campaign was an on-the-air teaser sequence, in which the single sentence, "Horace Heidt moves up to the number one spot in America," was repeated at every available opportunity in chain breaks, on sustaining programs, etc.

On Dec. 27 a series of nine 50-line single column newspaper ads bearing that same cryptic line illustrated with comic sketches began to appear in all the daily papers in cities with NBC o & o stations, plus Los Angeles, under network sponsorship. Mats of these ads were also furnished to all affiliates for their own use.

At the same time the radio copy was expanded to include another sentence, following the teaser with: "Yes—Horace Heidt has been selected over all other programs to be heard on this station at 7 p.m. starting next Sunday night, Jan. 2." This explanatory copy was also bracketed around the Jack Benny and Horace Heidt broadcasts of Dec. 19 and 26. Ozzie and Harriet and Fred Allen also mentioned the replacement of Mr. Benny by Mr. Heidt on their broadcasts on those dates.



FRED WEBER (l), v.p. and general manager of WDSU-AM-FM-TV New Orleans, gets together on agreement with Humboldt J. Greig, sales manager of DuMont Television Network, as WDSU-TV becomes another DuMont affiliate.

In addition, NBC recorded a series of dramatized announcements in which a fortunate character such as a new father, man given a raise, woman winner of a quiz show grand prize, etc. is described as being in a nice spot. "But," the anouncer added, "Horace Heidt is in the number one spot—7 o'clock Sunday on NBC."

Yesterday (Jan. 2) the space was increased to five newspaper ads, each 2 columns by 75 lines, scattered throughout all papers in the NBC o & o station cities and Los Angeles, plus whatever use was made of them by individual affiliates. In several markets, NBC took full page ads, covering not only Mr. Heidt but the full new NBC Sunday evening lineup. The full schedule of papers also carried radio page ads on the Fred Allen and the *Ozzie and Harriet* shows.

All the NBC newspaper ads were designed and the art work executed by Richard Blake, network copy director, and written by Pat Steel, NBC copywriter. Network plans to continue the promotion with hard-hitting follow-up copy, the nature of which it would not reveal at this time. Overall NBC Sunday promotion budget is approximately $100,000.

Steady Publicity

Accompanying the NBC promotion campaign is a continuous publicity drive, which started early in December with a promotional party for Horace Heidt. Since then each day's publicity package for the network has contained at least one story on the Heidt program, a practice that will be continued into January. For the past week each NBC release regardless of subject, has carried a bottom-of-page boxed line: "It's H-hour for Horace Heidt at 7 p.m., EST, Sunday Jan. 2." Publicity has also been stepped up on the full Sunday evening schedule. Kits of feature stories, mats, glossy prints and other material on Mr. Heidt's and other programs also went to the radio editors of some 1,200 newspapers in addition to a mailing to the publicity directors of all NBC affiliated stations.

NCCJ AWARDS

Nominations Requested

NOMINATIONS for annual radio awards for the promotion of better human relations in 1948 are being requested by the National Conference of Christians and Jews Inc., New York. Awards will be announced in February 1949, in connection with the observance of Brotherhood Week, Feb. 20-27. They will be made in the following categories:

1. Network series.
2. Network single programs.
3. Local stations which have made consistent contributions.
4. Radio personalities who have made significant contributions.
5. A special award for significant contributions not included in the foregoing categories.

Nominations should be sent to Mr. Edward J. Heffron, director, Department of Media Relations, National Conference of Christians and Jews, 381 Fourth Ave., New York 16, before Jan. 15, 1949.

Can You Afford to Overlook the

BOISE

MARKET?

1. Population 161,000
2. Per Family Income 54% ABOVE National Average
3. Per Capital Retail Sales 2½ TIMES National Average

KIDO

Basic NBC Outlet

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

WHBQ • 56

FIRST ON YOUR RADIO



Pulling in a Million More Listeners!

Your Mutual Station in Memphis

W. H. Beecue

NOTICE:

Contracts made NOW at present rates receive full year's protection

Write, Wire or Phone for Availabilities. WHBQ, Memphis, Tenn.

Best Dressed in '48

MRS. WILLIAM S. PALEY, wife of the chairman of the board of CBS, has been named the best dressed woman of 1948. The results of a nation-wide poll conducted by 150 fashion designers and society editors were announced Dec. 26 by the New York Dress Institute. Mrs. Paley, formerly a fashion editor, ranked second in the 1947 listings to the Duchess of Windsor.

RADIO TRAINING

Hudson Finds Schools Lax

AMERICAN institutions of learning have been lax in training people for specific radio work, Robert B. Hudson, CBS director of education and opinion broadcasts, declared last Tuesday. He addressed the Speech Assn. of America at Washington's Hotel Statler.

Mr. Hudson pointed out that most impetus for college and university radio training programs has come "from student pressure rather than in response to cries for help from the radio industry." Radio has been slow, on the other hand, in analyzing its own jobs and in setting up systematic standards for determining what combinations of skills each job requires, he added.

With the picture brightening, Mr. Hudson observed, a dozen or more universities and colleges are now meeting standards for radio training courses, and many others should follow.

Unveil RCA TV Set

RCA's new television set with the 16-inch metal tube will be unveiled today (Jan. 3) at the Chicago Furniture Show. The set, including AM and FM as well as TV reception, will be priced at less than $500, causing some industry trepidation that the introduction of these sets to the public will force a general video set price reduction if older models are to be sold.

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

SCHWERIN CORP.

Ups Newell and Krolik

TWO NEW appointments to executive posts of Schwerin Research Corp., New York, were announced last week by Horace Schwerin, president.

Henry H. Newell, chief of the firm's analysis division since the organization's inception in 1946, was elected to vice presidency by the firm's board of directors. Prior to Mr. Newell's Army service, which preceded his joining Schwerin, he was with the National Assn. of Manufacturers in public relations work, and did sales promotion for Fawcett Publications.

Richard Krolik, former general manager of Television Reporter Productions, Hollywood, was appointed public relations director. Mr. Krolik previously was television consultant to Argosy Pictures Corp., Jack Rourke Productions and Mercury-International Pictures, all Hollywood. Prior to war time service, he was assistant publicity director of MBS.

RADIO KITCHEN

Being Built at WMPS

A COMPLETE kitchen studio is now under construction in the new $250,000 studios and offices being built by WMPS Memphis. Designed to bring mid-south housewives the latest in kitchen tips, the special studio will be operated with the most modern equipment being manufactured by General Electric.

Harold R. Krelstein, vice president and general manager of the station, said a nationally known home economist will be engaged to conduct daily cooking classes over the air and for special live audience groups.

The station will move into its new quarters soon after Jan. 1, according to Mr. Krelstein.

KGO-TV Antenna

THE six-bay "bat wing" antenna for KGO-TV San Francisco was put in place Dec. 21, completing construction of the 508 foot tower for KGO-TV and KGO-FM. With the 30 foot FM pylon and 50 foot TV antenna, KGO-TV has a transmitting elevation of 1,362 feet above sea level. The station's GE transmitter is now being installed and when coaxial cable is installed to the antenna—probably about the middle of this month—KGO-TV will begin transmitting a test pattern.

NBC's *Orchestras of the Nation* series, Saturdays, 3 p.m., will feature the American premiere performance of Bela Bartok's one-act opera "Duke Bluebeard's Castle" on Jan. 8. Program, aired to the network by WFAA Dallas, will feature the city's symphony orchestra under the baton of Antal Dorati, its regular conductor.



BOUND

. . . to keep a full six months' issues of BROADCASTING snugly together, instantly available for reference and research. Binders are 9½" wide; 13" high. Sturdy blue leathercloth, stamped in silver with the BROADCASTING - Telecasting signature. Kivar lining, canvas joints, constructed to last for years.



BOUND

. . . to keep you from scampering about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.



BOUND

. . . to keep all those BROADCASTING special features at your fingertips . . . the continuing studies of radio markets, "Telestatus" reports, Telecasting sections, AM and TV showsheets and all those other unduplicated and exclusive BROADCASTING features. Number is limited. Tear out the coupon and mail today, please.

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SEND FOR YOURS TODAY!

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Gentlemen:
Enclosed please find ☐ *check*
☐ *money order* ☐ *bill me for*
☐ *binders to be sent direct to:*

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FIRM

ADDRESS

CITY STATE

ABC Report

(Continued from page 26)

analysis unparalleled throughout the globe. We have done this without distortion, with no view to special interest, at no behest other than the public good.

"The American Broadcasting Company has been particularly vigorous in the development of our medium toward its fullest potential. It has expanded its coverage of the listening field, increased its circulation, and taken important strides forward in the field of television. As of this writing, the American Broadcasting Company holds a commanding position in the television field with three of its own stations on the air; two more about to go on the air; and with regular program service being carried to an eastern and a midwestern television network.

"The name American, designating our company, gained added significance during the year, for the American people now have a substantial interest in its ownership. Through public subscription to a block of shares some months ago, there are now more than three thousand stockholders in this typically American enterprise.

"To all those who have played a part in the progress of our network—employees, artists, sponsors, our affiliated stations and the listening public—we extend our appreciation. And to them we extend a pledge that the effort that has been expended in bringing the American Broadcasting Company to its present high position will continue unremitting and untiring, to the end that we shall have even broader scope for greater service to the public."

Mark Woods, president of ABC, in a year-end statement said that the enormous strides taken by the network in television during 1948 were not taken at the expense of its AM broadcasting efforts, which also advanced in programming and sales.

He said:

"In 1948 we extended and amplified our theory of 'planned programming'—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences—thus giving the advertiser the benefit of a cumulative audience interest and response.

"Prime examples of this type of program planning are our schedules on Sunday, Tuesday and Wednesday nights. The first represents a well-balanced variety of news, music and serious drama; the second, an outstanding array of public service programs; while the third is a 'must' listening night for comedy and variety.

"We have strengthened substantially our Monday and Thursday evening programs while in the daytime we have augmented our already outstanding schedule by such programs as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and the Kay Kyser program.

"During the year ABC achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 272, carefully selected to give the advertiser the greatest listener coverage. Owned and operated stations, as well as many of our affiliates, also made their debut into the FM field during the year with a strong program structure based on our AM broadcast schedules.

"The year saw a substantial number of new advertisers utilizing ABC facilities, including General Motors, the Association of American Railroads, P. Lorillard Co., Sealtest, Pillsbury Mills, Kelvinator and the Chesebrough Manufacturing Co.

"I feel confident that the progress we have achieved in 1948 will be contiued in the coming year and that in both the television and the AM broadcast fields ABC will continue to be a pace-setter."

CBS Roundup

(Contiuued from page 26)

won numerous awards in many fields, among them: George Foster Peabody Award for Documentaries; citation as "The Outstanding Network of the Year" by the Radio-Television Critics Circle of New York for "Relationship to the community, public service, responsibility, information and entertainment," and six first-place program awards by Institute for Education by Radio. Edward R. Murrow, CBS nightly newscaster, was honored with Alfred I. DuPont award and accolades from National Headliner's Club and Overseas Press Club.

As the year drew to its close, CBS repeatedly made headlines with developments in programming.

Biggest of its advances in this direction were the acquisition on Oct. 10 of Amos 'n' Andy and on Nov. 26 of the signing of the entire Jack Benny program effective Jan. 2, 1949.

These spectacular acquisitions tended to overshadow other CBS program developments, which were important in their own right. The network created such new programs as *My Favorite Husband, Life with Luigi, Mr. Ace & Jane, The Morey Amsterdam Show, Our Miss Brooks, The Adventures of Philip Marlowe, Cabin B-13* and *Tell It Again.*

CBS enlarged its roster of drama offerings by five additional programs: *Ford Theatre, Electric Theatre* with Helen Hayes, *Hallmark Playhouse, Philip Morris Playhouse* and *The Family Hour of Stars.* Comedy attractions were expanded by the return of the *Jack Carson Show* and by the new *Herb Shriner Time.*

The network also introduced several audience participation programs which became popular, among them, *Sing It Again* and *Hit The Jackpot.*

Several old shows were expanded or embellished by top talent additions. Arthur Godfrey's half-hour daytime show was expanded to a full hour, Mondays through Fridays. The New York Philharmonic Symphony Orchestra began its 19th consecutive season on CBS with a new intermission feature *Weekend With Music.* Jane Froman became soloist on *The Pause That Refreshes* and James Melton returned to CBS as star of *Harvest of Stars.*

In TV, the network created numerous programs, began simulcasts of *We, the People,* started video counterparts of such AM shows as *Ford Theatre, The Morey Amsterdam Show* and *People's Platform.* On March 20, the first telecast of a symphony concert was transmitted over CBS-TV network as Eugene Ormandy conducted the Philadelphia Orchestra. The network also acquired exclusive video rights to 52 major British films and signed a contract for production of 14 mystery films titled, *The Cases of Eddie Drake.*

FRANK STANTON

Says CBS Audience Largest

CBS has the largest individual audiences and the largest average audiences in radio, according to a yearend statement by Frank Stanton, president.

His statement was issued as a CBS yearend roundup was made public describing 1948 as the most eventful year in the 21 year history of the network (see page 26).

Stressing the program side of CBS activities, Mr. Stanton said:

"CBS today has the largest creative program operation in the entire broadcasting industry. The success of Columbia-built programs—CBS's own "package" shows—has been outstanding with many in the "top-rating" lists. During the past year, CBS program ratings have increased 14% on the whole, and today Columbia has the largest individual audiences and the largest average audiences in all radio."

He spoke of some of the acquisitions of new talent by CBS which made radio history in the past year, such as the purchase of Amos 'n' Andy and the Jack Benny show, and then said significantly:

"At the year's end, negotiations were being carried forth to add other prominent artists and programs to the schedule."

Conventions High Spots

In news, sports and special events, CBS radio and television new high spots were, the Presidential nominating conventions; election campaigns and their dramatic finale; three-year exclusive contract for Rose Bowl football and Tournament of Roses events; broadcasts of summer and winter Olympics.

IRE SESSIONS

27 Slated for March Meet

THE 1949 convention of the Institute of Radio Engineers, to be held March 7-10 at New York's Hotel Commodore and Grand Central Palace, will feature a technical program of 171 papers grouped into 27 sessions which will cover practically the entire radio-electronic art, plus six symposia on nuclear science, network theory, electronic computers, radio aids to navigation, semiconductors and—a distinct departure for the IRE—marketing.

B. E. Shackelford, past president of the IRE, will serve as toastmaster at the President's Luncheon on March 8 to introduce Stuart L. Bailey, incoming president. Raymond F. Guy, manager of NBC's radio and allocation engineering department, will be toastmaster at the annual banquet on March 10.

At the banquet, the Institute's highest award, its Medal of Honor, will be presented to Ralph Bown, director of research at Bell Telephone Labs. C. E. Shannon will receive the Morris Liebmann memorial prize and R. V. Pourn the Browder J. Thompson award.

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NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

For further information contact Vic Diehm c/o WMGW

NBC '48 Record

(Continued from page 27)

share of audience, as compared with the second station's 15.0 rating and 20.2 share of audience.

Although at year's end, NBC had lost important programs to CBS, it was on a campaign to sign up new radio and television talent. With the promise that the coming year would see many new programs in the NBC schedule, it could point to the following programming developments in the past year:

Signing of Dean Martin and Jerry Lewis, comedy team; inauguration in November of *Dress Rehearsal,* consisting of pickups of Boston Symphony, Serge Koussevitsky conducting and Olin Downes, commentating; continuation through the summer of NBC summer programs—*Radio City Playhouse,* the Jane Pickens show, and *Who Said That?; The NBC University Theatre,* produced in Hollywood with screen stars.

Sets Special Unit

In the documentary field, it inaugurated *Living—1948* in February and later set up a special unit headed by Wade Arnold and James Harvey to build and produce shows requiring documentary techniques and skills.

NBC also boasted many firsts on the news front, among them: Its eye-witness account of the assassination of Mohandas K. Ghandi; Merrill Mueller, London manager, obtaining an uncensored account of the Communist coup in Czechoslovakia; broadcast from San Moritz of Winter Olympics; exclusive interview by NBC's W. W. Chaplin with Ed Crump who in March predicted bolt of southern states if Truman were renominated; first broadcasts out of Shanghai as the Communists threatened Nanking.

Among awards won for news coverage were: Overseas Press Club Award to Merrill Mueller for best reporting on foreign affairs from abroad by radio; Headliners Award to Morgan Beatty for "outstanding reporting" during the Texas City disaster in 1947; a special citation from Syracuse U. for "outstanding work in radio journalism," to William F. Brooks, vice president in charge of news and international relations.

In Education Field

In the field of education, NBC launched the "College by Radio" plan, providing for cooperation through local stations with universities to utilize programs for home study courses. In December the first big television network enterprise in daily education for children was announced with NBC an important participator.

During 1948, the network's Department of Information handled about 160,000 letters and phone calls. This figure does not include the thousands of communications addressed specifically to NBC artists, programs, sponsors or departments. Less than 2% of the total were complaints or criticism.

NBC Thesaurus, the music library service, reached an all-time high of more than 5,000 selections while 67 new stations joined the subscriber list. More than 8,000 hours of syndicated programming were booked over U. S. and Canadian stations.

Staff Changes

With this expansion, NBC made the following administrative changes during the year: On July 2, Charles R. Denny was appointed executive vice president, becoming the managerial director of the network; in December, David C. Adams former vice president and general attorney of RCA Communications Inc., became assistant to Mr. Denny; on May 3, Sidney N. Strotz was appointed administrative vice president in charge of both television and the Western Division; Carleton D. Smith, formerly manager of the NBC stations in Washington, was made director of television operations, and Norman Blackburn was named program director.

'Howdy' Telerating

NBC's video puppet show, *Howdy Doody,* received a December Hooper New York Telerating of 30.3 for its Friday telecast, making it the sixth most popular program with New York viewers. Show, sponsored on Friday, 5:45-6 p.m., by Unique Art Mfg. Co., was erroneously omitted from the list of top ten TV shows [BROADCASTING, Dec. 27].

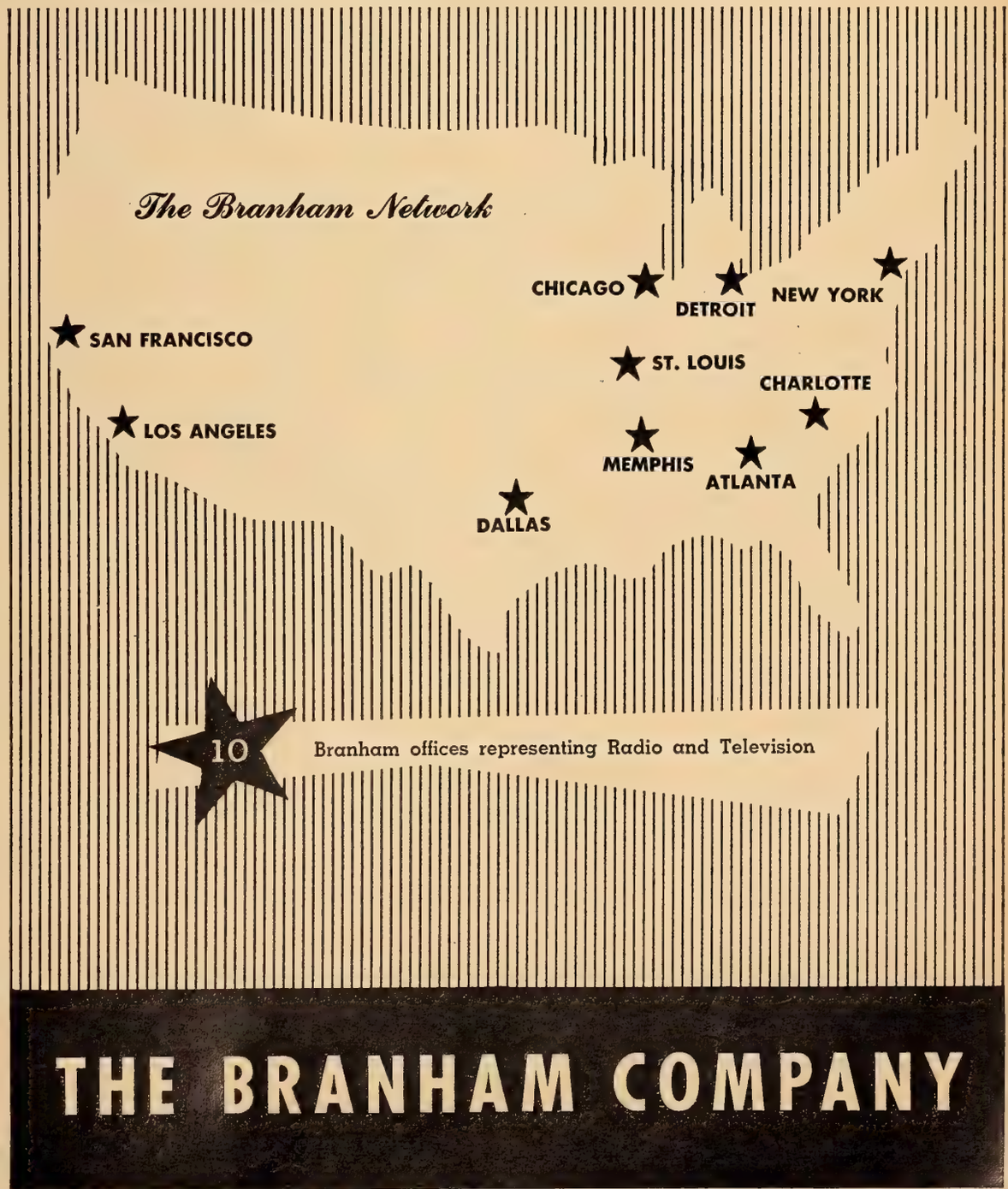
HOOVER REPORT

Extension Date Requested

THE HOOVER Commission voted last week to ask Congress for 60 additional days in which to file its report on reorganization of the Executive Branch of the Government, which includes its study of the FCC [BROADCASTING, June 21, Oct. 18, Nov. 1].

The report was supposed to be filed with Congress by Jan. 13 but the Commission will be unable to complete its work by that time. Spokesmen said the Commission proposes to submit a brief overall report sometime after Jan. 13 and then deliver some 14 or 15 topical sections of the report at the rate of about one a week.

FAHEY FLYNN, WBBM Chicago announcer, is pictured in the February issue of *Coronet.*



SIEGEL

Seeks Dropped FM Facilities

SEYMOUR N. SIEGEL, New York City's director of radio communication and general manager of WNYC, municipally-owned AM station, last week filed application at FCC for recently deleted facilities of WFMO (FM) Jersey City, N. J., dropped by Fidelity Media Broadcasting Corp. [BROADCASTING, Nov. 9, 1948].

Mr. Siegel's application requested channel 276 (103.1 mc) with effective radiated power of 1 kw and antenna height above average terrain of 250 ft. He indicated he proposed to buy, and use as is, the physical facilities of WFMO. He gave purchase price of $15,000.

WFMO was dropped by Fidelity Media Broadcasting in late October because of time-sale difficulties to support the operation. It was indicated at that time that the station represented an initial investment of $150,000. WFMO had begun broadcasting in September 1947. Firm was headed by Frank C. Wood Jr., president.

Mr. Siegel gave limited technical information in his application. References were made to files of WFMO since he proposed to use the same facilities.

THE CBS sustainer, *Robert Q. Lewis Show* is now heard five weekly instead of once a week, Mondays through Fridays, 4:30-5 p.m. EST.



ANTENNA

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Isolation filters
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FM and AM concentric lines
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E. F. JOHNSON CO.
WASECA, MINNESOTA

TRANSFERS

FCC Approvals Total Near $1 Million

IN A YEAREND BURST unmatched in many months, FCC last Wednesday approved 18 station transfer and assignment applications representing almost $1 million in sales prices.

For tax purposes many of the transactions needed Commission approval before Dec. 31.

The transfers included the sale of the late C. Merwyn Dobyns' KGER Long Beach and KOMB (FM) Los Angeles to John Brown Schools of California for $300,000; WILM and WILM-FM Wilmington, Del., by Alfred G. Hill and associates to Ewing B. Hawkins and members of his family for $205,000; and 49% of WIL and WIL-FM St. Louis by C. W. Benson to L. A. Benson for $137,200.

Details of the transactions given FCC approval are as follows:

KGER Long Beach, Calif., KOMB (FM) Los Angeles—Granted assignment of license for KGER and CP for KOMB from Dana Latham, executor under will of C. Merwyn Dobyns, deceased, to John Brown Schools of California Inc. for $300,000. John Brown Schools is headed by Dr. John E. Brown Sr., who owns and operates private schools in Long Beach, San Diego and Glendora, Calif., plus two others in Arkansas. KGER is assigned 5 kw fulltime on 1390 kc.

WILM WILM-FM Wilmington, Del.—Granted transfer of control of Deleware Broadcasting Co., licensee, from Alfred G. Hill and six other stockholders to Hawkins Broadcasting Co. Inc., new firm, for $205,000. Sellers are Mr. Hill, Francis H. Brinkley, Mary Francis Holton (nee Mary Francis Hill), Julia G. Hill, E. A. O'Connor, Jack B. Thompson and *Chester* (Pa.) *Times*. Mr. Hill, editor-publisher and lessor of the *Times*, together with his wife and the *Times* held two-thirds interest in WILM. Hawkins Broadcasting is owned by Ewing B. Hawkins, assistant general manager of WNBF Binghamton, N. Y., president and 40% owner; William W. Hawkins Jr., drama critic for New York *World Telegram*, vice president and secretary-treasurer, 40%. Remaining 20% is held in trust by Ewing Hawkins for his four children. WILM is assigned 250 w fulltime on 1450 kc.

WIL WIL-FM St. Louis—Granted acquisition of control of Missouri Broadcasting Corp., licensee of WIL and conditional grantee of WIL-FM, by L. A. Benson from C. W. Benson. C. W. Benson sells his 49% interest for $137,200. L. A. Benson becomes 98.04% owner. WIL operates with 250 w fulltime on 1230 kc but has grant for 5 kw on 1430 kc.

KVER Albuquerque, N. M.—Granted assignment of license and CP from Intermountain Broadcasting Co. to Westernair Inc. for $50,000. Intermountain has also been licensee of KSVP Artesia, N. M. (see below) and is permittee of KYLE Alamogordo, N. M. Westernair is owned by: William T. Kemp, one-third owner KVOU Uvalde, Tex., president-general manager and 50% owner; Robert Hinn, vice president of Consolidated Gas and Equipment Co. of Texas, vice president, 12.5%; Marian Hinn Riggs, vice president of Harvest Queen Mill and Elevator Co., Plainview, Tex., flour mill, vice president, 12.5%; Vincent Tudor, Plainview attorney, secretary, 12.5%; Harold Hinn, chairman of board of Harvest Queen Mill, treasurer-chairman of board, 12.5%. KVER is assigned 250 w fulltime on 1490 kc and holds CP for switch to 1340 kc.

KBKR Baker, KLBM LaGrande and KSRV Ontario, Ore.—Granted transfer of 50% interest in Inland Radio Inc., licensee, from Olive B. Cornett, executrix under estate of Marshall E. Cornett, deceased, to Olive B. Cornett individually. No consideration involved. KBKR is assigned 250 w fulltime on 1490 kc and KSRV and KLBM have 250 w fulltime on 1450 kc.

WSFL-FM Springfield, Mass.—Granted assignment of permit from Springfield Broadcasting Co., partnership, to new corporation of same name. Three original co-partners, Gerson Askinas, Earl G. Hewinson and Christos M. Manitas, hold 25% respectively in new firm. Louis Lake, brother-in-law of Mr. Manitas, buys 25% interest for $25,000.

WLPM WLPM-FM Suffolk, Va.—Granted transfer of control of Suffolk Broadcasting Corp., licensee of WLPM and permittee of WLPM-FM, from Abraham Brody to Leo Brody. Abraham Brody sells his brother 51 of his 54 shares for $5,100. Leo Brody, already holding a single share, thus becomes 49.1% owner. Leo Brody is 25% owner WGNI Wilmington and 10% owner WKNS Kinston, N. C., and 20% owner WNOR Norfolk, Va. WLPM is assigned 250 w fulltime on 1450 kc.

WJJW (FM) Wyandotte, Mich.—Granted transfer of control of Wyandotte News Co., licensee, from C. Lee Edwards to Strauss Gantz for $92,220. Mr. Edwards, 74.1% owner, sells 66.04% interest to Mr. Gantz, who for past 10 years has been vice president and general manager of the News Company. Mr. Gantz has held minor interest. WJJW is assigned Class A Channel 276 (103.1 mc).

WDAR WDAR-FM Savannah, Ga.—Granted transfer of negative control over WDAR Inc., licensee of WDAR and permittee of WDAR-FM from A. C. Neff to Nephew K. Clark. Mr. Clark buys 40% interest for $12,000. Each becomes 50% owner. WDAR is assigned 250 w fulltime on 1400 kc.

KFSA Fort Smith, Ark.—Granted assignment of license from Donald W. Reynolds, sole owner and licensee, to Southwestern Pub. Co., owned by Mr. Reynolds. No consideration involved. KFSA is assigned 1 kw day, 500 w night on 950 kc.

KOLE Port Arthur, Tex.—Granted assignment of license from Port Arthur Broadcasting Co. to new partnership of same name and including two of four present partners. Grady R. Harrower and Branch C. Todd sell their respective 25% interests for $12,000 each, to continuing partners, Socs N. Vratis, general manager, and Mary A. Petru, program director. KOLE is assigned 250 w fulltime on 1340 kc.

WRQN Vidalia, Ga.—Granted assignment of license from Vidalia Broadcasting Co. to new partnership of same name and including two of former four co-partners. M. F. Brice and R. E. Ledford pay $5,871 for 25% interests relinquished by R. W. Sockwell and estate of late W. O. Davis. WRQN is assigned 250 w fulltime on 1450 kc.

WTUX WTUX-FM Wilmington, Del.—Granted acquisition of negative control of Port Frere Broadcasting Co., WTUX licensee and WTUX-FM permittee, by Gordon MacIntosh and Edward R. Robinson. Messrs. MacIntosh and Robinson each had held 45% interest and in 1946 acquired additional 5% each from retiring J. M. Frere. Present application covers that transaction, inadvertently overlooked, FCC reported. WTUX is assigned 500 w day on 1290 kc.

WKNK Muskegon, Mich.—Granted assignment of N-K Broadcasting Co., licensee, from Nicholas William Kuris and Steven Claude Garcia to Mr. Kuris individually. Mr. Garcia had no monetary interest in station. WKNK is assigned 1 kw day on 1600 kc.

WHOP Hopkinsville, Ky.—Granted acquisition of control of Hopkinsville Broadcasting Co. Inc., licensee, by F. E. Lackey. Pierce E. and Montana L. Lackey, each 4% owner, and Paducah Broadcasting Co. Inc., licensee of WPAD Paducah, Ky. and 78.67% owner, sell their holdings to Hopkinsville Broadcasting for $52,508. Stock is retired as treasury stock and F. E. Lackey becomes sole owner. Paducah Broadcasting is controlled by Pierce E. Lackey. WHOP is assigned 250 w fulltime on 1230 kc.

KSVP Artesia, N. M.—Granted assignment of license from Intermountain Broadcasting Co. to Artesia Broadcasting Co., new corporation in which majority of stock is held by local people. Consideration is $50,000. Artesia Broadcasting principals include: Martin Yates III, oil producer, president and owner of 100 shares; T. E. Brown, owner of plumbing supply house, 60 shares; and S. P. Yates, oil well drilling contractor, 100 shares. Martin Yates Jr. holds 102 shares and remaining 217 shares are held by 23 local businessmen and firms. KSVP is assigned 250 w fulltime on 1450 kc. Intermountain is permittee of KYLE Alamogordo, N. M., and has sold KVER Albuquerque (see above).

KWOC KWOC-FM Poplar Bluff, Mo.—Granted assignment of license for KWOC and permit for KWOC-FM from Radio Station KWOC to new partnership of same name and composed of two of former three partners. A. L. McCarthy and J. H. Wolpers buy, and share equally, one-third interest of O. A. Tedrick for $25,000. KWOC is assigned 250 w fulltime on 1340 kc.

WMIQ Iron Mountain, Mich.—Granted transfer of control of Iron Mountain-Kingsford Broadcasting Co., licensee, from Frank J. Russell Jr., William F. Russell and Leo G. Brott to Iron Mountain Pub Co. for cost, $25,000. Sellers each transfer 25% interest. Iron Mountain Pub. Co. publishes daily *News* there, and is controlled by Russel family. WMIQ is assigned 250 w fulltime on 1450 kc.

AT&T's WILSON

Reports on '48 Activities

LEROY A. WILSON, president of American Telephone and Telegraph Co., said in a yearend statement that nearly a billion and a half dollars was spent by Bell last year on new construction, including coaxial cable and radio relay facilities. He also reported telephone rates must be increased so earnings will be sufficient to attract new capital for expansion.

Among accomplishments cited in the past year was the Bell Laboratories' development of the transistor, tiny metal cylinder capable of performing nearly all functions of a vacuum tube, yet having no glass, vacuum or filament. Another development applied to mobile radio-telephone, was the technique of spacing radio frequencies closer together without mutual interference, thus permitting greater economy in the use of certain frequency bands.

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

FIVE AM GRANTS

WHJB CP Reinstated

CONSTRUCTION PERMITS for five new AM stations—three fulltime and two daytime only—have been granted by FCC.

Big Sandy Broadcasting Co., Paintsville, Ky., headed by ex-Rep. W. Howes Meade (R-Ky.), local attorney, received construction permit for 250 w fulltime on 1490 kc.

Logansport Broadcasting Corp., Logansport, Ind., including group of Washington radio lawyers, received CP for 250 w fulltime on 1230 kc. Holding 20% interest each are William A. Porter, Robert M. Booth and Herbert M. Bingham of Bingham, Collins, Porter & Kistler, Washington. Logansport had been in hearing with Kosciusko Broadcasting Corp. on possible interference. Kosciusko was granted 250 w daytime on 1220 kc at Warsaw, Ind.

Pittsburgh Radio Supply House, licensee of WJAS Pittsburgh, last week was granted reinstatement of its CP for WHJB Greensburg, Pa. WHJB is assigned 500 w night, 1 kw day on 620 kc, directional. The permit had expired.

Meanwhile, the Commission last week also granted in part a petition of James Madison Broadcasting Corp., applicant for 250 w fulltime on 1340 kc at Orange, Va. Commission approved request to modify an issue of its consolidated hearing with Harrisonburg Broadcasting Co., which seeks same facilities at Harrisonburg, Va. However FCC at same time removed Harrisonburg Broadcasting from the case with respect to all issues therein and consolidated it with County Broadcasting Service, Mount Jackson, Va., also seeking 1340 kc.

Issue modified concerns whether or not James Madison Broadcasting application was filed to block "establishment of a competitive" station to WSVA Harrisonburg. The Mount Jackson applicant is owned by Frank U. Fletcher, Washington radio lawyer and part owner of WARL Arlington, Va.

The new station grants and respective ownership details follow:

Alamosa, Col.—San Luis Valley Broadcasting Co., 1490 kc, 250 w, daytime; estimated cost $29,000. Principals: Raymond F. Fletcher, publisher and 29% owner of daily *Alamosa Courier*, president and 13% ; Dorothy Mae Fletcher, 20% owner of *Courier*, secretary 13%; Margaret Alice Fletcher, teacher, treasurer 25%; Ray F. and Mary E. Barnes, owners Elwood, Ind., *Call Leader* and 51% owner of *Courier*, respectively vice president 25% and assistant secretary 24%.

Brownfield, Tex. — Terry County Broadcasting Co., 1050 kc, 250 w, unlimited; estimated cost $15,300. Partnership: Sterling Jake Parrish, insurance agent, 45%; Mike Allen Barrett, owner-publisher weekly *Brownfield News*, 45%, and Esther Constance Parmelee, office manager of Dallas law firm of Gormley, Bohannon, Ragsdale & Prescott, 10%.

Paintsville, Ky.—Big Sandy Broadcasting Co., 1490 kc, 250 w, unlimited; estimated cost $14,150. Partnership: ex-Rep. W. Howes Meade (R-Ky.), five-eighths owner; Dr. James W. Archer, physician, one-quarter owner, and Herbert J. Morgan, employed by National Supply Co., one-eighth owner.

Logansport, Ind.—Logansport Broadcasting Corp., 1230 kc, 250 w, unlimited. Principals (each 20%): John C. Cotner, secretary-treasurer Tec Engineering Corp., consulting engineering firm, president; Glenn C. Miller, local attorney, secretary-treasurer; William A. Porter, Robert M. Booth and Herbert M. Bingham, of Washington law firm of Bingham, Collins, Porter and Kistler.

Warsaw, Ind.—Kosciusko Broadcasting Corp., 1220 kc, 250 w, daytime. Principals: Josiah M. Autenrieth Jr., general manager of Manistee Radio Corp., AM applicant at Manistee, Mich., president and 45% owner; Virgil A. McCleary, optometrist, vice president 6.7%; Howard J. Beck, chief engineer of WGL Fort Wayne, Ind., secretary-treasurer 45%, and Porter P. Williamson, attorney, assistant secretary 3.3%.

Sales Meeting

FOLLOWING ABC broadcast of *My True Story* today from 10-10:25 a.m., Libby, McNeill & Libby, sponsor of the five times weekly show, will hold its first sales meeting of 1949 in the ABC Radio City studios. More than 100 salesmen will hear A. Rogers, advertising manager, and P. J. Asendorf, sales manager, outline the company's 1949 advertising plans.

NEW YORK FM

Bid by Church Withdrawn

CONSENT has been granted by FCC to formal petition of Radio Corp. of Board of Missions and Extension of the Methodist Church requesting withdrawal from the competition for remaining four Class B FM channels in the New York area. Four applicants remain.

The church group earlier had indicated its intention of withdrawing from the proceeding and did not participate in the hearing held by the Commission in New York Dec. 13-14. Non-technical evidence was received. James D. Cunningham, FCC hearing examiner presiding in the case, indicated last week that the hearing would be completed and the case closed as quickly as possible. Engineering testimony is to be received in Washington Jan. 25.

The four applicants remaining in the proceeding, involving the four Class B channels reserved for later assignment at the reallocation of FM several years ago, include: Debs Memorial Radio Fund Inc. (WEVD), Atlantic Broadcasting Co. Inc. (WHOM), Crosley Broadcasting Corp. (WINS), all New York, and Ebbits-McKeever Exhibition Co. (Brooklyn Dodgers), Brooklyn.

The Methodist Church had participated in the original New York FM proceeding and at one time held a grant for one of the five channels then assigned. This decision was subsequently set aside and revised [BROADCASTING, April 12, 1948]. WEVD also had taken part.

Wasser to Produce

PRODUCTION of the opening show for WDTV(TV) Pittsburgh, which begins operation Jan. 11 [BROADCASTING, Dec. 27], will be handled by Pete Wasser of the Pete Wasser Co. Mr. Wasser has been appointed to handle the production and promotion of the inaugural show only.

SURE,

some Chicago stations

can "reach" South Bend

...but the audience

LISTENS

to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NORC

Book Analyzes Second Study

SECOND declaration by American listeners in favor of privately operated broadcasting was formally unveiled last week when distribution was started of a book *Radio Listening in America.* The book analyzes in detail the findings of the second nationwide study conducted by National Opinion Research Center, U. of Chicago, at request of the NAB.

The study was construed as a "stay out" order to the government, based on the exhaustive analysis of audience opinion (details carried in BROADCASTING, March 8, 1948). The details are provided in the book, written by Paul F. Lazarsfeld and Patricia L. Kendall.

Radio occupies the same place it had in American hearts in 1945, according to the survey. The 1945 study had shown that the public likes its radio, doesn't like government regulation and only a minority dislikes the advertising that makes U. S. radio possible.

In the second study, conducted in 1947, this viewpoint was reiterated with two changes. First, there is a slight decline in enthusiasm for the job radio is doing, ascribed to the fact that the nation was conscious of radio's wartime service during the 1945 study, and secondly there is evidence that the public depends less on radio for its news now that the war is over.

Dr. Lazarsfeld's position in the new book is that radio critics are very much in the minority but this minority is a highly educated group whose views should receive correspondingly greater recognition.

At NAB it was explained that the NORC studies are the only voluntary, impartial and frank analyses of public opinion conducted on behalf of any of the leading media.

As analyzed by Dr. Lazarsfeld the new survey probes public attitudes toward advertising, singing commercials, market for serious and educational programs, and government regulation along with other topics.

The study was based on a scientific sample of the population. It showed that 70% of the people believe radio is doing an excellent or good job in their communities. This compares with 59% saying that schools are doing excellent or good jobs, 63% approving the work of newspapers, 42% rating local government excellent or good, and 76% believing churches are doing excellent or good work.

Oppose Regulation

Seventy-six percent oppose federal regulation of radio advertising, 65% oppose control of controversial issue programming, 67% are against control of over-all educational programming, 59% oppose government control of accuracy of radio news and 52% oppose control of station profits.

The survey revealed that 76% prefer radio programs as they now are (sponsored by advertisers) to paying a $5 annual program license fee to get the same programs, were that possible.

A tiny minority, only 9%, is opposed to advertising on the radio, Dr. Lazarsfeld noting that the whole set of facts regarding the listeners' attitude toward commercials duplicates almost completely the findings of the first survey.

Prentiss-Hall Book

The book is published by Prentiss-Hall, New York ($2.50) and will be on sale through normal book-selling outlets. Many copies are being mailed individuals and institutions.

The authors have written chapters on The Communications Behavior of the Average American, Programs and Their Listeners, The People Look at Radio (overall appraisal, annoyances and dissatisfactions, fairness), Some Observations on Advertising, Toward an Even Better Radio.

SMALL TOWN TV

Store Owner Boosts Sales

IN THE SMALL town of Reno Beach, Ohio, there is an even smaller general store whose owner, Mike Kepler, has big-city promotion ideas.

Recognizing television's popularity, Mr. Kepler increased his holiday business considerably by utilizing WSPD-TV Toledo's *Santa Show*—but not by the conventional method of buying time. He merely installed a new TV set in his store and invited the neighbors to "come on down and watch the show."

Mr. Kepler reports his store is jammed every Tuesday and Thursday night. And WSPD-TV is happy, too, for Reno Beach has become TV-conscious.

SNOW TROUBLE

KBIO Helps Out

WHEN one of the worst snow storms ever experienced in Cassia and Minidoka counties, Idaho, struck last month, KBIO Burley stepped in to help school children return home safely.

As the storm struck in midmorning, calls began to come in from worried parents. To help answer the many questions, schools were contacted and their schedule of busses broadcast during the noon news period.

When the students started home, the station carried such announcements as this: "School Bus number 7 has just gone by Brady's place, letting off the Brady children. The bus will turn south to Earl Frymiller's place. . . ."

"Parents are requested to meet the busses," ran another announcement.

All the children were returned home safely and the following day Burnell Wrigley, assistant superintendent of schools, commended the station in a statement in the local paper.

Sponsorless Xmas

WITH the cooperation of all sponsors, WDOV Dover, Del., presented its Christmas day schedule with no commercial mentions. The entire day's programming was in the Christmas tradition, according to Courtney Evans, station owner, with no commercial announcements at any time. Christmas programs, music and operas were offered, including a two hour presentation of "The Messiah," by Handel.



LEAFING through WNEW New York's "kit" dealing with station's "Little Songs About UN" is Peter Aylen, director of United Nations' radio division. Shortly after Mr. Aylen read the book in council chambers of UN headquarters at Lake Success, songs were premiered during a special broadcast.

SPICED STUDY

Sports Part of TV Course

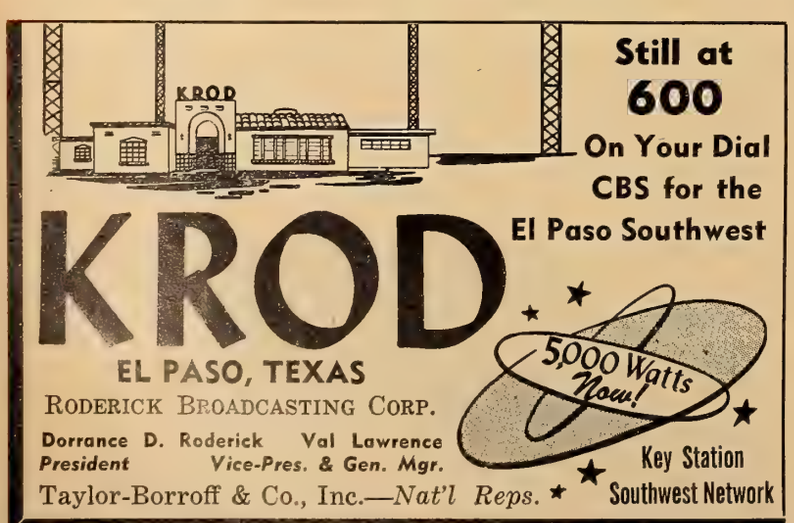
THE CURRICULUM for students at the Twin City Television Labs., Minneapolis, is a sports fan's dream since the school launched the first of a series of full scale remote closed circuit telecasts covering all phases of program production.

The television lab's mobile unit, with a DuMont two-camera chain, was taken to the Hamline-North Dakota State conference basketball game. Cameras, monitor equipment and special receivers were set up to offer 48 students an opportunity to do an actual remote with the camera in the course of their training.

Ernest S. Colling, former NBC senior TV program director, now serving as director of training at the lab, indicated that remotes will constitute a vital part of the training for program directors, announcers, cameramen and writers. The next closed circuit television pickup is planned for one of the hockey games in the St. Paul Auditorium.

Penalty for TV

WIDESPREAD talk about television sets for everything from cars to airplanes has brought reaction from Conn. State Rep. Louis A. Lemaire Jr. According to a *New York Herald Tribune* story of Dec. 14 Rep. Lemaire has written a bill providing a $1,000 fine for anyone putting a television set in an automobile or train. The bill will be introduced at the coming session of the Connecticut Legislature.



KY. BASKETBALL

Oil Firm Sponsors Games

WLAP Lexington will be key station for broadcasting of U. of Kentucky basketball games this season by a 17-station Kentucky sports network. A similar network carried all 1948 U. of Kentucky football games.

Ashland Oil & Refining Co., Ashland, Ky., has signed to sponsor the basketball series. Arrangements were completed recently by Willis Munro, advertising manager of the oil firm; J. E. Willis, general manager of WLAP, and Bernie Shively, U. of Kentucky athletic director.

J. B. Faulconer, WLAP sports director, will handle the play-by-play on the games. The following stations will carry the series: WLAP, WFKY Frankfort, WINN Louisville, WCMI Ashland, WFTM Maysville, WHIR Danville, WSFC Somerset, WCCT Corbin, WKIC Hazard, WHLN Harlan, WOMI Owensboro, WHOP Hopkinsville, WLBJ Bowling Green, WPAD Paducah, WSON Henderson, WNBS Murray and WKAY Glasgow.

Mrs. Ola Jolliffe

MRS. OLA JOLLIFFE, wife of Dr. Charles B. Jolliffe, executive vice president in charge of the laboratories division of Radio Corp. of America, died Christmas day in a Princeton, N. J., hospital. Mrs. Jolliffe, a native of West Virginia, lived in Washington, D. C., from 1926 to 1935, when her husband was chief engineer of the Federal Radio Commission and its successor, FCC. Besides her husband, she is survived by twin daughters, Mrs. Arthur T. Clements of Princeton, and Mrs. Logan Bostian, Mendham, N. J. Funeral services were held at the First Presbyterian Church in Princeton last Monday (Dec. 27). Burial also was at Princeton.





Completing arrangements for sponsorship of games are (l to r): Mr. Shiveley, Mr. Munro, Mr. Faulconer (rear) and Mr. Willis.

WESTINGHOUSE

Outlets to Free & Peters

WESTINGHOUSE Radio Stations Inc. has announced the appointment of Free & Peters Inc. as national sales representative for its six radio properties. The stations are KDKA Pittsburgh, WBZ Boston, WBZA Springfield, Mass., KYW Philadelphia, WOWO Fort Wayne, Ind., and KEX Portland, Ore.

The sales representative firm maintains offices in Atlanta, Chicago, Detroit, Fort Worth, Hollywood, New York and San Francisco. Home offices of Westinghouse, a subsidiary of Westinghouse Electric Corp., are located in Philadelphia.

AFA Booklet

THE ADVERTISING Federation of America has just released a folder, *Some Questions and Answers About Advertising.* Covering radio and other media, the booklet answers such questions as: "How much is spent for advertising in the United States?"; "Doesn't advertising add to the cost of the goods advertised?"; "What about the claim sometimes made, 'We save by doing no advertising and pass the savings along to you'?"; "Does advertising have anything to do with our high standard of living?" and "What would happen if advertising were discontinued?" Available through the AFA at 330 West 42 Street, New York City, prices start at ten copies for 50¢.

Robinson-Whiting

FULL-SCALE CBS wedding was held Wednesday, Dec. 29, at Las Vegas, Nev., when Hubbell Robinson Jr., CBS vice president and director of programs, married Margaret Whiting, singing star of the network's *Club 15.* Harry Ackerman, Columbia's Hollywood director of network programs, was best man, while Barbara Whiting, the bride's sister, and star of *Junior Miss,* CBS Lever Bros. series, was maid of honor.

Management

WILLIAM C. FRANKLIN has been appointed manager of WMMW and WMMW-FM Meriden, Conn. He was formerly manager of WNAF Providence, R. I.

HUGH B. TERRY, manager of KLZ Denver, has been appointed one of seven board members of Denver's permanent board of health and charities.

JOSE FERRERAS has accepted post of manager of WITA San Juan, P. R. He was formerly with Publicidad Astra, Porto Rican advertising agency.

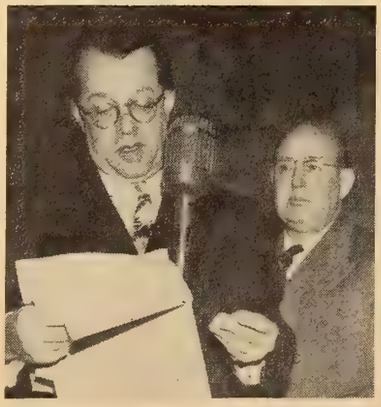
JOHN A. KENNEDY, president of WCHS Charleston and WSAZ Huntington, W. Va., and editor and publisher of the San Diego (Calif.) *Daily Journal,* has been in contact with President Truman concerning the establishment of an over-all agency looking toward a solution of the acute water shortage in the West and Southwest. A plan program was suggested to President Truman in a letter from Mr. Kennedy on Dec. 17, 1948. The 21st of last month marked the 20th anniversary of signing of the Boulder Canyon Project Act by President Coolidge.

JOSEPH M. TROESCH, assistant manager of WSTV and WSTV-FM Steubenville, Ohio, received the American Legion public service citation on the station's behalf, for its airing of the American Legion's *Decision Now* program for past two years. Citation was presented by Argonne Post 33 of Steubenville.

JOHN BALLANTYNE, chairman of the board of Philco Corp., Philadelphia, is serving as chairman of the program committee for the return of the Freedom Train to Philadelphia, early in January.

ROBERT R. NELSON, former program director of WARD and WARD-FM Johnstown, Pa., has been promoted to station manager.

S. CARL MARK, executive vice president and general manager of WTTM Trenton, N. J., is the father of a boy.



AT RADIO Executives Club Christmas party in New York, Carl Haverlin (l), president of BMI, calls out a prize winner. With him is William S. Hedges, NBC vice president, who assisted as a ticket drawer.

IN THE *Unique* SPOKANE MARKET

One of America's Outstanding Markets, the Spokane Area Excels in All 7 Points Surveyed By Sales Management.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of *Protected Persuasive Power*

Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

NEW HOOPER SERVICE

Compares Ad Pull

C. E. HOOPER's sixth and "ultimate" service was announced last Tuesday by C. E. Hooper, president. The latest service is a comparison of radio advertising effectiveness, reported in the form of a comparative index to the use of advertised products in listening and non-listening homes to individual network programs.

This new service will be accomplished, Mr. Hooper explained, "by turning our listener-diary cross-section sample of U. S. radio homes into a consumer panel upon completion of the listening measurement.

"The first such study of effectiveness will proceed immediately after receipt of the January-February 1949 filled-in listener-diaries from over 3,000 homes representing a cross-section of U. S. radio families. Using our Consumer Service Bureau letterheads, we will inquire which brands, in each of a dozen product classifications, are in use in those diary homes.

"Upon receipt of responses the matching of listener and non-listener homes to individual programs against products used involves a simple IBM card-sorting operation."

Announced at Party

Announcement was made at the annual Hooper pre-Christmas luncheon for the radio, advertising and amusement industry press, breaking the no-news tradition of those luncheons. Mr. Hooper also announced at that time that NBC has subscribed to U. S. Hooperatings following months of detailed investigation of the methods by which they are obtained and examination of the resultant findings. Other advance subscribers to these projectable ratings include General Mills, Gulf Oil Corp., Dancer-Fitzgerald-Sample, Gardner Advertising Co., Newell-Emmett Co., he said.

"But more impressive than the identity of subscribers is the process by which some organizations have arrived at their decisions not to subscribe," Mr. Hooper stated. The absence of "truly national network audience measurements" plus the BMB 1948 network audience figures "which minimized the differences in audience size between networks," have, he said, led to a conclusion that all network programs are truly national in coverage.

Contrast between BMB and Hooper network audience measurements is shown in the following tables:

BMB Nighttime (1946)

Network	Radio Families
NBC	31,128,000
CBS	27,681,000
ABC	22,057,000
MBS	19,162,000

Maximum once-a-week evening program audience for each network during January-February 1948, according to the first U. S. Hooperating report was:

Network	Program	Listening Homes
NBC	McGee & Molly	9,349,000
CBS	Radio Theatre	8,612,000
ABC	Walter Winchell	5,832,000
MBS	Nick Carter	3,499,000

Average evening audiences listening to once-a-week evening network programs, according to the same U. S. Hooperating report were:

Network	U. S. Hooperating	Listening Homes
NBC	14.7	5,557,000
CBS	10.50	3,950,000
ABC	7.14	2,686,000
MBS	4.30	1,618,000

Declaring that U. S. Hooperatings provide the base for cost-per-listener computation which BMB did not furnish, Mr. Hooper added: "In addition to greater efficiency in use of networks on present programs, analysis of U. S. Hooperatings report by advertisers is revealing new possibilities for the placement of additional programs. Involved is the matching of 'city'-appeal programs against opposing networks' 'rural' appeal programs."

Audimeter Criticism

Next turning his attention to the Nielsen Audimeter measurements, Mr. Hooper declared that "the Audimeter cannot but fail to comprehend" the differences in station service due to engineering factors. "The ability of a listener to hear a station bears an absolute relation to the distance and in some cases . . . the direction of his home from the transmitter.

"Though the Audimeter sample might qualify as conforming to controls such as size of family, income of family, etc.," Mr. Hooper stated, "to date the necessity of collecting tapes and otherwise servicing the Audimeters has precluded its sample being distributed with true representation of the distance and direction of the listeners' homes from the transmitters.

"It, therefore, has failed to sample network radio's major variable. Proof of this failure became apparent when U. S. Hooperatings were compared with Audimeter ratings last spring. This occasioned the Nielsen announcement of a proposed reshuffle of his Audimeter sample and announcement of the adoption in the future of a tape 'mailing device.'

"But the mailing device is not going to solve the problem. For the receipt of mail is days slower from remote places than from big cities. To meet his announced schedule of publication dates it appears self-evident that Nielsen must either (A) publish without evidence of listening in remote sections or (B) await such arrivals and as a result furnish a slow rather than a fast service.

"To make either concession would result in the Audimeter service failing to live up to the promises in its prospectus."

Criticizing the Audimeter as "a measurement of tuning, not listening," Mr. Hooper charged that "the Audimeter produces a different proportion of tuning and listening in the rating published for each period of the day and for each network. The result is complete lack of comparability of Audimeter results between different daytime periods, between day and evening periods, between different evening periods and between evenings."

Mr. Hooper's own proposed use of an electronic device is for television, not radio, he said, as "we observe coincidence between tuning and looking which does not exist between tuning and listening."

Commercial

WPIK Alexandria, Va., has announced that as of Jan. 1, it will act as its own representative.

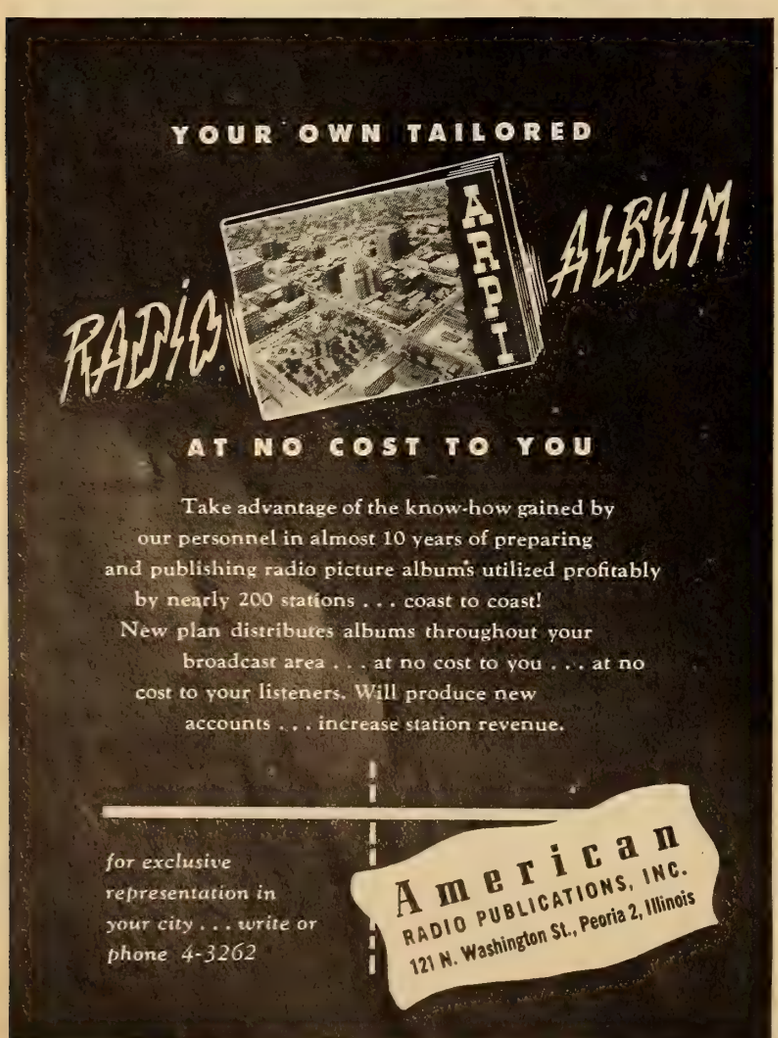
ROBERT HOAG, TV sales coordinator at KTSL (TV) Hollywood, has been appointed sales manager.

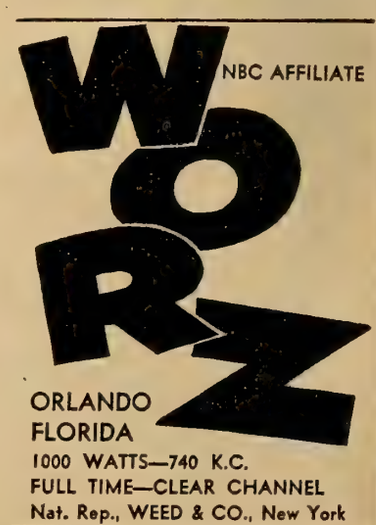
HENRY FLYNN, CBS Hollywood radio sales representative, is the father of a boy, Stephen Patrick.

HENRY UNTERMEYER, account executive at WCBS New York, and Adele Ellen Wells have announced their engagement.

MARTIN L. NIERMAN, Alaska Radio Sales Manager for Pan American Broadcasting Co., and Maxine Stark were married on Christmas Day.

STAATS COTSWORTH, mystery-solving newspaper photographer in CBS *Crime Photographer* series for past five years, will emcee Eastern Press previews of *Popular Photography's* nation-wide $60,000 contest which opens Feb. 9 for three weeks at Museum of Science and Industry, New York.





1948 TOP NEWS

NBC Dramatizes Best Ten

THE TEN best news stories of 1948, as selected by NBC's news and special events editors, were to be dramatized Sunday, Jan. 2, (2:30-3:30 p.m.) with Robert Trout as narrator.

Stories chosen were: (1) Truman Victory, (2) Cold War, (3) Birth of Israel, (4) Inflation in America, (5) Deterioration of Chinese Situation, (6) U. S. Spy Investigations, (7) Assassination of Gandhi, (8) Death of Babe Ruth, (9) Bogota Revolution, (10) The Year in Sports.

Recorded voices of President Truman, Henry Wallace, Glenn Taylor, Thomas Dewey, Robert Simpson giving an eye-witness account of the Gandhi slaying, and the key figures in the spy investigations were to be heard on the show, which was to replace, for yesterday only, the *NBC University Theatre*.

ABC RENEWALS

Three Are Re-Signed

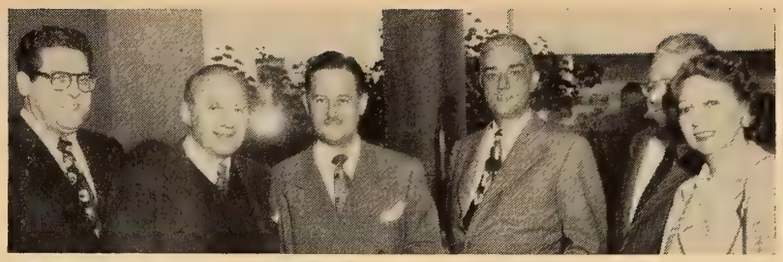
GOODYEAR Tire & Rubber Co., Norwich Pharmacal Co. and Whitehall Pharmacal Co. each have signed 52-week renewal contracts with ABC, it was announced last week.

Goodyear, through Kudner Agency, New York, has renewed its award-winning Sunday series, *The Greatest Story Ever Told*. It will sponsor the program at its 6:30 p.m. time over 22 ABC stations. Renewal became effective Jan. 2.

Norwich, also renewing on a coast-to-coast basis over 210 stations, will again sponsor *The Fat Man* Fridays at 8 p.m. The contract, effective Feb. 3, was placed through the Lawrence C. Gumbiner Advertising Agency, New York.

On the Pacific Coast ABC network of 17 stations, Whitehall has renewed its sponsorship of the Monday - through - Friday broadcasts of *Zeke Manners* at 10:45 a.m. The agency is Dancer-Fitzgerald-Sample, Hollywood.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
Mississippi's
Most Powerful
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES



JACK BENNY (second from left) and his wife Mary Livingston (r) pay a visit to CBS headquarters in Hollywood which became their new radio home when the Benny show moved to CBS Jan. 2. In the welcoming party are (l to r): Hilliard Marks, producer of the Benny program; A. E. Joscelyn, director of operations for KNX Hollywood and the Columbia Pacific Network; Les Bowman, manager of technical operations, CBS Western Division, and George McCaughna, manager of building operations.

RADIO NEWS

Covered in New Book

NEWS BY RADIO. By Mitchell V. Charnley. 403 pp. New York: The Macmillan Co. $4.00.

MITCHELL CHARNLEY of the U. of Minnesota has just released, through Macmillan, *News by Radio*. The book covers the subject from all angles, giving a good working knowledge of the field to practitioner and layman alike.

News by Radio describes special practices, principles and characteristics developed in radio news' short life. It evaluates them in the light of their effectiveness or failure. And it suggests methods of achieving and expanding the effectiveness of radio news and of avoiding failures.

A few of the subjects covered include the operation of a radio newsroom; getting the news together from various sources and writing it; local new coverage; special events and coverage of special fields, and laws covering radio news.

TRUMAN TOPS

WJZ-ABC News Story List

THE TRUMAN upset has been labelled by WJZ New York and ABC news editors in six bureaus in this country as the top news story of 1948, John Madigan, WJZ-ABC's national news editor, has revealed.

Following is the list of the ten top news stories of the year selected by WJZ-ABC:

1. Election of President Truman
2. Berlin Crisis
3. Chinese War
4. Communist Failure in Italy
5. Communist Triumph in Czechoslovakia
6. Approval of the Marshall Plan
7. Kosenkina Case and Its Aftermath
8. War in Palestine; Assassination of Count Bernadotte
9. Death of Babe Ruth
10. Spy Investigations; Bentley; Hiss-Chambers

The 10 leading news events covered by television this year were:

1. Election of President Truman
2. Philadelphia Political Conventions
3. Metropolitan Opera Openings
4. Hiss-Chambers Hearings
5. World Series
6. President Truman's Return to Washington
7. Special Session of Congress
8. Louis-Walcott Bout
9. Kosenkina Case
10. UN Coverage; Lake Success and Flushing

New Film Process

WESTERN Electric Co. on Jan. 6 will demonstrate to newsmen a new film recording process developed by the company which believes it to be "of special significance in the recording of films for television." Demonstration will be held at WE headquarters in New York, 195 Broadway.

News

DAN RAFFERTY, MBS Chicago announcer, has joined WQUA Moline, Ill., as night news editor.

DR. GREGOR ZIEMER, former educational director of Town Hall, New York, and commentator for WLW Cincinnati, Ohio, and author of several books, has joined WRVA Richmond, Va., as news commentator.



Dr. Ziemer

BOB KELLY, news director at WDEL Wilmington, Del., has resigned to accept post of executive secretary to Sen. J. Allen Frear Jr. (D-Del.). Mr. Kelly joins Sen. Frear in Washington today (Jan. 3).

SHELDON H. GROSS, local news and special events director at WFPG Atlantic City, N. J., is the father of a boy, Byron Jay.

BEN DUFFY, president of BBDO, New York, will be featured speaker at a dinner, celebrating 40th anniversary of Pittsburgh Adv. club to be held in Roosevelt Hotel on Jan. 25.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION



For over 24 years, WDBJ has maintained FIRST place in PRESTIGE, COVERAGE, SERVICE and LISTENERSHIP in Roanoke and most of Southwest Virginia.

Ask Free & Peters!

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

Allied Arts

MORTIMER PALITZ, formerly a musical director at Columbia Records Inc., is rejoining company in Hollywood as associate director of artists and repertoire.

ARTHUR E. GOLDMAN has been appointed vice president in charge of television and radio sales of Procter Productions, New York. He was formerly an account executive for Biow Co., New York.



Mr. Goldman

GEORGE F. MAEDEL has been elected vice president and general superintendent of RCA Institutes Inc., New York. Mr. Maedel has been with organization since 1933.

V. C. HAVENS has been appointed assistant general sales manager of Crosley Division, AVCO Mfg. Corp., Cincinnati.



Mr. Havens

FRANK GOODMAN has resigned as district sales manager for Andrea Radio Corp., Long Island City, N. Y.

L. M. SALISBURY has resigned as administrative manager of Broadcast Receiver and Television Division of Bendix Radio, Towson, Md. Mr. Salisbury had been with Bendix since April 1945. He has announced no future plans.

DST Ends in Calif.

A GENERAL re-adjustment of program schedules occurred in California Jan. 1 when that state brought to a close its Daylight Saving Time and returned to Standard Time. California went on Daylight Saving Time early last summer when insufficient rainfall during the previous winter season caused power shortages.

FM DELETIONS

Five Turn in CPs

DELETION of construction permits for five FM stations was granted by FCC last week, all upon request of station owners. Two of the FM outlets were reported dropped for economic reasons.

Lewiston-Auburn Broadcasting Corp., licensee of AM station WLAM Lewiston, Me., turned in its FM permit for WLFM because it did not feel FM "could be placed on a sound basis for years to come and desires to devote profits to improvement of its AM programming rather than to unprofitable FM operation," FCC said.

The Corinth Broadcasting Co., licensee of AM station WCMA Corinth, Miss., relinquished its authorization for WCMA-FM. FCC said "applicant believes it is economically unsound at present time to continue with FM" and will devote time and facilities to improving its AM operation.

Greenville Broadcasting Co., licensee of WGTC Greenville, N. C., turned in its permit for WGTC-FM "as the company is now engaged in the preparation of an application for assignment of license to Carolina Broadcasting System Inc.," Commission reported. Carolina Broadcasting was not identified.

Two other FM permits deleted were for WWNR-FM Beckley, W. Va., and WLON Front Royal, Va. No reasons were given. WWNR-FM permit was held by Rahall Broadcasting Co., licensee of WWNR Beckley, and WLON authorization was held by Hoyle Barton Long, AM applicant at Front Royal.

WEEI REALIGNS

Sales Staff Changes Made

A REALIGNMENT of the sales force of WEEI Boston has been announced by Wilbur Edwards, assistant general manager. Guy Cunningham, director of sales promotion, moves to sales department, where he will handle national sales. He will be the contact for WEEI of Radio Sales Inc. and all national firms with branch offices and representatives in Boston. With the transfer of Mr. Cunningham, Donn Byrne will be promoted to account executive on the Boston sales staff.

Mr. Cunningham has been director of sales promotion for the station since December 1942, and prior to that time had been a newspaper editor and reporter in New Jersey for eight years. Mr. Byrne joined WEEI in June 1948.

In connection with its sales staff changes WEEI announced that on Friday, Dec. 17, 1948 a record business for one day of approximately $75,000 was signed. With this activity the station reports that it had sold close to a half million dollars in radio time before the end of the year 1948, according to a December analysis of business.

WPOR BREAKS ICE

W. T. Grant Makes Big Time Purchase

SMASHING precedent, WPOR Portland, Me. landed the largest time purchase ever made by the W. T. Grant chain of stores, Murray Carpenter, station president, revealed.

The deal, involving a 52-week contract for a weekly total of 430 minutes of sponsored program time, plus several evening Class A spot announcements per week, was consummated Dec. 2, Mr. Carpenter said. The time, placed direct, was based on the ABC outlet's regular retail rate card.

"This is the first time in the history of the W. T. Grant chain that a Grant store has ever made a radio purchase of this magnitude," Maurice McNaboe, the chain's Portland manager, declared.

Programs purchased by the Grant store are:

Breakfast Timetable, a recorded music and news show featuring Ray Mercier, 7-7:25 a.m. Monday through Saturday.

Bing Sings, a program of Bing Crosby's most requested songs, 8:15-8:30 a.m. Monday through Saturday.

Dime Derby, an audience participation show originating in Grant's store, 12:30-12:45 p.m. Monday through Friday.

Band by Demand, featuring a different popular band each evening, 6:30-6:45 p.m. Monday through Friday.

As You Like It, a telephone request record show featuring dedications, 9-10 a.m. Saturday only.



Negotiations are sealed by Mr. McNaboe (seated) and (l to r) Mrs. Ruth Tanner, Grant's Portland advertising manager; Mr. Carpenter; Roger Perry, Grant's Portland operations manager, and Leon P. Gorman Jr., WPOR sales manager.

HARRY PEARSON

Is Head of Seattle Club

HARRY S. PEARSON, partner in Pearson & Morgan advertising agency, has been elected president of the Advertising and Sales Club of Seattle. A former first vice president of the club, he will assume his new office with the first meeting of 1949.

Other newly elected officers are first vice-president, Mrs. Lorna S. Moitoret, Honig-Cooper Co.; second vice-president, Roger Rice, KING Seattle; Secretary, Mrs. Lila A. Casady, Mail Advertising Bureau; treasurer, Ron Renny, Craftsman Press.

New members of the board of directors are Ray Baker, commercial manager of KOMO Seattle; Tom Sheehan, Seattle Transit System advertising department; A. L. Brock, Seattle *Post-Intelligencer*, and E. R. Tracy, Western Printing Co.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

TIME PROPOSALS

Right to Examine Upheld

A DECISION flatly upholding FCC's right to examine the percentages of commercial and sustaining time proposed by applicants was handed down fortnight ago by the U. S. Court of Appeals for the District of Columbia.

The court affirmed the Commission's denial of an application of the Bay State Beacon Inc., of Brockton, Mass., which proposed to make up to 95% of its time available for sale. The case involved three applicants for 1450 kc with 250 w at Brockton: FCC granted that of Cur-Nan Co. (WBKA) and denied those of Bay State Beacon and Plymouth County Broadcasting Co. [BROADCASTING, Jan. 19].

A request for Supreme Court review of the lower court's ruling was being considered, but spokesmen for Bay State said late last week that no decision had been reached.

The Court rejected Bay State's contentions that FCC based its decision primarily on a "quantitative analysis" of the amount of commercial time proposed by the applicants. Even so, the Court continued:

'In Excess of Authority'

"To argue that the Commission may not in the performance of its plain duty inquire into the amount of sustaining time a prospective licensee purports to reserve if granted a license, and to further argue that if it does, such inquiry is in excess of its authority, contravenes the First Amendment and constitutes censorship prohibited by Sec. 326 of the [Communications] Act, is to suggest that Congress intended to create the Commission and then by the very act of its creation, stultify and immobilize it in the performance of the specific functions that called it into being."

The decision was written by District Court Judge Matthew F. McGuire, who participated in the case by designation, on behalf of himself and Justices E. Barrett Prettyman and James M. Proctor.

The Court found "no merit" in Bay State's argument that FCC predicated its decision on commercial-time comparisons and that "such a test is beyond the authority of the Commission, violative of the Communications Act, and unconstitutional."

The decision said:

First of all, the Commission predicates its decision on the application of no such test. It is true that the factor of the proportionate amount of time devoted to commercial programs was considered, but it was in no sense controlling, although it undoubtedly played an important part in leading the Commission to the conclusion it finally reached.

The test applied was that of " 'public convenience, interest or necessity' . . . the touchstone for the exercise of the Commission's authority" [quotation from 1940 court decision].

In applying this yardstick it not only was concerned with the matter of the time devoted to commercial programs, but it found also in addition that . . . Cur-Nan by virtue of its greater integration of ownership and management, could more effectually realize its overall proposed operation plans.

It found also that Cur-Nan had made in the latter respect a more realistic approach to the needs of the community to be served, by intelligent planning, in an effort to properly evaluate the type and kind of program that would best serve it . . .

The decision held that "the test laid down [by Congress] for the guidance of the Commission is as practical as any that could be devised for a body functioning as it does in the field of delegated authority."

As to Bay State's contention that FCC violated the First Amendment, the Court maintained that "certainly if a denial of a license would be violative of the First Amendment, then every unsuccessful applicant would have the right of free speech throttled and abridged . . .—a palpably absurd conclusion."

Not Supported

To the company's claim that FCC's findings with respect to local ownership were not supported by the record, the Court replied: "The point . . . is utterly devoid of significance."

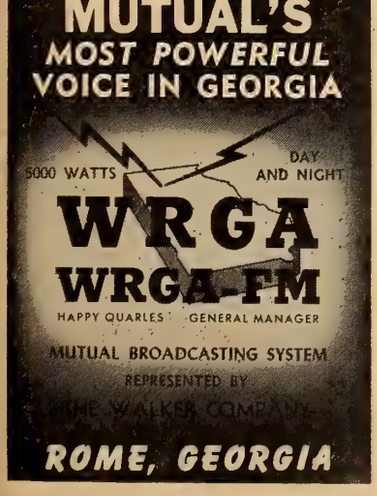
The Court quoted Chief Justice Fred M. Vinson of the Supreme Court as holding, in a decision written while he was on the Court of Appeals, that FCC's findings "under the law must be maintained if they are not arbitrary or capricious or erroneous in law, and are based upon substantial evidence."

The purpose of the Commission, Chief Justice Vinson said, is "to determine under statutory direction the rights of the people of the U.S. to have the best possible radio service. The interest, convenience, and necessity of the public is an essential test for the privilege of operating a radio station. [FCC] is the only proper agency to decide these public questions."

During oral argument on the appeal [BROADCASTING, Oct. 25], Richard A. Solomon, chief of FCC's Litigation Section, stressed that FCC had not found Bay State's program proposals to be "bad" but had merely held that Cur-Nan's were "better."

Joseph L. Rauh Jr., attorney for Cur-Nan, joined him in support of FCC's decision, while Philip J. Hennessey Jr., of the Washington firm of Segal, Smith & Hennessey, argued for Bay State.

Cur-Nan Co. is controlled by Matthew J. Noonan and Charles F. Curran. Bay State Beacon is headed by Clarence A. McLaughlin Jr., attorney, who owns 21%.



RCA HONORS

Folsom Addresses Group

"WE ARE on the threshold of a great new industry," Frank M. Folsom, newly elected president of the Radio Corp. of America, told 726 25-year employes of the RCA Victor Division, Camden, N. J., and the RCA Service Co., at a celebration in their honor in Philadelphia. "Fifty years ago, the great impact on the public came from the Victrola phonograph. Twenty-five years ago it came from the first radio tubes. Today it is coming from television."

The Service Award program was inaugurated during the second week of December with 861 employes of the RCA Victor Division across the nation being honored for 25 or more years of service. Three "deans among management" were among those honored: L. W. Teegarden, vice president in charge of the RCA tube department; D. F. Schmit, vice president and director of engineering, and Arnold K. Weber, Camden plant manager of personnel.

James W. Murray, vice president in charge of RCA Victor Record Activities, rewarded seven employes of the Hollywood plant on Dec. 8 at Bel Air, Md. John G. Wilson, executive vice president of the company, presented awards to 116 Harrison plant employes Dec. 14 in Newark. The next night, Mr. Wilson rewarded seven employes of the Lancaster (Pa.) plant.

W. M. Norton, president of the RCA Victor Distributing Corp., made the awards to three members of his organization Dec. 15 at the Electric Club, in Chicago. W. T. Warrender, chief engineer of the RCA Victor Record Department, rewarded three recording engineers at RCA Victor's Chicago recording studio, and, at the same location, H. J. Mayer, Chicago district manager of the RCA Service Co., honored one employe of his organization.

The week of ceremonies ended Dec. 16 at the Naval Officers Club, Indianapolis, where J. B. Elliott, vice president in charge of the home instrument department, presented 25-year awards.



WSRS Cleveland Heights, Ohio, observed its first birthday Dec. 7 with special features and a two-hour all-request disc show. Grouped around the birthday cake are: Seated—Joseph Beres (1), station manager, and Samuel Sague, president; standing (l to r)—Jeanne Boals, Ruth Majors and Joyce Johnson, all staff members.

KCUL FT. WORTH

Construction Is Started

CONSTRUCTION has begun on the transmitter for KCUL Fort Worth, scheduled to go on the air in the spring. Licensed to East-West Broadcasting Co., station will operate as an independent on 1540 kc with 5 kw day, 1 kw night.

KCUL will be on the air daily from 6 a.m. to midnight, according to Bruce Chambers, president and general manager. Mr. Chambers formerly was program director of KWBU Corpus Christi, Tex.



YOUR NEW
CHEVROLET or BUICK
STARTS HERE!
600Kc
FLINT — WORLD'S SECOND AUTOMOBILE CITY
NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE
600 KC
CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184
WTAC
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

SCRIPPS-HOWARD

Asks FCC to Reconsider

SCRIPPS-HOWARD Radio has petitioned FCC to reconsider its order requiring the company to make a choice between its WCPO Cincinnati application for 630 kc and its application to buy WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard has shown consistently, spokesmen said, that it intends to prosecute the 630-kc application, one of three involved in a competitive hearing which FCC reopened after issuing a "final" decision favoring WLAP Lexington, Ky. [BROADCASTING, Oct. 25].

The application for consent to buy WVLK did not develop until about three weeks before the 630 kc case was reopened, Scripps-Howard pointed out, noting that this was some six months after FCC issued its decision "granting" WLAP's application and "denying" WCPO's and Queen City Broadcasting Co.'s The applications are for 5 kw day and 1 kw night.

Since the WVLK application has not been formally "accepted" by the Commission, and since it was filed when it appeared that the 630 kc decision had become final, Scripps-Howard could see no reason why it should now be required to make a choice between the two.

Transfer Said Necessary

Further, the petition said, the WVLK transfer application is necessary to meet FCC's requirements that agreements affecting the control of stations must be reported to the Commission.

The WVLK application covers an agreement by which Scripps-Howard would acquire WVLK (590 kc, 1 kw) from Baseball Commissioner A. B. (Happy) Chandler and associates for $225,000 and move it to Cincinnati [BROADCASTING, Sept. 20]. Upon approval, Scripps-Howard would dispose of WCPO, which operates on 1230 kc with 250 w, but would retain the call letters of the Cincinnati station.

Scripps-Howard's petition, filed in reply to an FCC order holding that either the 630 kc or the WVLK application must be dropped [BROADCASTING, Dec. 13], was submitted by Philip J. Hennessey Jr. of the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard.

Farmers See Pope

MAL HANSEN, WOW Omaha, and his 26 visiting Midwest farmers report the highlight of their trip thus far was a special audience with Pope Pius XII in Rome Dec. 10. After Mr. Hansen explained the purpose of the WOW Farmers' trip to Europe, the Pontiff placed a special blessing on the project and spoke individually to each visitor. When he learned that one member of the group farmed near Boys Town, Pope Pius asked him to carry his special blessing to the City of Little Men. While in Rome the party spoke on an NBC broadcast, voicing their feelings on Marshall Plan needs of different countries.

CBS CHANGES

Several Sustainers Move

THE FOLLOWNG changes for CBS sustaining programs were announced last week by the network:

Life With Luigi, now on Wednesdays, 9:30-10 p.m., switched to Sundays, 8:30-9 p.m., Jan. 2.

Philip Marlowe, now on Sundays, 8:30-9 p.m., changes to Saturdays, 8:30-9 p.m., Jan. 8.

Morey Amsterdam Show, now Tuesdays, 10:30-11 p.m., will be heard one hour earlier on Tuesdays, 9.30-10 p.m., starting Jan. 4.

Winner Take All, now Saturdays, 9-9.30 p.m., changes to Saturdays, 7-7:30 p.m., Jan. 8.

Time's A-Wastin' will be known as *Beat the Clock* starting Wednesday, Jan. 5, 10-10:30 p.m.

Mr. Ace and Jane returns to the air in the 10:30-11 p.m. spot on Tuesdays, starting Feb. 1.

ENGINEERING

Firms Reserve Show Space

TEN weeks before the opening of the 1949 radio engineering show at New York's Grand Central Palace, March 7-10, 1949, 12½% more exhibitors have booked space than in 1948. Last year 185 organizations exhibited, while 192 firms have reserved space for this year's exhibition.

Exhibits ranging from raw materials used in radio and electronic manufacture to complete transmittors and studio equipment will be shown, with over 12,000 engineers expected to attend.

Fourteen half-day technical sessions will be held in Grand Central Palace lecture halls, with additional programs scheduled at the Commodore Hotel. New features include a nuclear center for exhibiting the test, control and laboratory equipment of nucleonics, in which 14 firms are participating, and special sound theatres, in which six audio equipment firms are demonstrating.

WSID SALE

United Bcstg. Co. Buyer

WSID Essex, Md., suburb of Baltimore, was purchased last week by United Broadcasting Co., licensee of WOOK Silver Spring, Md., subject to FCC approval. The price was $80,000 for the 1 kw daytime station, operating on 1570 kc. Silver Spring is a suburb of Washington. Blackburn-Hamilton Co. handled the transaction.

Richard Eaton, president of United, said that under his proposed operation increased emphasis would be placed on WOOK and WSID public service features. He plans to build additional educational and service programs for both outlets.

Present owner of WSID is Sidney H. Tinley Jr., Baltimore real estate firm. Mr. Tinley said he was unable to devote sufficient time to the station's operation. Washington attorneys participating in the transaction are Andrew Bennett for WSID and Stephen Tuhy Jr., for United. Howard S. Frazier, of Frazier & Peter, has been directing WSID for some months under a management contract.

Philco Sales Meets

JAMES H. CARMINE, vice president of distribution, Philco Corp., Philadelphia, has announced that the company will "unveil exciting new developments in television" during sales conventions this month. Over 1,500 representatives of the company's wholesale distributors will meet in Palm Beach, Fla., Jan. 5-9, and Santa Barbara, Calif., Jan. 13 and 14. The international division of Philco will hold a seperate sales convention in Palm Beach, Jan. 8, with more than 50 key distributors of the company's products throughout the world in attendance.

BLANCHE HUNTER, specialist in television make-up for CBS, is the subject of a picture-story in February issue of *Ebony*. The Negro cosmetician is credited with developing many new techniques in video performers' make-up.

WMPS
MEMPHIS


68
On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

Programs

EARLY morning broadcasts originating from office of director of traffic at Detroit police headquarters are being offered by WWJ, Detroit, to give listeners information on weather, street conditions and traffic hazards. Entitled *Listen and Live*, program also includes music and comments by Bob Maxwell. Police Dept.'s portion of program is compiled from official reports submitted by city agencies directly concerned with public safety and traffic. Greater Detroit Plymouth Dealers Assn. sponsors the program. Agency is Powell-Grant Adv., Detroit.

Inaugural Ceremonies on TV

TO commemorate the first postwar elections in the Commonwealth of Massachusetts, WNAC-TV Boston will telecast the complete inaugural ceremonies on Jan. 6. Program will cover the filing in of the elected Representatives, Senators and state officers, the swearing in of Gov. Paul A. Dever by the president of the Senate, and his first speech as Governor. WNAC-TV will remain on the air from 11:45 a.m. to conclusion.

Let's Listen in Spanish

WHAT Philadelphia launched its first Spanish program a few weeks ago, and it proved popular enough to warrant a change from a half-hour to a one-hour broadcast from 10-11 p.m., Monday, Tuesday and Saturday. Quartets, night club entertainers and visiting South American celebrities are featured on the show. Santos Montalvo and Raymond Gutierrez emcee.

'The Singing Lady' Returns

ONE of the most popular children's radio programs, *The Singing Lady*, is returning to new generation of children by way of television. Under sponsorship of The Kellogg Co., Battle Creek, Mich., Irene Wicker as "The Singing Lady" will be seen and heard on ABC-TV network beginning early this year. N. W. Ayer & Son, New York, is the agency. In this new series Miss Wicker will use puppets to enact the stories she tells.

Opportunity Knocks

DESIGNED to give Dixie talent a chance to try their luck on television, *Television Tryouts* made its debut on WSB-TV Atlanta. Program is a variety exhibition featuring local talent. Performers will compete against each other, and the winner each Thursday will appear on the following week's show.

'The World of Art'

ART and radio have combined in a new show heard each Friday at 7:15 p.m. on KTRC Santa Fe, N. M. Program covers painting, literature, music, dance, and the theatre. Format is built around reviews of local, national and international art news, interviews, and ends with a discussion of some issue or educational phase of the arts. Alfred Morang, painter and art critic, is writer-producer and m.c. of show.



Mr. Morang

New Variety Show

WCAU-TV Philadelphia is presenting *Spotlight Time* variety show every Tuesday, 7:15-7:30 p.m., under sponsorship of the Philadelphia Automobile Co., Kaiser-Frazer dealer. Joyce Ayres sings leading numbers and introduces professional and amateur guest artists. Joseph Lowenthal Adv., Philadelphia, handles the account and sets the package.

Eversharp Order

FEDERAL Trade Commission has acknowledged receipt from Eversharp Inc., Chicago, of a stipulation-agreement to cease further misrepresentation on behalf of products, Eversharp Schick Injector razor and blades. Agreement provides firm will "cease and desist" that they prevent nicks or cuts while shaving or that they shave without skin irritation.

TV PACKAGE, *Floor Show*, owned and produced by World Video, New York, moved from WPIX New York to the full NBC-TV East Coast network, Sat., Jan. 1, 8:30-9 p.m.

CONTINENTAL FM

Expands to Midwest Net

MIDWEST FM NETWORK will carry programs of Continental FM Network in the Indiana area, according to a joint announcement by Graeme Zimmer, WCSI Columbus, Ind., and Everett L. Dillard, Continental president.

Midwest will obtain service via pickup from WEAW Evanston, Ill., which is a key station in Continental's nation-wide tape-recorded service. Seven Midwest outlets will carry the programs in Indiana. The program service is recorded off Continental's wire-air relay.

WOPT Oswego, N. Y., FM outlet owned by the *Oswego Palladium-Times*, has joined the main Continental eastern hookup, according to E. M. Waterbury, WOPT general manager. Program service will be received via the Rural Radio Network leg of Continental.

Applications to obtain service have been received by Continental from stations in nine other midwestern states. Tests will be conducted to determine if they can be fed by radio relay from WEAW.

AER CONTEST

Script Entries Invited

RULES for the second annual National Radio Script Contest of the Assn. for Education by Radio have been sent to all colleges and universities which offer courses in broadcasting.

To date, awards totaling over $1,000 are being offered. Additional prizes are expected before the contest closes on March 30. The contest is open to any student enrolled in any recognized college or university in the U. S. Copies of the rules may be obtained by writing to Sherman P. Lawton, AER Script Contest, U. of Oklahoma, Norman, Okla.

Cut!

"THE FACES on the Cutting Room Floor" may be billed as the follow-up for the NBC promotion film "Behind Your Radio Dial." Made some time ago, the film had a private preview just after Amos 'n' Andy left NBC for CBS. Scratch one comedy team, cut one sequence, was the only answer. Since then, week by week, with the exodus of Jack Benny, then Phil Harris, and Edgar Bergen in turn, the film has grown shorter and shorter as it keeps returning to the studios for cutting. Now the comedians' faces grin grotesquely up from the cutting room floor as network executives pace back and forth over all that's left of their comedy Hall of Fame.



LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*



PERRY COMO
N'Yot N'Yow
(The Pussycat Song)
Roses of Picardy
DJ-619



THE PAGE CAVANAUGH TRIO
The Gal Who's Got My Heart
I'm Gonna Get Lost From You
DJ-620

DUKE ELLINGTON
Caravan
In a Sentimental Mood



DJ-621



LENA HORNE
Where or When
from the M-G-M film "Words and Music"
The Man I Love
DJ-622

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

HARRY LUBCKE

TV Arts & Sciences Head

HARRY R. LUBCKE, head of KTSL (TV) Los Angeles, was elected president of Academy of Television Arts & Sciences, Hollywood, at meeting Dec. 21.

Other officers elected were: First vice president, Don McNamara, director of television, Telefilm Inc.; second vice president, Russell Furse, television distribution manager, Cascade Pictures of Calif.; treasurer, Lenore Kingston, writer and TV actress; corresponding secretary, Robert Packham, producer of NBC *Chesterfield Supper Club;* secretary, James Vandiveer, KECA-TV Hollywood, director of remote programming; recording secretary, Betty Mears, radio dramatist; secretary to treasurer, Catherine Sibley, USC teacher of communications English.

Three directors-at-large elected include Ed Nassour, president of Nassour Studios, Hollywood; Ray Montfort, chief engineer, KTTV (TV) Los Angeles; Jack Strauss, Kinescope sales manaver, Television Relay Inc.

ELEVEN sponsors of video programs, 17 sponsors of announcements and 43 advertisers participating in the sponsorship of *Your New York,* 80-minute Saturday night news program, are included in the latest current sponsor list of WPIX (TV) New York, dated Dec. 20, 1948.

TESTED SUCCESSFUL

STAR STORIES

WILL MAKE MONEY for YOU

You can't argue with Success . and STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show. 15 minutes with three minutes for commercials. . . beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus. . . . FREE COPY ANALYSIS SERVICE. . . To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station. Remember tested ideas that have made money for others . . . Can't miss for you!

FREE FULL DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 13
CHICAGO 10. ILLINOIS.
Without cost or obligation send me full details about STAR STORIES and FREE Copy Analysis Service.

Name.....
Address.....
City.....State.....
Station.....

NBC VIDEO GLOSSARY

Additional Terms From 'Television Talk'

EDITOR'S NOTE: THROUGH a printer's error, NBC's television glossary, begun last week on page 16, was not continued over to page 45. Herewith is the remainder of the glossary, beginning with expressions under the letter "H":

Head room—The leeway between the actor's head and the actual top of any setting. Refers to the amount of upward camera movement possible without overshooting a set.

High hat—A camera mount for use on table top or other such waist-high object.

Hot light—A concentrated light used in the studio for emphasizing features and bringing out contours.

Inky—An incandescent lamp.

Key light—Over-all general illumination.

Kill—To order the elimination of anything in the studio, e.g., "kill the chair," or "kill that light."

Lose the light—Term used in directing cameras, i.e., "Move to your next position when you lose the light."

Masking piece (or wall)—A wall section arbitrarily included in a setting to provide a backing for acute changes in camera angles.

Miniature—A small scaled setting or display usually used to establish a locale; a maquett.

Model (verb)—To order to move expressively before the camera—e.g., as in fashion shows.

Narrow angle lens—Lens with narrow angle of projection; i.e., picks up small portion of set at a given distance.

Nemo—Broadcast originating in some location other than the television studios.

Noodle—To play a few bars of background music or improvisation, usually behind titles—knows as "noodling."

Optical lens—The lens focusing the image of the scene to be televised on the light-sensitive plate of the camera tube.

P. L.—Private line (telephone).

Pan—To follow action to the right and left or up and down with the camera; to move camera across a scene—e.g., "pan left" or "pan right."

Pipe—Telephone.

Roll it—A cue to start the film projector.

Save the lights (or "douse it")—Order to switch off the lights.

Snap—Relates to contrast and sharpness of a picture.

Stretch—Stall for time.

Switch—To switch from one camera to another. A change of camera angles.

Take it away—"You're on the air."

Talk back—Phone circuit from director to announcer on nemo broadcasts.

Televiewer—A member of the television audience.

Top light—Light from the region of the ceiling.

Vox pop—Any spontaneous interview.

Womp—A sudden flare-up of brightness in the picture.

Woof—Telephone slang used by television engineers to signify "okay and goodbye."

Test on WCAU-TV

THE NEW weekly audience particpation show, *Stop the Clock,* on WCAU-TV Philadelphia, Monday, 9-9:30 p.m., is being used by N. Snellenburg & Co. department store, and Elliot Lewis Corp., distributor of International Harvester refrigerators, to test the selling power of Philadelphia television. To this end, both companies are giving little play for the present to other media. Joseph Lowenthal Advertising is the agency.

Technical



HENRY RHEA has joined WFIL-TV Philadelphia, as assistant chief engineer. He has been in radio and television for past 13 years, with RCA and as a consulting engineer.

CHARLES W. GRIM Jr., formerly with KREO Indio, Calif., has joined KFI-FM Los Angeles engineering staff.

EDWIN J. HARTE, formerly with WFMZ Allentown, Pa., has joined WCAU Philadelphia's AM studio group. Additional new WCAU personnel include: SHAHAN H. ALEXANIAN, as chauffeur-dolly-light man on WCAU-TV crew; RAYMOND STAHL, as supervisor of audio maintenance, and FRANK CATANZARO, supervisor of television maintenance.

WILLIAM J. LOYD, WSB Atlanta engineer, and June Coley have announced their marriage.

DuMONT SALES

May Double 1947's

DuMONT sales in 1948 should double those of 1947, with net profit after taxes nearly four times that of 1947, Allen B. DuMont, president, Allen B. DuMont Labs, wrote stockholders Dec. 21.

Letter, accompanying the first dividend checks on the company's common stock, 25¢ a share, notes that since "starting operations in 1931, it has been a long, up-hill battle to reach this point. Earnings today are in excess of this dividend but it is necessary to plow back the greater part.

"We must provide additional working capital and fixed assets so your company can retain its present position in the television and allied industries and take advantage of the enormous growth in the next five years."

Pointing to the recent purchase of two plants, adding more than 600,000 square feet of manufacturing space or double that which DuMont had a short time ago, Dr. DuMont said, "While it takes time to equip and man such additional facilities, we look forward to 1949 with confidence that sales will greatly exceed 1948, assuming no very substantial change in the national economy."

The company's TV operation is "still operating at a loss," he reported, "but television receiver sales are constantly increasing and as the number of viewers grows the broadcasting end of the business should become one of the more profitable divisions of your company."

TULLIS-VICTOR

Joined in New Agency

A. J. VICTOR has purchased 50% stock holdings of Howard Tullis Co., Hollywood, joining the firm as chairman of the board. Agency name changed to Tullis-Victor Co. Howard Tullis continues as president of the agency.

Mr. Victor for the past four years was account executive with KXLA Pasadena.

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Gates Radio Company Quincy Illinois

ACTIONS OF THE FCC

DECEMBER 23 to DECEMBER 30

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

December 23 Decisions . . .

BY COMMISSION EN BANC

Model City Bcstg. Co. Inc., Anniston, Ala.—Upon petition, removed from hearing docket and granted application for new station 1390 kc 1 kw DA unl.; engineering cond.

KPDR Alexandria, La. — Granted mod. CP to increase N power from 500 w to 1 kw and make changes in DA; engineering cond.

WRRN Warren, Ohio—Granted mod. CP to specify increased radiator heights in DA; engineering cond.

WEEU Reading, Pa.—Granted mod. CP to make changes in DA to decrease height of several elements of array from 256 ft. to 195 ft.; vacated and set aside order of June 2, 1948, which designated application for hearing on sole issue of whether ant. site and construction proposed would constitute an undue hazard to air navigation; removed matter from hearing docket.

Afro American Bcstg. System Inc., Hopkins Park, and WKAN Kankakee, Ill.—Designated for consolidated hearing applications of Afro American Bcstg. System Inc. for new station 610 kc 1 kw DA-1 unl. and WKAN to change facilities from 1320 kc 1 kw D to 610 kc 1 kw DA-2 unl.; made WTMJ Milwaukee, WHKC Columbus, Ohio, WMT Cedar Rapids, Iowa, and WDAF Kansas City, Mo., parties to proceeding.

Lemoyne College, Memphis, and Ripley Bcstg. Co., Ripley, Tenn.—Designated for cosolidated hearing applications for new stations 1400 kc 250 w unl.; made KSIM Sikeston, Mo., and WTJS Jackson, Tenn., parties to proceeding.

Wachusett Bcstg. Co. and Radio Fitchburg Inc., Fitchburg, Mass.—Designated for consolidated hearing applications for new stations 1280 kc 500 w D.

WCAV Norfolk; Beachview Bcstg. Corp., Norfolk, and WSAP Portsmouth, Va.—Designated for consolidated hearing applications of WCAV to change operation from 860 kc 1 kw D to 1350 kc 1 kw DA-1 unl. and Beachview Bcstg. Corp. for new station 1350 kc 1 kw DA-N unl. and WSAP to change operation from 1490 kc 250 w unl.; made WORK York, Pa., party to proceeding.

KSFE Needles, Calif.—Granted request for waiver of Sec. 3.71 to permit operation from 7 a.m. to 7 p.m. instead of unl. time, pending action on application for mod. license specifying hours.

KBMW Breckenridge, Minn.—Granted request for waiver of rules to permit identification as KBMW Breckenridge, Minn., and Wahpeton, N. D.

WPBP Mayaguez, P. R.—Issued order revoking CP effective 15 days from receipt of order; pursuant to provisions of Sec. 312(a) of Act, written application may be made to Commission within 15 days from receipt of order for hearing upon order of revocation, and upon filing of such written application order of revocation shall stand suspended until conclusion of said hearing.

WTNJ Trenton, WCAM Camden, and WCAP Asbury Park, N. J.—Ordered that WTNJ be directed within 20 days to file with Commission information as to trans. to be used for operation in accordance with terms of decision in proceeding in Doc. 5893 et al; further ordered that 30 days from date of release of order of Jan. 22 stations WTNJ, WCAM and WCAP shall cease operation on 1310 kc 500 w sharing time; further ordered that on and after Jan. 22 WCAM is authorized to commence operation on 1310 kc 250 w unl. and WCAP to commence operation on 1310 kc 250 w unl.; and WTNJ to operate on 1300 kc 250 w D, provided that prior to that date Commission shall have approved equipment proposed to be used by WTNJ.

WILK Wilkes-Barre, and WHWL Nanticoke, Pa.—Upon petition of WILK, designated for consolidated hearing application of WILK to change operation from 1450 kc 250 w unl. to 980 kc 1 kw-N 5 kw-LS DA-2 with WHWL to change from 730 kc 1 kw D to 980 kc 500 w-N 1 kw-D unl.

December 23 Applications . . .

ACCEPTED FOR FILING

AM—1360 kc

WKOP Binghamton, N. Y. — CP change from 750 kc 1 kw D to 1360 kc 1 kw-D 500 w-N unl. DA-N.

Assignment of License

WLPO LaSalle, Ill.—Assignment of license from F. F. McNaughton and Louis F. Leurig d/b as The LaSalle County Bcstg. Co. to LaSalle County Bcstg. Corp.

License for CP

WJMW Athens, Ala.—License to cover CP new AM station.

KIWW San Antonio, Tex.—Same.

WJAX Jacksonville, Fla.—License to cover CP increase power etc.

License Renewal

License renewal applications were filed by following AM stations: KEXO Grand Junction, Col.; KSIX Corpus Christi, Tex.; WKVM Arecibo, P. R.

Modification of CP

WBGE-FM Atlanta, Ga.—Mod. CP new AM station to change ERP from 20 kw to 14.025 kw, ant. height above average terrain from 330 ft. to 409 ft., change trans. site.

KTRN-FM Wichita Falls, Tex.—Mod. CP new FM station to change ERP from 28 kw to 29.8 kw, ant. height above average terrain from 500 ft. to 497 ft. and make changes in ant. system.

WLOW-FM Norfolk, Va.—Mod. CP new FM station to change from 105.3 mc to 98.9 mc.

Applications for mod. CP for extension of completion dates were filed by following FM stations: KGO-FM San Francisco; WLRD Miami Beach, Fla.; WDAK-FM Columbus, Ga.; KCBC-FM Des Moines; WRXW Louisville, Ky.; WXHR Boston; WNAC-FM Boston; WSAR-FM Fall River, Mass.; WKBZ-FM Muskegon, Mich.; WJJL-FM Niagara Falls, N. Y.; WISL-FM Shamokin, Pa.; WCAC Anderson, S. C.; WDOD-FM Chattanooga, Tenn.; WCFC Beckley, W. Va.

License for CP

WLOS-FM Asheville, N. C.—License to cover CP new FM station.

Modification of CP

Applications for mod. CP for extension of completion dates were filed by following commercial TV stations: KTTV Los Angeles; WNBQ Chicago; WENR-TV Chicago; WOC-TV Davenport, Iowa; KMA-TV Omaha, Neb.; WBAL-TV Baltimore.

TENDERED FOR FILING

Modification of License

KWLC Decorah, Iowa—Mod. license to change hours from specified to sharing time with KDEC.

KDEC Decorah, Iowa—Mod. license to change hours from specified to sharing time with KWLC.

Transfer of Control

KATE Albert Lea, Minn.—Transfer 80 shares from Edgar L. and Lillian H. Hayek to J. George and William Robert Wolf.

KODI Cody, Wyo.—Transfer of 94 shares from Breck and Elizabeth L. Moran to William J. and Dorothy B. Garlow.

December 27 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Webster)

Ohio-Michigan Bcstg. Corp., Toledo, Ohio—Granted petition to dismiss without prejudice application for new AM station.

Mark Perkins, San Antonio, Tex.—Same.

Independent Bcstg. Service, Oak Park, Ill.—Same.

KCRA Sacramento, Calif.—Granted petition for leave to intervene in hearing upon application of John A. Bohn, Martinez, Calif.

Metropolitan Bcstg. Co., Alamo Heights, Tex.—Granted petition for leave to amend application to specify new trans. site; accepted amendment.

Radio Corp. of Board of Missions and Church Extension of Methodist Church, New York—Granted petition to dismiss without prejudice application for FM CP.

Surety Bcstg. Co., Charlotte, N. C.—Granted petition for leave to amend application to show operating cond. of proposal with new limitations resulting from now known operation of WJAX; accepted amendment.

George F. Haddican, Delano, and Madera Bcstg. Co., Madera, Calif.—Upon Commission's own motion, ordered that, in connection with proceedings re Haddican and Madera, deposition of Dr. Merlin M. Taggert, Delano, be taken in Delano Jan. 7 before official authorized to take depositions, in re dismissal of application of N. Pratt Smith, et al, Delano.

December 27 Applications . . .

ACCEPTED FOR FILING

AM—1250 kc

Lake City Bcstg. Corp., Marion, N. C.—CP new AM station 1250 kc 1 kw D AMENDED re stockholders.

Modification of License

WDSU New Orleans—Mod. license to change name of licensee from Stephens Bcstg. Co. Inc. to WDSU Bcstg. Services Inc.

Modification of CP

WPKM Atlanta, Ga.—Mod. CP new AM station for extension of completion date.

KTBS Shreveport, La. — Mod. CP change frequency, increase power etc. for extension of completion date.

WRRN Warren, Ohio—Same.

WHDH Boston—Mod. CP increase power etc. for extension of completion date.

License for CP

KMED Medford, Ore. — License to cover CP increase power etc.

Assignment of License

KFXD Nampa, Ida.—Assignment of license from Frank E. Hurt & Son, partnership, to corporation of same name.

WKAP Allentown, Pa.—Assignment of license from N. Joe Rahall, Sam G. Rahall, Faris E. Rahall and Deem F. Rahall d/b as Allentown Bcstg. Co. to WKAP Inc.

Transfer of Control

WHOP Hopkinsville, Ky.—Acquisition of control by F. E. Lackey through retirement of 65 shares common stock to treasury by Pierce E. Lackey and Paducah Bcstg. Co. Inc.

WSNY Schenectady, N. Y.—Acquisition of control by Winslow P. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton through purchase of 22 additional shares stock.

SSA—770 kc

KOB Albuquerque, N. M.—Extension of SSA 770 kc 25 kw-N 50 kw-D unl. for period beginning March 1, 1949, 3 a.m. (EST).

License Renewal

License renewal applications were filed by following AM stations: KCMC Texarkana, Tex.; KDZA Pueblo, Col.; KOOS Coos Bay, Ore.; WESX Salem, Mass.; WLOG Logan, W. Va.; WSKB McComb, Miss.; WTBC Tuscaloosa, Ala.

Modification of CP

WDSU-TV New Orleans—Mod. CP new TV station to change name of permittee from Stephens Bcstg. Co. Inc. to WDSU Bcstg. Services Inc.

TENDERED FOR FILING

Assignment of License

WKIN Kittanning, Pa.—Assignment of CP from Julian Louis Liebman to WKIN Inc.

(Continued on page 72)





On All Accounts

(Continued from page 10)

musical and script programs for the agency's London office. This included Carson Robinson, Morton Downey, and the Four Ink Spots. Along with it he wrote copy for such agency accounts as Barbasol, H-O Oats, Rheingold Beer, Gunther's Beer and Texaco.

With resignation from that agency, more than a year of freelancing followed, and in 1940 Innes found himself a commercial writer in the New York office of Young & Rubicam, working on various shows emanating from that city. Within four years he was made a supervisor. Upon transfer to the West Coast in July 1946 he became commercial supervisor assigned to both Hollywood and San Francisco offices.

Innes always wanted a home with a swimming pool. Now he has one. Married to Nancy Davison of Richmond, Va., in 1934, the Harrises with their six-year-old daughter Jane, reside in a hillside home—complete with swimming pool—in suburban La Canada.

Reno Promotes FM

A 16-PAGE special section devoted entirely to promotion of FM and KWRN-FM Reno, 10 kw station which began operation last month on Channel 238 (95.5 mc), supplemented the *Nevada State Journal* of Reno Dec. 7. Supplement featured stories on KWRN-FM personnel and programs, many of which are duplicated from KWRN, ABC AM affiliate. Advertisements for local dealers and distributors extended congratulations to KWRN-FM as "Nevada's Most Powerful Radio Station." Outlet is licensed to Reno Newspapers Inc.



TAKING FRONT seats in screening contestants for new *Your Lucky Strike* talent-search show on CBS are (l to r) Bernard L. Schubert, program packager; Don Ameche, m.c. of program; Ed Helwick, writer; Monte Hackett and Walter Tibbells, executives of BBDO, Lucky Strike agency.

TOWERS TOPPLE

KRLD Off the Air 5 Hours

KRLD Dallas resumed normal broadcasting just before noon Dec. 21 following the collapse of its two 478-foot towers about 3:30 that morning while the station was off the air. The 50 kw station returned to the air at 10:51 a.m. with combined efforts of the local power company and the KRLD staff. KRLD-FM will remain off the air for about five weeks, however, before its antenna can be replaced.

Other stations in the area offered aid but the emergency work was handled so quickly KRLD did not require help, it reported. Other stations carried announcements, however, informing listeners of the mishap. The towers were located near Garland, 15 miles east of Dallas. KRLD power was reduced from 50 kw to 10 kw after the collapse.

Investigation indicated that a broken insulator on a one-inch guy wire, supporting the north tower, caused it to topple, dragging the south tower down with it.

Two permanent towers have been ordered as replacements.

NBC RECORDING

Announces Future Releases

UPON signing of the agreement between AFM and transcription companies [BROADCASTING, Dec. 27], NBC Radio Recording Division sent all subscribers to NBC's recorded Thesaurus a wire informing them that NBC was a pact signatory.

NBC Radio Recording also made it known that it is at work preparing a combined January-February release to include 11 new records by 17 organizations and artists in 120 musical selections, including advance releases from forthcoming Broadway musicals and new motion pictures. As soon as the first volume of recordings is completed, according to Robert W. Friedheim, director of the division, plans will be put into effect for several important program innovations, new artists and refringment of the weekly continuity service.

Feature of the Week

(Continued from page 10)

KOMO news editor Millard Ireland and announcer - producer Bob Hurd, that the program is "a discussion program based on current headlines—and the reputation of the program rests on the fact that the students' views are genuinely subjective, uninstructed, undirected and extemporaneous."

To insure that they are, Messrs. Ireland and Hurd send the topics to the school just a few days before the assembly, and reserve the actual headlines until broadcast time.

Students—four speakers and two alternates—are chosen by the school, with the understanding that they should include persons of contrasting political views, chosen for their ability to think, rather than because they have "good radio voices."

"It won't work!" That was the emphatic opinion of most of the school principals when the idea was originally broached in 1946.

Finally two hardy principals agreed to cooperate in the experiment. The first shows were so successful that the program has been on continuously, during the school year ever since. In the over 80 broadcasts aired in that time, everything has gone on as recorded by the students, except for two remarks — deleted as libelous.

Educators, both local and national, unanimously agree that most of the discussions have revealed intelligent and penetrating thought on profound subjects.

But the final test, of course, is listener reaction. From its first season, *Youth Views the News* has held a Hooperating over 5.0, the highest for that time of day in Seattle.

WGVM ON AIR

Segal's Station in Miss.

WGVM Greenville, Miss., owned by David M. Segal, who also operates KTFS Texarkana, Tex., has begun operation with 1 kw power on 1260 kc. Programs are being fed to the station by the Cotton Belt Regional Network.

WGVM personnel includes Myrl Stein, formerly at WMHT Marshall, Tex., as station manager; Lou Kurtz, program manager, and Welton Jetton, chief engineer. The latter two previously were with KTFS. Station is serviced by Lang-Worth and United Press. WGVM went on the air Dec. 19.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

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Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with newspaper and also has FM operation. State experience, give references and income expected in first letter. Box 609, BROADCASTING.

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Sales manager and salesmen, FM station experience. Going on the air 4 weeks. WDET, 12300 Radio Place, Detroit 28, Mich.

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Good proposition for someone wanting to enter broadcast sales. No selling experience necessary. Salary plus fifteen percent commission. Mutual affiliate. Wm. Kemp, KVER, Albuquerque, New Mexico.

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Texas kilowatt needs competent experienced salesman. Photograph and past sales records. Box 668, BROADCASTING.

Announcers

Announcer—Morning man to wake 'em up. Acute housing calls for single man. Must be experienced in doing record shows, news and participations. 1 kw midwest. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Wanted immediately. Top morning disc jockey. No beginners. Must have established mail and rating record. In first letter give all details, references, background, salary expected. We are a regional network station in a midwest city of over 100,000 population. Box 663, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer—to do general announcing in local network station. Disc and photo required. $45.00 for 42 hours, six day week. Manager, WFTR Front Royal, Virginia.

Announcer-engineer combination—Opening for two good announcer-engineers with progressive southern network station. Good working conditions, opportunity for advancement. Want reliable men, send disc and photo to Box 674, BROADCASTING. All letters answered.

Technical

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Chief engineer—West coast regional directional. Send full details, photo, salary requirement. Box 650, BROADCASTING.

Recording engineer—We are looking for a thoroughly experienced recording engineer. He must be completely familiar with commercial recording engineering and be well versed in installation work. Man selected will head engineering department of a new division of an already successful radio enterprise. Give detailed description of background, salary requirements and availability. Replies held in strictest confidence. Our employees know of this ad. Write Box 640, BROADCASTING.

Combination engineer-announcer. Engineering experience unimportant. Small southern town. Cost of living low. Send disc and salary required first letter. Box 501, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570, BROADCASTING.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Three combination first class engineer-announcers. One to serve as chief engineer. Contact Monroe Looney, Radio Station WNAG, Grenada, Mississippi.

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Wanted operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Production-Programming, others

Copywriter—Who can produce selling copy in quantity for California network affiliate. Sample scripts, speed, full details desired first letter. Box 652, BROADCASTING.

MBS affiliate program director—Man wanted is probably working now for a fairly successful regional MBS station in a city of 100,000 population or more preferably in the northeast. Write stating age, salary desired, references, reason for wanting to leave present job, experience. The man we want took his present job with his present station when it was mighty low down. He has built it up primarily from the inside by good writing, good music, good personnel and bright ideas. Tell us how you did it when you apply. Box 641, BROADCASTING.

Combination man—Equally capable engineer and announcer, California station. Send disc, engineering qualifications. Box 651, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

Help Wanted (Cont'd)

Independent 1000 watt AM-FM near Chicago has two openings. News writer-reporter experienced on beats, and continuity writer. Box 669, BROADCASTING.

Program and news writer-announcer wanted. Opportunity to become program director. This growing, expanding newspaper owned station managed by radio men from behind the mike and typewriters of stations in Chicago and Ohio. Gets cold up here but 35,000 neighbors have a comfortable life. Salary and talent fee system that is more than a promise. Married man with versatile ability desired. Housing no problem. Send disc, full length picture and qualifications to KILO, Grand Forks, North Dakota, CBS affiliate, C/O Personnel Director.

Situations Wanted

Managerial

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Won't return sensational results, but will give you real dollars instead of phoney book profits. Box 645, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

Manager available. Ten years in commercial radio. Experienced in all departments. Five years assistant to manager. College man. Box 683, BROADCASTING.

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production backgound desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Young, enthusiastic, college graduate, experienced commercial manager. Time salesman, copy writer wants position with advancing station. Owns car and loves to sell. Available first of February. All good offers considered. Box 677, BROADCASTING.

Experienced, successful manager available. Came up through the ranks. Know all phases. 32, married, reference present employer. Only son taking over here. Don Granham, WCRA, Effingham, Illinois.

Wanted—Position as PD in medium size station, or as manager in smaller operation. Twelve years experience. Age 38. Very acceptable news delivery. West only. Box 665, BROADCASTING.

Salesmen

Experienced salesman and contact man with knowledge of basic television production techniques desires position in either sales, production or both with television department of advertising agency, station or network on either east or west coast. Young, aggressive, business administration degree. Excellent contacts with television film sources. Box 639, BROADCASTING.

Announcers

Announcer, 28, graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 556, BROADCASTING.

Experienced sports announcer—play-by-play, sportscasting. Also topflight deejay and producer. Now employed at 5000 watt midwest network affiliate as deejay and assistant sports editor. Box 647, BROADCASTING.

Announcer—ambitious? Got it. Experience? Want it. Job? I'll take it. Married veteran, recent graduate radio school. Will travel. Disc and photo. Box 658, BROADCASTING.

Hillbilly-emcee, deejay, singer and producer. Excellent newscaster. Resonant selling voice. Other qualifications. Now on 5 kw midwest network affiliate. Box 648, BROADCASTING.

Situations Wanted (Cont'd)

Ex sportscaster and announcer in Virginia desires position in east or New England. Available after January 15. Play-by-play all sports. Well versed in all phases of radio. Disc and photo upon request. Several years experience. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Announcer, with five years experience all phases of Chicago radio. Desires change. Box 653, BROADCASTING.

Experienced announcer—deejay, board, versatile adlib man. Box 654, BROADCASTING.

Young girl, graduate School of Radio Technique, wants permanent position as narrator, disc jockey, children's narrator or traffic manager. Box 655, BROADCASTING.

Young woman announcer. Graduate, School Radio Technique. College education. Women's news, commercial writing, disc and children's programs. Prefer midwest, will travel. Grace Bejcek, Ingleside, Illinois.

Basketball play-by-play. Nine years experience all sports. Box 638, BROADCASTING.

Single, willing to travel. Graduate of leading radio school, Radio City, New York. Disc and photo upon request. Box 593, BROADCASTING.

Staff announcer—Young, single, veteran. Attended college and top flight New York radio school. New England preferred. Short on experience, long on ambition. Box 660, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Network show experienced announcer and prominent disc jockey now program director desires good steady announcing position. Minimum salary $75.00 week. Box 622, BROADCASTING.

Experienced announcer looking for good permanent position. News, all record shows, sports. Excellent references. Single. Will travel. Available immediately. Box 684, BROADCASTING.

Announcer, ambitious, versatile. Reliable, well-trained. Box 685, BROADCASTING.

A background of many years of athletic participation, coaching, and administration plus several years of sports broadcasting, warrants your thorough investigation. Middlewest preferred but not necessary. Discs and references at your service. Write Box 666, BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, salable platter shows, sportscasts. Languages, music, education, programming, plus know how production. Available now. Call or write Herb Gottschalk, 5034 Woodlawn Ave., Chicago 15, Atlantic 5-0516.

Versatile announcer—Two years experience wants opportunity with one or five kilowatt station. Presently employed, married. Bill Foster, 410 N. Clinton St., Adrian, Michigan.

Chief announcer regional station. 6 years. Programming. Wants announcer or program director job. Box 679, BROADCASTING.

Announcer, 25, capable, experienced, strong on news, commercials. Contact Victor Petrolis, 2906 Emerald Avenue, Chicago 16, Illinois.

Presently employed as staff announcer and script writer. Want opportunity to do news and special events and assist in programming for progressive midwest, Florida or California station. Single, 23, have college degree and plenty of fresh ideas for your programs. Box 667, BROADCASTING.

Situations Wanted (Cont'd)

I know you are wondering which man from these announcer ads will really draw listeners and sell sponsors products like hotcakes. I have that record and can prove it. Excellent sponsor and management references. Have personality delivery on commercials, that sell. Can furnish proof of jockey results. Authoritative newscasts. Top production. Unmarried, 23. Will travel anywhere there's good opportunity in progressive market. State salary. All replies promptly answered. Wire or write. Box 686, BROADCASTING.

Top notch morning personality looking to settle with big city station that could use morning booster. Box 662, BROADCASTING.

Attention West Coast. Play-by-play sports announcer desires affiliation near home in California. Experienced in all phases announcing, control operation. Presently employed, available for personal audition, interview, during leave of absence in February. Box 664, BROADCASTING.

Experienced staff announcer. Disc tells all. Emphasis on commercial copy. Minimum sixty dollars plus talent. Box 672, BROADCASTING.

Year's announcing experience proves versatility of young, well trained, college graduate. Good voice. Eastern US. Norman Wain, 1009 Foster Ave., Brooklyn 30, N. Y.

Technical

Engineer—First class phone, veteran, single. No commercial experience. Desires dry climate of southwest. Abstainer. Box 621, BROADCASTING.

Chief Engineer, highly qualified all phases AM and FM desires connection with progressive established station. Excellent references. Box 601, BROADCASTING.

Engineer, first class license, single, veteran. Will travel. Box 656, BROADCASTING.

Engineer, inexperienced. First class ticket, will travel. Reliable, hard worker. Box 657, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Engineer, first class, experienced four years all phases except video, three years 5 kw, desires job opportunity. Single, without car, customary notice. Box 649, BROADCASTING.

Chief engineer, 15 years experience AM, FM and directionals. Prefer southeast, available February 1st. Box 643, BROADCASTING.

Combination—First phone, versatile announcer experienced all phases broadcast, active amateur, good technician. Presently employed CBS affiliate. Box 644, BROADCASTING.

Engineer, 1st phone, experience, desires middlewest as transmitter operator. S. Ronning, 102 North Blacwell Ave., Sioux Falls, South Dakota.

Operator, first, license, four years with broadcast transmitters. Want transmitter job. Location not important. Age 30. Single. Available two weeks notice. Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced radio engineer desires position with educational station. Can assume full responsibility, also interested in teaching and learning. Excellent references. Write Box 673, BROADCASTING.

Engineer, first phone, nine months broadcast experience. Single, have auto. Prefer southeastern states. Box 670, BROADCASTING.

Production-Programming, others

Florida stations attention. Female dynamo experienced promotion, mc, commentator. Will project station into community. Box 681, BROADCASTING.

Situations Wanted (Cont'd)

Experienced stage and radio director seeks position as TV studio director or floor manager. Write Box 659, BROADCASTING.

Jill of all trades wants chance to become master of same at station with a future. College graduate who can turn out sales grabbing copy, write, direct, act own shows. Sixteen months experience at copy, dramatic shows, women's programs, emceeing and story telling on special children's programs. Give me a chance to use that ability. Minimum $65. Available two weeks notice. Reply Box 642, BROADCASTING.

If your station is an independent in a major market and you're tired of low Hoopers, I know how to build and promote programs that will send your Hooper up. A radio veteran of ten years. Definitely available as program director. Box 646, BROADCASTING.

Sports director-commentator, 8 years experience sports, announcing, writing and officiating. Good experience and background with college education. Play-by-play professional college and high school football, basketball and baseball. Also experienced in boxing, tennis, golf and special events. Presently employed large clear channel network affiliate. Desire larger sports setup, station or agency, AM or/and television. Produce and announce own programs, a real sportsman. Will furnish character and business references. Require good salary and talent. If you need a capable man to head your sports department and do your play-by-play contact me. Married veteran. Box 605, BROADCASTING.

Program director of 1,000 watt station with announcing, disc jockey, news and network show origination experience desires similar position with minimum salary expectations of $80.00 week. Box 623, BROADCASTING.

New TV stations—director, technician, production. Special services director, stage technician, Armed Forces radio network staff, photographic chief, Washington. Handle motion picture photographic and projection equipment, sound consoles. Produced newsreel films for Board of Education and Army. Can construct settings, script, edit and announce. Director NY Studio Players, community theater director. Trained NBC, Columbia University, others. College, veteran. Adaptable, versatile, resourceful. Franklyn Elliott, 2056 East 16 St. Brooklyn, N. Y.

Program director-producer available. Highly experienced. 5 years independent station. Past 4 years 3 to 5 weekly network comm. variety shows. Radio, TV stations and adv. agencies please write Box 687, BROADCASTING.

Producer-program director, announcer, writer. Ideas and ability. Six years of well rounded experience. Energetic, resourceful. 29 years old. $75 per week. Box 680, BROADCASTING.

Production man, music, six years radio. Choral director, arranger, program planning. Box 671, BROADCASTING.

Employment Service

If you're good—at engineering, writing, announcing, managing, programming—today, register—RRR-Radio-TV Employment Bureau (Industry's oldest), Box 413, Philadelphia.

For Sale

Equipment

Sound Mirror model BK403 portable tape recorder and RCA cartridge type portable wire recorder. Best offer takes either or both. KBOW, Butte, Montana.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

Complete FM 250 watt mobile transmitter installation, can be used as test unit or permanent installation. REL equipment, 250 watt 549-DL transmitter, 642 turnstile antenna with 40 foot telescoping dural pole, 648 six volt receivers, 643 R pre-emphasis unit. Also 3kw gasoline power plant, spare tubes, etc. Equipment now installed in 1947 Ford truck, large aluminum van body. All like new. Truck run less than 2000 miles. Box 675, BROADCASTING.

For Sale (Cont'd)

Two Presto 6N floor cabinet recorders with 1D cutting heads, 125A microscopes, two 88A recording amplifiers, line amplifier, 3 preamplifiers, all equipment mounted in rack and cabinets with patch panels, meters and all associated apparatus. May be purchased as complete installation or as individual units. Two Gates turntables complete with preamplifiers, power supplies and mounted on floor cabinets. One DuMont type 274 cathode oscillograph, one supreme best frequency audio oscillator frequency range 30 to 15,000 cycles with power output 125 milliwatts. One Gates dynamode remote portable amplifier, three channel, complete with power supply and carrying case. All same as new. Will sell any or all at very reasonable price. Wm. T. Kemp, Mgr., KVER, Albuquerque, New Mexico.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition, $1200. Write Radio Station KAMD, Camden, Arkansas.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Equipment wanted: RCA 250 K 250 watt transmitter or similar equipment. Must be in good condition and reasonably priced. Contact Bob McRaney, Radio Station WNAG, Grenada, Mississippi.

Miscellaneous

Chief announcer. Regional. Programming. 6 years. Invest $1000 CP or going operation. Active participation. Highly recommended. Box 678, BROADCASTING.

Help Wanted

Salesmen

$8,000 REWARD

For The Right Man

If you are between 30 and 45, own an auto and are willing to travel Virginia, North and South Carolina there's a position opening about January 15 with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory. Send references, experience and photo to BOX 682, BROADCASTING.

SALESMAN

for topnotch station, large southern market, unlimited opportunity, good guarantee until established. Must have excellent business and character references. Send full particulars with description of previous sales records to

BOX 637,

BROADCASTING

Employment Services

A CAREER RESUME is the right answer to how to get
- THE RIGHT JOB
- HIGHER PAY
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GET THAT JOB!

Vastly superior to letters of application! Learn how a CAREER RESUME can help you to sell your services for the TOP DOLLAR. Send for FREE details now.

DEPT. 1B

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407 South Warren Street
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Employment Services (Cont'd)

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade... have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC.
2533 N. Ashland Ave. Chicago 14, Ill.
Phone LIncoln 9-7260

Situations Wanted

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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OF RADIO AND TELEVISION
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Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

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Los Angeles 27, California

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Opportunity of a Life-Time!
Own a soft drink business!

Amazing profits, liberal advertising. Choice territories being franchised. Act quickly—or tell a friend! Stations get new business wherever we open. Burma Cola, "21" Grapop, complete line. Write or wire

BURMA COLA & BANTAM BEVERAGES CO.
Munsey Bldg., Washington, D.C.
Roy E. Riddle, Anderson, S. C., So. Sales Rep.

WSPR PLAN

Police Help Promotion

ALL-OUT cooperation of the Springfield, Mass., police department has been secured by WSPR Springfield for its promotion of ABC's *This Is Your FBI*. The station reports that all of the police boxes, located in busy intersections throughout the city, carry two signs plugging the show and local outlet.

Originated by Howard S. Keefe, promotion manager of WSPR, the project also had the cooperation of Police Chief Raymond P. Gallagher. Although Chief Gallagher has opposed use of the boxes for commercial or semi-commercial purposes, he did lend his support to this project.

In endorsing *This Is Your FBI* as an educational feature, Chief Gallagher referred to it as being one of the only two network broadcasts which can claim complete authenticity in the law-enforcement field. As added proof of the department's support, the WSPR promotion signs also bear the signature of the Springfield police department.



Mr. Keefe chats with Patrolman Daniel Martin in one of the traffic boxes bearing the WSPR promotion piece.

WTOC Transmitter

WTOC Savannah, Ga., began using new 5 kw RCA transmitter Jan. 1 following renovation of its transmitter plant nearly four miles west of the city. WTOC, a CBS affiliate, currently has pending before FCC an application for 10 kw power. The old transmitter, a prewar composite model, will be overhauled and kept as standby equipment, the station said. WTOC, observing its 20th anniversary year, is licensed to the Savannah Broadcasting Co. on 1490 kc.

UNITED STATES Television Mfg. Corp., New York, has announced that sales for November 1948, totaled $242,535. UST, devoted exclusively to manufacture of TV sets, in April of last year added a line of home receivers to large commercial models for public places on which it had previously concentrated.

WBKB EXCHANGE

'Sun-Times' Cooperates

SERVICES OF WBKB (TV) Chicago, Balaban & Katz station, and the Chicago *Sun-Times*, Marshall Field newspaper, are being exchanged to benefit televiewers and readers mutually. The agreement, signed last week by John Balaban, station director, and Richard Finnegan, *Sun-Times* publisher, provides that the operations will work hand-in-hand in news reporting, promotions and special events.

The paper will supply WBKB with late news and features daily, with the station supplying the *Sun-Times* complete video facilities. Contract provides also for appointment of Ulmer Turner as WBKB news editor. In this capacity, he will work as liaison man between the paper and station and will organize an expanded news operation. Mr. Turner, former radio editor of the *Chicago Herald* and *Examiner*, *Herald-American* and *Sun*, has worked as broadcast commentator for the Hearst papers in Chicago and as an INS writer.

Network Station With TV Opportunity

A very profitable, well established station covering one of the midwest's important and substantial markets. Has attractive television possibilities.

Earnings are excellent and make possible an unusually low ratio of net to sales price. Approximately $50,000 in quick assets included in total price of $225,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

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WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

TV DILEMMA

FCC Invites Observation Of Synchronization

HOPEFUL that at least a partial solution of its television dilemma may be near, FCC last week "invited" observations of the results of NBC's synchronized operations between WNBT (TV) New York and WNBW (TV) Washington [BROADCASTING, Dec. 6, 20].

The synchronization system is designed to minimize co-channel interference and thus permit closer spacing of television stations than would be possible otherwise.

When it was announced, RCA-NBC engineers said it would permit co-channel operations by stations 150 miles apart—the keystone of FCC's original allocation plan before the question of tropospheric interference arose and prompted fears that much greater separations might be necessary.

"The Commission desires to obtain information as to the areas in or near New York City and Washington, D. C., which are deriving benefit from the synchronization," FCC said in a public notice issued Monday. "It will therefore be pleased to receive reports of observations which indicate an elimination or a discernible reduction in interference from this program."

To permit comparisons, the synchronization program is interrupted for one minute at the start of each quarter-hour period: From 0:00 to 0:01; 0:15 to 0:16; 0:30 to 0:31, and 0:45 to 0:46.

Fringe Areas

The interference occurs mostly in fringe areas of television coverage and shows up on television screens as moving horizontal black bars, which are described as a "Venetian blind" effect.

As the difference in carrier frequencies of two co-channel stations is reduced the number of interference bars diminishes. When there is no difference in frequencies—when they are synchronized—there are no bars.

The equipment, which engineers say may be produced for no more than $5,000, consists of two units: One at WNBT and one at RCA Labs in Princeton.

When the system is in operation, signals from WNBT and WNBW—both on Channel 4—are compared electronically at the output of the two radio receivers located at Princeton. Information regarding frequency differences is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York.

The frequency shift of this tone is used to change the frequency of the WNBT transmitter to keep it on exactly the same frequency as the WNBW transmitter. The system is automatic.

The question of tropospheric interference is one of the major problems which led FCC to impose the current freeze on VHF TV applications.

FCC's goal has been to provide for 150 miles separation for co-channel stations and 75 miles separation for those on adjacent channels, but in a number of instances these distances have not been respected.

RCA engineers have emphasized that they did not regard it as desirable to space co-channel stations less than 150 miles apart even if synchronization is employed to reduce interference.

KSDJ FOUNDER

McKinnon House Member

ONE OF the new members of the House of Representatives during the 81st Congress will be Clinton D. McKinnon, founder of KSDJ San Diego, who relinquished control of the 5,000 w CBS outlet in 1947 when he decided to run for the office.

Mr. McKinnon, 42, captured the House seat for California's 23rd District in a campaign marking his first venture into politics. His opponent was Rep. Charles K. Fletcher (R-Calif.).

After working on several California newspapers, Mr. McKinnon, a native of Dallas, Tex., purchased the San Diego *Progress-Journal*, a free circulation paper, published three times weekly, and in 1944 converted it into the San Diego *Daily Journal*. He sold both the newspaper and KSDJ, before launching his campaign.

Unwitting Prophet

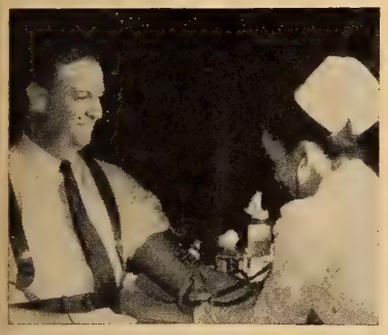
KDYL Salt Lake City learned a good lesson when it presented the dramatized show, *Children's Friend of the Air*. Prepared during balmy weather, the drama revolved about a little girl walking in snow. It called for announcer Burt Frank to inject crisp warnings that "because of the storm, all roads are blocked, no busses are running and those people leaving for work must walk. Do not leave your homes unless necessity compels." Just as the show started a blizzard swept down on Salt Lake City. Thousands preparing to leave for work thought the announcement was the real thing and laid seige to the KDYL switchboard. Transit officials urged KDYL to advise listeners busses were still running and it was safe for residents to leave their homes. KDYL announcements were used throughout the morning in an effort to clear the confusion.



Production



NETWORK vice presidents do have blood, in spite of rumors spread by certain comics, as proved by the above pictures. At top, Victor M. Ratner, CBS vice president in charge of advertising and sales promotion, donates his blood to the CBS blood bank established by the network in cooperation with the Red Cross for use by company personnel and their families [BROADCASTING, Dec. 20]. At bottom, Howard S. Meighan, CBS vice president and general executive, has his blood pressure taken before giving his blood.



WPTF-NABET Vote

RADIO engineers and technicians, excluding turntable operators, at WPTF Raleigh, N. C., will vote for or against the National Assn. of Broadcast Engineers and Technicians as collective bargaining agent. National Labor Relations Board directed that the election be held on or before Jan. 14. NLRB also has announced certification of the Miami local of the American Federation of Radio Artists (AFL) as bargaining representative for announcers, continuity writers and the music librarian at WGBS Miami.

GEORGE ZACHARY, radio producer and director, has joined program staff of CBS as television director. Mr. Zachary entered radio in 1936 as a script writer for CBS and remained with the network for six years. Since then he has been with OWI, a radio officer in the Navy, and in 1946, following his discharge as a lieutenant, he worked freelance on the *Ford Festival of American Music* and the *Vaughn Monroe Show.*

JOHN ZANE, traffic manager and sports announcer at WMMW Meriden, Conn., has been appointed station's program director.

ART ELMONN has joined announcing staff of WWSC Glens Falls, N. Y., as "Rise and Shiner."

ETHEL GREY, formerly with WFRP Savannah, Ga., as director of women's programs, and WBNX New York, as literary critic, has joined WQUA Moline, Ill., in same capacity. **"PEG" MOUSLEY** has joined station's traffic department.

GEORGE PERRY, formerly producer-director at WARM Scranton, Pa., and director of radio at Marywood College, has resigned these posts to do graduate work in speech and drama at Catholic U. of America, Washington. He is continuing as radio adviser to the Roman Catholic Diocese of Scranton.

FRANK DODGE, for eight years associate director for CBS operations staff, has joined Arthur Godfrey's production staff as assistant to Margaret Richardson.

JOHN B. CRON, former film representative, has been appointed supervisor of film procurement for NBC-TV.

ARTHUR GODFREY, CBS star, has received a trophy from the Maryland Flying Club for "his contribution in the promotion of aviation."

KEYES PERRIN has joined production staff of WGN Chicago. He was formerly producer of *Al Schacht Sports Show* on WOR New York.

TONY FARRAR has joined WAAM (TV) Baltimore, as staff producer.

WALTER H. MITCHELL has joined continuity staff of WRBL Columbus, Ga.

LAWRENCE J. GERAGHTY, announcer-producer at KWRN and KWRN-FM Reno, Nev., has been appointed program director of the two stations.

ROBERT HAYTON has re-joined announcing staff of KGVO Missoula, Mont. He was with KGVO in 1942-43, while attending Montana State U.

BOB DINGMAN, formerly with WTRY Troy, N. Y., has joined announcing staff of WCSS Amsterdam, N. Y.

ROBERT BANNER Jr. has joined program department of NBC's Central Division, Chicago, as assistant production director. Other personnel additions include: **CHARLES HOBIN,** assistant production director; **MARSHALL HEAD,** film librarian; **MIRTH DURBAHN,** script girl, and **FRANCIS SCOTT,** assistant operations manager.

BERNE ENTERLINE (Rex Dale) has joined WCKY Cincinnati, where he will emcee early morning disc shows. He was formerly with WMMJ Peoria, Ill., where he handled programming and record shows. Mr. Enterline was listed as joining WMMJ in BROADCASTING, Nov. 29.

ABC STATIONS

Affiliates to Hold Meetings

A SERIES of meetings with representatives of its 272 affiliated stations has been scheduled for January and February by ABC. The meetings, announced by Otto Brandt, director of station relations, are held each year to better acquaint the network with the problems of its affiliates in eight ABC districts.

The sessions also provide opportunity for the stations to become more fully acquainted with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

First of the meetings will be held on Thursday, Jan. 6, at New York's Waldorf-Astoria, when representatives of stations in the northeastern district meet with network officials headed by Edward J. Noble, ABC board chairman; Mark Woods, president, and Robert E. Kintner, executive vice president.

Southcentral and southeastern district stations will meet at New Orleans' International House on Monday, Jan. 10. Southwestern, middle and central states districts will convene Thursday, Jan. 27, in Chicago's Ambassador East Hotel.

Mountain and Pacific areas will meet Thursday, Feb. 3, in the St. Francis Hotel, San Francisco.



10,000 WATTS IN KANSAS CITY
WHB AM FM
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

in '49 it's 50
for Central California



KFRE
FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

50,000 WATTS 940 KILOCYCLES

TOPS in TOWER CONSTRUCTION



REGARDLESS of type — Radio Towers, FM or TV Antennas — no matter where — atop a skyscraper or mountain; our skilled construction crews have successfully solved some of the most complicated problems in tower, antenna, and coaxial cable construction. Proven experience in over 500 satisfactory installations all over America!

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TOWER ERECTION • MAINTENANCE and PAINTING • GROUND SYSTEMS • FM-TV ANTENNA • COAXIAL TRANSMISSION LINES

Mr. Len Thornton
Swaney, Drake & Bement
Chicago, Ill.

Dear Len:

Guess jest 'bout everbody in an 'round Charleston, West Virginia, wuz listenin' t' W C H S t'other night when W C H S broadcast th' W C H S - Charleston Gazette Salvation Army show . . . Collected $11,200 — more than $1,000 over th' goal. Yessir, shows what an A u d i e n c e W C H S really has with them 5000 watts at 580. You kin bet ever one o' them 5000 watts wuz performin' fer this big public service program . . . one o' the' many successful services WCHS is famous fer in Charleston, West Virginia.



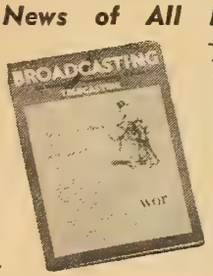
Yrs.

Algy.

W C H S

Charleston, W. Va.

For News of All Radio



SUBSCRIBE NOW!

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Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.
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NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

Promotion

YOUNGSTERS will sing and play their way to music scholarships on *Musical Horizons*, series of 35 Sunday afternoon programs for Rhode Island musical talent, being aired by WPJB-FM Providence, R. I. Program will continue until spring when elimination contests will be held to choose the best of the winter's winners. The three most promising youngsters will receive musical scholarships provided by WPJB.

'Favorite Program' Contest

TO test listenership and promote its programs, WHB Kansas City, Mo., conducted a series of "Favorite Program" contests. Listeners submitted names of WHB programs they liked best and why, and each received a prize for entry.

Just a Gag?

"HERE'S hoping that you had a most enjoyable time . . . at the annual WMT [Cedar Rapids, Iowa] Christmas Party. . . ," states that station's post-Christmas Party promotion release. And for those who had too much "party" they thoughtfully enclosed a small, one-dose package of Alka-Seltzer.

Married On Air

THE *950 Club* heard on WPEN Philadelphia, played "airplane cupid," for two of its fans. Jack Jones, of Hollingshead Corp., and Jean Carpenter became engaged while flying over Philadelphia in Hollingshead plane and listening to the *950 Club*. And on Dec. 18 they were married—in the same plane, 5,000 feet above Philadelphia. The *950 Club*, of course, provided the wedding march.

Hot Spot

WALL calendars for 1949, attached to a dial type thermometer, and carrying the message "Hottest Spot On The Dial-WJHP-1320," have been distributed by WJHP Jacksonville, Fla. Calendars have been sent to program sponsors, and each succeeding year refills will be distributed.

PERSONNEL

H. ELLIS SAXTON, promotion director of WISN Milwaukee, has resigned to go into business for himself as promotion consultant.

MITCHELL de GROOT, ABC advertising and promotion copy chief, has been appointed assistant advertising and promotion director. Mr. de Groot joined ABC as copy writer in April 1945, having previously been advertising and promotion manager of WCAE Pittsburgh.

JOSEPH ROTHENBERGER, former television correspondent in NBC's information department, has joined WNBC New York, as promotion assistant.

FRISCO MEET

To Air Radio Forum Role

PUBLIC affair programs will be emphasized during the Western Radio Conference Feb. 24-25 when broadcasters, teachers, audio-visual directors and listener groups gather for their second annual meeting at the Marine Memorial Club in San Francisco.

Six plenary sessions will be devoted to the techniques of good programming in children's programs, documentaries, talks and discussions, and community projects. Specific examples will be explored in each session. The children's field will be divided into classroom listening and leisure-hour programs. Plans were outlined by John C. Crabbe, director of radio for College of the Pacific.

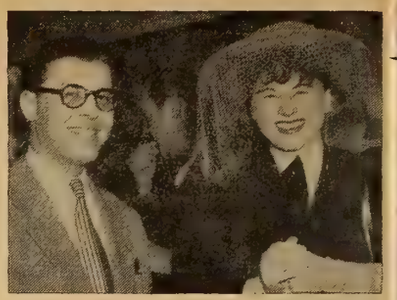
Herald Maulsby, CBS assistant director of public affairs, New York, is scheduled to sit in as a panel member in a period on radio's forum programs. Luke Roberts, educational director, KOIN Portland, will direct.

In sessions on documentary broadcasts, stress will be laid on small stations and school-operated outlets. Radio's role in fund drives and educational campaigns will be discussed.

Mr. Crabbe said there was a possibility of a TV demonstration. Principal speaker at the conference is to be announced later, with the major address to be delivered at the final session. There will also be individual meetings of certain allied groups, among them the Assn. for Education by Radio.

Adler Appoints

•ADLER SONS Shoe Corp., New York, appointed the Frederick Clinton Co. to handle its advertising, effective Jan. 1. Harold S. Rieff is account executive. Radio will be used, with sale copy scheduled for local spot use in New York area during January. No further plans have been decided.



NEW KSDJ San Diego owner, Charles E. Salik, is shown with Hildegarde during a cocktail party given Dec. 10 by Mr. Salik. During the party Mr. Salik announced change in call letters to KCBQ, effective Jan. 1. Station used double call to acquaint listeners with change.

WNBC CARES

Food Appeal Nets 11 Tons

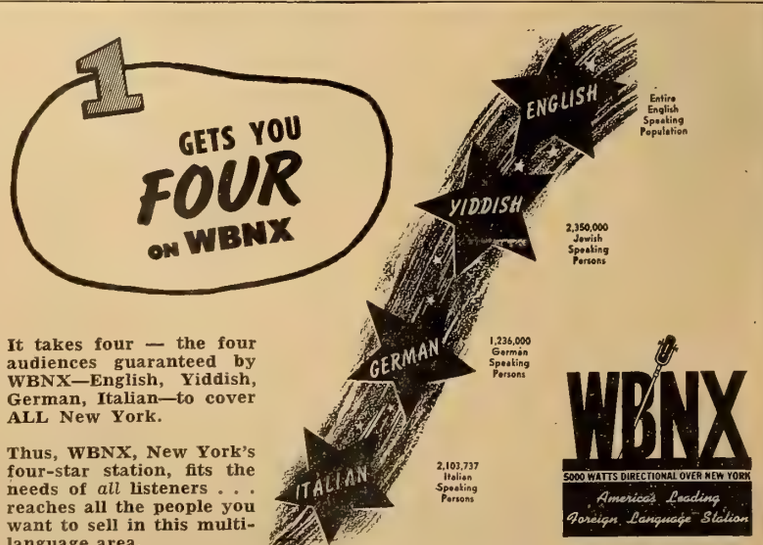
ELEVEN tons of CARE packages were sent to Europe in time for the holidays as the result of an all-day appeal by WNBC New York, according to Paul Comly French, executive director of CARE.

The appeal started at 5:30 Thanksgiving morning and continued all day, with every program devoted to the drive. Contributions were directed to a special post office box. Names such as Douglas Fairbanks Jr., and Edna Ferber appeared on the station to further the appeal.

It is estimated that the food resulting provided more than 380,000 meals.

In a letter from Mr. French to Thomas B. McFadden, manager of WNBC, the station was commended for its service. In 1947, WNBC made a similar appeal which resulted in the shipment of eight tons of CARE packages.

KOSA Odessa, Tex., played host to 5,000 children and parents at its Christmas party in the Extor County Auditorium. Station provided entertainment and a Santa Claus who gave each youngster a gift stocking.



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

Engineering

(Continued from page 29)

television field, providing service to smaller communities and other areas on a worthwhile competitive system. The extension of the coaxial cable will not only result in greater stimulation to the growth of television but will provide bigger and better programs, increase the viewing audience and thereby reduce the cost per viewer, which is so important to the advertiser."

With an assertion that television is now "the loudest question," John Creutz joins the chorus of those calling for more video channels.

Mr. Creutz doesn't think it likely that other services in the 40-300 mc range will make way for video and that the 500-800 mc band "good, bad or indifferent," must be used.



Mr. Cruetz

On the subject of tropospheric interference, Mr. Cruetz holds these views: "Such scanty data as is available indicates that with such uncertain and varying propagation conditions, our ideas of service areas and interference standards as we have used them must be left behind in the broadcast band. T. I. D. [FCC's Technical Information Division] report 2.4.5. concludes with an estimated accuracy of 10 d.b. In making interference calculations this is the equivalent of not knowing whether the radiated power is 20 kw or 200 kw."

FM was described by Mr. Cruetz as a marvelous and, in most ways, an improved service. But he believes the public will not rush to replace a system it has been enjoying for a generation.

"The 700 FM stations in operation, and the more to come," Everett L. Dillard maintains, "will demonstrate FM's excellent primary coverage, particularly at night and will establish the economic security of FM broadcasting in 1949.

"TV's problem is its limited number of channels in the VHF band which must be adequately engineered and properly allocated. UHF television must be solved if a freely competitive TV allocation is to be achieved."

Mr. Dillard, former president of FM Assn., believes the fate of AM rests with the 1949 conference on the North American Regional Broadcasting Agreement. He insists that America can not meet increased foreign demands without degrading our own national service and further congesting our own domestic AM broadcasting frequencies.

"The new NARBA," he admonishes, "is more important than most broadcasters appreciate and its effect will only be known after the Conference has been concluded."



Mr. Gillett

Glenn D. Gillett of Glenn D. Gillett & Assoc., does not expect any material change in the present VHF TV allocation as the result of the freeze.

"The effect of increased tropospheric interference," he contends, "will be largely counterbalanced by synchronization, simple directive receiving antennas, directive transmitting antennas and other similar developments."

Mr. Gillett maintains UHF is not yet out of the laboratory and there is not enough data now available on it to permit an accurate prediction of coverage.

He sees a continuing development of FM with most rapid acceptance in areas of poor conductivity where there are high static levels much of the year. AM will continue to be the basic means of broadcasting for many years to come in many areas although ultimately it will be largely supplanted by FM and/or TV services, according to Mr. Gillett.

Since he accepts super-power for Mexico as already a "fait accompli," he insists that the U. S. must not only authorize but also compel the use of super-power AM stations on the clear channels. He considers it the only way economically feasible to reach the remote areas which could not of themselves support local facilities.

A saturated AM spectrum has made 1949 the year of opportunity for FM, in the opinion of Frank G. Kear of Kear & Kennedy.

Sees Growth

Mr. Kear forecasts a year of growth comparable to the year just concluding for television, which he characterizes as being "in the 'teen-age' period, somewhat awkward and ungainly, but clearly demonstrating its potentialities."

He predicts that a sound engineering basis for allocation should be forthcoming in a few months.

"Technical advances providing higher transmitter powers, and more selective receivers with bigger kinescopes should serve to maintain the present healthy rate of growth," he points out.

According to J. C. McNary, of McNary & Wrathall, "planning operations for the year (1949) will naturally be directed almost entirely to TV, with initial attempts being made to estimate the outcome of the current FCC allocation proceedings for the present TV frequency band, the UHF band, and color in the UHF band. The substantial time required for FCC decisions in these important policy matters is expected to delay further TV expansion until late in the year."



Mr. McNary

Consulting Engineer Herbert L. Wilson cautions broadcasters that they "should not place their money in FM, but instead place it in television."



Mr. Wilson

"It is believed that as long as we are to have two forms of broadcasting; namely aural and video, that FM would be a duplication in part of the aural broadcasting system in that FM does not have the coverage of AM, and at least the AM service can be heard in some form throughout the United States.

"One of the things that must be done at an early stage of the television game is to get television facilities out of the hands of the blue-chip boys. This can be done only by forming corporations and where possible placing the stock of these corporations in the open market."

Dixie B. McKey is convinced 1949 will be a banner year for radio, offering great opportunity for progress in all phases of the radio art.



Mr. McKey

"While it is true," Mr. McKey said, "that we are faced with the solution of many intricate problems such as allocation of frequencies in the UHF and VHF bands; the adaptation of standards for a nationwide television service, and the ever present problem of high power in the standard bands with its intercontinental complications, cooperation and effort of the entire industry can and will overcome these obstacles."

Co-Axial Time

(Continued from page 23)

available follow:

NBC will carry the *Camel Newsreel* Monday through Friday at its regular 7:50-8 p.m. time on its full East-Midwest network and also the *Howdy Doody* program across the board at 5:30-6 p.m. Once-a-week NBC commercial TV programs to go on the enlarged network will include: *Texaco Star Theatre,* Tuesday, 8-9 p.m.; *Kraft Television Theatre,* Wednesday, 9-10 p.m.; *Bigelow-Sanford Show,* Thursday, 9:30-10 p.m.; Gillette's Friday night fights, 10 p.m. to conclusion.

What will go into the Tuesday, 10:30-11 p.m., and the Saturday, 9:30-11 p.m. periods allotted to NBC was not immediately known. The *Philco Television Playhouse* will hit the full network every other Sunday, 9-10 p.m., in place of its present weekly schedule.

DuMont planned to network some of the daytime schedule begun Nov. 1 on the DuMont key station, WABD (TV) New York, to the Midwest: *Television Shopper,* 10-10:30 a.m.; *Friendship Circle,* 10:30-11 a.m.; Stan Shaw, 11 a.m.-12 noon; *Camera Headlines,* 12 noon-12:15 p.m.; *Man in the Street,* 12:15-12:30 p.m.; Ted Steele, 12:30-1 p.m.; *Okay Mother,* 1-1:30 p.m. Network also planned to use the 2:30-3:30 p.m. period but had not determined what programs would be put into that time.

It is presumed that General Mills, sponsor of Ted Steele on WABD, and Sterling Drugs, sponsor of *Okay Mother,* will extend their sponsorship of these programs to the full network. How the other programs, largely sponsored by local New York companies, would be handled on the network, had not been fully determined.

ABC, also attempting to work out its network schedule, said that *The Singing Lady,* sponsored by W. K. Kellogg Co. in the East, Sun. 6:30-7 p.m., would be extended to the full network. Program will run sustaining in the Midwest until Feb. 13, when Kellogg will sponsor it there as well as in the East.

CBS had no details to announce immediately. Neither did WPIX New York for the periods in which it will utilize the cable to feed programs to WGN-TV Chicago.

With the major bottle-neck problem of the East-to-West cable time division out of the way, network and telephone company representatives met last Thursday afternoon to begin cleaning up the remaining details: Division of time on the West-to-East circuit of the Chicago-New York cable, how the extra channels of the New York-Washington circuit should be used, and the Chicago-St. Louis circuit.

AT&T's regular mileage rates would be charged, the company said, but with the provision that since the networks are forced to share the facilities the total revenue will not exceed the sum which any one company would pay for exclusive use.

Other problems still to be settled concern advertisers who have sponsored programs on eastern networks and would like to extend their coverage to the Midwest but are not in periods when their networks have the cable. Since AT&T has promised more facilities before July 1 [BROADCASTING, Dec. 20, 1948], this problem is not as acute as previously feared.

WITH MOVE of GE *House Party* from CBS to ABC, effective today (Jan. 3) program will originate from Breneman's Restaurant, Hollywood. Program broadcasts 12:30-1:00 p.m. PST for East and Midwest, with transcribed repeat on West Coast from 2:30-3:00 p.m. PST.

FCC Actions

(Continued from page 63)

Applications Cont'd:

Transfer of Control

WEXT Milwaukee—Transfer control to Lee K. D. Beznor, David Beznor, Gerald Bartell, Rosa B. Evans and Loraine A. Cromey.

APPLICATION RETURNED

WTRR Sanford, Fla. — RETURNED Dec. 17 application for assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

APPLICATIONS DISMISSED

Knoxville Pub. Co., Knoxville, Tenn. —DISMISSED Dec. 22 application for CP new AM station 1490 kc 250 w unl.

WATO Oak Ridge, Tenn. — DISMISSED Dec. 22 application for CP change from 1490 kc to 1450 kc.

December 28 Decisions . . .

BY THE SECRETARY

W H O P - F M Hopkinsville, Ky. — Granted license for new FM station; Ch. 254 (98.7 mc) ERP 22 kw, ant. height above average terrain 210 ft.

WPAD-FM Paducah, Ky.—Same; Ch. 245 (96.9 mc) 17 kw; 335 ft.

WBET-FM, Brockton, Mass.—Same; Ch. 249 (97.7 mc), 800 w; 275 ft.

WMGW-FM Meadville, Pa.—Same; Ch. 262, (100.3 mc), 10 kw, 585 ft.

WSAP-FM Portsmouth, Va.—Same; Ch. 259, (99.7 mc), 100 kw, 350 ft.

WTRC-FM Elkhart, Ind.—Same; Ch. 264, (100.7 mc), 22 kw, 420 ft.

WFAM Lafayette, Ind.—Same; Ch. 236 (95.1 mc), 12 kw, 360 ft.

WATL-FM Atlanta, Ga.—Same; Ch. 248 (97.5 mc), 44 kw, 305 ft.

WQAM-FM Miami, Fla.—Same; Ch. 235 (94.9 mc), 60 kw, 350 ft.

WHCU-FM Ithaca, N. Y.—Same; Ch. 247 (97.3 mc), 40 kw, 730 ft.

WMGM-FM New York — Granted license covering changes in FM station: Ch. 262 (100.3 mc), 18 kw, 530 ft.

WKAP WKAP-FM Allentown, Pa.—Granted assignment of license of AM station and CP for FM station from partnership doing business Allentown Bcstg. Co. to WKAP Inc.

KTAE Taylor, Tex.—Granted assignment of license from Graham Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie d/b as Williamson County Bcstg. Co. to KTAE Inc.

WHAL Shelbyville, Tenn.—Granted assignment of license from J. O. Fly Sr., George F. Fly and Harvard P. Smith d/b as Shelbyville Bcstg. Co. to Shelbyville Bcstg. Co. Inc.

WEMB WEMB-FM San Juan, P. R.—Granted assign. of CP for FM station and license for AM from El Mundo Bcstg. Corp. to Angel Ramos d/b as El Mundo Bcstg. Co.

KBKO Portland, Ore.—Granted assignment of CP from Harold Krieger and Gordon E. Bambrick, co-partners d/b as Mercury Bcstg. Co. to Mercury Bcstg. Co. Inc.

Allen B. DuMont Lab. Inc., Area Pittsburgh.—Granted CP new Exp. TV relay W3XCS.

WJBB Haleyville, Ala. — Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

KFTM Ft. Morgan, Col.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: KTLA Los Angeles, to 3-1-49; KOB-TV Albuquerque, N. M., to 4-1-49; W2XBH Area Nutley, N. J., to 3-26-49; W6XYZ Pasadena, Calif., to 3-1-49.

WTFM Tiffin, Ohio.—Granted license for new FM station; Ch. 252 (98.3 mc), 450 w, 120 ft.

WMUS-FM Muskegon, Mich.—Same; Ch. 263 (100.5 mc), 3.2 kw, 280 ft.

WFIN-FM Findlay, Ohio.—Same; Ch. 263 (100.5 mc), 8.2 kw, 245 ft.

KRLD-FM Dallas, Tex.—Same; Ch. 223 (92.5 mc), 46 kw, 490 ft.

WIP-FM Philadelphia — Granted license covering changes in FM station: Ch. 227 (93.3 mc), 20 kw, 430 ft.

WEBC-FM Duluth, Minn.—Same; Ch. 222 (92.3 mc), 62 kw, 750 ft.

KGBS-FM Harbenito, Tex.—Granted license new FM station; Ch. 234 (94.7 mc), 7.4 kw, 410 ft.

WKXY Sarasota, Fla.—Granted mod. CP for approval of ant., trans. and studio locations.

W L F M Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Granted request to cancel CP for new FM station.

The following were granted mod. CPs for extension of completion dates as shown: KFMV Hollywood, Calif., to 1-15-49; KVNJ-FM Fargo, N. D., to 2-6-49; WLPM-FM Suffolk, Va., to 3-28-49; KPOR Riverside, Calif., to 7-19-49; WENY-FM Elmira, N. Y., to 4-17-49; WLAV-FM Grand Rapids, Mich., to 7-12-49; WRGA-FM Rome, Ga., to 3-10-49; WAUX-FM Waukesha, Wis., to 6-15-49; WMGY-FM Montgomery, Ala., to 2-4-49; WKHN New Brunswick, N. J., to 7-13-49; KFAB-FM Lincoln, Neb., to 6-1-49; KMFM Monroe, La., to 4-1-49; WBSM New Bedford, Mass., to 2-15-49; WISE-FM Asheville, N. C., to 4-1-49; WGAU-FM Athens, Ga., to 2-15-49; WGTM-FM Wilson, N. C., to 5-15-49; WIBG-FM Philadelphia, to 6-1-49; W3XOT Washington, D. C., to 1-31-49; KLAC-TV Los Angeles, to 8-1-49; WMBD Peoria, Ill., to 3-28-49.

WTNB WTNB-FM Birmingham, Ala. —Granted assignment of CP and license of AM station and CP of FM station from Radio Station WTNB to Pilot Bcstg. Corp.

WEAB Greer, S. C.—Granted mod. CP for approval of ant. and trans. location, and change studio location and type trans.

McMinnville Bcstg. Co., McMinnville, Ore.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Land O'Corn Bcstg. Co., Webster City, Iowa.—Granted mod. CP for approval of ant. and trans. location.

WLIN Merrill, Wis.—Granted mod. CP to make changes in vertical ant.

KNUZ Houston, Tex.—Granted CP install alternate main trans. at present site of main trans. to be operated on 1230 kc 250 w unl.

KBRS Springdale, Ark.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

KSPT Sandpoint, Ida.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WXEL Parma, Ohio, to 5-30-49; WSFA-FM Montgomery, Ala., to 3-31-49; WHIS-FM Bluefield, W. Va., to 3-1-49; WKAL-FM Rome, N. Y., to 3-2-49 (on condition that construction be completed or interim operation provided by that date); KPOJ Portland, Ore., to 2-7-49; WHIS Bluefield, W. Va., to 2-1-49; WKVM Arecibo, P. R., to 3-15-49; WICA Ashtabula, Ohio, to 5-28-49; WDEV Waterbury, Vt., to 3-19-49; WHAY New Britain, Conn., to 4-15-49; WAUX Waukesha, Wis., to 6-15-49; KVNJ Fargo, N. D., to 2-6-49; WSAY Rochester, N. Y., to 6-18-49; KTSA San Antonio, Tex., to 6-1-49; KINE Kingsville, Tex., to 1-12-49; WGBS Miami, Fla., to 1-20-49.

WTAX Springfield, Ill. — Granted license install new vertical ant. and mount FM ant. on AM tower and change trans. and studio locations.

WNEX Macon, Ga.—Granted license installation new vertical ant. and mount FM ant. on AM tower.

WTAM Cleveland—Granted license install FM ant. on top vertical ant.

WMSA Massena, N. Y.—Granted license install new vertical ant. and mount FM ant. on top AM tower.

WHAS Louisville, Ky.—Granted license mount highway radio telephone ant. on top AM tower.

WAGA - AM - FM - TV Atlanta, Ga. —Granted assignment from Liberty Bcstg. Corp. to The Fort Industry Co.

WWVA WWVA-FM Wheeling, W. Va. —Same; from West Virginia Bcstg. Corp. to The Fort Industry Co.

WMMN Fairmont, W. Va.—Same from Monongahela Valley Bcstg. Co. to The Fort Industry Co.

WJBK WJBK-FM Detroit — Same from Detroit Bcstg. Co. to The Fort Industry Co.

WCMA-FM The Cornith Bcstg. Co., Cornith, Miss.—Granted request to cancel CP new FM station.

WWNR-FM Rahall Bcstg. Co. Inc., Beckley, W. Va.—Granted request to cancel CP new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WOI-FM Ames, Iowa, to 3-28-49; WEAM-FM Providence, R. I., to 3-15-49; WJDX-FM Jackson, Miss., to 4-15-49; WWNI Wabash, Ind., to 3-28-49; WMIN-FM St. Paul, Minn., to 3-30-49; KONO-FM San Antonio, Tex., to 6-28-49; KTRB-FM Modesto, Calif., to 6-15-49; WCBM Baltimore, to 7-5-49.

WRMS Ware, Mass.—Granted license for new standard station 1250 kc 500 w D.

December 29 Decisions . . .

BY COMMISSION EN BANC

Transfer Authorizations

Consent was granted to stock transfers and assignment of authorizations for 27 AM and FM stations (See story page 52).

Hearing Designated

Harrisonburg Bcstg. Co., Harrisonburg, and County Bcstg. Service, Mount Jackson, Va.—Designated for consolidated hearing application of Harrisonburg and County Bcstg. Service, each requesting new station 1230 kc 250 w unl.

Petition Granted

James Madison Bcstg. Corp., Orange, Va.—Granted petition insofar as it requests modification of Issue No. 8 in Commission order of Aug. 4, 1948, which designated for hearing in consolidated hearing applications of James Madison Bcstg. Corp. and Harrisonburg Bcstg. Co.; denied petition in all other respects; ordered that Commission's order of Aug. 4 be amended to change Issue No. 8 to No. 9 and to include as Issue No. 8 an issue to determine whether application of James Madison Bcstg. Corp. was filed in good faith for purpose of delaying or preventing establishment of competitive broadcast service of WSVA Harrisonburg, etc., and further ordered removal of application of Harrisonburg Bcstg. Co. from said hearing with respect to all issues therein.

CP Reinstated

W H J B Pittsburgh Radio Supply House, Greensburg, Pa.—Granted reinstatement of CP as mod., which authorized new station 620 kc 500 w-N 1 kw-D DA.

Hearing Designated

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Designated for hearing application for new station 1240 kc 250 w unl. in consolidated proceeding with application of Metropolitan Bcstg. Co., Alamo Heights, Tex.

FM—93.5 mc

Northern Indiana Bcstrs. Inc., Michigan City, Ind.—Granted CP new Class A FM station, Channel 228 (93.5 mc), 1 kw, 180 ft., subject to indirect measurement of power of WIMS during construction of FM ant. and submission of new ant. resistance measurements for WIMS upon completion of construction. Estimated cost: $12,115.

December 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KEIO Pocatello, Ida.—Mod. CP which authorized change frequency, increase power etc. for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: KIYI Shelby, Mont.; KRAI Near Craig, Col.; KXO El Centro, Calif.; WBLJ Dalton, Ga.; WJNO West Palm Beach, Fla.

License renewal applications were filed by following commercial TV stations: WBKB Chicago; WNBT New York; WNBW Washington; WRGB Schenectady, N. Y.

TENDERED FOR FILING

Assignment of CP

KBUK (FM) Dallas, Tex—Assignment of CP from Buckner Orphans Home to Baptist General Convention of Texas.

Stock Transfer

WLBG Laurens, S. C.—Transfer of 1,450 shares from J. C. Todd to J. W. Todd.

AM—1330 kc

WASA Havre de Grace, Md.—CP change from 1600 kc 500 w D to 1330 kc 1 kw D.

AM—1480 kc

KBRC Mount Vernon, Wash.—CP change from 1430 kc to 1480 kc, D to unl., install DA-N, operating with 500 w.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 29

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,911	1,857	272	...	520	287
FM Stations	698	208	712	45*	90	31
TV Stations	51	7	116	...	312	181

* 14 on the air.

AM APPLICATIONS

Beverly Hills, Calif.—John R. Martin and D. V. O'Brien d/b as Beverly Hills Broadcasters, 840 kc, 1 kw, daytime; estimated cost $23,392. Mr. Martin, five-sixths owner, is salesman at K W I K Burbank, Calif., and Mr. O'Brien, one-sixth owner, is in home construction business. Filed Dec. 23.

Cairo, Ga.—Grady-Mitchell Broadcasting Co., 1300 kc, 1 kw, daytime; estimaed cost $27,845. Principals: Ed Stevens, president and one-third owner WDWD Dawson, Ga., and chairman of the board and 20.66% owner of Stevens Industries Inc., Dawson, peanut products and processing firm, president and 48% owner; M. E. Williams, president and 10.43% owner of Stevens Industries, vice president 16⅔%; Geise Dozier, executive vice president and 4.42% owner Stevens Industries, vice president 3⅓%; Ed Young, executive vice president and 6.98% owner Stevens Industries, secretary-treasurer 1⅔%; W. C. Woodall, secretary-treasurer, general-manager and one-third owner WDWD, executive vice president 33⅓%. Filed Dec. 22.

El Paso, Tex.—Claude H. Craig, 860 kc, 500 w, daytime; estimated cost $24,276. Applicant has request for TV pending there. He is local auto dealer. Filed Dec. 29.

Long Beach, Calif.—J. Bruce Taylor Sr. d/b as Long Beach Broadcasters, 820 kc, 1 kw, daytime; estimated cost $14,392. Applicant is apartment house owner and sheriff of Los Angeles County. Filed Dec. 23.

Riverside, Calif.—Vernon D. Smith d/b as Public Service Broadcasters, 880 kc, 1 kw, daytime; estimated cost $18,050. Applicant is San Bernardino branch manager of Dean Witter & Co., member New York stock exchange. Filed Dec. 23.

FM APPLICATIONS

Hattiesburg, Miss.—Forrest Broadcasting Co., Channel 250 (97.9 mc), ERP 1 kw, antenna 312 ft.; estimated cost $2,450. Applicant is licensee of AM station WFOR there. Filed Dec. 22.

Jersey City, N. J.—Seymour N. Siegel, Channel 276 (103.1 mc), ERP 1 kw, antenna 250 ft.; estimated cost $15,000. Applicant is general manager of WNYC, New York's municipal station. Mr. Siegel proposes to purchase plant of WFMO Jersey City, FM station dropped in October by Fidelity Media Broadcasting Corp. [Broadcasting, Nov. 9, 1948]. Filed Dec. 27.

Little Rock, Ark.—Southwestern Broadcasting Co., Channel 231 (94.1 mc), ERP 9-1 kw; estimated cost $16,840. Applicant is licensee of KVLC there, AM outlet. Filed Dec. 20.

Mattoon, Ill.—Mattoon Broadcasting Co., Channel 245 (96.9 mc), ERP 22.9 kw, antenna 185 ft.; estimated cost $16,500. Applicant is licensee AM station WLBH there.

New Orleans—P. G. Beauregard School, Channel 201 (88.1 mc), 10 w power; estimated cost $2,150. School covers elementary grades. Filed Dec. 29.

Storm Lake, Iowa—Corn Belt Broadcasting Co., Channel 259 (99.7 mc), ERP 3.6 kw, antenna 390 ft.: estimated cost $13,460. Applicant is licensee of KAYL, AM outlet there. Filed Dec. 20.

ABC 'GROWTH'

TV Staffers Become Dads

ABC television staffers are doing what they can to secure new talent in the bean-sprouting offspring of radio broadcasting. Actually, they're "growing their own."

Three new feminine ingenues—baby girls—were born to wives of ABC's video personnel. A recent arrival, Carol Holden, was born to Mrs. Charles Holden, wife of ABC-TV's production manager, at New York's Woman's Hospital.

Marshall Diskin, ABC-TV staff director, became the father of a seven pound, two-ounce baby girl, Shelley, at St. Claire's Hospital, also New York, while in Washington, D. C., Mrs. Charles Bishop give birth to an eight pound, six-ounce girl to be called Elizabeth. Daddy is program assistant at ABC-TV, New York.

Lawyers

(Continued from page 29)

exemplified by the WJR and related cases and will pass upon such administrative policies as local ownership, equitable distribution of broadcast facilities, integration of ownership with management, etc."

Mr. Warner predicts significant developments in the fields of copyright law, defamation, right of privacy, property rights in television broadcasts, program standards and other problems confronting the broadcaster in his day-to-day operation.



Mr. Wilkinson

The two principal unanswered questions facing FCC in the new year are what decision to reach in the clear channel proceeding and how best to allocate VHF television channels, in the opinion of Vernon L. Wilkinson, Haley, McKenna & Wilkinson.

Mr. Wilkinson contends television "can provide the spur to prosperity that the automobile industry provided in the decade following World War I," and urges prompt removal of the freeze "that now immobilizes telecasting and improvements in clear channel broadcasting."

Neville Miller, Miller & Schroeder, thinks television will be "the most active and exciting field in radio" during the coming year providing FCC is able to adopt new standards.



Mr. Miller

Mr. Miller also expects such questions as the AVCO rule, multiple ownership, the Commission's power over program content and the power to revoke licenses to be reviewed and litigated.

Interesting Developments

"Transit radio and storecasting," Mr. Miller said, "should provide interesting developments in the FM field and, of course, with a new Congress in session there is always the possibility of another attempt to rewrite the Act with the provisions concerning programming and clear channels being bitterly contested."



Mr. Pierson

According to W. Theodore Pierson, Pierson & Ball, the most disastrous error the Commission could make during 1949 would be not to make any decisions at all on such matters as clear channels, licensees' editorial gag, the radio-defamation dilemma, the question of giveaways and international and domestic allocations.

"More than any recent year," Mr. Pierson contends, "1949 can be a year of vital decision or a year of disastrous indecision. The growth of the adolescent television can be stunted or nurtured."

Jeremiah Courtney, Courtney, Krieger & Jorgensen, is convinced "the backlog of orders in the mobile field . . . makes it abundantly clear that 1949 will witness the greatest expansion of mobile radio use ever seen."



Mr. Courtney

Mr. Courtney does not expect further demands by mobile services for the low band TV frequencies. He maintains "the impact of the mobile radio services needs may be expected to fall, rather, on the government assignments, with increasing pressure generated against IRAC to yield or share some of its unused frequency bands."

With repeal of the television freeze and solution of clear channel and related problems, Ben S. Fisher, Fisher, Wayland, Duvall & Southmayd, believes the industry "can look for one of the most active periods in all of the history of broadcasting."



Mr. Fisher

"The Commission itself is doing a tremendous job in trying to solve these problems," Mr. Fisher said, "and is working with a sincere effort and determination to arrive at a successful solution of these problems on behalf of the entire radio industry."

Commission approval of TV use of the UHF band and adoption of standards for the high band are forecast by Leonard H. Marks, Cohn & Marks.



Mr. Marks

Mr. Marks believes 1,000 FM stations will be in operation during the forthcoming year. "1949 will prove that there is nothing wrong with FM that a little advertising won't cure," he said.

"We can anticipate," Mr. Marks said, "that AM daytime only stations will be given an opportunity to institute fulltime service as a result of a breakdown of clear channels and a revision of NARBA on the Mexican 1-A's."

Thad H. Brown Jr., Roberts & McInnis, thinks 1949 might be properly termed the "Year of Decisions." He maintains the Commission has never tackled a matter of greater significance than providing "a stable television industry and a sufficiency of television broadcast service."



Mr. Brown

"Aside from FCC matters," Mr. Brown stated, "many additional legal questions of general import to the television industry may be met and decided in 1949. To name several, we refer for instance to the attempted assumption by state movie censorship boards of jurisdiction over films broadcast on television, state amusement taxes relating to television reception in public places. . . ." Other problems he believes will arise are an industry television code, absolute property rights, unfair competition, equitable servitudes and unauthorized telecasts.

Porter Opinion

Paul A. Porter, Arnold, Fortas & Porter, former FCC chairman, visualizes 1949 as a year "of real decision for the FCC, the broadcasting industry and all who are concerned with the development of public communications."



Mr. Porter

"The dynamism of this business," Mr. Porter asserted, "should bring to decision next year an accumulation of issues on television, clear channel allocation and many other technical and policy problems."

Regulatory problems in video will become more acute due to the presently limited number of available channels, as well as the more extensive capital requirements, according to Arthur W. Scharfeld.

"The long range economic and competitive effects of the great increase in new standard broadcast station authorizations issued during the early post war period should begin to make their appearance in 1949," Mr. Scharfeld warns.



Mr. Scharfeld

"A substantial number of such recently established stations are now operating on a marginal, if now unprofitable, basis and constitute the nucleus of a definite pattern in the ownership of stations," he said. Purchasers will probably continue to be those with other station interests, Mr. Scharfeld believes, and indicated "the apparent trend is for acquisitions to fall into area groupings of five to seven stations . . ." The figure is apparently influenced by FCC's proposed multiple ownership rule, he said.

"The total number of individual ownership interests . . . is thus being continually whittled down and replaced by units of interrelated stations under integrated management located in a single state . . . or geographic area," Mr. Scharfeld stated. As a result he foresees increased administrative problems for FCC.

Tremendous strides in the art of FM and its acceptance by the public, particularly in the South where static is high, with a consequent reduction in AM listeners, is the forecast of Andrew W. Bennett.



Mr. Bennett

"Television," Mr. Bennett predicts, "will make inroads on aural broadcasting in metropolitan areas serving major markets but I do not believe this will be true during the entire broadcast day." He feels video would also take a larger chunk of the advertising dollar, particularly in the 8 to 10 p.m. period and during the sports seasons.

William A. Porter of Bingham, Collins, Porter & Kistler, does not anticipate any definitive answer on giveaway programs until the courts have had an opportunity to pass upon the Commission's interpretation of the lottery law.



Mr. Porter

"Don't be surprised," Mr. Porter advises, "if the Commission initiates an indirect attack by designating renewal applications for hearing on grounds that such programming is not in the public interest, whether violative of law or not."

STRIKE AVERTED

UP Wire Men Stay on Job

STRIKE of United Press teletype operators and maintenance men, called for midnight Thursday, was averted Wednesday on the evening before the walkout was to be made effective.

An agreement between the news service and the wire men was announced by J. R. Mandelbaum, assistant regional director of the Federal Mediation and Conciliation Service. Mr. Mandelbaum said he would remain with both sides until the pact could be crystallized into a contract. Details of the settlement have not been made public.

Had a strike been called, said UP officials, 1,060 radio station clients of UP would have continued to get service.

At Deadline...

INDUSTRY 1948 TIME SALES ESTIMATED AT $398,560,000

ESTIMATES of broadcasting industry's 1948 revenue revised upward by NAB Friday to show 6.5% increase over 1947 instead of unofficial September estimate of 7.4% rise [CLOSED CIRCUIT, Dec. 13, 1948]. Dr. Kenneth Baker, NAB research department director, explained all NAB estimates are in terms of gross revenue—after frequency or volume discounts but before agency commission deductions.

Based on original study and revisions, following conclusions for 1948 appeared justified, according to Dr. Baker: Overall gross industry revenue, to increase 6.5%—from $374,086,686 to $398,560,000; operating expenses, to rise 10%—from $212,200,000 to $232,200,000; national spot revenue, to increase 10%—from $91,581,241 to $100,739,000; local revenue, to increase 6%—from $147,778,814 to $156,646,000; network revenue, to rise 4.5%—from $127,713,942 to $133,461,000.

Station revenue from national spot was largest in dollar volume and percentage—first time in several years. With spot attaining considerable volume in industry income, the 10% increase "is even more significant," NAB's report said. Greatest boosts were estimated for Ohio, Indiana, Michigan and Wisconsin.

Local business increases were highest in Minnesota, Iowa, Missouri, Nebraska, Kansas and the Dakotas. Added local revenue will go mainly to stations starting operation since Jan. 1, 1948, it was pointed out.

Operating expenses showed largest gains in New York, New Jersey, and Pennsylvania. Inasmuch as expense increases exceed revenue, profits before federal taxes will be less than 20%, "for the first time since 1939." Rising operating expenses were attributed to increased wage rates, and to fact TV and FM are supported largely by AM earnings, the study indicated.

JACK BENNY TOPS FIRST 15 EVENING HOOPERATINGS

TOP EVENING network program based on Dec. 30 Hooper report was Jack Benny, with a rating of 25.6. Biggest boost over position year ago shown by Horace Heidt show, which jumped from 36th to 10th in December ratings. Top 15 programs and ratings:

Jack Benny* 25.6; *Radio Theatre*, 24.0; Walter Winchell, 23.6; *Mr. District Attorney*, 19.4; Phil Harris-Alice Faye, 19.4; *My Friend Irma*, 19.2 *Fibber McGee & Molly*, 17.8; Bob Hope, 17.7; Charlie McCarthy, 17.6; Horace Heidt, 17.3; *Arthur Godfrey's Talent Scouts* 16.8; Bing Crosby, 16.2; *Duffy's Tavern*, 16.2; Louella Parsons, 16.1; *Crime Photographer*, 15.8. (*includes second broadcast).

FCC NAMES PLOTKIN

FCC Assistant General Counsel Harry M. Plotkin named chief of Broadcast Division of Law Bureau last Thursday and Max Goldman appointed assistant general counsel in charge of Litigation & Administration Division. They have been acting in those capacities. Previously, Mr. Plotkin had been in charge of Litigation & Administration and Mr. Goldman had been assistant chief. Mrs. Annie E. Hunttington promoted to chief of Domestic Wire Branch of Common Carrier Division, Law Bureau, as successor to Bernard Strassburg, who becomes chief of Rate Branch in that division.

NEW EXECUTIVE STAFF AT WPAT ANNOUNCED

ANNOUNCEMENT of new executive staff of WPAT Paterson, under ownership of *Passaic Daily News*, was made Thursday by new owners. James V. Cosman, former half owner, who retained 10% interest, is executive vice president and general manager. Dow H. Drukker, chairman of board of newspaper, holds similar status with radio operations. Dow H. Jr., publisher of newspapers, is president of radio operations, and Richard Drukker, his brother, and treasurer of newspaper organization, is vice president and promotion manager for radio.

Named assistant vice president and assistant general manager is Arthur Mundorff, now manager of Drukker FM station, WWDX. Earl Lucas was appointed assistant vice president and chief engineer, and Harry Adsit, business manager of newspaper, was named treasurer. Dave Golden continues as director of publicity and special events.

New FM affiliate of WPAT, which will have call WNNJ will be dedicated Feb. 1, to operate on 103.5 mc (channel 278), class B.

WPAT was acquired by Drukker family for stripped price of $464,400, 50% from Donald Flamm and 40% from Mr. Cosman.

Station is an independent and operates daytime on 930 kc with 1 kw, serving northern New Jersey area. Drukker family publishes *Herald-News* in nearby Passaic and also operates WWDX (FM), community outlet which will be discontinued when WNNJ takes air. Paterson and Passaic are contiguous markets.

FORRESTAL ON CENSORSHIP

CENSORSHIP in any form is not workable or desirable in peacetime, Secretary of Defense James Forrestal said Thursday. He indicated he agrees with news advisory group appointed early last year and composed of radio and press executives. Defense Secretary's first annual report also envisioned super type Stratovision for TV and radio as one non-military use of man-made earth satellites now under study. Defense group considering possibility of creating little moon-like outposts at edge of earth's gravitational pull, some 200,000 miles up. Radio waves would be beamed to satellites and retransmitted to wide areas of earth.

COAXIAL OPENING SPEAKERS

WAYNE COY, FCC chairman, will head speakers at Jan. 11 ceremonies opening AT&T East-Midwest coaxial cable for television. Among others, Leroy A. Wilson, president, AT&T; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Allen B. DuMont, president, WABD and DuMont Labs; Mark Woods, president, ABC; F. M. Flynn, president, WPIX. Mayor William O'Dwyer of New York and Mayor Martin Kennelly of Chicago also will participate.

TRUMAN LAUDS TV

PRESIDENT TRUMAN said Thursday that television played a very important role in fall campaigning. He made statement when Bryson Rash, ABC Presidential announcer, asked at news conference what part he thought television had taken in campaign. Unfortunately TV didn't cover enough territory when it was used, President added.

NAB URGES SALARY BOOST FOR MEMBERS OF FCC

ELEVATION of salaries for FCC Commissioners to $22,500 in proposed legislation urged Thursday by A. D. Willard Jr., NAB executive vice president, in letter to Sen. Ralph E. Flanders (R-Vt.), chairman of subcommittee of Post Offices and Civil Service Committee.

Sen. Flanders to introduce bill carrying out plans of government reorganization unit for salary boosts. Bill presently provides only $17,500 for FCC members. Mr. Willard contends multi-billion dollar industry and public dependent on type of leadership FCC provides. Many other similar agencies to get $22,500 salaries under bill, slated for fast action after Congress opens this week.

'VOICE' OPENS NEW STUDIOS

NEW "Voice of America" Washington studios in Interior Dept. to open direct worldwide shortwave broadcasts today, George V. Allen, Assistant Secretary for Public Affairs, announced Friday. First major broadcasts will be opening of Congress, President Truman's State of Union address, and inauguration ceremonies Jan. 20. Main programming operation to remain in New York. Top-floor studios were reactivated last month under arrangement with Interior Secretary Krug [BROADCASTING, Dec. 13].

Closed Circuit

(Continued from page 4)

Norweb is being supported for post if his health can stand it (see editorial, page 40). It's known that FCC Chairman Wayne Coy had been proffered position, which isn't yet vacant, but to date has evinced little interest.

HIGHLIGHTS of final report of House Select Committee to Investigate FCC, due for weekend consideration by Committee, expected to include strong criticism of FCC's Blue Book and of FCC legal department; review of so-called "Lamb case" centering on issuance of multiple station grants to Attorney-Publisher Edward Lamb, and recommendation for legislation to prevent recurrence of FCC's commercial grant for Insular Government station in Puerto Rico, as well as proposal for continued Congressional study of FCC.

FULTON LEWIS Jr. and WOIC (TV), upcoming Washington outlet, negotiating exclusive deal whereby Mutual commentator would make nightly TV appearance on new Bamberger telestation. Five-a-week programs would be aired as simulcasts—combined TV, AM, FM—looking toward long-range co-op arrangement pending reality of MBS TV Network. (WOR TV New York and WOIC already set as nucleus.)

NEW AGREEMENT between *Los Angeles Mirror* and KNBH Hollywood, NBC television station, in process late last week. In addition to local news cooperation NBC will obtain rights to any special events paper develops. *L. A. Times*, sister newspaper owned by the Times Mirror Co., has agreement with CBS via KTTV.

ALTHOUGH NO NAMES mentioned, ABC officials last week admitted likelihood that Charles (Bud) Barry would not take over as Western Division vice president, despite earlier announcement following resignation of Don Searle. Change reportedly because of network's extensive television plans, and Mr. Barry's key responsibilities in programming.

it's easy to say...



It's easy for a radio station to say, "Advertising will solve your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right—distribution healthy—selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities—not found at any other radio station—to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

HERE'S AN EXAMPLE:*

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule—is now sponsoring seven quarter-hours per week—and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area—have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live—an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

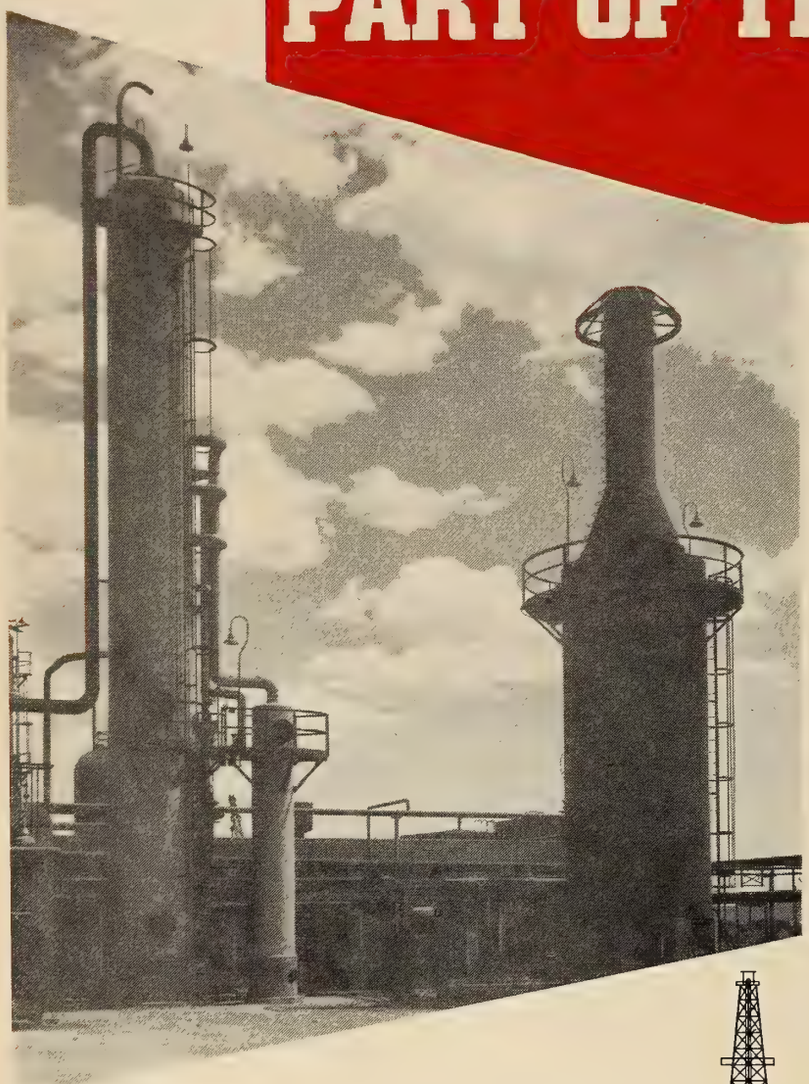
**Name on request*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

PART OF THE COLORADO SCENE



OIL IS BIG NEWS in the KLZ market! Colorado's famous peaks have a rival in the thousands of towering oil derricks now pumping oil into the coffers of this rich western country. On the heels of the great Rangely field comes the discovery of another huge oil strike in southwestern Colorado, a discovery so large it "may well make Colorado a major oil producing state." The flood of black gold in this area is but one more solid example of the diversification and economic stability of the KLZ market.

AND WHERE THERE'S NEWS you'll find KLZ's alert news staff on the job. Long known for its radio news leadership, KLZ's news staff is one of the largest and most experienced in all of the West. KLZ newsmen were first to bring to Denver radio the use of wire-recordings and telephone-recorded interviews in the news. With a true "nose for news" and the "know-how" of radio news writing, KLZ continues to be the listener's favorite.

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company
REPRESENTED BY THE KATZ AGENCY, INC.

KLZ

CBS in Denver



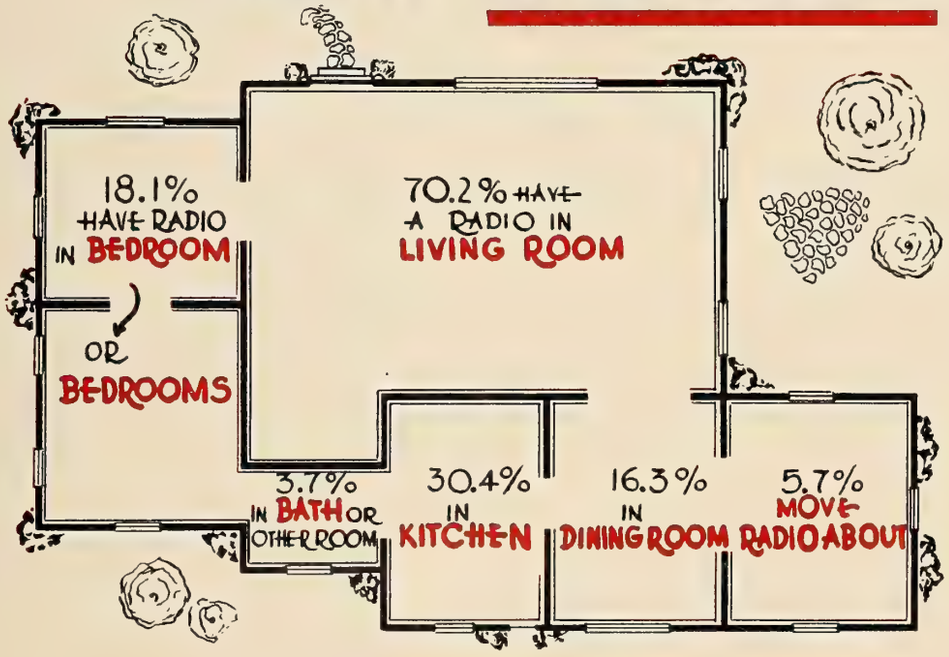
JANUARY 10, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

IOWA HOMES HAVE RADIOS EVERYWHERE!



IOWA home radio sets are used in almost *every* room. In other words, Iowa radio listening is a *positive part of family life*—is far more than just an incidental attraction for leisure hours!

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the *living room*, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 16.3% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information *in addition to* statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

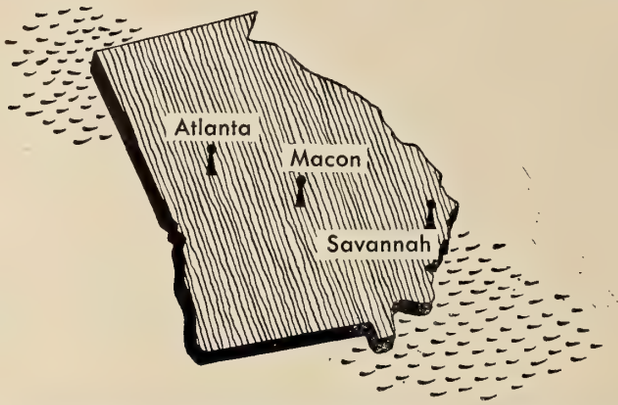
for IOWA PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

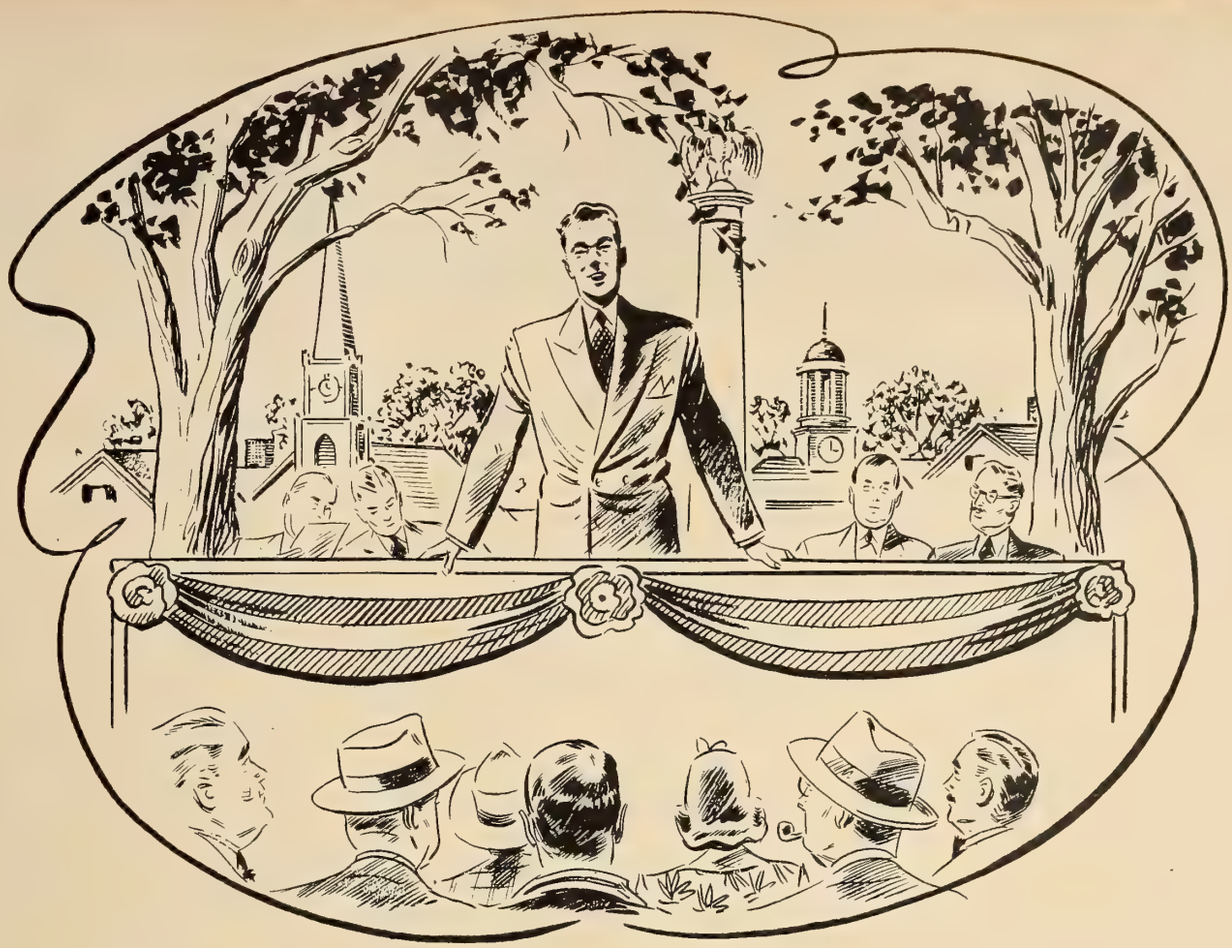
The Georgia Trio



Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas



Tell them and sell them from a Home-town Platform

A home-town appearance draws a bigger crowd — inspires a more friendly reception for your sales message.

That's the way it is when you talk to New England people through a Yankee home-town station. You are sure of a larger audience because home-town "acoustics" are favorable and because these people get complete radio entertainment — national, regional and local programs — through their Yankee home-town stations. They listen habitually.

Yankee home-town stations provide the means for fast and steady local impact. These Yankee stations are used by the home-town merchants. They penetrate every neighborhood shopping center. They enable you to command and hold dealer interest and achieve maximum point-of-sale results.

Yankee's 24 home-town stations provide the regional media for an integrated New England campaign, with equal local emphasis everywhere. There is no better way to sell this six-state area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

CHALK ONE up for radio stamina in San Antonio. After having withdrawn radio log listings for seven months during which various propositions for paid listings were made, but resisted, three San Antonio dailies again are printing complete program listings, gratis.

NOTICE has been given C. E. Hooper Inc. by MBS that it will cancel service upon expiration of present contract. MBS also subscribes to Nielsen Radio Index. MBS in past has protested use by Hooper of 1946 BMB figures when network had about 200 stations less than present total of 519.

AT SUGGESTION of Brig. Gen. David Sarnoff, RCA board chairman, RCA has created Washington coordinating committee under chairmanship of RCA vice president, Glen McDaniel, and with F. M. (Scoop) Russell, NBC vice president, as coordinator in Washington. All subsidiaries have representatives on committee which meets once monthly.

LEVER BROTHERS Pepsodent Div., handled by J. Walter Thompson Co., Chicago, understood making queries into Eleanor and Anna Roosevelt show, three times weekly on ABC, for possible sponsorship.

ALTHOUGH NARBA discussion at Mexico City international broadcasting conference was supposed to be taboo, word has seeped out that Cuba is prepared to make demands again. Among them: No power in excess of 50 kw in U. S.; no further grants on standard broadcast channel; deletion of existing standard (AM) construction permits where construction has not been completed.

LEHN & FINK PRODUCTS CORP. (Lysol), New York, through Lennen & Mitchell, New York, will start intensive video spot announcement campaign in New York in February. Plans also include further TV coverage later on.

CHICAGO alive late Friday with unconfirmed rumors CBS has bought 40%-plus interest in WGN-TV. WGN denied, CBS mum.

WHILE no announcement was forthcoming following visit of Brig. Gen. Sarnoff, RCA and NBC chairman, with President Truman last Thursday, understood he discussed potentials of Ultrafax, high-speed TV and other upcoming electronic services. It is presumed Gen. Sarnoff discussed both possible industry and military potentials of these developments.

ACQUISITION by Gov. James M. Cox interests of *Dayton Journal* and *Dayton Herald* from Lewis B. Rock interests may have bearing

(Continued on page 86)

Upcoming

Jan. 10: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.

Jan. 11: BMB Executive Committee meeting, BMB Hdqrs., New York.

Jan. 15: All-Radio Presentation Committee, BMB Hdqrs., New York.

(Other Upcomings on page 35)

Bulletins

CHARLES R. DENNY, NBC executive vice president, elected member of network's board at monthly meeting Friday. Mr. Denny joined NBC Nov. 15, 1947, as vice president and general counsel, following resignation as FCC chairman. He was elected executive vice president July 2, 1948.

BENRUS Watch Co., New York, will add $500,000 to 1949 radio-television budget, bringing year's appropriation to $1,600,000, Jack Tarcher, president, J. D. Tarcher Co. (Benrus agency) said Friday. Firm to add 30 cities to present coverage (103 stations) for its radio time signals.

FCC ADOPTS RULE ON STATION TIME AS DEAL IN PURCHASE

RULES proposed by FCC 11 months ago to prohibit reservation of station time as part of purchase price of station [BROADCASTING, Feb. 9] were adopted by Commission Friday, effective Feb. 15. Such contracts already in existence and known to Commission—described as "only a handful"—won't be invalidated if modified to conform to standards laid down by FCC.

These standards are substantially as proposed originally, except that provision entitling licensee to "buy up" such contract at any time is changed to say he can do so "for substantial cause, including, but not limited to, the assignment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acquisition of a network affiliation by the licensee." No such contract shall extend beyond Feb. 15, 1964. Rules apply to AM, FM, TV.

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Business Briefly

QUIZ SHOW ON TV • Bristol-Myers Co., New York (Ipana, Sal Hepatica, Vitalis), Jan. 14 starts *Break the Bank* on ABC's TV network simultaneously with its ABC (AM) broadcast, Fri., 9-9:30 p.m. Video show will be carried by 11 eastern and midwestern ABC TV affiliates. Agency, Doherty, Clifford & Shenfield, New York.

SIGNS FOR TV • Mason Candy Bar effective Jan. 12 has signed for quarter-hour Wednesday sponsorship of *Howdy Doody* on 14 station NBC-TV network. Signing follows four-week successful TV test. Agency, Moore & Hamm, New York.

RU-TEL PLANS • Ru-Tel Co., St. Paul, planning programs up to 15 minutes each on 12 stations in major markets through Louis A. Smith Agency, Chicago.

EXPANDED SALES SERVICES URGED BY NAB COMMITTEE

CALL for complete sales service by NAB Broadcast Advertising Dept. with funds expanded to 50% of entire NAB budget sounded Friday at closing day of Washington meeting held by NAB Sales Managers Executive Committee (early story, page 27).

Lack of funds to maintain adequate service prevents radio from competing on equal basis with newspapers, committee held, pointing out that newspapers have been using "rough-tough" tactics and it's time "to stop kidding around." Committee demanded addition of FM and TV functions after discussing NAB reorganization project.

Named to subcommittee directed to get evidence on need for greater recognition of NAB's broadcast advertising operation were Odin S. Ramsland, KDAL Duluth; Ray Baker, KOMO Seattle; George W. Brett, The Katz Agency.

Committee adopted resolutions condemning abuse by door-to-door salesmen who make it difficult for legitimate researchers to gain access to homes; recommended that TV stations and TV networks avoid discrepancies in rate structures as harmful to new visual medium.

2 NEW YORK AGENCIES MERGE

H. W. FAIRFAX Adv. Agency, New York, and Jasper, Lynch and Fishel, New York, have merged under name of H. W. Fairfax Agency. Officers are at 551 Fifth Ave. Natt S. Ensler, formerly Fairfax president, becomes chairman. Stanley I. Fishel will be president and treasurer and James W. Fishel executive vice president and secretary.

2,500,000 TV SETS FORECAST

PRODUCTION of 2,500,000 TV sets looms in 1949, Royal V. Howard, NAB engineering director, told Northern California Section of Institute of Radio Engineers.

"SAYS MR. HOOPER"

For the Months of
October and November

K-R-L-D

Has More Listeners in Dallas

Between 6:00 and 10:30 p.m.

Than Any Other Station.

KRLD RANKS THIRTEENTH AT NIGHT IN THE 36 HOOPER CHECKING CITIES

That's Why

KRLD

The Times Herald Station

Is Your Best Buy

CBS

50,000 Watts
Day and Night

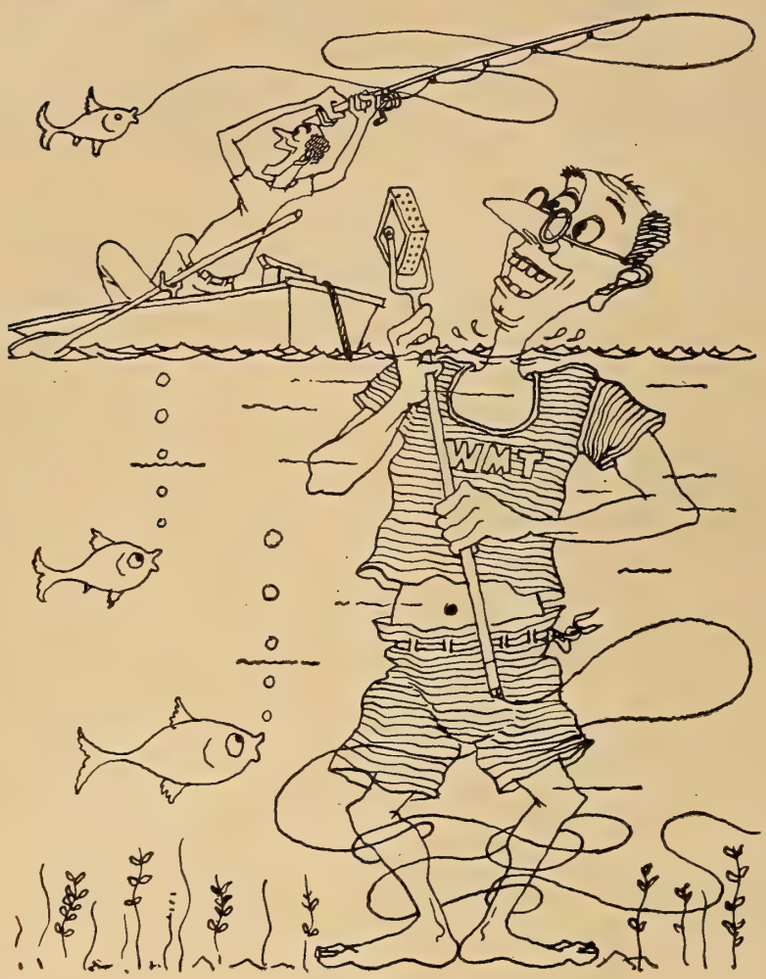
KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More

WMT is up to its neck in Deep River (IOWA)

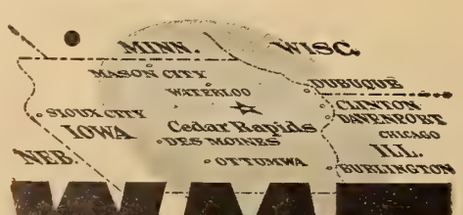


. . . and Deep River is up to its ears in WMT. As in 1058 other Iowa communities*, WMT keeps on rolling up impressive BMB ratings. The Eastern Iowa audience listens when WMT speaks, or sings, or plays.

Stupendous bumper crops, humming industries, and peak prices are putting more money than ever before into the pockets of WMT's prosperous audience.

Come on in to Deep River and the rest of WMTland . . . the water's fine for WMT advertisers. Ask the Katz man for details about Eastern Iowa's exclusive CBS outlet.

**within WMT's 2.5 mv line*



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, ***Manager***
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, ***Senior Associate Editor.***
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

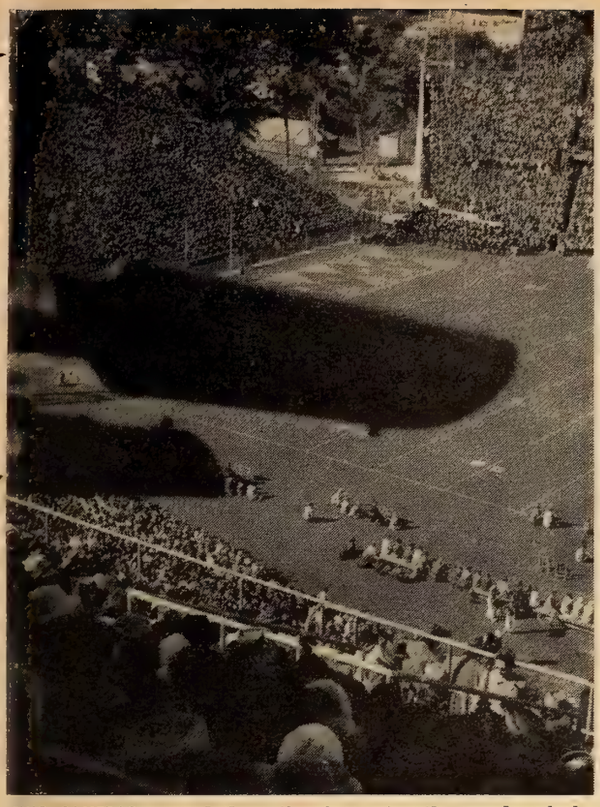
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



TWO CAMERAS covered the action from atop the sun-drenched Orange Bowl stadium, got excellent, clear close-up shots. Micro-wave relay link was used.



PART OF THE THRONG that filled auditorium to capacity. One young couple even brought blanket, used it as though they were at stadium.



THIRD CAMERA, located at end of field, was manned by George B. Storer Jr., in charge of TV for Fort Industry Co. in Atlanta.

WGBS SOLVES ORANGE BOWL TICKET CRISIS

Miami AM Station Steps Into Breach With Unique Public Service Use of Large-Screen Television

It was obvious a year ago that the 60,000 seat Orange Bowl couldn't hold all who wanted to see the January 1, 1949 football classic. And when, a few weeks before the Georgia-Texas game, a crisis involving distribution of tickets arose to plague the Orange Bowl committee, Station WGBS saw a ready-made public service opportunity.

The station engaged RCA's large-screen television equipment and technicians, obtained necessary approval, reserved Miami's Bayfront Park auditorium for the first TV showing in history of the famed New Year's Day classic.

Within a few hours of the first air announcement, all 2,300 free tickets were gone. A section was reserved for patients of Miami's National Children's Cardiac Home.

The showing went off without a hitch. Viewers ate peanuts, popcorn, sandwiches, consumed soft drinks, cheered madly when underdog Texas made a first down, applauded injured players, yelled themselves hoarse at long passes and touchdown plays, at times drowned out the excellent narration of WAGA-TV's Bill Terry.

From opening whistle the crowd was enthralled, stayed that way to closing gun. Consensus: a terrific show.

Station WGBS, which only ten days before put its new 50,000 watt transmitter on the air, had started the New Year with a new high in public service.



GEORGE B. STORER, president of Fort Industry Co., owner of WGBS, told auditorium crowd he was "grateful for this public service opportunity."



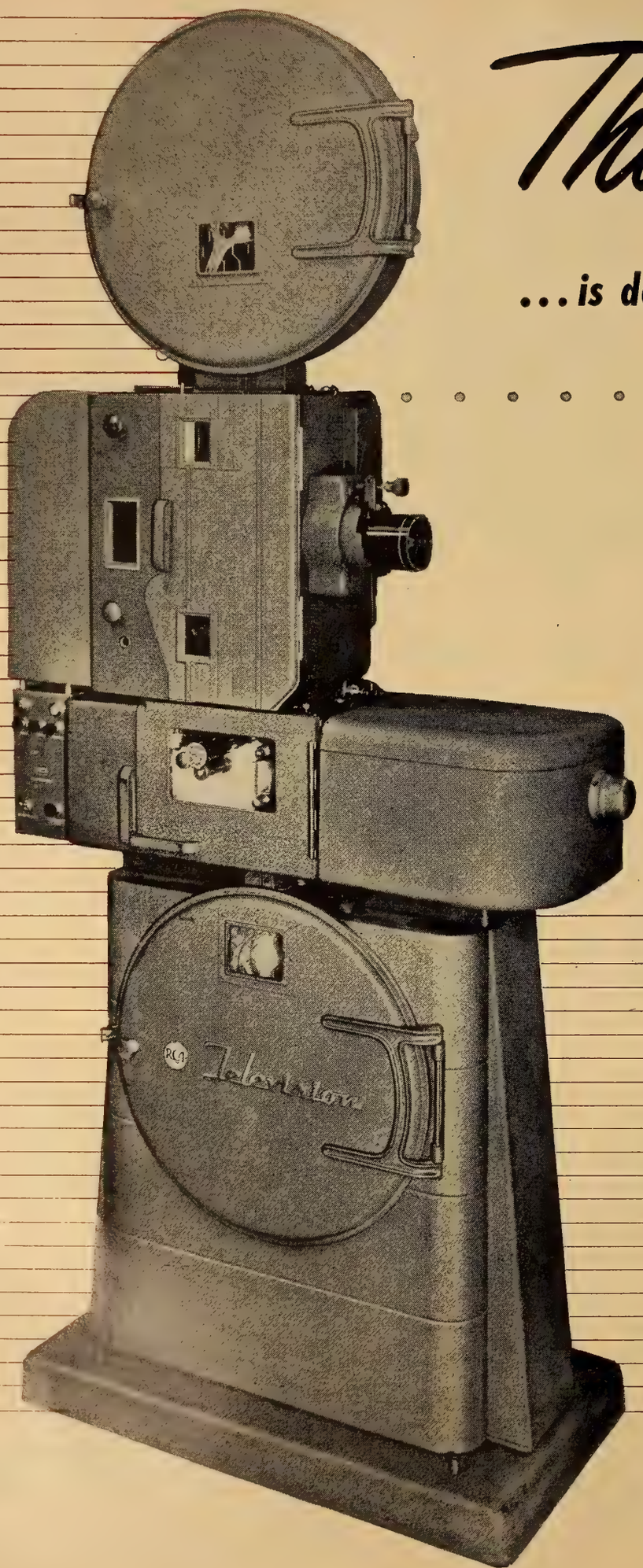
ALTHOUGH EVERY ticket holder was entitled to seat, crowd formed early outside auditorium. Most had never seen TV of any kind, later expressed amazement at large-screen viewing.

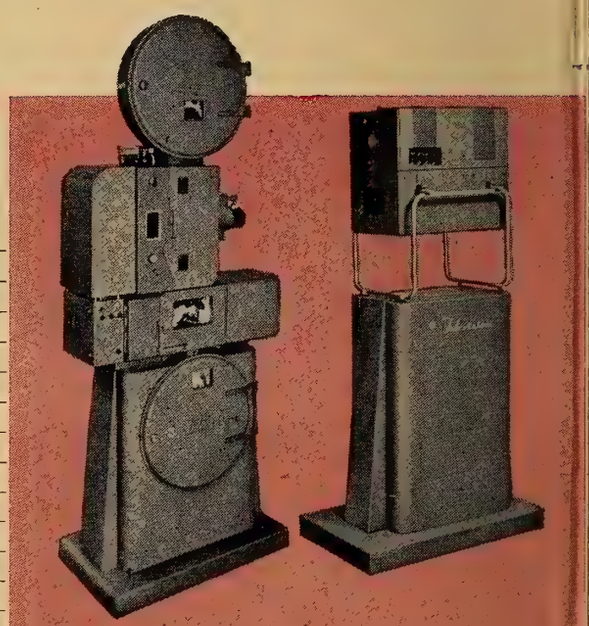


PROJECTION EQUIPMENT was mounted on truck in center aisle. Dick Hooper, who produced show, operated controls from WAGA-TV mobile unit parked under stands at Orange Bowl.

This 35mm

... is delivering high-quality picture-





As Used with the RCA TK-20A Film Camera— film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.

The One Equipment Source for Everything in **TV** *-is RCA*

television projector by RCA

and-sound programs for many of the nation's leading TV stations

A PERFECT FILM PROGRAM every time . . . high-definition, super-steady pictures . . . continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

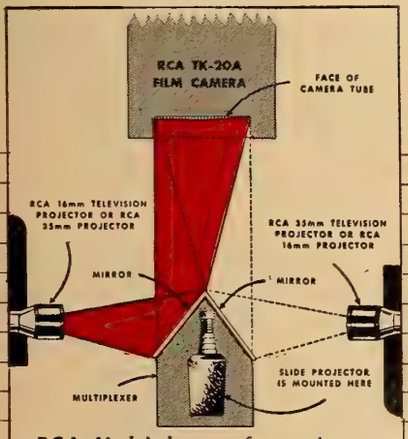
The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant . . . home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate *or* the film . . . enables you to project single frames as stills. Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain . . . even oils itself!

Auxiliary equipment for the projector includes a control rack with its pulsed light power supply, remote panels, and 10-inch picture monitor. A film camera multiplexer is available as accessory equipment (see diagram for operation).

• • •

To get the most from *your* newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. **19 AB.**

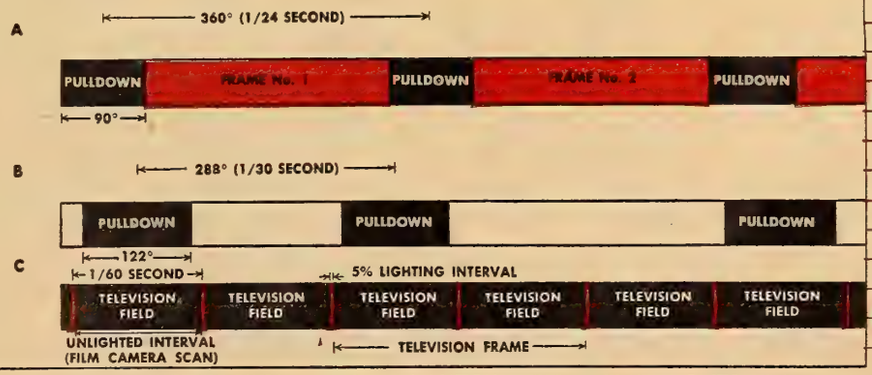


RCA Multiplexer—for uninterrupted projection of multireel films where two projectors are needed. This ingenious RCA device eliminates the need for an additional film camera. It consists of a V-shaped mirror for reflecting images from either projector to film camera and a slide film projector for inserting station breaks, commercials, and special effects.

How it works—Line A shows the pull-down timing of a standard 35-mm film projector (no lighting during 90° pull-down). Line B shows pull-down timing of the RCA 35-mm television projector—and the duration and repetition rate of the short intervals during which light passes through the film.

Line C shows the projector lighting interval of the RCA 35-mm television projector. The "light-on" intervals are produced by a pulse-controlled camera lamp that produces an 800-microsecond flash every 1/60th second. The picture images are projected onto the film camera pick-up tube during the retrace (blanking) interval of its scanning beam. The "storage" property of the tube permits scanning during the unlighted interval between flashes.

Scanning releases the picture charge—converts it into a video signal. A synchronizing generator keeps the projector and film camera in phase.



TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

miami goes for
SPORTS



MIAMI
listens to

WMIE 1140 kc.
(YOUR SPORTS STATION IN MIAMI)



WMIE
EXCLUSIVE!
University of Miami basketball games. Also all basketball games of five major high schools. Florida's largest program production budget insures first-class programming for Florida's most powerful independent station.



WMIE
EXCLUSIVE!
Blow-by-blow descriptions of University of Miami boxing matches as well as top flight professional bouts. WMIE's 5,000 watts at night packs a real punch.



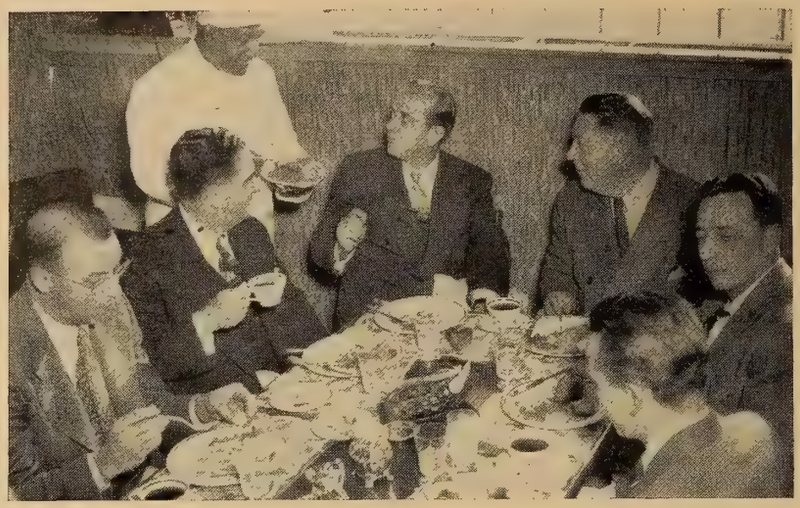
WMIE
EXCLUSIVE!
All University of Miami polo games. WMIE's 10,000 watts daytime power blankets the South Florida Market.

WMIE 1140 kc.
YOUR SPOT BUY IN... MIAMI

BOB VENN, Mgr.
THE SUNCOAST BROADCASTING CORP.
EVERGLADES HOTEL
MIAMI • FLORIDA

REPRESENTED BY FORJOE & CO.
10,000 WATTS DAY . . . 5,000 NIGHT

Feature of the Week



Around luncheon table in the client room are (clockwise): Karl Plain, KSTP account executive; Mr. Hampe; Mr. Hubbard; Mr. Hobbs; Miller C. Robertson, KSTP-TV vice president in charge of sales, and Joe Cook, KSTP sales promotion manager.

* * *

KSTP Minneapolis-St. Paul inaugurated its luxurious new client room at year's end in its Radio City quarters on the dividing line between the two cities.

The room, plush with heavy carpeting, thick leather chairs and smart wood paneling, measures 14 by 25 feet. Adjoining it is a modernly equipped kitchen 6 by 25 feet. Kitchen is completely stocked

(Continued on page 83)

On All Accounts

EVER since he started building crystal receiver sets back in 1924, Walter K. Neill, account executive of Ruthrauff & Ryan, Hollywood, has had his hands in radio one way or another.

Besides building and selling receivers, he has been singer-actor, writer-producer, commentator-narrator and teacher of radio. He has also given lectures on the medium at Eton College, England.

Today he works on such radio-minded accounts as the Dodge Division of Chrysler Corp.; Southern Calif. Dodge Dealers Assn., and Reddiwip Co. (canned whipped cream). Other chores include conducting sales meetings, planning sales promotion campaigns, merchandising various accounts of the agency or flying around the country developing new business.



WALT

Los Angeles is his birthplace. The date was Dec. 30, 1908. And Los Angeles is also where he received his early schooling. Graduated from Oregon State College in June 1930, with a B.A., Walt majored in advertising and merchandising.

Putting theory to practice, he worked for various Los Angeles advertising agencies during summer vacations, and thereby also got the necessary cash to keep him in college.

Walt put his baritone voice to good use too, when in the summer of 1928 he made his professional singing debut on KMIC Inglewood, Calif. (now KRKD Los Angeles). Harry Von Zell was then a station staff announcer.

With college completed and diploma in hand, Walt went job hunting, and joined a direct mail agency for about a year. When he shifted to Llewellyn-Seymour Co., then a well-known Los Angeles agency, he got his first real indoctrination in the use of radio as an advertising media. He worked on various agency accounts.

With the end of prohibition in November 1933, Continental Distillery Corp. commissioned the agency to do a special exploitation and publicity stunt. It was to focus attention on the first consignment of hard liquor (whiskey and gin) to arrive on the West Coast under government sanction. Young Neill was called upon to handle the assignment. So he arranged a one-hour remote broadcast ceremony of the liquor's landing from the liner *Dorothy Luckenbach* at Los Angeles Harbor. It received

(Continued on page 71)

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON DEL.

WGAL
LANCASTER PENNA.

WKBO
HARRISBURG PENNA.

WORK
YORK PENNA.

WRAW
READING PENNA.

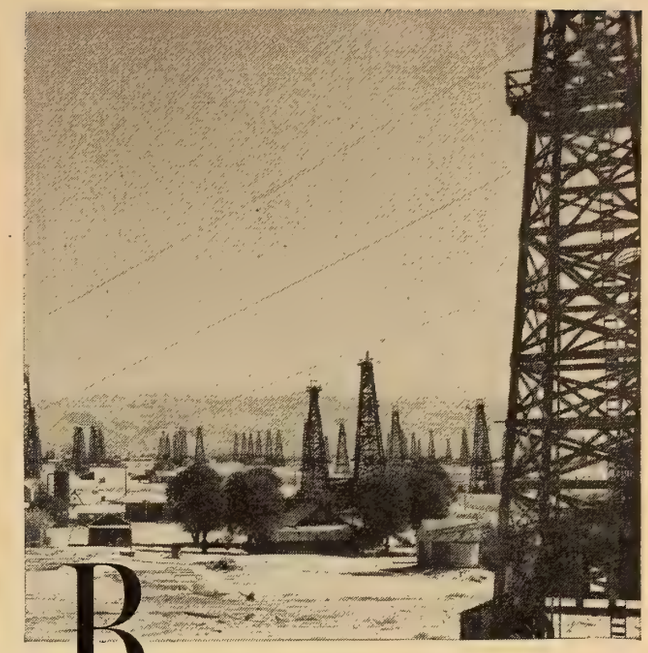
WEST
EASTON PENNA.

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS



ALTHOUGH we must admit that sardines are a mite more numerous than ABC fans in Monterey, BMB shows that ABC's net hauls in a prize catch of 83% of the radio families there. In two-thirds of the 69 Coast towns studied by BMB, at least 50% of the radio families tune regularly to ABC.



BAKERSFIELD is chock-full of oil wells and ABC listeners. 81% of the radio families in this California petroleum center are regular ABC fans. Up and down the Coast, ABC reaches 95% of *all* radio families at the 50% BMB penetration level. It's your top combination of coverage, low cost, and high ratings.



CHICO, where a $4,000,000 almond crop keeps cash registers busy, is nuts about us, too. According to BMB, 64% of Chico's radio families tune to ABC regularly. ABC's big-time shows, boomed by promotion showmanship, dominate audiences outside the big urban areas as well as inside.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St • EXbrook 2-6544

CHILLS AND THRILLS set to music . . .



"MIKE MYSTERIES"

. . . . a 15-minute show, available 5 times weekly

The listener is in your lap when "MIKE MYSTERIES" are on the air! Music, mystery and murder meet in 15 minutes of action-packed suspense, aimed at riveting interest in every word — every minute. A Lang-Worth "Network-Calibre" musical show incorporating a fast-moving mystery gimmick by Hollywood's ace writer, Howard Browne (alias "John Evans").

Every "MIKE MYSTERIES" show spotlights a capsule-sized crime. For the solution, your listeners are invited to match wits with Homicide Lt. Evans. But they don't learn *whodunit* until they know *whosellsit* — a Lang-Worth twist with a "Midas touch"!

For further sleuthing on the chill, thrill *and sell* of "MIKE MYSTERIES", corner your radio station or its representative.

LANG-WORTH

feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL, 113 West 57th St., New York 19, N. Y.

Agencies



DOUGLAS POWELL, vice president of Carvel Nelson Adv., Portland, Ore., becomes member of firm, with agency name being changed to Carvel Nelson & Powell.

STEPHEN P. LEWIS, radio director of Deutsch & Shea, New York, appointed head of agency's new television department.

E. SYKES SCHERMAN, formerly assistant account executive with Compton Adv., New York, joins American Assn. of Advertising Agencies executive staff in New York. He will assist **KENNETH GODFREY** in media operations, research and radio-TV production.

O. LEE CLARK, former sales promotion manager at Spiegel Inc., Chicago (retail furniture chain), joins Harry J. Lazarus & Co., Chicago, as account executive. He recently was president of his own advertising agency.

H. W. CHUBBUCK and **JOHN MORTON POOLE** have joined Ellington & Co., New York, and will be in the agency's new Philadelphia office opened in the Girard Trust Co. Bldg. last week. Mr. Chubbuck, formerly with J. Faulkner Arndt, will be in charge of the Philadelphia office. Mr. Poole, who was with the J. C. Winston Co., and with the Arndt Agency, will have charge of creative work in Philadelphia.

HELEN FUERSTEIN joins Associated Adv., Los Angeles.

CONSOLIDATED Adv., Los Angeles, moves to new offices at 1250 Wilshire Blvd.

FRED CHERRY, formerly copy chief with Garfield & Guild Adv., San Francisco, opens advertising service offices, Writing Inc., at 420 Market Street, same city.

ROBERT B. CHADDOCK appointed space buyer at MacFarland-Aveyard, Chicago. He was formerly with Dancer-Fitzgerald-Sample.

HARRY SCHREIER, former account executive with L. E. McGivena & Co., New York, appointed vice president and account executive at Peter Hilton Inc., also New York.

BUD STAPLETON joins radio and television department of Barlow Adv., Syracuse, N. Y. Mr. Stapleton will supervise production of radio and TV advertising for Barlow clients. He had been with several New York stations before joining agency.

ROBERT J. ENDERS Adv., Washington, moves its Philadelpnia branch to 1420 Walnut St.

MAL EWING, formerly with Warner Bros., Los Angeles, joins Ralph Yambert Organization, same city, as production manager.

J. A. ROBINSON, resigns as account executive with Ruthrauff & Ryan, Chicago, to join Automatic Transportation Co., same city, as sales manager in Transporter Division.

GEORGE PATTON, formerly with Makelim & Assoc., Hollywood, joins Roche-Eckhoff & Assoc., same city, as account executive.

CHARLES L. EASTMAN joins creative staff of Elwood J. Robinson Adv., Los Angeles. He was formerly copy chief at Ralph Yambert Organization, and before that on creative staff of Davis & Co., both Los Angeles.

KEITH BABCOCK returns to San Francisco office of the Biow Co., as head of creative and plans department.

LAURIE E. ROSS, head of Ross Adv., Portland, Ore., elected president of Oregon Advertising Club.

WILLIAM WILGUS, J. Walter Thompson Co., Hollywood, radio producer, is the father of a girl.

RAYMOND R. MORGAN Co., Hollywood, elected to membership in Advertising Federation of America.

FRANCIS B. COLE, former account executive with Russell T. Gray Inc., Chicago, joins C. B. Juneau Inc., Los Angeles, in same capacity.

WILLIAM A. RAGENT, formerly operator of his own agency, William Ragent & Assoc., in Stockton, Calif., joins Gerth-Pacific Adv., Hollywood and San Francisco.

DO YOU WANNA INFLUENCE CONFLUENCE (Ky.)?

If you're hankering to influence the good people of Confluence (Ky.) and generally "capture" the rural Kentucky market as a whole, you're in for some mighty rough sledding, Mr. Carnegie. There just isn't enough dough in those little towns to make the effort worthwhile!

The simple truth is that the Louisville Trading Area is all you want or need in Kentucky, and that, by using WAVE, you can reach this one great market with very little waste. WAVE's 50% BMB Map embraces 27 counties in Kentucky and Indiana with a total Net Effective Buying Income of over a billion dollars!

That's real audience affluence—with or *without* any audience in Confluence!

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC



FREE & PETERS, INC., NATIONAL REPRESENTATIVES



Music . . .



The picture at upper left shows a portion of KGW's spacious record library, with two built in turntables, one each for standard records and transcriptions, between the record racks. Music Librarian Violet Schultz stands at the turntable, and Dick Nelson, assistant music librarian, is at the steel cabinets containing transcribed commercials.

More than 50,000 classical and popular orchestrations, vocal and instrumental arrangements and miscellaneous sheet music are on file in the area of KGW's live music library shown at the left.



KGW's large studios provide ample space for live program presentation. Soundproofed studios and the finest technical equipment combine to create flawless transmission of KGW's programs. At the right are staff musicians (from left) Sammy Piazza, Paul Entler, Bob Smith, Robert Sonderskov, Marian Fouse, Abe Bercovitz (Director) and Glenn Shelley. In the control booth are Program Director Homer Welch and Engineer Stan Crawford. At center right members of KGW's acting staff rehearse in Studio B. Bob Amsberry operates the sound truck. Standing (left to right) are Dal McKennon, Mark Daniels, Announcer Phil Irwin and Bob Johnson Glenn Shelley awaits a musical cue at the organ In the control booth are Producer John Groves (arm raised) and Engineer Verne Sahnow.

The faded scene at the far right shows KGW's music and production facilities of more than two decades ago, when the station was located in The Oregonian building's tower. A far cry from KGW's early days are the modern music library and air-conditioned, soundproofed, near technically-perfect studios of today.

Another step ahead for

Production . . . .

KGW's studios are workshops . . . skilled writers and technicians, armed with every necessary piece of equipment, work together to make the radio programs produced by KGW and KGW-FM the most-listened-to performances released in Portland.

Since 1927 KGW has had its own musical director and staff musicians. At that time about the only orchestrations and sheet music in the studios were brought in by the musicians themselves. Today KGW's music library is a complicated, amazingly complete file of all types of music—one of the largest, most efficiently devised music libraries on the Pacific Coast. The "live" library holds more than 50,000 classical and popular orchestrations, plus several thousand vocal and instrumental songs in album and sheet music form. More than 6,000 ten- and twelve-inch standard records and World, Lang-Worth and Thesaurus transcriptions are also on hand. Special files of sound and historical recordings and transcribed commercials are maintained.

* * *

KGW's production staff and artists each week produce an average of twelve shows which originate from KGW's studios. In addition the station's special events department, in cooperation with the production staff, prepares, edits and airs a large number of programs each month.





KGW and KGW-FM

KGW and KGW-FM
NBC AFFILIATE
PORTLAND, OREGON
COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The Swing is to WHB in Kansas City



Resolution for the New Year . . .

Swing to WHB in Kansas City for increased sales in 1949. WHB merchandises and advertises. WHB promotes its programs, its sponsors and their products. Resolve now to reach—*and sell*—the Golden Kansas City Marketland dominated by WHB!

WHB AM FM
10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

New Business



ZIONIST ORGANIZATION of America sponsoring *Report From Israel* on WMCA New York, Mon.-Fri. Program is broadcast direct from Tel Aviv. Plans are under way for airing of program by major stations throughout this country. Agency: Prudential Adv., New York.

PACKARD DEALERS of Greater Detroit launched, Jan. 6, weekly half-hour television variety show. Program is heard Thursdays, 8-8:30 p.m. on WWJ-TV Detroit. Agency: Young & Rubicam, Detroit.

CULVER OF CALIFORNIA, Los Angeles (men's clothing manufacturer), appoints Consolidated Adv., same city, to handle advertising. Radio will be used in Los Angeles area.

CHEVROLET DEALERS of New York, effective Jan. 12, start sponsorship of *Winner Take All,* Wednesday, 9-9:30 p.m. on WCBS-TV New York [BROADCASTING, Jan. 3, 1949]. The program has been on station sustaining for past six months. Agency: Campbell-Ewald Co., New York.

STA-NEET Corp., Los Angeles (home barber comb), appoints BBDO, same city, to handle advertising, effective Feb. 18.

GIBSON REFRIGERATOR Co., Chicago, appoints W. W. Garrison Agency, Chicago, to handle advertising. Radio will be used as part of company's million dollar 1949 campaign to promote sale of ranges, home freezers and refrigerators.

SEGAL SAFETY RAZOR Corp., New York, division of Segal Lock & Hardware Co., appoints Cayton Inc., New York, to handle its national advertising campaign. Extensive mail order radio advertising will be conducted in some 500 cities across the country, with markets in over 60 cities in Florida, Georgia and California already being covered. Television will be added at a later date.

Network Accounts • • •

GULF OIL Corp., Pittsburgh, Pa., renews sponsorship of radio and television series, *We, The People,* Tuesday, 9:00-9:30 p.m. on CBS and CBS-TV, effective Feb. 1, for 52 weeks. Agency: Young & Rubicam, New York.

PHILIP MORRIS & Co., New York, renews *Philip Morris Playhouse* on CBS for 52 weeks, effective Jan. 28. Show is heard, Fridays, 10-10:30 p.m. Agency: The Biow Co., New York.

Adpeople • • •

HANS ERLANGER named general sales manager, Hunt Foods, Los Angeles. Mr. Erlanger has been with company for past three years.



WITH the advent of Transit Radio service on KXOK-FM St. Louis, the first long-term user will be Big Four Chevrolet, represented by its president, W. J. Rasmussen (center). Looking over the agreement with Mr. Rasmussen are Robert A. Seat (l), whose agency handles the account, and Robert F. Hyland, in charge of KXOK-FM.

A N N O U N C E M E N T

National Board of Fire Underwriters Gold Medal Awards for 1948



THE ANNUAL GOLD MEDAL AWARDS of the National Board of Fire Underwriters again will be presented to the nation's radio and press for outstanding public service in fire prevention during 1948.

A gold medal or $500.00 in cash will be awarded to the radio station whose campaign on fire prevention, in the opinion of impartial judges, has contributed most to the welfare of its community.

In addition to the gold medal, honorable mention citations also will be awarded.

Identical awards will be made in the newspaper field.

Every year, through their excellent public service campaigns, radio stations and newspapers in hundreds of towns all over the United States help their communities gain a greater safety from the constant menace of fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such profoundly worthwhile services that the awards have been made annually since 1941.

You are invited to nominate your station for the 1948 awards. All radio stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS FOR 1947—*Awarded May 11, 1948*

GOLD MEDALIST

Station WLS ..... Chicago, Ill.

HONORABLE MENTION CITATIONS

Station KNBC ..... San Francisco, Calif.
Station WSB ..... Atlanta, Ga.
Station KELO ..... Sioux Falls, S. Dak.
Station KFH ..... Wichita, Kans.
Station KEX ..... Portland, Ore.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Factual and Timely'

EDITOR, BROADCASTING:

BROADCASTING has long been on my "must" list. Even though I may leap-frog through other trade publications, I find the newsy type of material which BROADCASTING carries to be very factual and very timely.

Incidentally, should you ever need any reassurance that BROADCASTING has a wide circulation, I can verify the fact that after your "Respects" article, I received letters from many old friends whom I had not seen or talked to in several years.

George A. Bolas
Tatham-Laird
Chicago

* * *

'One of the Best'

EDITOR, BROADCASTING:

Congratulations on your last issue, the annual "round up." It was a dandy, both content and make up, and altogether one of the best ever.

Bond Geddes
Executive V. P.
Radio Mfrs. Assn.
Washington 4, D. C.

* * *

BMB Pressure

EDITOR, BROADCASTING:

I'm so very grateful that BROADCASTING has at last thrown the spotlight of our press on what appears to be premeditated pressure practices of BMB.

I'm very sorry, after 18 years in radio, to see that certain segments of our industry are apparently going backward.

Whether I am right or wrong, whether BMB is a good or a bad yardstick of coverage, and especially if the latter, pressure through agencies charged with the prudent investment of advertising monies should be strongly decried, not only by all radio stations but by our national association as well. And I urgently ask that NAB issue a statement indicating the extent, if any, of its connection with this recent unfortunate "drive for subscriptions."

Radio's reputation is still good in spite of occasional stunts like this. I say let's preserve it and not give any of the other media a chance to sharpshoot at us because of something for which radio stations, per se, are not responsible but for which the industry may be accused.

Edward C. Obrist
General Manager
WPEN Philadelphia

* * *

Standing TV List

EDITOR, BROADCASTING:

Wouldn't it be a good idea to keep a standing list of TV stations in your television section each week, adding new ones as they come on the air?

Eli Cohan
Joseph Advertising Agency
Cincinnati

[EDITOR'S NOTE: Our YEARBOOK provides basic station lists which are augmented by additional listings in various issues throughout the year one of which is the Telestatus for this issue, page 36. A standing list each issue, we feel, would be duplication and would impose a bit of a space problem.]

* * *

Babson Answered

EDITOR, BROADCASTING:

On Sunday, Dec. 12, Roger Babson in his weekly discussions column took what I considered to be an unwarranted and unfounded jab below the belt at the broadcasting industry.

I'll quote his statement. "Automobile owners enjoy reading illustrated newspaper advertisements of their own and other cars. These printed advertisements are instructive and interesting but the public is tired of listening to the automobile ballyhoo that comes over the radio. Owners are at last beginning to realize that they are paying for these expensive radio programs which expense is added to the price of the cars. It is too bad that the automobile dealers must suffer from these extravagant and mistaken policies of the motor car manufacturers."

For the life of me I can't see why an automobile owner would wax ecstatic over a newspaper ad perhaps showing the ring gear and pinion of a car while a symphonic orchestra or one of the great plays presented by the same automobile manufacturer on the radio would be anathema to the car owner.

In Mr. Babson's reference to the automobile owner paying for these "expensive radio programs," I wonder if he has completely forgotten that it also takes money to do newspaper advertising and that the same owners help to defray THAT expense? . . .

Malcolm Greep
General Manager
WVJS Owensboro, Ky.

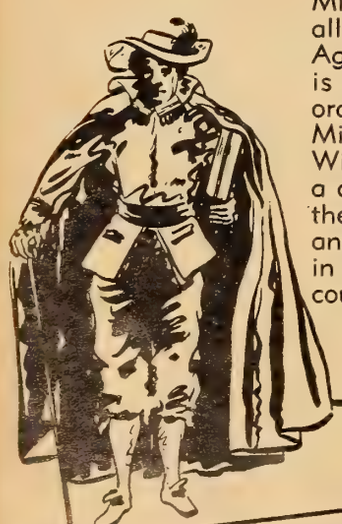
The Patroon* of the week

MARY KING

Time Buyer, KUDNER AGENCY, INC.



Miss King, in charge of buying all radio time for the Kudner Agency's New York accounts, is welcomed into the mystic order of the Patroons. Today, Miss King was presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of the Patroon country.



*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

In the great Albany-Schenectady-Troy market, only the WPTR-WBCA combination can give you these bonuses at local rates;
WPTR-AM,
10,000 watts of power night and day;
WBCA-FM
serving an area in which there are over 38,000 FM receivers!

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

A NEW SOUND EFFECTS CATALOG

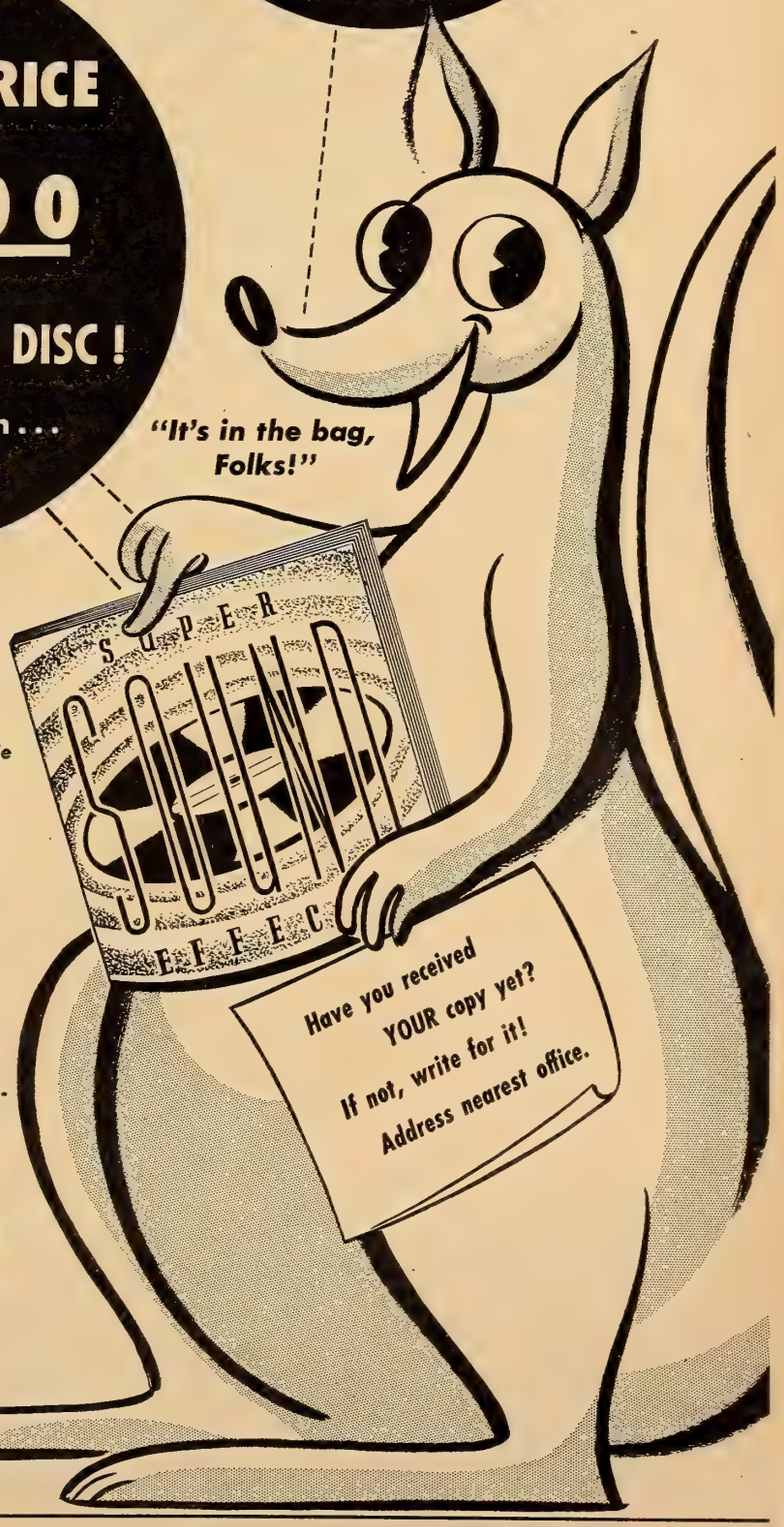
presenting

197 *NEW* "SUPER-SOUND EFFECTS"

at a
NEW LOW PRICE
of only **$2.00** A DISC!
(Formerly $2.50 each . . . and even less in quantities!)

making
A TOTAL OF 885 TRUE-TO-LIFE EFFECTS





Standard Radio does it again! Here is a major triumph in creative recording and value-giving—197 new, amazingly realistic effects, making a total of 885 Super-Sound Effects—and a new low price of only $2.00 a disc, less quantity discounts!

- 30 *new Airplanes effects*
- 7 *new Animal effects*
- 23 *new Automobile effects*
- 27 *new Crowd effects*
- 20 *new Industrial effects*
- 5 *new Marine effects*
- 7 *new Music effects*
- 40 *new Train effects*
- 2 *new Weather effects*
- 36 *new Miscellaneous effects*

Now Everyone can Afford a Complete Sound Effects Library!

At a price per disc that ranges down to $1.60, you can now afford a Sound Effects Library that is truly complete, one that will meet every possible need! Use the convenient order card to complete your Super-Sound Effects Library—and expect a new thrill when you hear the remarkable results of our new tape-recording methods!

Standard Radio
TRANSCRIPTION SERVICES, INC.
HOLLYWOOD • CHICAGO
NEW YORK

"GRASSHOPPER ADVERTISERS"? NO SIR!

Advertisers don't jump around from station-to-station ...in Cleveland! They KNOW where they get sales results... by reaching the largest audience at the lowest (network station) rates! A typical example: The Forman Furniture Company has been on the air with a half-hour program for twelve consecutive years! More proof that WHK is the retailer's choice in Cleveland!



YES SIR! THEY STAY ON...

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 2 WASHINGTON, D. C., JANUARY 10, 1949 $7.00 A YEAR—25c A COPY

FCC REVAMPING

Hyde to Head Separate Broadcast Panel

By RUFUS CRATER

DIVISION of FCC into three semi-autonomous panels which will have primary authority over their respective fields was tentatively approved by the Commission last week, with Comr. Rosel H. Hyde slated to head the panel handling all broadcast affairs.

The plan, effective immediately upon adoption, expected this week, would establish three three-member panels: Broadcasting, Common Carrier, and Safety & Special Services.

FCC Chairman Wayne Coy would serve on no panel except as an alternate in the absence of others, but would concentrate on administrative functions in the role of executive officer of the Commission.

Slated to serve with Mr. Hyde on the Broadcast Panel are Comrs. George E. Sterling and Frieda B. Hennock. By non-political coincidence, even though it's a Democratic year, the panel thus would be headed by a Republican and controlled by Republicans (Hyde and Sterling).

Illness last Thursday and Friday of Gen. Counsel Benedict P. Cottone, blocked final approval. Comr. Sterling was to return to the Mexico City Radio Conference Friday night, and was to vote by remote control on the final draft order, to be prepared by the General Counsel.

The Broadcast Panel would have sole initial authority over all purely broadcast matters, which include telecast. The other panels have similar authority in their fields.

General rule-making, overall allocations, personnel matters, and other affairs affecting all branches of the Comimssion would continue the responsibility of the whole Commission, not of any single panel. Presumably the whole Commission will also settle any jurisdictional questions that arise between panels.

The Common Carrier and Special & Safety Services Panels would have the same members but different chairmen. Both panels are slated to include FCC's Vice Chairman Paul A. Walker and Comrs. E. M. Webster and Robert F. Jones.

Mr. Walker, the Commission's senior member and expert on common carriers affairs, would be chairman of the group when it sits as the Common Carrier Panel. Comr. Webster, whose primary interests are in safety and special services, would be chairman when the panel acts on those matters.

The new system provides—and this was one of the principal points of dispute in setting up the plan—that the action of any panel may be appealed directly to the whole Commission. This would be accomplished by the filing of exceptions by the applicant, who thus would automatically be given the right of oral argument before the full Commission.

The panel plan's purpose is to speed action on FCC's workload in all fields. At least two Commissioners felt that the appeals provision would in effect nullify other advantages by keeping the full Commission tied up with exceptions directed against panel actions. They felt each panel should have more complete autonomy, with appeals going straight from the panel to the courts.

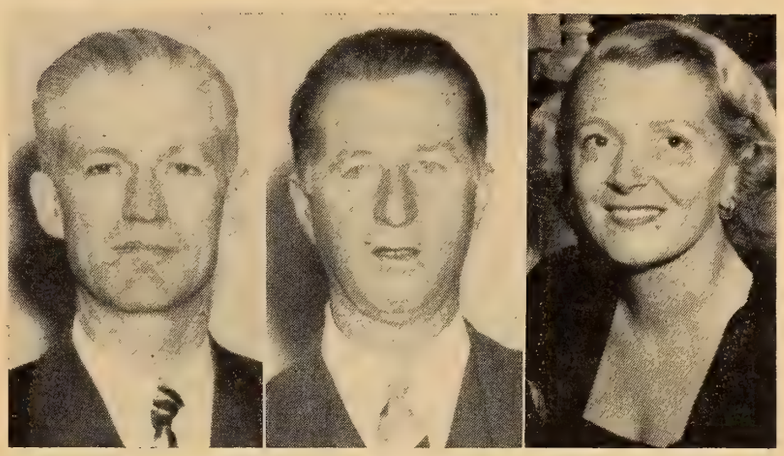
Reinstitution of the panel system comes 11 years after Chairman Frank R. McNinch, as one of his first acts when he took office Oct. 1, 1937, abolished the division setup which was then in effect.

At that time the divisions were Broadcast, Telephone and Telegraph; each was composed of two members and the chairman sitting *ex officio*. Such a plan, Mr. McNinch said, had a "divisive effect" tending away from mutual understanding and cooperation.

The original White Bill (S-1333) of May 1947 provided for the establishment of two three-man divisions, one to handle broadcast matters and one for common-carrier affairs. The chairman would have been the Commission's chief executive officer but would serve on neither division.

In hearings on the White Bill, Charles R. Denny, then FCC chair-

(Continued on page 65)



TENTATIVE membership of FCC's Broadcast Panel (l to r): Comrs. Rosel H. Hyde, George E. Sterling, Frieda B. Hennock. Comr. Hyde, senior of group, is slated for election to chairmanship.

Opening of Coaxial Cable . . . . p. 30

BMB

Shakeup, Delay of Survey Possible

By J. FRANK BEATTY

DRASTIC shakeup of BMB and delay of the second coverage survey from next March to early 1950 will come before BMB's executive committee Tuesday in New York.

Broadcasting, agency and advertising circles were ablaze last week with BMB discussions as the whole coverage problem was thrown into the open [BROADCASTING, Jan. 3].

Conferences involving all interests were held in Washington and New York as officials of NAB, BMB, Assn. of National Advertisers, and American Assn. of Advertising Agencies laid the whole situation on the table.

What they saw wasn't at all reassuring, judging by informal reaction, but many agreed that publication of views of BMB critics may lead to steps that will save BMB as well as the NAB itself and all nation-wide radio coverage reports.

The talks went into all phases of the BMB operation, with reiteration of statements that the method of presenting BMB's financial reports does not readily indicate the details of its treasury.

Hugh Feltis, BMB president, issued a categorical reply to statement of BMB critics, as presented in Jan. 3 BROADCASTING (see page 60).

NAB directors learned Wednesday that the situation was serious, if not desperate, when they received a telegram from NAB President Justin Miller asking them to approve change in date of NAB board meeting to Jan. 31-Feb. 1, 2. Last November the board had decided to meet Feb. 14-15 in New Orleans. Judge Miller wired that new and unexpected developments made a change imperative. He termed the developments "vital to NAB."

A majority of the directors voted in favor of the changed date and place but Judge Miller told BROADCASTING a decision on the meeting will not be reached until the BMB executive committee has gone over the whole problem.

Judge Miller went to New York Thursday and remained Friday for a two-day series of conferences with network, BMB, agency and advertiser executives. Accompanying him were A. D. Willard Jr., NAB executive vice president, and Dr. Kenneth H. Baker, director of research.

Meetings were held with network officials, Judge Miller said, to bring them up to date on developments. He said there had been "some talk"

(Continued on page 60)

SKYBORN TV

Mixed Results in Day Test

DAYTIME Stratovision was presented to Mid-Atlantic television viewers Thursday by Westinghouse Electric Corp. with results that ranged from "excellent" to "lousy."

The airborne transmitter provided a picture comparable to reliable local TV service in many areas where local stations did not interfere, judging by reports to Westinghouse and the FCC.

On the other hand reception in downtown Washington was marred by persistent interference, especially at the FCC where Commission officers viewed the test. According to FCC and Westinghouse engineers this interference was caused by Washington television signals.

The Stratovision plane telecast on Channel 6. A Commission engineer explained that since this channel is not used in D. C., receiving sets are not adjusted to trap interference from Channel 5 to which WTTG Washington is assigned.

At the FCC's Laurel monitoring station midway between Washington and Baltimore the signal "was comparable much of the time to reliable local service," according to FCC laboratory engineers. Stills and test patterns were "very good," they said, but it was necessary to use an antenna close to the ground to avoid interference from stations on adjacent channels. The plane's signal was good at Laurel when it was transmitting as far away as Lynchburg, Va., about 175 airline miles from Laurel.

A camera shooting through the discolored plastic nose of the B-29 Stratovision plane provided program material part of the time. The shots were taken at a 45-degree angle from a height of four to five miles. The day was clear, aside from normal winter haze. Conditions for aerial photography were poor, but from an engineer's viewpoint the results were satisfactory.

Maj. Carl O. Wyman, of the Marine Corps Electronic Warfare Program, viewed the Stratovision telecasts in Baltimore. He termed the pictures "very good" and "comparable to motion pictures taken under similar conditions."

Maj. Wyman said that from its five-mile height the plane's TV camera transmitted images of sufficient clarity to permit identification of planes, trucks and other objects on the ground. He sees "great possibilities" in Stratovision.

Prior to the test Walter Evans, Westinghouse vice president, reporting for Westinghouse and co-developer Glenn L. Martin Co., declared major technical problems of Stratovision had been solved and the system is ready for commercial development.

Three years of testing show it is a practical and useful method of expanding TV service and provides a variety of relay and other high-frequency functions, he said.

Commercial development awaits public demand for the expanded services offered by airborne broadcasting, Mr. Evans said, along with application of the idea by the radio industry and provision for spectrum facilities.

Final flight tests are about over, according to Mr. Evans, but development of relay and broadcast equipment will continue, based on lessons learned in the tests. Propagation studies for commercial use will be compiled and developmental engineering for standardized equipment will be started.

Mr. Evans' preliminary report said there are no technical restrictions preventing these uses of Stratovision:

1. A coast-to-coast network for regular television and frequency modulation programs.
2. Expanded television coverage for the millions of rural listeners who will be unable to receive television programs for years, if ever, with conventional television broadcasting methods.
3. A military communications system independent of ground conditions.
4. A network for communications systems utilizing high frequencies.
5. A network system for transmitting television programs simultaneously to audiences assembled in theatres or other public places throughout the country.
6. A television network to meet military reconnaissance observation and transmission needs.

Flight tests for the past year have been conducted with a converted B-29. Three public demonstrations were held. Tests were started early in 1945 by C. E. Nobles, 30-year-old inventor of the system.

AGENCY BILLINGS

D-F-S Says It's Tops

DANCER-FITZGERALD-SAMPLE announced last week that according to figures released by the four leading networks, the agency was tops on a list of the 20 leading advertising agencies for gross radio time billing during 1948.

This marks the 15th consecutive year that D-F-S has lead in this field.

The 20 agencies in order of network gross time billed are: Dancer-Fitzgerald - Sample $20,985,510; J. Walter Thompson $10,399,023; Foote, Cone & Belding $9, 474, 328; BBDO $9,245,141; Young & Rubicam $8,814,207; Benton & Bowles $8,750,818; Compton $7,774,349; Wade Adv. $6,242,239; McCann-Erickson $5,279,824; Newell-Emmett $5,185,747; Duane Jones $5,075,384; Ward Wheelock $4,762,320; Biow Co. $4,347,299; Ruthrauff & Ryan, $4,240,810; William Esty & Co. $4,209,235; Sullivan, Stauffer, Colwell & Bayles $4,045,096; Kenyon & Eckhardt $3,094,580; Kudner Adv. $2,773,602; Knox Reeves $2,701,709; Ted Bates Inc. $2,505,142.

BPS Signs 13

THIRTEEN more stations have signed as subscribers to Broadcasters Program Syndicate, according to Bruce Eells, head of Bruce Eells & Assoc., director of the co-operative syndicate plan. Stations are WCSS Amsterdam, N. Y.; KSIG Crowley, La.; KFXJ Grand Junction, Col.; KWDM Des Moines, Iowa; KOOS Coos Bay, Ore.; WMRA Myrtle Beach, S. C.; WHBL Sheboygan, Wis.; CKOC Hamilton, Ontario; KDON Monterey, Calif.; WHBU Anderson, Ind.; WINN Louisville, Ky.; CJGX Yorkton, Saskatchewan; KOLT Scott's Bluff, Neb.



Drawn for BROADCASTING by Sid Hix

"'Bride and Groom' ends with the ceremony. . . . Our program carries on from there!"

Say No 'Mo.'

ONE NATIVE of Independence, Mo., shoved another off the air Wednesday when President Truman broadcast his "State of the Union" message from Capitol Hill. Arthur C. Page, director of WLS Chicago's *Dinner Bell* hour, oldest farm program in America, gave way to the man who had been his classmate at the old Columbian grammar school in Independence in the '90's. Reminiscing after listening to the President's speech, Mr. Page noted that he and "Harry" used to take turns pumping the bellows at a blacksmith shop operated by Mr. Page's father. One of the best patrons of the shop was John Truman, the President's father, who at the time was a horse and mule buyer.

KEESELY IS VP

Gets New Post With L&M

NICHOLAS KEESELY, who has been with Lennen & Mitchell, New York, since June 1948, has been named vice president in charge of radio and television, Ray Vir Den, president, announced.



Mr. Keesely

Mr. Keesely joined the agency originally as manager of the radio department. Prior to that he was with MBS for two years as program sales manager, with CBS for three years in the same capacity, and previous to that was with N. W. Ayer for 15 years as timebuyer, talent head, producer and radio account executive.

MBS CO-OP

Sales Up 12%

MBS co-op program sales showed 12% gain in 1948 over sales of the previous year.

More than 1,900 local sponsors set the new all-high record, totalling more than all of the other networks combined, Bert Hauser, director of co-op programs announced.

At year's end there were 1,316 program sales which were represented by the 1,900 sponsors. The Fulton Lewis program leads with 326 Mutual stations with more than 400 local sponsors. The addition of *Mutual Newsreel*, on Jan. 10, makes a total of 19 programs available for local sponsorship.

Mr. Hauser predicts that approximately 100 stations will have a local advertiser for the program by Feb. 1.

FCC ANNUAL REPORT

Transfers Show Big Increase

A 230% INCREASE in station transfer and assignment applications was registered during fiscal 1948, FCC declared Sunday in its 14th annual report to Congress.

"It is expected that this trend will continue because of the lack of additional frequencies for new installations," the Commission declared. The assignment and transfer applications totaled 425.

Meanwhile, the year brought a 14% gain in AM, FM, and TV authorizations, as compared with a 60% increase recorded during the previous fiscal year [BROADCASTING, Jan. 5, 1948].

Construction Costs

Average current construction costs, as indicated by applications on file, were reported as follows: For AM and FM stations, approximately $50,000 each, including land and buildings; for television stations, about $200,000 each, exclusive of land and buildings.

In a brief summary of developments in the broadcasting field in fiscal 1948, FCC said:

Broadcast authorizations increased 400 over the previous year, bringing the total number of stations in 10 categories to nearly 4,000. Of this figure, 3,163 were major broadcast outlets—2,034 AM; 1,020 FM, and 109 TV. They represented a gain of 239 AM, 102 FM, and 43 TV stations.

The last half of the year witnessed a sudden surge in TV applications and a leveling off of FM requests. Applications for new TV stations for the year almost equaled the number for new AM facilities; FM seekers were less than half the TV number. Texas and California led all states in total outstanding broadcast authorizations in these three categories.

AM broadcast income in 1947 (the most recent year for which statistics were available) was less than the year previous, though the major networks showed a gain.

Slightly more than 1,100 AM stations were affiliated with the four nation-wide networks, and there were more than a score of regional AM networks. Under the impetus of rebroadcast opportunities and expanding coaxial cable and microwave relay facilities, FM and TV networks were developing. Broadcast receivers of all types were nearing the 75-million mark.

Noncommercial educational broadcast stations increased from 38 to 46 and international broadcast stations remained at 37. Television experimental stations jumped from 81 to 124. Remote pick-up and developmental stations decreased slightly.

The broadcast year was marked by authorization of a new broadcast service — facsimile — which was scheduled for commercial operation over FM stations beginning July 15, 1948. Facsimile had been on an experimental basis.

Carrying its report beyond the end of the fiscal year, FCC noted that between Jan. 1 and Aug. 31 last year there were 112 deletions of broadcast authorizations — 36 AM (including three licensed and two other operating stations); 74 FM (including two on the air), and two TV grants. By Oct. 31, outstanding grants were as follows: 2,103 AM, 996 FM, and 124 TV.

The Commission made a slight dent in its workload of broadcast hearing cases during the fiscal year, dropping the total from 759 to 718. During the same period 623 new cases were designated for hearing, 292 were disposed of following hearing, and 372 were disposed of without hearing.

A total of 7,700 broadcast applications were filed, an increase of 2,364 over the previous year. The year closed with 2,555 applications on hand as against 2,209 on June 30, 1947.

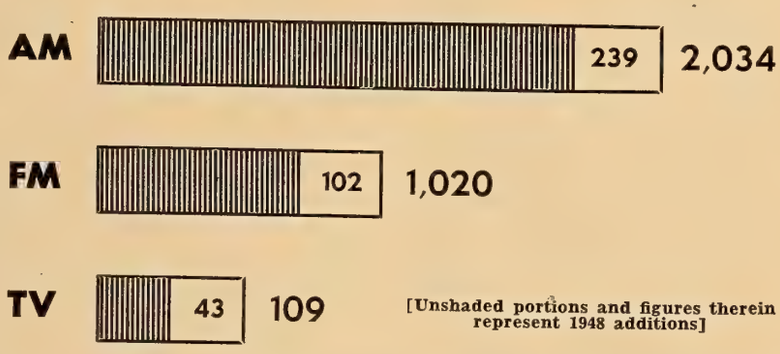
As of last January, the report showed, newspaper ownership or affiliation was indicated in 444 out of 1,887 AM authorizations; in 331 out of 1,010 FM, and in 24 out of 73 TV authorizations. At the same time, 133 communities had four or more AM stations.

The Interdepartment Radio Advisory Committee, which handles assignments to government agencies, "authorized a record number of frequency assignments to Government radio stations," the report declared. Altogether, IRAC processed 11,471 requests.

Much of the Commission's work during the year related to international conferences—FCC furnished delegates or advisers to 15 such sessions and at the end of the year was preparing for some 20 others.

In all fields, FCC had more than 635,000 authorizations on its books: Almost 131,000 radio stations of all types (excluding associated mobile stations), and approximately 505,000 radio-operator authorizations. The total represented an increase of 85,000 during the year and was more than three times the prewar number.

Number of Station Authorizations at Year End



[Unshaded portions and figures therein represent 1948 additions]

WORL's LASKER

Joins Friendly Group

GEORGE LASKER, manager of WORL Boston, has resigned to become general sales manager of the Friendly Group stations effective Jan. 10, according to announcement by John J. Laux, managing director of the group.



Mr. Lasker

In the post, which is newly created, Mr. Lasker will coordinate national and local sales. He will make his headquarters at WBMS, the Friendly Group station in Boston.

The group comprises WPIT Pittsburgh, WSTV Steubenville, Ohio, WKNY Kingston, N. Y., all represented by Joseph Hershey McGillvra; WBMS Boston, represented by Lorenzen & Thompson, WFPG Atlantic City, represented by Burke Kuipers & Mahoney.

RADIO COSTS

79% of Revenue—NAB

U.S. BROADCASTERS' operating expenses rose to 79 cents out of every dollar of total revenue in 1947, and broadcast income before federal taxes declined from 26.5 cents to 21 cents, according to the annual study made by Dr. Kenneth H. Baker, NAB research director, and announced by NAB last Tuesday.

Based on FCC figures to be published later, the study showed a continuing trend upward in costs of materials and services in every category.

While total 1947 expenses increased 5.5% over the 1946 ratio of 73.5% of the total revenue, broadcast income before federal taxes declined from 26.5 cents to 21 cents.

Industry salaries and wages, including talent fees, rose to 46.1 cents of every dollar of broadcast revenue in 1947 (or 58% of the industry's total operating expenses). The 1946 total was 43.2 cents.

The NAB study is made from the FCC summary of the annual financial report (Form 324) required of all licensees. Copies of the study are being mailed to NAB members.

Typical breakdowns of the total study show technical expenses up to 13.5% of total broadcast revenue from 12.1% in 1946, program expenses up to 28.2% from 26.6%, selling expenses up to 11.3% from 11% and total direct expenses connected with broadcasting and sale of programs up to 53% from 49.7%.

BROADCAST EXPENSES EXPRESSED AS PERCENTS OF STATION NET REVENUE FOR ALL COMMERCIAL STATIONS

	Network* Affiliated		Non-Affiliated		Industry* Total	
	1946	1947	1946	1947	1946	1947
Number of Stations	791	944	162	362	953	1306
Technical Expenses						
Salaries & Wages	8.8%	9.8%	10.4%	11.9%	9.0%	10.2%
Repairs of Tech. Equipment	1.2	1.5	1.4	1.5	1.2	1.5
Other Technical Expense	1.8	1.8	2.2	1.9	1.9	1.8
Total Technical Expense	11.8	13.1	14.0	15.3	12.1	13.5
Program Expenses						
Salaries & Wages	10.1	11.3	12.0	14.2	10.4	11.9
Talent Expenses	7.5	7.0	8.6	6.7	7.5	6.9
Royalties & License Fees	3.0	3.1	2.8	2.9	2.9	3.0
Transcriptions & Recordings	1.1	1.4	1.6	2.4	1.2	1.6
Cost of Wire Service	1.0	1.1	1.5	1.5	1.1	1.2
Other Program Expense	3.5	3.5	3.4	3.8	3.5	3.6
Total Program Expense	26.2	27.4	29.9	31.5	26.6	28.2
Selling Expenses						
Salaries, Wages & Comms.	5.7	6.2	9.9	9.5	6.3	6.8
Other Selling Expense	4.6	4.5	5.1	4.4	4.7	4.5
Total Selling Expense	10.3	10.7	15.0	13.9	11.0	11.3
Total Direct Expense	48.3	51.2	58.9	60.7	49.7	53.0
Gen. & Adm. Expenses						
Salaries & Wages	9.7	10.0	12.5	11.5	10.0	10.3
Legal Service	1.1	1.2	1.8	1.7	1.2	1.3
Insurance	.5	.6	.5	.7	.5	.6
Exper. & Develop. Expense	.3	.4	.4	.5	.3	.5
Depreciation & Amortization	2.4	3.0	3.0	4.0	2.4	3.2
Rent	1.7	1.9	2.2	2.3	1.8	1.9
Taxes—except Federal	1.5	1.5	1.7	1.7	1.5	1.5
Losses on notes, accounts, etc.	.2	.3	.4	.9	.3	.4
Other Gen. & Adm. Expense	5.8	6.2	5.6	6.8	5.8	6.3
Total Gen. & Adm. Expense	23.2	25.1	28.1	30.1	23.8	26.0
Total Broadcast Expense	71.5	76.3	87.0	90.8	73.5	79.0
Broadcast Income (before Federal Income Taxes)	28.5	23.7	13.0	9.2	26.5	21.0
Total Broadcast Revenue	100%	100%	100%	100%	100%	100%

*Does not include the operations of 11 key stations of nation-wide networks since the reports filed by them with the Commission do not show adequate segregations of expenses between station and network operation.

CONGRESS

Truman Message, Bills Involve Radio

By ED KEYS

AMONG the hundreds of bills dropped in the Congressional hopper during the first week of the 81st Congress were a number concerning the radio industry. Matters affecting the industry also received attention from President Truman in his "State of the Union" message, delivered to Congress Jan. 4.

Rep. William Lemke (R-N.D.) again called attention of Congress to the demands of FM factions with the introduction of H. J. Res. 65. The bill, similar to the one he introduced in the 80th Congress, called for the assignment of a section of the 50 mc band to FM. The measure was referred to the House Interstate and Foreign Commerce Committee.

Time Squabble

Rep. Joseph P. O'Hara (R-Minn.) touched off the perennial "Battle of the Clocks" Jan. 4 with introduction of a bill to outlaw "fast time" nationally. He advocated the establishment of standard time as the official time measure for the entire nation.

A 1918 statute, permitting daylight saving time during the summer months, would be amended under provisions of his bill.

But, the following day a "fast time" advocate, Sen. J. Howard McGrath, chairman of the Democratic National Committee, introduced S-135 to authorize daylight saving time in the District of Columbia.

Sen. Scott Lucas (D-Ill.), who will be majority leader of the Senate, introduced for himself and Sens. Herbert R. O'Conor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.), a bill to increase the pay of the President, Vice President, Speaker of the House and heads and assistant heads of executive departments and independent agencies. The bill provides for raises of FCC commissioners to $17,500 a year. They now get $10,000.

Earlier a Senate Civil Service Subcommittee [BROADCASTING, Dec. 27, 1948] had proposed a rate of $16,500 but later made an upward revision.

The subcommittee, composed of Sens. O'Conor, Flanders and Baldwin, agreed the measure should be enacted into law before Jan. 20. Unless passed by that time—the date of President Truman's inaugural—the $25,000 a year pay raise provided for the President in the measure could not under law become effective during his new term.

President Truman, who had previously advocated the raises for some 222 top federal executives, last Thursday again urged Congress to take prompt action to prevent the government from losing more capable workers.

Inadequate Salaries

In a letter to Congress, President Truman said that "inadequate salaries have long made it difficult to obtain and hold able men for positions of greatest responsibility in the government service. For most of those positions there have been no pay increases in many years. In the meantime other salaries in both government and private industry have risen sharply and opportunities for larger compensation in private industry have greatly expanded.

"In recent years the difficulties of obtaining and holding the best qualified citizens for official positions has definitely impaired the government service. This condition has now progressed to the point where it constitutes a serious threat to the efficiency of the government."

In his "State of the Union" message Jan. 4, President Truman told Congress that the nation's prosperity is threatened by inflationary pressures at a number of critical points in the economy.

He recommended, in part, that Congress enact legislation to (1) continue the power to control consumer credit and enlarge the power to control bank credit; (2) authorize priorities and allocations for key materials in short supply; (3) provide standby authority to impose price ceilings for scarce commodities basically affecting essential industrial production or the cost of living; (4) authorize the use of government funds to build up such industries as steel if private firms do not expand rapidly enough.

In recommending tax legislation to bring an additional $4 billion of government revenue, he expressed the view that this should come principally from additional corporate taxes, a portion from revised estate and gift taxes. He felt that consideration should be given to raising personal income tax rates in the middle and upper brackets. Congressional income tax experts interpreted the middle bracket to be the $5,000 plus group.

President Truman called for repeal of the Taft-Hartley act and re-enactment of the Wagner Act, with amendments to prohibit jurisdictional strikes and "unjustifiable" secondary boycotts.

Rep. Robert Crosser (D-Ohio), slated for appointment as chairman of the House Interstate and Foreign Commerce Committee, Jan. 3 introduced a bill, H. R. 35, to amend the Communications Act so as to permit the use of Coast Guard stations for the reception and transmission of commercial messages. It was referred to the House Commerce Committee.

The same day Rep. W. R. Posage (D-Tex.) introduced a measure, H. R. 13, to require that published or broadcast political statements concerning candidates for public office contain information relating to sponsorship and cost.

Two bills were introduced during the first few days of the new Congress to repeal federal taxes on

(Continued on page 61)

Nominee for Commerce Chairmanship



SEN. EDWIN JOHNSON

COMMITTEES

Majority Party Shuffles

THE MAJORITY party of the new, reshuffled Congress last Wednesday named its choices for Senate committee posts.

Sen. Edwin C. Johnson (D-Col.) was recommended for chairman of the Interstate and Foreign Commerce Committee, which considers legislation relating to communications.

Democratic members recommended for reappointment to the Commerce Committee were Sens. Ernest W. McFarland (Ariz.), Warren G. Magnuson (Wash.), Francis J. Myers (Pa.), Brien McMahon (Conn.).

Recommended as new Democratic committee members were Sens. Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Estes Kefauver (Tenn.).

The addition of the three Democratic members will create an 8 to 5 party ratio, as compared to a 7 to 6 ratio used during the Republican controlled 80th Congress.

One Republican vacancy on the committee will be filled. Sen. John W. Bricker (R-Ohio), according to informed sources, appeared late last week to hold the edge among contenders for this seat.

Past GOP committee members who will probably reclaim their seats are Sens. Charles W. Tobey (N.H.), Clyde M. Reed (Kans.), Owen Brewster (Me.), and Homer E. Capehart (Ind.).

The names of 15 Democrats and 10 Republicans were approved by the House last Wednesday to constitute the Ways and Means Committee. Democratic members of this committee will act as their party's Committee on Committees to recommend House committee appointments. A special Committee on Committees performs this job for the Republicans.

The list of Democratic recommendations was scheduled to be presented to the Senate for confirmation last Friday.

Action on recommendations of the two parties in the House was not expected for another week.

Democrats recommended for seats on the Senate Committee on Expenditures in Executive Departments, which scrutinizes the FCC budget, are Sens. John L. McClellan (Ark.), chairman; James O. Eastland (Miss.), Clyde R. Hoey (N.C.), Glen H. Taylor (Idaho), Herbert R. O'Conor (Md.), Russel B. Long (La.), and Hubert H. Humphrey (Minn.). Both Sen. O'Conor and Long are new to the committee.

Nominated by the Democratic Steering Committee for seats on the Labor and Public Welfare Committee and to the Senate were Sens. Elbert D. Thomas (Utah), chairman; James E. Murray (Mont.), Claude Pepper (Fla.), Lister Hill (Ala.), Matthew M. Neely (W. Va.), Paul H. Douglas (Ill.), and Humphrey. The latter three Senators are new to both the committee and to the Senate.

Members Designate of Commerce Committee



Sen. Bricker



Sen. L. B. Johnson



Sen. O'Conor



Sen. Kefauver



INAUGURAL PLANNING

TOP CBS newsmen (l to r), Ted Koop, Edward R. Murrow and Wells Church, check Inaugural plans in front of the White House. Unfinished stands are in the background.

* * *

POSITIVE PROOF that the living rooms of American radio and television fans are the best possible vantage point to watch and hear history in the making is expected as the result of comprehensive industry plans for coverage of the Presidential Inaugural Jan. 20.

Kenneth D. Fry, Inaugural radio director, estimates that at least 550 radio and television men—commentators, announcers, cameramen, rewrite men, engineers, reporters, directors, electricians—will be bringing a word and visual picture into millions of homes throughout the nation.

Audiences in the midwest will get their first major on-the-spot news telecast from the nation's capital as President Harry S. Truman begins his second White House term—the first to which he has been elected.

A pooled telecast of the proceedings [BROADCASTING, Dec. 20] will be received by the stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable. (See page 31.)

Plans have been made by NBC to provide radio coverage from a blimp soaring over the parade route. That network reportedly is also considering telecasts from airplanes. CBS plans to originate broadcasts from a helicopter.

In the words of Mr. Frey: "There is only one place I know of that has been overlooked. No one thus far has planned coverage from a manhole." He explained that this "low level coverage" had been attempted during the 1936 Inaugural by A. A. Schechter, now Mutual vice president of news and special events.

The television pool is in charge of Adolph Schneider, NBC-TV news and special events director. He will be assisted by Michael Roshkind, ABC manager of special events; James Caddigan, DuMont director of programming, and Robert Bendick, CBS assistant news and special events director.

A committee to coordinate the engineering operations of the pool has been established under Mr. Schneider with Rodney Chipp, DuMont engineering director, as chairman.

A comprehensive committee on public relations, comprising representatives of radio, television and other media, will play an important role in the Inauguration.

Melvin D. Hildreth, general chairman of the Inaugural committee, has announced that Mr. Fry is radio director of the 94-man public relations group.

Mr. Hildreth also announced that the American Federation of Musicians, with permission of President James C. Petrillo, would provide the services of three famous bands as labor's contribution to Mr. Truman's Inauguration. (Mr. Petrillo is chairman of the National Music Committee of the Inaugural Committee.) With AFM's consent the orchestras of Guy Lombardo and Benny Goodman will play for the Inaugural Ball. A third band, as yet unnamed, will also be on hand. Mr. Petrillo has also given the green light to Lionel Hampton for a band appearance at the Inaugural Gala, according to Carter Barron, special events committee chairman for the Inauguration.

Production and talent committee within the latter committee includes George Heller, AFRA; Lawrence Tibbett, AFMA; Henry Jaffe, AFRA, and Dewey Barto, AGVA, among others. Mr. Barron said that stars slated to appear at the Gala include George Jessel, Gene Kelly, Jane Powell and Kay Starr.

Among radio personnel serving on the public relations committee are: H. R. Baukhage, Morgan Beatty, Kenneth H. Berkeley, Walter Compton, George E. Connery, Ruth Crane, Kenneth Crawford, George Creamer, Arthur F. Feldman, Kenneth D. Fry, Earl H. Gammon, Earl Godwin, Joseph C. Harsch, John S. Hayes, Raymond Z. Henle, William Hillman, Robert H. Hinckley, Eugene Juster, Theodore Koop, Anthony Muto, William R. McAndrew, Robert M. Menaugh, Drew Pearson, Bryson B. Rash, Norman Reed, Frank M. Russell, Edward E. Scovill, Hollis M. Seavey, Eric Sevareid, Frederic Shawn, Robert Sherrod, Ben Strouse, Albert Warner, George Y. Wheeler.

FIRE AWARDS

NBFU Receiving Entries

THE NATIONAL Board of Fire Underwriters is receiving nominations for the annual Gold Medal Awards to radio stations for outstanding public service in fire prevention.

Nominations may be made by any citizen or public official, community group, fire chief, local insurance boards, safety councils or by station managers. Explanatory brochures are now being mailed to stations and other interested groups.

Entries should include scripts, recordings, letters of commendation and other evidences of public service. Closing date is Feb. 28, 1949 and entries should contain material covering Jan. 1 to Dec. 31, 1948.

WLS Chicago won the award last year for the third time with its intensive fire safety campaign aimed at midwestern farms. Because such programming is an integral part of its public service activities, WLS has announced it will not be a candidate for the 1949 award.

NBC Promotes Watson

CARL M. WATSON, who rose in 10 years from page to coordinator of publicity and promotion for NBC affiliated stations, has been promoted to assistant manager of continuity acceptance. Mr. Watson will supervise radio program material, in order that Stockton Helffrich, continuity acceptance manager, may devote more attention to the applications of NBC's program policies in video programs.

D-F-S ABSORBS

RWC's N. Y. Accounts To Be Taken Feb. 1

EFFECTIVE Feb. 1, the New York office accounts and personnel of Roche, Williams & Cleary will be absorbed by Dancer-Fitzgerald-Sample, New York.

R. A. Porter, vice president and general manager at RW&C, has already transferred to D-F-S as vice president. On Feb. 1, Harold F. Kemp, radio director and Ray Cabrerra, vice president, will also join D-F-S, along with most of the dozen or so office personnel.



Mr. Porter

Among the accounts D-F-S will absorb is the Lewis-Howe Co., St. Louis (Tums and NR Tablets), which last week announced its appointment of D-F-S effective Jan. 31. Show Productions, D-F-S radio department, will handle the new *Alan Young Show* sponsored by Tums, starting on NBC on Jan. 11.

Other accounts to be taken over by D-F-S are the G. N. Coughlan Co. (Chimney Sweep), West Orange, N. J.; Lee Pharmacal Co., California; and Pearson Pharmacal Co., New York.

HT TELEGENIC

Sarnoff Compliments Truman

PRESIDENT TRUMAN is a fine subject for television, RCA and NBC board chairman David Sarnoff said Thursday following a call at the White House, because he "doesn't try to act or play Hollywood."

Gen. Sarnoff said he had viewed the President on TV as he delivered his Wednesday noon message to Congress. He congratulated Mr. Truman on his television demeanor.

Gen. Sarnoff recalled that he had suggested to the late President Roosevelt early in his administration that he should act before the microphone as though he were addressing three or four people. "Just be yourself," he had advised.

Though Gen. Sarnoff leaves this week on the *Queen Mary* for a business trip to Europe, he said the trip had no connection with his White House visit which he described as a courtesy call on the President.

While in Europe he will testify before a House of Commons committee on nationalization of British communications. He had been invited to testify on technical aspects by both the government and communication interests. The nationalization plan has already been adopted, he said. He added that he would visit other countries if time permitted.

MILLER NAMED

NBC Night Video Manager

WILLIAM BURKE MILLER, NBC television program director, has been appointed night television manager, it was announced Wednesday by Carlton D. Smith, director of television operations. In his new post, Mr. Miller will report to Warren Wade, national production manager.



Mr. Miller

Mr. Miller joined NBC television staff May 20, 1947, after 20 years with the network.

TV SET OUTPUT

Announced by GE

TELEVISION set production at the GE Electronics Park plant has reached a rate of 200,000 a year, according to a yearend statement of Dr. W. R. G. Baker, vice president of the company. More than 3,000 of the plant's 7,100 employes are working on video receivers or television station equipment, Dr. Baker said.

With a prediction for the new year, Dr. Baker estimated that "Television receiver billings at the retail level will exceed $650 million in 1949."

CAPITAL GAINS 'LOSS'

Treasury Says No Relief in Sight

THE MANY radio artists dreaming of tax relief under a capital gains scheme had a rude awakening last Monday. The Treasury ruled that proposals of radio artists and others to sell their personal services as property would not be treated as capital gain to permit lower taxes.

Charles Correll and Freeman Gosden, the Amos 'n' Andy team, appeared to be the only performers safely under the wire.

Informed sources had previously indicated [BROADCASTING, Dec. 6] that the Amos 'n' Andy team, which led the crusade to the Internal Revenue office might be the only ones left on safe ground after the flood of relief appeals had passed.

Amos 'n' Andy Safe

Regardless of what action may follow in other cases, it is felt highly improbable that the Internal Revenue Bureau would reverse its long standing policy of refusing to act retroactively.

Jack Benny had switched his "incorporated" show from NBC to CBS [BROADCASTING, Nov. 29] and stood to realize hundreds of thousands of dollars in tax savings, if the bureau accepted it as a capital gains deal.

The disappointment for Mr. Benny was contained in a statement issued by George J. Schoeneman, Commissioner of Internal Revenue, indicating that the artists would not be allowed the flat 25% capital gains tax on deals involving personal services.

If the facts show the sale is one of "personal services" rather than property, they will be taxed at the regular income tax scale of 77% on sums exceeding $1 million.

The Revenue Act prohibits dissemination of information on specific cases, but there was little doubt that the Benny negotiations had prompted the official clarification.

Internal Revenue Statement

Comr. Schoeneman issued the following statement:

"The tax effect of any business transaction is determined by its realities.

"Accordingly, proposals of radio artists and others to obtain compensation for personal services under the guise of sales of property cannot be regarded as coming within the capital gains provisions of the Internal Revenue Code.

"Such compensation is taxable at ordinary income tax rates."

Internal Revenue officials said the explanation was in response to "numerous inquiries."

Refuting accounts that it would give the radio comedian $4 million to switch to its network, CBS, in a statement issued Dec. 31, announced it will pay Mr. Benny $1,356,000. According to network officials, CBS is paying $2,260,000 for the total stock and assets of Amusement Enterprises Inc., but that Mr. Benny "personally owned not all but only 60% of the stock." Some quarters credit Mary Livingstone, Mr. Benny's wife, with owning a sizeable portion of the remaining 40% of the stock.

Federal and State Taxes

Mr. Benny under such an arrangement would, according to a rough estimate, pay about $700,000 in federal taxes on the $1,356,000. He would be nicked, in addition, for California state taxes.

Some quarters have felt that the performers being wooed to CBS would not have been willing to enter into capital gains transactions without some assurance from CBS that they would be protected in event the Revenue Bureau ruled their deals involved personal income rather than capital gains [BROADCASTING, Jan. 3].

Frank Stanton, CBS president, emphatically denied such an arrangement had been agreed to and identified such reports as "utterly fantastic."

Mr. Stanton maintained there was nothing in the contract to that effect and that "no side or verbal agreements" had been made. He indicated that henceforth the matter must be resolved by Mr. Benny and the Internal Revenue Bureau.

It was in a capital gains deal that CBS last fall acquired the Amos 'n' Andy show. The theory behind the sale had been that the network had purchased a trade name which could be continued even if its originators drop out. The fact that the Benny show requires the presence of Mr. Benny was believed to be the chief reason his bid was rejected.

NBC has announced flatly it will not make comparable offers to performers until the Revenue Bureau position has been made clear.

Two-Year Run

Although it was anticipated that the Internal Revenue ruling would subdue the tax-saving craze, the controversy over current cases was expected to run, less spectacularly, for about two more years.

The Benny faction has contended that the CBS purchase of Amusement Enterprises Inc., carries rights to the use of characters, scripts, etc., as in the Amos 'n' Andy case and therefore is clearly a capital-gain transaction.

Mr. Benny may still believe his is a capital gains case when he files his tax return. If his return is disputed by the Internal Revenue Bureau, he may appeal his case to the U. S. Tax Court in Washington, D. C.

If he includes the sale as a capital gain in his 1948 tax returns, the matter will probably not reach the U. S. Tax Court for six months to a year. If it is part of his 1949 returns, it will be an estimated one to one and a half years before it reaches the court.

Other top-flight NBC stars reportedly approached with similar capital gains deals include Bing Crosby, Edgar Bergen, Fibber McGee and Molly, and Phil Harris and Alice Faye.

Not only radio artists have sought relief under the capital gains method. By using it, Gen. Dwight D. Eisenhower was able to keep half of the $1 million he earned on his recent book *Crusade in Europe*, published by Doubleday.

Up to Dec. 30, CBS' Frank Stanton was intent upon making further talent raids on competing networks.

"At year's end," Mr. Stanton said, "negotiations were being carried forth to add other prominent artists and programs to the schedule."

Mr. Stanton indicated that CBS also intended to continue creating its own new programs and developing new stars.

BATTLE OF STARS

A Running Account

QUICK GLANCES at the files of BROADCASTING provide a running account of the classic NBC-CBS "Battle of the Stars." It runs like this:

● BROADCASTING, Sept. 6—Tripartite negotiations among CBS, Lever Bros., and the Music Corp. of America looking toward sale to CBS of services of Amos 'n' Andy and subsequent leasing of stars as technical advisors to giant soap and drug firm nears completion. Sale reportedly in neighborhood of $2 million.

● BROADCASTING, Sept. 13 — First deal of its kind in big-time radio and another precedent established by team of Freeman Gosden and Charles Correll announced last week by Lever Bros. with "sweeping shift" in its radio program schedule, including shift of Amos 'n' Andy from NBC to CBS. General reshaping of radio setup included *Bob Hope Show*, *Big Town* and *My Friend Irma*.

● CLOSED CIRCUIT, Sept. 13— CBS acquisition of Amos 'n' Andy, largest package deal in radio annals, is regarded as forerunner of other acquisitions by networks of top-rated shows.

● CLOSED CIRCUIT, Oct. 4—CBS negotiations looking toward acquisition of Edgar Bergen (and sidekick McCarthy) on basis similar to recent $2 million purchase of Amos 'n' Andy reportedly in progress.

● BROADCASTING, Oct. 11—Some of the biggest names in network talent have besieged U. S. Dept. of Internal Revenue for opinions as to whether they can legally follow pattern set by Amos 'n' Andy. Doubtful many will meet requirements as Amos 'n' Andy convinced bureau they were property of an exclusive nature and thus gained approval. Fine legal technicalities exist as to capital gains. This point makes it doubtful that many stars or lesser personalities could meet Uncle Sam's requirements.

● BROADCASTING, Nov. 15— Explanation of methods used by radio and movie talent to reduce income taxes through sales of their services as a "business" demanded of Internal Revenue Commissioner by Sen. Styles Bridges (R-N. H.). Network battle-royal for top-flight talent went into weekend with NBC apparently victor in the CBS foray for Jack Benny but still faced with a series of fights to protect other performers. CBS conceded loss of the Benny battle late in the week but unofficially claimed to be in the running for Edgar Bergen. Others reported seeking capital gains deals or inviting offers from CBS, ABC or MBS include Bob Hope, Fibber McGee and Molly, Ed Gardner, Red Skelton and Gildersleeve. Niles Trammell, NBC president, reportedly on West Coast protecting talent lineup.

● BROADCASTING, Nov. 22—Decampment from NBC of Jack Benny, Edgar Bergen and Phil Harris-Alice Faye team—three fourths of heretofore dominant Sunday night program power of network—for CBS seemed likely last week. Unofficially learned CBS has virtually succeeded in luring Mr. Benny to its fold by means of a capital gains purchase.

● BROADCASTING, Nov. 29 — Jack Benny program will move to full CBS network Jan. 2 in Sunday 7-7:30 p.m. period it had occupied on NBC, CBS announced Friday. Everybody but principals willing to concede Phil Harris and Edgar Bergen shows would move to CBS early next year. NBC President Niles Trammell announces NBC will continue to refuse to purchase stock in so-called production companies until U. S. Treasury says such transactions

(Continued on page 85)

SUNDAY NIGHT HOOPERS

First Round to CBS

By ED JAMES

IN THE STATISTICAL judgment of Hooperatings, NBC last week was groggy from the new CBS Sunday punch.

CBS, with its reorganized Sunday evening schedule built around captured NBC stars, also captured sizeable portions of the radio audience. On Jan. 2—the night of the most drastic network program switch in recent history—NBC led CBS in only one show—Fred Allen over the CBS mystery, *Sam Spade*—and that by a narrow margin.

The Hooper story for the 6:30-8:30 p.m. critical hours of Sunday was as follows:

6:30-7 p.m.: CBS—Spike Jones for Coca-Cola, 10.4 rating; NBC—Ozzie & Harriet for International Silver Co., 8.2.

7-7:30 p.m.: CBS—Jack Benny for American Tobacco Co., 27.8; NBC—Horace Heidt for Philip Morris & Co., 11.7.

7:30-8 p.m.: CBS—*Amos 'n' Andy* for Lever Bros., 19.3; NBC—Phil Harris-Alice Faye for Rexall Drug Co., 14.5.

8-8:30 p.m.: NBC—Fred Allen for Ford Dealers of America, 12.3; CBS—*Sam Spade* for Wildroot Co., 11.2.

NBC Hooper Down

Against the new opposition of the *Spike Jones Show*, moved last Jan. 2 to the Sunday 6:30 time from its former place at Friday 10:30-11 p.m., NBC's *Ozzie & Harriet* lost 4.3 rating points below its position of two weeks before, the latest previous Hooperating period. Mr. Jones and company gained 2.6 points over his previous rating in the Friday spot.

Mr. Benny's Hooperating was improved by his transfer of networks. His 27.8 on Jan. 2 was 2.2 higher than that for his Dec. 19 broadcast on NBC. Mr. Heidt, moved into the difficult position opposite Mr. Benny, suffered a decline of 5.6 points below his Dec. 19 rating in his former post, Sundays 10:30-11 p.m.

Amos 'n' Andy, preceded by the powerful Benny audience pull, got a rating 5.7 points higher than that for its Dec. 19 broadcast. NBC's *Harris-Faye Show* fell 4.9 points below Dec. 19. Of all the Sunday evening schedule, these were the two CBS-NBC shows which on Jan. 2 remained in the same time spots.

NBC's Fred Allen, in a time half an hour earlier than formerly, dropped 2.2 points below his Dec. 19 rating in his accustomed 8:30-9 p.m. spot. CBS *Sam Spade*, who used to confront Edgar Bergen before the ventriloquist's "retirement," picked up 1.2 points against his new opponent, Mr. Allen.

The one sustainer which NBC, at virtually the last moment, substituted in its 8:30-9 p.m. time, which was vacated by the move of Mr. Allen to Mr. Bergen's former 8-8:30 time, got a 6.3 Hooperating, against an 8.7 scored by the CBS *Life with Luigi*, also new to the time.

Advertising Campaigns

Both CBS and NBC indulged in one of the most expensive program advertising campaigns in recent history to promote the changes in their Sunday schedule, a factor which failed to explain a collateral phenomena last Jan. 2. Without special build-up, ABC's lavish giveaway, *Stop the Music*, scored the second highest Hooperating of any Sunday evening show.

In the second half hour of its 8-9 broadcast, *Stop the Music* got a Hooperating of 20.2, against NBC's one-shot *Voices and Events of 1948* and CBS's *Life With Luigi*.

The first half of *Stop the Music* outscored its opposition of Fred Allen and *Sam Spade* with a 15.2 rating.

With the first engagement fought, and the dismal Hooper communique digested, NBC settled down for a long Sabbath-shattering battle.

Another bit of worrisome news was that Sterling Drug was contemplating cancellation of *Manhattan Merry-Go-Round*, Sundays 9-9:30 p.m. on NBC, a program it has sponsored for 16 years.

If Sterling quits, NBC would be left with the entire 8:30-9:30 p.m. period on its hands. It was known that several advertisers were regarded as firmly prospective buyers of either the whole hour or part of it. Until the Sterling decision to stay or quit was made, NBC scheduled a new dramatic program for the 8:30-9 p.m. period and stood by the *Merry-Go-Round* at 9-9:30.

The new show, the *NBC Theatre*, will be produced in cooperation with the Screen Directors Guild and will consist of half-hour adaptations of successful movies. The first, "Stage Coach," starring John Wayne, was to be heard last night (Jan. 9). Each week the director of the film will appear on the radio show. The Screen Directors Guild will make the selections of films for adaptation and will be paid an unknown price by NBC.

Crimp in CBS Plans?

Meanwhile, speculation was rife, following the Internal Revenue decision on Mr. Benny's capital gains purchase by CBS (see story, page 26), as to whether a crimp had been put in Columbia's plans for acquiring other performers.

It was known that until a fortnight ago, when the government turned up its nose at Mr. Benny's request, CBS had been pursuing other NBC luminaries with offers of purchases similar to Mr. Benny's.

With such deals precluded by the new Internal Revenue ruling, it was believed that at least some of the CBS negotiations had stalled. Observers acknowledged, however, that other inducements such as desirable time periods might be offered by CBS in place of the now impossible capital gains deal and that it was not unlikely that some NBC stars would be tempted to leave.

Reported Price

Reports that Mr. Benny's purchase price had been $4 million were vehemently denied by CBS. In an official statement, the network explained that the assets and stock of the comedian's Amusement Enterprises Inc. had been bought for only $2,260,000.

CBS pointed out that Mr. Benny owned only 60% of Amusement Enterprises Inc. and therefore his share of the purchase price was $1,356,000. Taxed as income rather than as a capital gain, that figure will probably produce about $1 million revenue for the government and about $350,000 for Mr. Benny.

The network also denied rumors that it had given Mr. Benny stock in CBS as a hedge against an adverse Internal Revenue ruling.

SALES PRACTICES

NAB Studies Problems

REVAMPING of broadcast sales practices to stop stations from competing with themselves was advocated Thursday by the NAB sales managers executive committee, opening a two-day meeting at NAB Washington headquarters. Committee chairman Eugene S. Thomas, WOIC Washington, presided.

Going into the whole problem of sales and rate practices, the committee was told that agencies and representatives handling national time are protesting rate practices that purportedly drive business to other media.

Stations maintaining two rates—general and retail, or national and local—were said in some cases to be defeating the purpose of the dual rate structure by permitting national advertisers to use tactics that permit them to buy time at the lower or local rate.

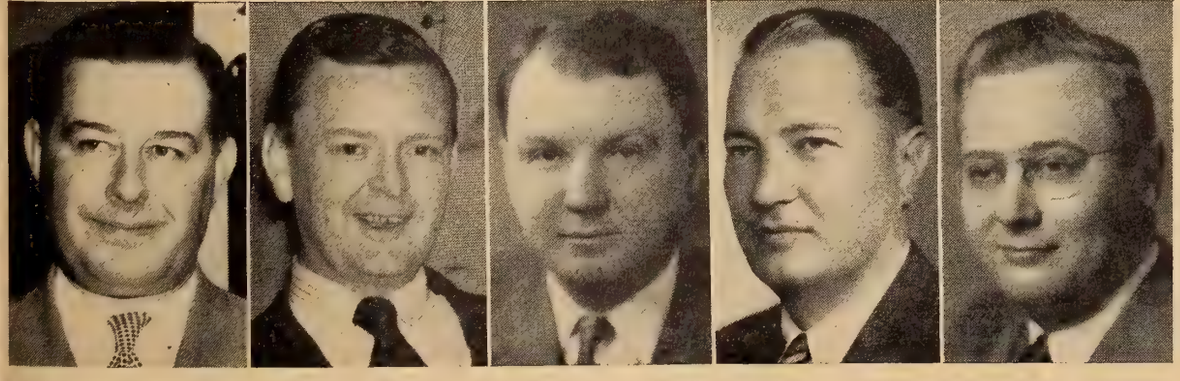
Devices Pointed Out

This was attributed in some cases to local salesmen who advise national advertisers to place business through them. Such devices as routing through a local distributor are employed, the committee was told. Thus national time is diverted from agencies and representatives, with the agencies often deciding to move into other media and drop radio.

An educational campaign was proposed to inform stations of the effect of such methods.

Preparation of a manual on sales practices, to be published as soon as possible, was proposed on rec-

(Continued on page 57)



FIVE-MAN NAB board committee will meet early in February to draw up first phase of NAB reorganization plan [BROADCASTING, Jan. 3]. All facets of the industry are represented. Left to right: Henry W. Slavick, WMC Memphis; John F. Meagher, KYSM Mankato, Minn.; Clair R. McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; Everett L. Dillard, WASH Washington.

ABC CHANGES

Jahncke, Wilson VP's, Barry Shifts

ELECTION of two ABC vice presidents and the reassignment of Charles C. Barry as vice president in charge of television were announced last week by the network. Mr. Barry had been scheduled to take command of western operations.

Ernest Lee Jahncke Jr. was elected vice president in charge of the stations department for both radio and television, and J. Donald Wilson was elected vice president in charge of programs.

Mr. Barry, whose appointment as successor to Don Searle, retired vice president in charge of the Western Division of ABC, was announced a month ago, will remain in New York to direct the network's television activities, and will report to Robert E. Kintner, executive vice president.

Paul Mowrey continues as national director of television for the network.

As a result of the change in Mr. Barry's assignments, Frank Samuels, ABC West Coast sales manager, will be acting head of West Coast operations. John Edwards will serve as acting head of programs on the West Coast, the former job of Mr. Wilson, who will make his headquarters in New York as program chief.

Expanded Video Plans

The decision to retain Mr. Barry in the East and place him in overall supervision of television was made in view of expanded plans for ABC video, according to Mr. Kintner.

Mr. Barry was vice president in charge of programs before his now abrogated appointment as West Coast chief. He has been chief of television as well as radio programming for the network since July 1, 1946.

Mr. Jahncke, who has been with ABC since his release from duty with the Navy, in which he was a commander, became manager of television station relations several months ago following the transfer of John Norton, who had been vice president in charge of the stations department, to the vice presidency of the midwestern division.

At that time Otto Brandt was named manager of station relations. With the elevation of Mr. Jahncke to a vice presidency in overall charge of the stations department, Mr. Brandt becomes national director of station relations for both television and radio.

A graduate of the U. S. Naval Academy, Mr. Jahncke was in the traffic department of NBC from 1937 to 1941 when he went on active duty with the Navy.

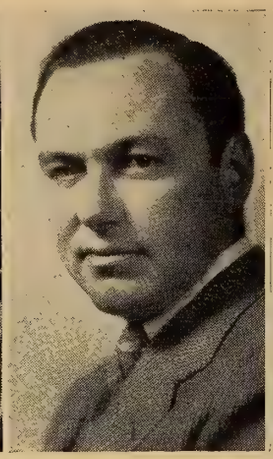
Mr. Wilson, formerly a freelance director and producer in Hollywood, has been with ABC for a year and was appointed head of programming a month ago at the time of the decision to move Mr. Barry to the West Coast.

Other Appointments

Several other executive appointments at the network were also announced. Morgan Ryan, former member of the program sales department, was named eastern program manager and program manager of WJZ New York; Harold Morgan Jr., former budget officer, was appointed business manager for television; Geraldine Zorbaugh and William R. White, of the legal staff, were made assistant secretaries of the company; Charles Harrell, former eastern program manager, was made an executive producer of television, and Anne Kelly, in the program department of WJZ, was named assistant program manager of the station.



Mr. Wilson



Mr. Barry



Mr. Jahncke

* * *

TURKEY DAY SHOW

On CBS Tops in Audience

THE CBS *Thanksgiving Festival* received the highest audience ratings, according to A. C. Nielsen Co., New York Marketing Research Organization.

CBS, the network that established the tradition of specially-created, star-studded holiday shows, received a total audience rating of 22.7% as against 20.8% for the same type of show on NBC for the same period, Thursday, Nov. 25, 4-6 p.m.

The CBS show was sponsored by Wm. Wrigley Jr. Co., Chicago, through Arthur Meyerhoff, also Chicago. NBC's Thanksgiving frolic was sponsored by Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago.

B&B NAMED

To Handle Crosley

AVCO Manufacturing Corp., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising for its Crosley Division, W. A. Blees, AVCO vice president and general sales manager of Crosley, announced last week.

Benton & Bowles will promote and advertise Crosley products under two major groups—electronics and household appliances. Mr. Blees said that Crosley, in 1949, will more than double its 1948 expenditure.

Two Elected

ELECTION of Ralph W. Nelsen and William M. Engelmann as members of the board of Abbott Kimball Co., New York, was announced last week by Abbott Kimball, president and chairman of the board. Both men have been with the company for 10 years.

WHITEHALL

Daytime Billings Go To Murray

APPROXIMATELY $2 million worth of daytime radio billing effective immediately will be transferred by the Whitehall Pharmacal Co., New York, to the John F. Murray Co. advertising agency, New York, from Dancer-Fitzgerald-Sample, New York, which has handled that billing for the past decade.

Among the shows that John F. Murrary will handle are *Helen Trent* and *Our Gal Sunday* both five times weekly on CBS; *Just Plain Bill* and *Front Page Farrell* both five times weekly on NBC, and *Zeke Manners* on West Coast network. All five shows were formerly handled by D-F-S. The *Mr. Keen* show on CBS will be retained by D-F-S.

The John F. Murray agency has handled only the magazine advertising for Whitehall Pharmacal Co., until the current increase of radio billing.

FELDMAN

Given Promotion by MBS

ARTHUR FELDMAN, director of news operations for the MBS Washington office, has been named Mutual director of special events, A. A. Schechter, the network's news and special events vice president, announced last week.

Mr. Feldman succeeds Jack Paige, recently promoted to manager of program operations. He joined MBS in January 1948 as a member of the network's news staff.

Simultaneously, Hollis Seavey special events director of Mutual's Washington office, was appointed news and special events coordinator in the capital city.

FMA POST

Sellers Executive Director

EDWARD L. SELLERS, Washington newspaperman, last week was named executive director of the FM Assn. succeeding Bill Bailey. Mr. Bailey wound up his FMA tenure Dec. 31 [BROADCASTING, Jan. 3].



Mr. Sellers

With emphasis planned on sales aspects of FM broadcasting along with consumer acceptance, FMA's executive committee outlined a promotional program for the year including a sales clinic during the spring in New York. Already plans are under way for the annual FMA convention to be held next September at the Sheraton Hotel, Chicago.

Mr. Sellers has been an Associated Press radio editor and sales representative for the AP Washington City News Report. He has been in public relations work more than a decade, including the Virginia Railway Assn. and Norfolk & Western Railway. During the war he was a Navy flyer and was retired as a lieutenant. After the war he was with Capital Airlines as publicity and promotions manager, becoming sales manager of the airline's news bureaus. He is a graduate of Roanoke College and Washington & Lee U., where he did graduate work in journalism.

FMA has retained Faught Co. as public relations and promotion counsel to assist Mr. Sellers and the board in its expanded 1949 program. The board will meet in the near future to work out details and make budgetary provisions.

Thomas F. McNulty, president of WMCP (FM) Baltimore, last week resigned as a board member and treasurer of FMA. He gave no reason for the action. FMA has not yet taken steps to name a successor.

ARMSTRONG VS. FCC Case Goes to Court in February

DISPUTE over the reallocation of FM—long waged between FCC and FM's inventor, Prof. Edwin H. Armstrong—in effect has finally reached the courts.

Pending further court hearing, Prof. Armstrong has won a stay order against FCC's deletion of his experimental low-band FM station, W2XMN Alpine, N. J.

In an eleventh-hour move Dec. 31, Prof. Armstrong filed an appeal with the U. S. Court of Appeals for the District of Columbia from FCC's denial of his request for continued operation of W2XMN.

Midnight of Dec. 31 was FCC deadline for cessation of all low-band FM broadcasting. The stay order against the Commission action was issued the same day and the case was ordered on the court's February docket for immediate consideration.

Data 'Ignored'

Implications were contained in the court appeal that FCC not only "ignored" vital FM propagation data offered in the past from W2XMN, but that the Commission in its present proposed television reallocation "may be acting on data that is erroneous" if it stops the Alpine low-band experimental program. Prof. Armstrong indicated to the court that had it not been for the W2XMN experiments he "could not have ascertained" certain propagation data errors at the FCC's television engineering conference Nov. 30-Dec. 3 [BROADCASTING, Dec. 6].

The prompt court action stemmed from the claim by Prof. Armstrong that both he and FM would suffer "irreparable injury" if W2XMN were forced to cease transmissions. Upon the filing of the notice of appeal and petition for stay order the court held an informal hearing that afternoon before Justices D. Lawrence Groner, Bennett Champ Clark and E. Barrett Prettyman.

In late afternoon the court called for representatives of FCC and Commission General Counsel Benedict P. Cottone, Assistant General Counsel Harry Plotkin and attorneys Richard Solomon and Paul Dobin attended.

Principal issue is whether or not Prof. Armstrong was entitled to FCC hearing on, or received due consideration of, his request for renewal of the W2XMN authorization beyond Dec. 31. The FM inventor charged he was denied renewal without hearing.

The old battle between Prof. Armstrong and the Commission over the reallocation of FM from 44-50 mc to its present 88-108 mc band is expected to be drawn into the proceeding as detailed background information. Heretofore, it is believed, there has been no private interest involved in the allocation dispute upon which litigation might be based.

Meanwhile, W2XMN may be continued in operation. It uses 40 kw on 44.1 mc. Termed the first regular FM outlet and in continuous operation since 1939, W2XMN was one of 11 low-band stations required to cease broadcasting under the Dec. 31 deadline [BROADCASTING, Jan. 3]. It is the only outlet which had a formal protest pending at the time the termination order went into effect.

The Armstrong appeal was supported by an affidavit from Paul A. deMars, Washington consulting radio engineer, who designed and constructed Yankee Network's pioneer FM stations at Paxton, Mass., and Mt. Washington, N. H.

Prof. Armstrong also included in his appeal a letter from Dr. Harlan T. Stetson, director of the Cosmic Terrestrial Research Lab. of Massachusetts Institute of Technology, saying it would be "unfortunate" to stop W2XMN at this time. Dr. Stetson has been making hourly measurements of the station, 167 miles distant, since February 1945.

In his notice of appeal, Prof. Armstrong stated that on Dec. 10 he made written application to the Commission for renewal of the W2XMN authorization. The station has been conducting its experimental program since 1941 under short-term special temporary authorization.

On Dec. 22, the notice of appeal said, "the Commission advised appellant's attorneys that the Commission had, on that date, considered his application for renewal and had denied same but without having fixed and given appellant notice of a time and place for hearing on said application and without having afforded appellant an opportunity to be heard."

A petition for reconsideration of the denial was filed on Dec. 29, the appeal related, and on Dec. 30 a supplement to that petition was filed "expressly requesting an opportunity to be heard and to present oral argument" on the application and petition.

On Dec. 30 also there was filed a request for extension on temporary basis the "license" for W2XMN and that the renewal denial be stayed pending final determination of the petition for reconsideration.

The notice of appeal indicated "the Commission has not taken any action" upon the pending requests and thereupon cited several reasons to support the appeal.

The appeal said that the Dec. 22 letter of denial was based upon two previous orders of the Commission relating to termination of low-band operation "which were arbitrary and capricious and contrary to law and embodied and were based upon gross misconceptions of scientific fact." The orders referred to were issued in September and May in reply to requests that the Commission modify or reconsider its decision not to allocate part of the 44-50 mc band to FM and to require cessation of all low-band transmission on Dec. 31 [BROADCASTING, May 10, Sept. 20, 1948].

Said to Be Violation

The failure to give hearing on the renewal application and petition for reconsideration was termed in violation of Sec. 309(a) of the Communications Act as well as of the Fifth Amendment to the Constitution. It was pointed out that the FCC action "summarily terminates" the W2XMN operation "at a time when there is no present possibility of making an allocation of and utilizing the frequency in question for any other purpose."

FCC proposes to allocate the 44-50 mc band among various public safety and special services and one Commission spokesman last week indicated the assignments may be made final as early as February. He pointed out also that these services usually do not need more than a few weeks to get into operation after approval. FCC had said it intended to expedite this allocation in its September order on the FM request.

The appeal further argued that the FCC order "without reason or necessity summarily terminates important experimental activity in connection with the propagation characteristic of radio waves." Also mentioned was the fact that "more than eight regularly operated commercial FM broadcasting stations" would be deprived of programs broadcast by W2XMN. Such action "materially hampers the service rendered by those stations," it was said.

In his petition for the stay order, Prof. Armstrong pointed out that expenditures of great amounts of time and money would be "substantially lost to him." In an accompanying affidavit he urged operation of his station be permitted, therefore, "at least as long as it does not conflict with the operation of mobile services."

The affidavit pointed out that in two letters to FCC during December Prof. Armstrong stated that "certain errors in propagation data" had been introduced at the Nov. 30-Dec. 3 television engineering conference. He warned that from these errors "sweeping conclusions have been drawn that are incorrect." Both were submitted for the court's attention.

The first letter, dated Dec. 20, said that at the engineering conference he and Mr. deMars had

(Continued on page 56)

SECURITY

Ramifications Are Seen In Proposal

SUSPICIONS have been aroused in news circles and on Capitol Hill that a proposed measure to tighten security safeguards might prove a checkrein on newsmen and result in unwarranted prosecutions.

The proposed measure was sent to Speaker of the House Sam Rayburn by Defense Secretary James Forrestal with a covering letter from W. John Kenney, Under Secretary of the Navy.

Designed to give added protection to the nation's secret codes and intelligence activities, the bill would set fines up to $10,000 and imprisonment up to 10 years or both, for violations.

Not only would the proposal outlaw publication, communication or use of restricted materials and codes, but it would also ban disclosure of any information concerning preparation of codes, or the construction, repair and maintenance of transmitting machines.

Rep. Emmanuel Cellar (D-N.Y.) let it be known last Wednesday that treatment of the bill might not be too kind. Congressman Cellar is slated to take the helm of the House Judiciary Committee, to which the measure has been referred.

The proposal is identical to one unanimously approved in the 80th Congress by the Senate Armed Services Committee. But that committee had made changes in the bill to overcome objections against an earlier Navy proposal.

Criticism of the Navy proposal centered on the fact that stations, newspapers and other publications might be prosecuted under its terms if they published any information which previously had been sent via a coded message.

Speaker Rayburn was advised that the new measure was drafted by the Navy and represented the combined views of the State Dept., Central Intelligence Agency, Army and Air Force.

Congressman Cellar indicated that the bill "will have to be scrutinized carefully."

"The joker," said Rep. Cellar, "is in that 'classified information' clause.

"Some magazine writer might innocently turn out a good technical article on a scientific subject, and find himself in trouble because somebody's office assistant thought it contained some good stuff that should be stamped 'classified.'"

According to Secretary Kenney the proposed legislation "does not in any way control the free dissemination of information which might be transmitted by code or cipher unless the information has been obtained by clandestine interception and cryptanalysis."

A Service of Broadcasting Newsweekly

JANUARY 10, 1949

TELECASTING

COAXIAL OPENING

AT&T to Link East, Midwest Tuesday

By BRUCE ROBERTSON

NETWORK television will take its longest forward step tomorrow night (Jan. 11) when AT&T links together its coaxial cable between Pittsburgh and Cleveland to connect the present East Coast and midwestern video network facilities.

Event, to be celebrated with a 90-minute ceremonial program, marks the beginning of regular TV network programming from the Atlantic to the Mississippi. Moreover, it is tangible evidence that coast-to-coast video networking is no dream to be achieved at some far-distant date, but a rapidly approaching reality.

AT&T pointed out that the new video network service, which becomes available for regular use on Wednesday, will put TV programs within reach of a quarter of the nation's population. The combined network, AT&T reported, will extend for 2,100 miles—1,740 rout miles of coaxial cable and 370 route miles of radio relay.

The new network facilities provide one circuit each way between New York and Chicago for network TV programs, which the Bell System promises will be expanded by the end of June to provide three westbound and one eastbound circuits. Until these added channels are available, however, the four TV networks are dividing the facilities on an elaborate time-sharing schedule worked out after weeks of argument which concluded in many cases with the telephone people making the allocations themselves because the video broadcasters could not reach an agreement.

Allocations for the East-to-West circuit first to be announced [BROADCASTING, Jan. 3], were somewhat altered last week when WPIX (TV) New York decided not to join in the cable-sharing group at this time. Changes in the East-West schedule are:

Monday-to-Saturday, 5-8 p.m.: 5-5:15 to NBC; 6-6:30 remains DuMont Monday through Friday but is open on Saturday; 6:45-7 to DuMont Monday through Friday, CBS on Saturday; 7:15-7:30 to ABC Monday through Thursday and Saturday; CBS on Friday.

The Monday 8-9 hour allocated to WPIX is now divided: 8-8:15 to CBS; 8:15-8:30 to DuMont; 8:30-9 to NBC. Tuesday, the 10-10:30 spot formerly given to WPIX is now split 10-10:15 to CBS, 10:15-10:30 to NBC. Saturday, the 8:30-9 period switches from DuMont to ABC, 9-9:30 from ABC to NBC and 10-11 from WPIX to ABC.

Sunday the 5-5:30 period goes from WPIX to NBC, 6-6:30 which was open is now divided 6-6:10 to CBS and 6:10-6:30 to ABC, 10-11 goes from rotation to NBC each week.

Those changes are in the East-to-West circuit. The West-to-East circuit allocations finally decided on last Wednesday, include no allocations to DuMont. Division of time among the other three TV networks is shown in the above tables.

SUNDAY

3-4 p.m.	ABC
4-4:30	NBC
4:30-6	ABC
6-7:30	NBC

(6:30-7:30 to Philadelphia only)

7:30-8	ABC
8-9	NBC
9-10	ABC
10-10:30	ABC
10:30-11	NBC

MONDAY-FRIDAY

9-10 a.m.	ABC
12-12:30 p.m.	ABC
1-1:30	CBS
3-3:30	ABC
4:30-5	NBC

Saturday, all daytime to 5 p.m. is open.

MONDAY-SATURDAY

5-5:30 p.m.	NBC
5:30-6	ABC
6-6:30	NBC
6:30-7	ABC
7-7:30	NBC
7:30-8	ABC

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:8:30	NBC	CBS	NBC	NBC	ABC	ABC
8:30-9	ABC	CBS	NBC	NBC	ABC	NBC
9-9:30	ABC	NBC	CBS	CBS	CBS	ABC
9:30-10	NBC	NBC	ABC	CBS	NBC	ABC
10-10:30	NBC	ABC	ABC	NBC	ABC	NBC
10:30-11	NBC	ABC	ABC	NBC	ABC	NBC

NBC Time

On Monday, 10-11 p.m., the West-to-East circuit allocated to NBC stops at Philadelphia as DuMont has the Washington-to-New York circuit at that time. This is also true Friday, 9:30-10 p.m., when ABC has the Washington-to-New York circuit.

When CBS is bringing the Golden Gloves finals east from Chicago the week of Feb. 21 a number of evening periods generally allocated to other networks will be made available to CBS for that week only. CBS will also get the West-to-East cable on March 4 from 10-11 p.m. for a special sports program.

NBC's schedule for the full eastern and midwestern networks via the new cable includes two Monday through Friday programs, *Howdy Doody*, 5:30-6 p.m., and *Camel Newsreel*, 7:50-8 p.m.

Once-a-week programs to go on the full Atlantic-to-Mississippi NBC hookup as of Jan. 12 are: *Texaco Star Theatre*, Tuesday, 8-9 p.m.; *Kraft Television Theatre*, Wednesday, 9-10 p.m.; Bigelow-Sanford show, Thursday, 9:30-10 p.m., and the Friday night fights sponsored by Gillette Safety Razor Corp. [BROADCASTING, Jan. 3].

In addition, NBC reported that the *Philco Playhouse* will be broadcast over the full hookup every other Sunday, 9-10 p.m. On the Sundays that it does not get the cable, this program will be broadcast on NBC's East Coast TV network as it has been.

In the Midwest, the program used in the East two weeks earlier will go on at the same time through kinescopic recordings sent to the individual NBC affiliates in the Midwest.

The Swift show, on NBC-TV Thursday, 8:30-9 p.m., will be broadcast from Chicago over the full hookup on Jan. 13 only. Henceforth, it will go on live on the eastern network as in the past, and will be repeated by kinescopic recording broadcast on the midwest network from Chicago two weeks later at the same time.

This same procedure will be followed for the Cluett-Peabody Arrow show, Thursday, 8-8:30 p.m.; *The Bates Girl About Town*, Wednesday, 8-8:20 p.m., the Colgate-Palmolive-Peet program, Monday, 9-9:30 p.m.

American Tobacco Co.'s new program, *Show Time*, Friday, 9:30-10 p.m., half-hour filmed dramas based on famous short stories, will start Jan. 21 on NBC's East Coast hookup, with prints of the film sent to all other NBC TV affiliates for simultaneous broadcast.

Chicago Originates

RCA's new *Kukla Fran and Ollie*, Monday through Friday, 7:30-8 p.m., will be broadcast from Chicago to the full midwest network and fed via cable to New York and Richmond, with other eastern markets possibly to be added. Admiral Radio Corp. on Jan. 28 starts *Friday Night Frolics* on a combined NBC-DuMont video hookup in East and Midwest, 8-9 p.m.

Chevrolet Div. of General Motors will add kinescopic recordings on KNBH Hollywood to its live East Coast NBC hookup, Monday, 8-8:30 p.m., after that station takes to the air Jan. 16, but has made no other plans to extend the program's present TV coverage. Procter & Gamble will continue *I'd Like to See*, Tuesday, 9-9:30 p.m., in the East only until the time when more cable circuits are available.

Motorola Radio Co. is planning to drop its *Nature of Things* series, Monday 8:30-8:45 p.m., and to replace it with a new half-hour show

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Jett to Speak at CBS TV Clinic Opening 66
Demand for TV Unstoppable, Says Wilmotte 67



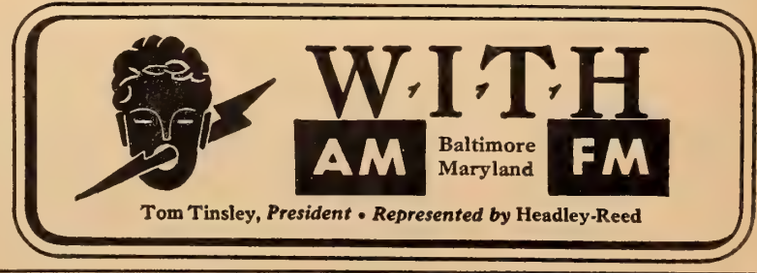
A Wise Old Bird

Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy W·I·T·H, the BIG independent with the BIG audience.

They know that W·I·T·H is the big bargain buy in the nation's sixth largest market. They know that W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. They know that W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full W·I·T·H story.





Leave us now join

Before we wipe the old slate clean
Let's sing a song, let's pen a paean
To everything in '48
Which we would like to celebrate:

To Radio, first, a cup of cheer
For winding up its biggest year,
Knowing full well, while we're about it,
That none of us could live without it.
Hail to a year of glad relations
Between this network and its stations
From West Palm Beach to Puget Sound,
And, boy, bring on another round
For the nine-and-ninety million folks
Who listen weekly to our jokes,
Our songs and stories, news and dramas—
Here's to them all, their pops and mamas,
Their sisters, uncles, aunts and others
Including *in* the Lever Brothers.
To Pepsodent's *Irma,* Palmolive's *Brooks*
To Phil and all the other Cooks,
To Chesterfields and that old peachy
Godfrey guy, and Don Ameche
(The "Lucky" boy)—to Vaughn Monroe
And Hawk from whom all Camels flow,
To Johnny and to Philip Morris—
You're all okay in our thesaurus.

Hasn't it been a dandy year
For all the theaters on our air!
The "15th straight" for champion Lux,
Ford looking like a million bucks,
Electric's show where Little Helen
Is standing 'em in the aisles, all yellin',
While Armstrong, Hallmark and Prudential
Just keep on being existential.

Three cheers, we say, and three more cheers
For all those doughty engineers
Who worked the night-long and the day-long
To make those records that can play long;
All of which just goes to prove
We're always in that micro-groove.

Remember the day when General "Ike"
Stood up before Columbia's mike
To raise a cool three hundred grand
For Europe's hungry kids? We stand
Hats off to "Ike" and his Crusade
And guys like him who make the grade:
A pair of Sulka's best pajamas
To grace the gams of Lowell Thomas.

And now let's pay our proper dues
To Edward Murrow and his News







hands

Than which there is no super-duper,
And let's salute our Average Hooper,
And all our shows—and there are plenty—
That broke into the tough "top twenty."
Hooray for Sunday's Peerless Tonic
Which millions call the Philharmonic.
(In this connection, shout hooray
For Standard Oil—that is, [N. J.].)

We would be derelict in our mission
Did we not honor Television.
Man's glassy essence, thee we toast,
Now on your way from coast to coast
Toward new horizons. Hail TV!
There's more in you than we can see.
Rochester, Jack and Mrs. Benny
Of happy returns we wish you many,
And here's a cane all made of candy
For Lum 'n' Abner 'n' Amos 'n' Andy.
Shoot Roman candles to the sky
In praise of dear old NRI,
And while we're on the alphabet
A pox on us lest we forget
IBEW... RDG...
abracadAFRA and NAB,
Four fanfares and a furbelow
For Messrs. BBD & O.

Sullivan, Stauffer, Colwell, Bayles,
We know that you will never fail us,
And may the light of yon great Star
Shine gently on you, Y & R.
In Thompson's name we shout our skoals
And we're all yours in Benton & Bowles.
On, Procter! On, Gamble! On, Gallup and Roper!
Let bygones be bygones for each horoscoper.
Let's pin a sprig of holly on
The famous Crosbys, Bing and John,
And with another wreath adorn
The brows of Gould and Miss Van Horne.
For *Variety's* "mugs" and *Radio Daily*
A long locomotive and a willow-waley.

Well... '48 was mighty fine,
Now looking out toward '49
We wish from electronic science
The best to all our friends and clients,
To everyone in Radio
A hug beneath the mistletoe,
We're only sorry we can't list 'em...
This is... The Columbia Broadcasting System.



BOXING SPARS WITH TV

NBA Polling Members

TELEVISION networks should sit down now with boxing authorities and work out the economics of ring telecasts for the good of both industries, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene told BROADCASTING that his own organization is now making a national poll of the members on television, seeking to find out what effect TV has had on boxing in their areas and seeking suggestions for meeting problems created by television.

Results of the NBA poll are expected to be compiled in time for its next executive committee meeting at a date yet to be set in February.

The NBA is composed of the official boxing commissioners, who are generally government officials, from all states, except Massachusetts (which is about to join) and New York. Mexico, Cuba, Canada and several U. S. territories are also members. Commissioners are charged with the duties of fostering as well as regulating the sport.

(In New York, meanwhile, the Boxing Managers Guild took the initiative for boxers, letting it be known it will seek to bargain for contracts for fighters with television networks.)

Statement Devoted to TV

Mr. Greene's revelation that the poll was being conducted followed the issuance of his yearend statement, which, unprecedentedly, was devoted completely to the effect of television on boxing. Mr. Greene, former NBA president, is the first man to hold the job of national commissioner. He also is the state athletic commissioner of New Jersey.

His main thesis was that telecasting big ring contests could upset the economy of boxing clubs throughout the country. He indicated that in self defense boxing clubs might have to ban telecasts.

A somewhat similar argument recently was raised in connection with college football telecasts—that televising of one big game could destroy the gate of smaller colleges and thereby ruin the financial foundation on which all college sports rests [BROADCASTING, Dec. 20, 1948].

Mr. Greene discounted the argument that television might make many new fight fans as did radio. The media are not comparable, he said, because a telecast, unlike a radio report, is so close an approximation to eyewitnessing.

"Television gives the homeside spectator a ringside seat which he can't get unless he's among the 400 garden millionaires," said Mr. Greene.

"The expedient of cutting main event fighters into a small slice of the promoters television payoff just won't do," he continued. "New York main-eventers get a $272 melon. That isn't the answer because with gates badly slumping, it's like buying a quarter for a buck.

"But it isn't the effect of video on any one given television show that's so devastating. Mere drop in the gate at Madison Square Garden alone is only a momentary deflection which Uncle Mike Jacobs and the Garden probably can hurdle.

"It is what such television shows do to the hinterlands that counts. For instance, if a good fight is televised from Washington, the fight club in Newark, or Richmond Hills, or Pawtucket is badly dented.

"There isn't a fight club in New Jersey, for instance, which can compete with Garden television on Friday night. When Beau Jack and Ike Williams boxed for the title in Philadelphia, the club in Newark, 100 miles away, might just as well have folded for the night. It did fold completely later."

Economy Upset

Mr. Greene emphasized that boxing economy has been upset already with "meager television" and with the coaxial cable to the Midwest about to operate, the problem can only be intensified.

The effect of television on small clubs, he said, will have a deleterious effect on all boxing because the fight game needs the local rings as the incubators for the top talent.

"Television men who are talking about staging major fights in small clubs before exclusive audiences are five years ahead of themselves and therefore talking through their hats. A good club has the fight bugs. Put two Donnybrookers in a plush-lined hangout without accompanying bedlam and they'll emulate a pair of sweethearts.

"Additionally, a mere sponsored show between two world-famous boxers in a private club for the sponsor's friends takes the fight out of the realm of sports and makes it a purely commercial proposition. Of what value will it be then, to newspapers and sport pages, which make sports as big as they are?

"Without sports page steam-up for a fight, the television sponsorship won't be worth the tube it's flashed on, and the vicious cycle is complete."

He urged the TV networks and TV manufacturers, the latter of which have enjoyed set sales spurts due to big fights, to "heed the handwriting on the wall" and sit down with boxing commissions and the NBA "lest they wake up some day and find a universal decree against televising of boxing bouts."

Charles Johnston, president of the Boxing Managers Guild in New York, acknowledged that his organization would try to bargain for "talent" in the ring business with TV networks. This would be the guild's first effort in that direction.

The guild already has had one meeting with DuMont network executives, notifying them that after May 31, when DuMont contracts with the arenas are terminated, that the guild expects to be the negotiator instead of fight clubs, as heretofore.

CHICAGO SHOW

Furniture Exhibition Features Television Receivers

RADIO and television manufacturers, educated since the first flush of receiver production to the fashion whims of the buying public, are making radical improvements in cabinet styling.

Evidence of modern design is being seen in Chicago at the annual Winter Furniture Market in the American Furniture Mart, where more than a dozen AM and TV manufacturers are demonstrating their products to buyers from all parts of the country. Receiver cabinets are developed elaborately in a variety of sizes, shapes and woods, although mechanical elements and prices remain much the same as last year. Major variance in this year's prices is that the scope has been broadened to include more inexpensive as well as more costly models.

Because manufacturers have dropped older lines and introduced new ones, attempts to give greater values are centered on original design and styling. Selling, sparked by fashion consciousness, has become highly competitive.

TV set makers predict their receivers will become the focal point in a room, replacing the traditional fireplace or couch. Requirements for televiewing rooms, they say, are: (1) That furniture be low-slug, light and easily movable; (2) that chairs or couches enable viewers to shift, rock back or rest without losing view of the screen, and (3) that the receiver cabinet be as attractive and well-arranged as the normal focal point, such as a grand piano.

"In the planning of homes, there is already a trend toward a regular television room," one TV spokesman said. "The set is no longer a gadget pushed into a corner, interfering with the room arrangement."

Set producers also predict that video will aid in counterbalancing the drift from home and family entertainment.

Several private brand manufacturers are exhibiting radio and television sets produced to correlate with complete furniture lines, with cabinets complementing other pieces in a room by color, material and size. Ensembles on display feature a receiver as an integral part of the furnishings.

Major-brand manufacturers participating in the Mart showing are RCA, Philco, Admiral and Zenith. Arvin, an Indiana firm, introduced its table model TV set for the first time last Monday. RCA is showing four 16-inch picture tube models, with push-button tuning for both close-up and normal viewing.

Products made by General Electric are in dealer showrooms at the home furnishings market in the Merchandise Mart. The two-week Winter Market will be concluded at each site Jan. 15.



THIS is the lowest priced of the first three RCA Victor TV receiver models featuring the 16-inch metal-coned picture tube. Suggested Eastern retail price is $495 in walnut or mahogany finish, $520 in blond. Set features an extra large electro-dynamic speaker, automatic gain control, well-shielded chassis and variable tone control.



THE EMERSON entry in the low priced television set field is this Model 611, introduced last week at the Waldorf-Astoria, New York City. With a 52 inch screen and 10 inch picture tube, the set will list for $269.50, 10% lower than the former price for this type of set.

Upcoming

Jan. 10: Chicago Advertising Executives Club dinner, Electric Club, Chicago.
Jan. 10: Hollywood Advertising Club panel on "Television in 1949," Roosevelt Hotel, Hollywood.
Jan. 11: Opening of East-Midwest Television Network.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 18-19: RMA Industrial Relations Committee conference for industrial relations and personnel directors, Hotel Statler, New York.
Jan. 20-22: CBC board meeting, Montreal.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.
Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.
Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.
Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
March 4-6: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.

NEW CBS TV's

Four Affiliates Added

AFFILIATION of four television stations with CBS, bringing the network's total to 28, was announced last week.

The stations and the effective dates of their affiliations are:

WHIO-TV Dayton, Feb. 15, owned by the Miami Valley Broadcasting Corp., operating on Channel 13, Robert Moody, general manager.

WHEN (TV) Syracuse, Jan. 1, owned by the Meredith-Syracuse Television Corp., operating on Channel 8, Paul Adanti, general manager.

WICU Erie, Jan. 1, owned by the Erie Dispatch, Inc., operating an Channel 12, Edward Lamb, president.

KOB-TV Albuquerque, Dec. 31, owned by Albuquerque Broadcasting Co., operating on Channel 4, R. R. Seal, general manager.

'Goldbergs' on TV

ONE of radio's oldest families, and certainly one of its longest-running programs, turns to radio's most precocious child when *The Goldbergs* invade television, Thursday, Jan. 13, the series debuts on CBS-TV, 8-8:30 p.m., with its author, Gertrude Berg, in the lead role of Mollie Goldberg, which she created.

TV PULSE

'Texaco Theatre,' Godfrey Tops in N.Y., Phila.

TEXACO Star Theatre and *Godfrey's Talent Scouts* held the number 1 and 2 spots in the TV Top Ten list in both Philadelphia and New York during December, according to The Pulse Inc. Wrestling was the top attraction in Chicago during the same month. Sets in use in both Philadelphia and New York showed slight increases.

New York

			Dec.	Nov.
Texaco Star Theatre	WNBT	Tues.	70.0	59.3
Godfrey's Talent Scouts	WCBS-TV	Mon.	38.7	
Toast of the Town	WCBS-TV	Sun.	37.3	36.0
Original Amateur Hour	WABD	Sun.	32.7	32.7
Small Fry Club	WABD	Mon.-Fri.	29.7	27.4
We, The People	WCBS-TV	Tues.	29.3	28.0
Kraft TV Theatre	WNBT	Wed.	29.3	31.3
Basketball	WCBS-TV	Mon.	26.7	
Winner Take All	WCBS-TV	Wed.	26.7	26.0
Howdy Doody	WNBT	Mon.-Fri.	24.1	

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV Only	Radio Only
Dec. 1948	33.1	24.2	10.7
Nov. 1948	34.2	34.1	11.5
Oct. 1948	33.5	24.1	10.8

6 p.m.-12 Midnight Sets-in-Use Entire Week

	TV Only	Radio Only
Dec. 1948	37.0	10.9
Nov. 1948	39.2	9.7

Philadelphia

Five of the ten leading shows in Philadelphia were comedy-variety offerings. Four of these programs have appeared among the Top Ten lists since October; the fifth, *Godfrey's Talent Scouts*, is a newcomer to TV.

Average ¼ hour sets-in-use for the entire week climbed slightly for both TV and aural radio in December, with the TV listening remaining slightly less than double that for radio.

			Dec.	Nov.
Texaco Star Theatre	WPTZ	Tues.	62.0	61.0
Godfrey's Talent Scouts	WCAU-TV	Mon.	55.0	
Break the Bank	WFIL-TV	Fri.	50.0	39.0
Toast of the Town	WCAU-TV	Sun.	49.0	41.0
We, The People	WCAU-TV	Tues.	49.0	44.0
Basketball	WCAU-TV	Mon.	44.0	
Original Amateur Hour	WFIL-TV	Sun.	41.0	39.0
Film-Four Feathers	WFIL-TV	Fri.	40.0	
Stop the Clock	WCAU-TV	Mon.	40.0	
Kraft TV Theatre	WPTZ	Wed.	39.0	35.0

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon to 12 Midnight

TELEVISION HOMES

	Combined Radio & TV Sets-in-Use	TV Only	Radio Only				
Dec. 1948	37.6	25.5	14.4	Nov. 1948	37.4	25.1	14.2
				Oct. 1948	32.0	22.0	11.1

Chicago

Four visual sports offerings and three feature films made the Top Ten lists among Chicago TV offerings for December. Twenty-one shows achieved ratings of 25+. These shows included 6 sportscasts, 6 feature films, 4 comedy-variety shows, 1 kid show, 1 drama, 1 quiz show, 1 candid interview program and 1 special event telecast. They were divided over the week as follows: Monday 5; Tuesday 2; Wednesday 1; Thursday 2; Friday 4; Saturday 1; Sunday 5; and Monday-Friday 1.

Wrestling	Thurs.	WGN-TV 46.0
Vaudeo Varieties	Fri.	WENR-TV 38.0
Hockey	Sun.	WBKB 35.0
Film-Boys' Reformatory	Thurs.	WBKB 34.0
Boxing	Fri.	WGN-TV 32.0
Film-Black Magic	Fri.	WBKB 32.0
Wrestling	Mon.	WBKB 32.0
Philco Playhouse	Sun.	WNBQ 30.0
Super Circus	Sun.	WENR-TV 30.0
Stars of Tomorrow	Sun.	WENR-TV 29.0
Film-Of Mice and Men	Mon.	WGN-TV 29.0

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV Sets-in-Use	TV Only	Radio Only
Dec. 1948	31.9	19.5	14.3

7-YEAR TV PACT

Signed by Cooley and KTLA

A SEVEN-YEAR television contract has been signed between KTLA Hollywood and Spade Cooley, western recording star, according to Klaus Landsberg, West Coast director of Paramount television.

Mr. Landsberg who termed the pact "unique" pointed out that Spade Cooley's *Western Varieties*, a weekly Saturday hour, has been on the station for the past five months. Currently unsponsored, Mr. Landsberg said that sponsorship would be announced shortly. Contract also covers rights for video transcriptions on film for network distribution.

CTS CONFERENCE

Set for Chicago March 7

TELEVISION industry leaders from all parts of the country will take part in the Chicago Television Council's national TV conference, March 7, 8 and 9, in the Palmer House, Chicago.



Mr. Stirton

Speakers, representing all elements within the industry, will appear alone and on discussion panels, according to James Stirton, council president and ABC Central Division general manager.

"It is our intention to measure the developments of television to date and to estimate the future in an exciting, interesting manner," Mr. Stirton said. "We will avoid generalizations and tedious excursions and seek, instead, to get down to cases."

The conclave, which will be "practical as well as informative," is the first of its kind to take place in Chicago. Speakers will be chosen for their activity in the industry and the phases with which they are most familiar, Mr. Stirton explained. The session will be open to all industry members and interested persons, and attendance will include station personnel, agency representatives, talent and technicians.

A registration fee, still unannounced, will include cost of three luncheons and a dinner at which a national TV expert will be guest of honor.

CAR TV BAN BILL

To Be Introduced in N. Y.

A BILL banning television in New York state cars will be introduced in the state legislature, which convened last Wednesday, State Sen. Thomas C. Desmond, the bill's sponsor, announced. Exceptions would be Army, Navy, police, fire and television company cars.

The senator commented that "rolling theatres" operated by the public "will produce more smash-ups and kill and maim more people than bad brakes, drunken driving and icy roads."

Video Impetus

"THE PUBLIC serves as the real effective impetus as far as TV progress is concerned and the TV engineer will have to keep pace with consumer demands," Leonard Ashbach, president Garod Electronics Corp., said in a statement just released. He cited his own company, which today is marketing 14 models of TV sets—all including the new tele-zoom development with remote control operation [BROADCASTING, Jan. 3].

Telestatus



Grants, Applications as of Jan. 1
(Report 41)

THE TELEVISION PICTURE as it existed on Jan. 1, from a stations and applications standpoint, was shown in a state-by-state list prepared by FCC and released last Tuesday.

The list shows 50 stations in operation—19 more than were on the air in mid-August, when the last such list was issued [BROADCASTING, Aug. 16]. It also shows 73 stations under construction—15 less than in August—and 311 pending applications, 10 more than in August. Of the pending applications 186 are involved in hearings, primarily because of channel shortages.

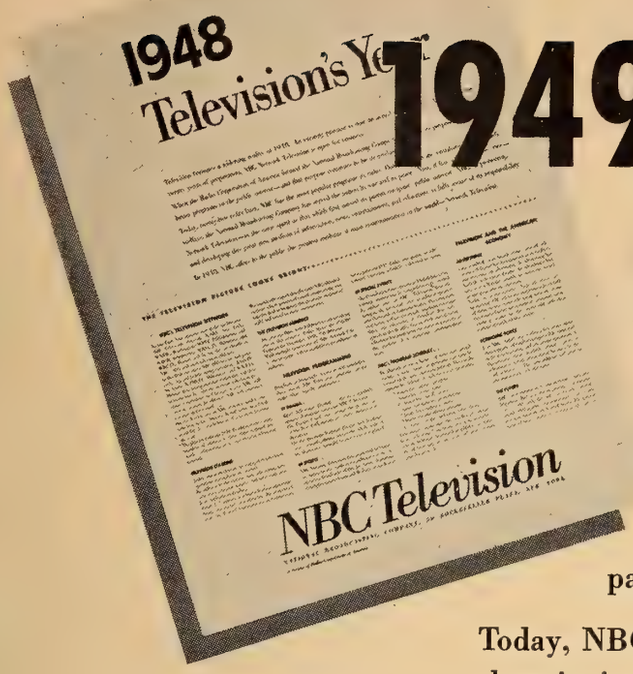
The relatively slight change in any category on the list except operating stations is due, primarily, to the freeze on television licensing which has been in effect since early September. The freeze does not affect construction. Nor does it preclude new applications, though it has obviously slowed activity in this respect.

There has been no new indication of when the freeze may be lifted. But most observers appear to feel that it will be hard to complete the engineering and allocations review, for which the freeze was called, before late spring or early summer in any event.

Following is FCC's television list, prepared as of Jan. 1. "L" denotes a licensed station; "CP" indicates a construction permit; "O" means the station is operating under special temporary authority, and "A" indicates an application. "A-H" signifies an application which has been set for hearing. "See also" indicates more than one city in a metropolitan district.

Status	City and Applicant	Call Letters	Channel No.
	ALABAMA		
	Birmingham		
CP	Birmingham Bcstg. Co.	(WBRC-TV)	4
A	Birmingham News Co.		9
CP	Voice of Alabama	(WAFM-TV)	13
	ARKANSAS		
	Little Rock		
A	Mid-South Tele. Bcstg. Co.		10
A	Southwestern Pub. Co.		8
	ARIZONA		
	Phoenix		
A	KTAR Bcstg. Co.		4
CP	Phoenix Tele. Co.	(KTLX)	5
A	T. M. & J. M. Gibbons		7
	Tucson		
A	Leland Holzer		6
	CALIFORNIA		
	Bakersfield		
A	Paul R. Bartlett		8
A	Mrs. Pearl Lemert		10
	Fresno		
A-H	Calif. Inland Bcstg. Co.		5
A-H	Donroy Bcstg. Co.		4
A-H	KARM, The George Harm Station		7
A-H	Edward Lasker		7
A-H	McClatchy Bctsg Co.		7
A-H	Tele. Fresno Co.		2
	Los Angeles		
CP	American Bcstg. Co.	(KECA-TV)	7
O	Earle C. Anthony Inc.	(KFI-TV)	9
O	KMTR Radio Corp.	(KLAC-TV)	13
A-H	Don Lee Bcstg. System (using experimental	(KTSL) W6XAO)	2
CP	Nat'l Bcstg. Co.	(KNBH)	4
O	Paramount Tele. Productions	(KTLA)	5
O	KTTV Inc.	(KTTV)	11
A	Los Angeles Bcstg. Co.		13
	Oakland (see also San Francisco)		
A-H	KROW Inc.		11
	Riverside		
CP	Bcstg. Corp. of America (KARO)		1
	Sacramento		
A-H	HARMCO Inc.		3
A-H	McClatchy Bcstg. Co.		10
A-H	Sacramento Bcstrs.		6
	San Diego		
A-H	Airfan Radio Corp.		10
A-H	Balboa Bcstg. Co.		3
CP	Jack Gross Bcstg. Co. (KFMB-TV)		8
A-H	Television Bcstg. Co		10
A-H	Video Bcstg. Co.		3
A	Charles E. Salik		6
	San Francisco (see also Oakland)		
CP	American Bcstg. Co.	(KGO-TV)	7
O	Associated Bcstrs.	(KPIX)	5
CP	Chronicle Pub Co.	(KRON-TV)	4
A-H	Columbia Bcstg. System		9
A-H	Don Lee Bcstg. System		2
A-H	Paramount Tele. Productions		9
A-H	Tele. California		11
A-H	20th Century-Fox		11
	San Jose		
A-H	FM Radio & Tele. Corp.		13
A-H	Radio Diablo		13
	San Luis Obispo		
A	Valley Electric Co.		3
	Santa Barbara		
A	M. R. Schacker		6
A	Radio KIST Inc.		6
	Stockton		
CP	E. F. Peffer	(KGDM-TV)	8
	Visalia		
A	Sierra Bcstg. Co.		10
	COLORADO		
	Denver		
A-H	Alladin Tele. Inc.		9
A-H	Daniels & Fisher Stores Co.		4
A-H	KLZ Bcstg. Co.		7
A-H	KMYR Bcstg. Co.		4
A-H	Landon Tele. Bcstg. Co.		5
A	Edward Lasker		2
A	Gifford Phillips		9
A-H	Denver Tele. Co.		2
	CONNECTICUT		
	Bridgeport		
A	Yankee Network Inc.		10
	Hardford		
A-H	Conn. Bcstg. Co.		10
A-H	Hartford Times Inc.		10
A-H	Travelers Bcstg. Service Corp.		10
	New Haven		
O	Elm City Bcstg. Corp.	(WNHC-TV)	6
	Waterbury		
A-H	Nutmeg State Bcstg. Co.		12
A-H	Conn. Radio Foundation		12
	DELAWARE		
	Wilmington		
CP	WDEL Inc.	(WDEL-TV)	7
	DISTRICT OF COLUMBIA		
	Washington		
CP	Bamberger Bcstg. Service	(WOIC)	9
O	Allen B. DuMont Labs.	(WTTG)	5
O	Evening Star Bcstg. Co.	(WMAL-TV)	7
L	Nat'l Bcstg. Co.	(WNBW)	4
	FLORIDA		
	Jacksonville		
CP	City of Jacksonville	(WJAX-TV)	2
CP	Fla. Bcstg. Co.	(WMBR-TV)	4
CP	Jacksonville Bcstg. Corp.	(WPDQ-TV)	6
CP	Metropolis Bcstg. Co.	(WJHP-TV)	8
	Miami		
A-H	Fort Industry Co.		7
A-H	Isle of Dreams Bcstg. Corp.		5
A-H	Miami Bcstg. Co.		5
A-H	Miami-Hollywood Tele. Corp.		7
CP	Southern Radio & Tele. Eqpt. Co.	(WTVP)	4
	Miami Beach		
A-H	Frank Katzentine		7
A	WKAT Inc.		7
	Orlando		
A	Orlando Daily Newspapers Inc.		3
A	Sunshine Tele. Corp.		10
	St. Petersburg (see also Tampa)		
A	Pinellas Bcstg Co.		5
CP	Sunshine Tele. Corp.	(WSEE)	7
	Tampa (see also St. Petersburg)		
A	Gulf Theatres Inc.		2
A	Tampa Times Co.		4
A	Tribune Co.		9
	GEORGIA		
	Atlanta		
O	Atlanta Journal Co.	(WSB-TV)	8
A-H	Board of Regents, System of Ga.		11
CP	Constitution Pub. Co. (WCON-TV)		2
O	Fort Industry Co.	(WAGA-TV)	5
A-H	E. D. Rivers Jr.		8
A-H	General Bcstg. Co.		11
	Macon		
A	Southeastern Bcstg. Co.		7
	IDAHO		
	Boise		
A	Leland Holzer		6
	ILLINOIS		
	Chicago		
O	American Bcstg. Co.	(WENR-TV)	7
L	Balaban & Katz Corp.	(WBKB)	4
O	Nat'l Bcstg. Co.	(WNBQ)	5
O	WGN Inc.	(WGN-TV)	9
A-H	Col. Bcstg. System		11
A-H	Johnson-Kennedy Radio Corp.		2
A-H	Sun & Times Co.		13
A-H	Warner Bros. Pictures		13
A-H	Zenith Radio Corp.		2
	Peoria		
CP	Peoria Bcstg. Co.	(WMBT-TV)	6
CP	West Central Bcstg. Co.	(WEEK-TV)	12
	Quincy		
A	Lee Bcstg. Inc.		11
	Rockford		
A	Rockford Bcstrs.		12
	Rock Island (see also Moline, Ill., Davenport, Iowa)		
CP	Rock Island Bcstg. Co.	(WHBF-TV)	4
	Springfield		
A	Trans-American Tele. Corp		10
	INDIANA		
	Bloomington		
CP	Sarkes & Mary Tarzian	(WTTV)	10
	Evansville		
A	Trans-American Tele. Corp.		11
	Fort Wayne		
A	Northwestern Ind. Bcstg. Co.		4
A	Farnsworth Tele. & Radio Corp.		4
	Indianapolis		
CP	Wm. H. Block Co.	(WUTV)	3
A-H	Crosley Bcstg. Co.		12
A-H	Ind. Bcstg. Corp.		12
A-H	Indianapolis Bcstg. Inc.		8
A-H	Universal Bcstg. Co.		8
CP	WFBM Inc.	(WFBM-TV)	6
	South Bend		
A	South Bend Tribune		13
	IOWA		
	Ames		
CP	Iowa State College of Agr. & Mech. Arts	(WOI-TV)	4
	Cedar Rapids		
A	Gazette Co.		7
	Davenport (see also Moline-Rock Island, Ill.)		
CP	Central Bcstg. Co.	(WOC-TV)	5
A	Davenport Bcstg. Co.		2
	Des Moines		
A-H	Central Bcstg. Co.		12
A-H	Cowles Bcstg. Co.		9
A-H	Independent Bcstg. Co.		5
A-H	Murphy Bcstg. Co.		2
A-H	Tri-States Meredith Bcstg. Co.		2
	Iowa City		
A	State U. of Iowa		11
	KANSAS		
	Topeka		
A	Midland Bcstg. Co.		7
A	Topeka Bcstg. Assn.		11
	Wichita		
A	Okkan Tele. Chain		4
	KENTUCKY		
	Louisville		
O	WAVE Inc.	(WAVE-TV)	5
CP	WHAS Inc.	(WHAS-TV)	9
A	Mid-American Bcstg. Corp.		13
	LOUISIANA		
	Baton Rouge		
A	Baton Rouge Bcstg. Co.		9
	New Orleans		
CP	Maison Blanche Co.	(WRTV)	4
A-H	Loyola U.		10
A-H	New Orleans Tele. Co.		2
O	WDSU Inc.	(WDSU-TV)	6
CP	Times-Picayune Pub. Co.	(WTPS-TV)	7
	Shreveport		
A	Mid-South Tele. Bcstg. Co.		6
A	International Bcstg. Co.		8
A	Shreveport Tele. Co.		8
A	Fairfield Manor Tele. Co.		11
A	Radio Station KTBS		4
	MAINE		
	Portland		
A-H	Congress Square Hotel Co.		11
A-H	Oliver Bcstg. Corp.		8
	MARYLAND		
	Baltimore		
O	A. S. Abell Co.	(WMAR-TV)	2
O	Hearst Radio	(WBAL-TV)	11
O	Radio-Tele. of Balto.	(WAAM)	13
	Cumberland		
A	Tower Realty Co.		2
A	Cumberland Bcstg. Co.		2
	Frederick		
A	Monocacy Bcstg. Co.		3
	Hagerstown		
A	Hagerstown Bcstg. Co.		6
	MASSACHUSETTS		
	Boston		
A-H	Boston Metro. Tele. Co.		9
A-H	Col. Bcstg. System		9
A-H	Mass. Bcstg. Corp.		9
A-H	Matheson Radio Co.		13
A-H	New England Tele Co.		13
A-H	New England Theatres		13
CP-H	Raytheon Mfg. Co. (Waltham)	(WRTB)	2
A-H	20th Century-Fox		13
O	Westinghouse Radio Stations	(WBZ-TV)	4
O	Yankee Network	(WNAC-TV)	7
	Fall River (see also New Bedford)		
A-H	Fall River Herald News Pub. Co.		8
A-H	New England Tele. Co. Inc.		8
	Holyoke (see also Springfield)		
A	Hampden-Hampshire Corp.		3
	Lawrence (see also Lowell, Haverhill)		
A-H	Hildreth & Rogers Co.		6
	Lowell (see also Lawrence, Haverhill)		
A-H	Lowell Sun Pub. Co.		6
	New Bedford (see also Fall River)		
A-H	E. Anthony & Sons		1
	Springfield (see also Holyoke)		
A-H	New England Tele. Co. Inc.		3
A-H	Yankee Network		3
	Worcester		
A-H	New England Tele. Co.		5
A-H	WTAG Inc.		5
	MICHIGAN		
	Detroit		
O	Eve. News Assn.	(WWJ-TV)	4
O	Fort Industry Co.	(WJBK-TV)	2
O	WXYZ Inc.	(WXYZ-TV)	7
A-H	United Detroit Theatres		5
A-H	WJR, Goodwill Station		5
	Flint		
A-H	Advertisers Press		11
A-H	Booth Radio Stations		11
	Grand Rapids		
A	Grandwood Bcstg. Co.		9
CP	Leonard Versluis	(WLAV-TV)	7

(Continued on page 43)



1949 • KNBH

makes it the West's Year in Television

A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion — the opening of its key West Coast station... KNBH, Hollywood.

KNBH will be the *exclusive* outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere — first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication — and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a production center — and as a market.

OPENING JANUARY 16

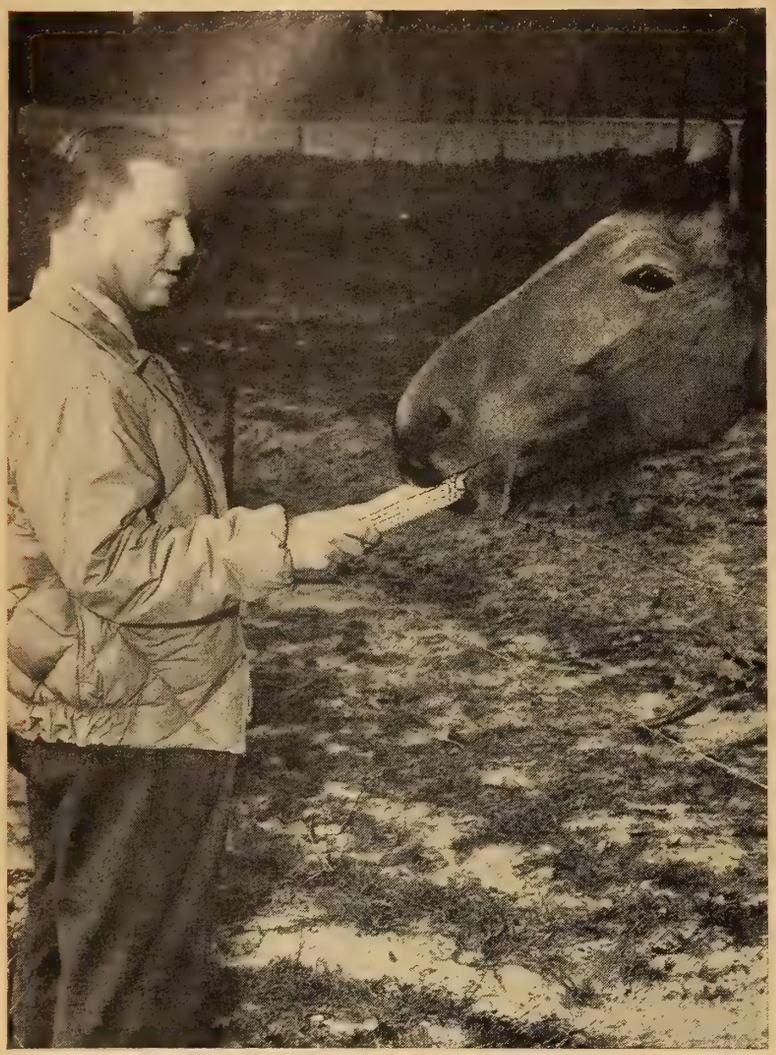
KNBH

CHANNEL 4

Studios:
Hollywood's Radio City, Sunset and Vine
Transmitter:
Mt. Wilson, Altitude 5,780 feet

NBC Television

The National Broadcasting Company
A Service of Radio Corporation of America



Right Out of the Horse's Mouth . . . and It Ain't Hay

While there are those who might claim that it's strictly off the cob, the fact remains that he's got 'em eating out of his hand, whether down on the farm or every week-day evening on the air.

Country gentleman or man-about-Washington, feeding livestock or ferreting out news, Fulton Lewis, Jr. goes about his chores with workmanlike capacity. The best measure of his success is his loyal audience.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

TV MUSICAL

Admiral to Sponsor On DuMont, NBC

ADMIRAL CORP. will sponsor television's first full-scale Broadway-type musical revue, *Friday Night Frolic,* which will have its premiere 8-9 p.m., Friday, Jan. 28 over the combined East and Midwest networks of both DuMont and NBC.

The show, to be telecast over 24 stations in 16 cities, will star Sid Caesar, with Mary McCarty, Imogen Coca and the dance team of Gower and Champion. It is being developed by Kudner Agency, under supervision of Myron P. Kirk, director of radio and television, with the assistance of the William Morris Agency.

Many television "firsts" will be achieved by the show, among them the fact that in cities with both DuMont and NBC stations it will be shown over both simultaneously. Within one week, the show will be kinescoped to 14 additional cities, thereby bringing it to every city in the United States with television facilities.

Friday Night Frolic will be the first continuing television show organized as a permanent stock company, complete with its own technical and administrative staffs, including: Writing, music, scenery, costumes, lighting and choreography. It also will have a permanent ballet group and occasional guest stars.

Each Friday evening it will present a new show centering around a definite theme, such as Radio City, night life, cross country and the like, with sketches, songs and dances highlighting each title.

No Expense Spared

In signing the dual network contract, Ross Siragusa, president of Admiral, said no expense would be spared to make the program outstanding. He added:

"People buy television sets for one reason — to be entertained. We're going to bring to their living rooms the best Broadway has to offer."

Details of the two-network arrangements were evolved by Mr. Kirk, Commdr. Mortimer W. Loewi, executive assistant to the president of the Allen B. DuMont Labs., and Charles R. Denny Jr., executive vice president of NBC.

The joint pick-up will be made each Friday from NBC's newly-acquired International Theatre at Columbus Circle, New York.

It will be viewed over WNBT and WABD New York, WFIL-TV and WPTZ Philadelphia, WAAM and WBAL-TV Baltimore, WNBW and WTTG Washington, WNAC and WBZ Boston, WEWS and WNBK Cleveland, WNBQ and WGN-TV Chicago, WWJ-TV and WJBK-TV Detroit, WRGB Schenectady, WBEN-TV Buffalo, KSD-TV St. Louis, WTMJ-TV Milwaukee, WSPD-TV Toledo, WNHC New Haven, WDTV Pittsburgh, WTVR Richmond.

It will be kinescoped to KOB-TV Albuquerque, KDYL-TV Salt Lake City, KRSC-TV Seattle, KPIX San Francisco, KNBH Los Angeles, WLW-TV Cincinnati, WSB-TV Atlanta, WHEN Syracuse, KSTP-TV Minneapolis-St. Paul, WMC-TV Memphis, WAVE-TV Louisville, WDSU-TV New Orleans, WBAP-TV Fort Worth, KLEF Houston.

Max Liebman, who conducted the summer theatre at Tamiment, Pa., where he developed such personalities as Danny Kaye and Imogene Coca, will be producer-director and will also join Mel Tolkin and Lucille Kallen in writing lyrics and sketches. He has had the Broadway hit "Straw Hat Revue" and is a writing contributor to the current Broadway success, "Make Mine Manhattan."

Charles Sanford will be musical director. He currently holds the same post in "Make Mine Manhattan" and served similarly with "Oklahoma," "Sadie Thompson," "Hellzapoppin" and "Sons of Fun," and was assistant musical director for "Porgy and Bess."

Frederick Fox will do the scenery. He created settings for "Light Up the Sky" and "Make Mine Manhattan" as well as for "Dear Ruth," "John Loves Mary" and "Anna Lucasta." Paul Du Mont will be in charge of costumes and James Starbuck will direct choreography.

ABC'S TORNEY

Leaving to Form TV Firm

KIRK TORNEY, sales manager for KGO and the ABC Spot Sales Office, San Francisco, will resign Jan. 15 to enter private business in the television sales field.



Mr. Torney

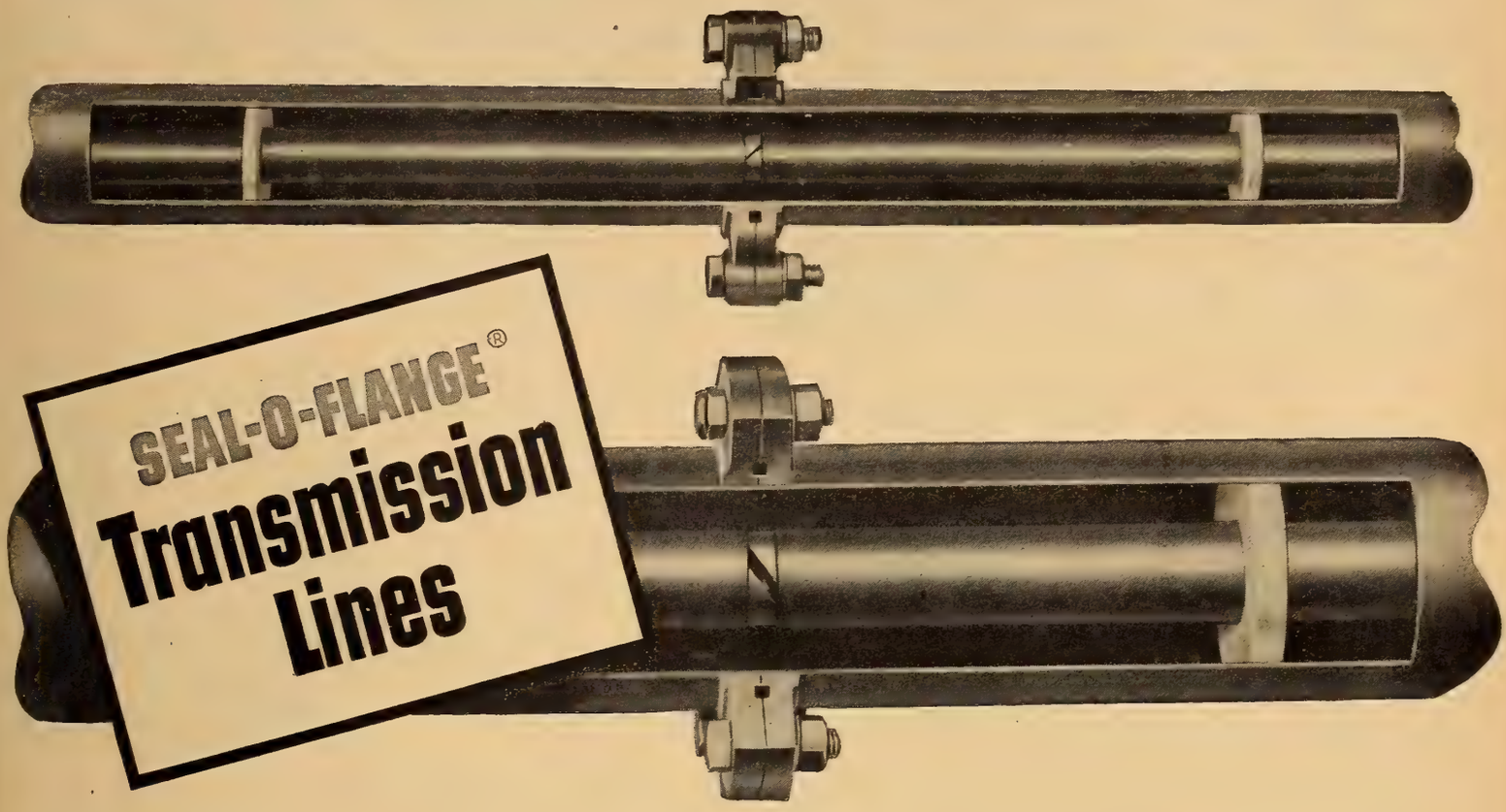
Together with Robert Bush, San Francisco businessman, Mr. Torney will incorporate his new enterprise under the name Torney-Bush Television Co. of San Carlos, Calif. The company will sell and install leading brands of television receiving sets within the San Francisco Bay area television signal range.

Mr. Torney, a native of San Francisco, first joined the KGO sales staff in May 1944 following wartime service in the Navy. He was appointed ABC network account executive for San Francisco in November 1944, and was promoted to sales manager early in 1946.

In addition to his AM duties at KGO, Mr. Torney in recent months has handled initial KGO-TV sales operations. The station plans to begin telecasting early this year.

Gayle V. Grubb, KGO general manager, said Mr. Torney's successor has not yet been chosen, but will be named within the next week or two.

Graybar recommends...



Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These "Seal-O-Flange" lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4859-1

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyon; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

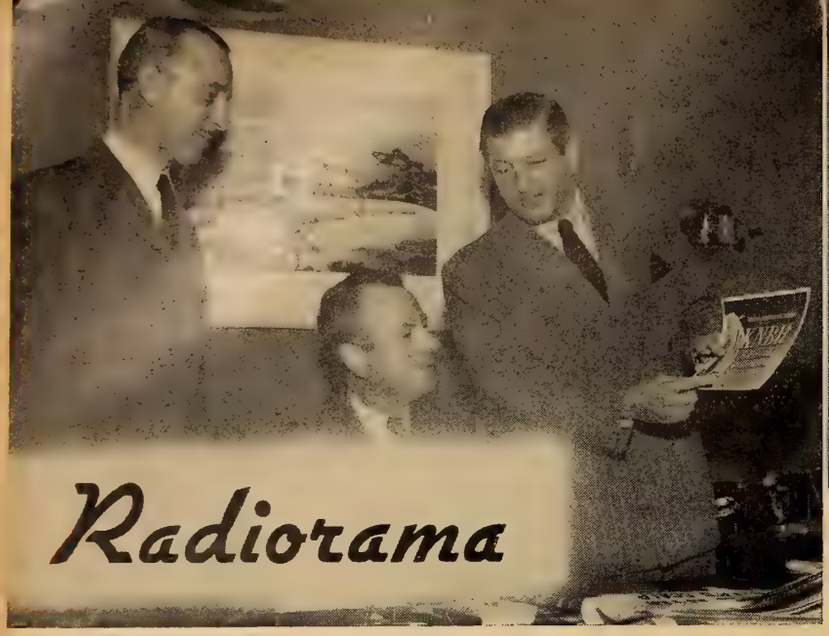
EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar officers in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 4104
CINCINNATI J. R. Thompson, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
LOS ANGELES R. B. Thompson, Trinity 3321
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Court 4000
RICHMOND E. C. Toms, Richmond 2-2833
SAN FRANCISCO K. G. Morrison, Market 5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstand 4700

Radiorama



DISCUSSING cooperation of KNBH (TV) Los Angeles with *Los Angeles Mirror* are (l to r) Robert Brown, KNBH program manager; Virgil Pinkley, editor and publisher of the *Mirror*, and Harold J. Bock, NBC Western Division television manager. Station and paper will collaborate in joint coverage of spot news and feature events. The Los Angeles NBC video outlet is scheduled to start operations about the middle of this month.



J. P. WHITEHEAD, Miami Margarine Co. advertising director, starts the company's sponsorship of segment of Mutual's *Queen for a Day* on 245 southern stations. With him are Katherine Hardig, Ralph H. Jones Co. and (standing, l to r) Mac Ward and Ben Lochridge, MBS, and Stanley Miller, Ralph H. Jones Co., v.p.

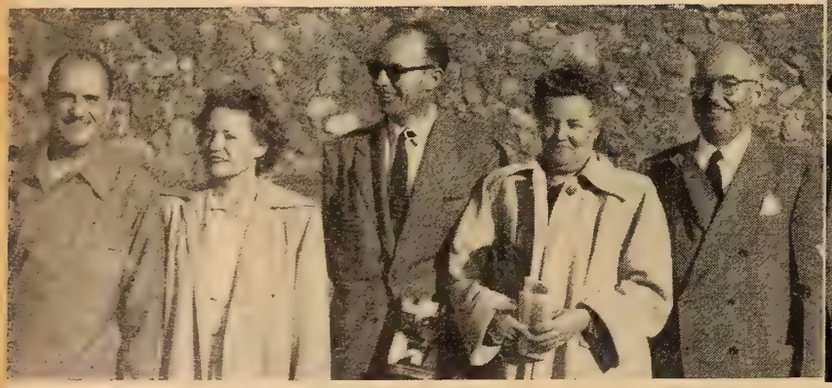
ROBERT HOAG (r), new sales manager for KTSL (TV) Los Angeles, receives congratulation on his promotion from Ward D. Ingrim, Don Lee director of advertising. Mr. Hoag was station TV sales co-ordinator.

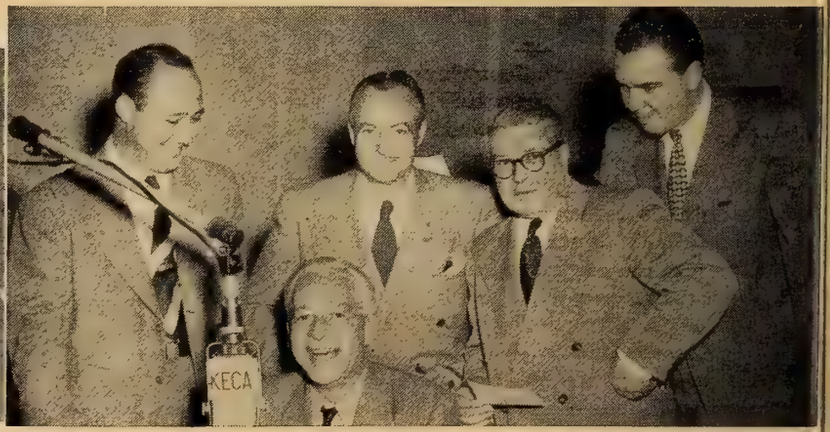




BRIGHT future for video was voiced by Benjamin Abrams (l), Emerson Radio & Phonograph Corp. president, when interviewed by Bill Leonard on WCBS New York's *This Is New York*.

BACKING UP Art Baker (seated) when he moved his *Notebook* to KECA Hollywood are his associates of ten years ago when program started (l to r) Amos Baron, KECA sales manager; Clyde Scott, general manager; John Edwards, ABC production manager, and Rollo Hunter, KECA program manager.





VISITING Tepoztecatl Pyramids during lull in Mexico City High Frequency Conference are (l to r) Royal Howard, NAB; Mrs. Howard; Forney Rankin, NAB; Mrs. Raymond Guy, and Mr. Guy, NBC.

NEWELL-EMMETT staff artist Eric Gurney took his job in his hands when he prepared these "portraits" of the agency's partners. In real life they are (l to r) John Cunningham, George Fowler, Richard Strobridge, Fred Walsh, C. D. Newell and Tom Maloney. The drawings are part of an exhibit at Newell-Emmett offices of Mr. Gurney's caricatures of 40 agency people.

STARTING "Pennies from Benny" campaign for Infantile Paralysis Fund are (l to r) Anncr. Don Wilson; D. W. Thornburgh, CBS v.p.; A. E. Joselyn, KNX Los Angeles; Jack Benny.





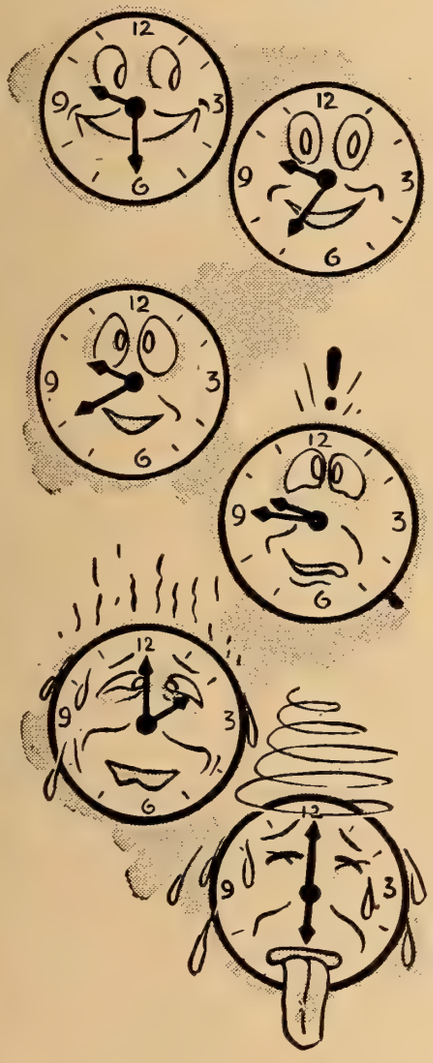
2 COMMERCIAL ANNOUNCEMENTS

+ WGN = RESULTS

RESULTS which Hirsch Clothing Company of Chicago, a neighborhood store, knows about.

Hirsch announced a sale of ladies' dresses on WGN at 6:15 pm, Monday, November 29, 1948, on John Nesbitt's 15 minute program, "The Passing Parade."

This was the **only** broadcast (2 commercial announcements) — **no other promotion or advertising was used!**



BUT— here's what happened the next day, Tuesday:

By 9:30 am . . . opening time — dozens of women crowded around the front door . . .

9:35 am . . . third floor dress shop filled with milling customers asking about the "Radio Dress" . . .

9:40 am . . . first and second floors pressed into service as waiting rooms . . .

9:45 am . . . signs posted on street doors reading "Sorry. Half-hour Wait." Store employees used as auxiliary police to line up buyers waiting outside store . . .

2:00 pm . . . entire stock of sale dresses **SOLD OUT** (a sale which was to have lasted one week) . . .

6:00 pm . . . closing time — hundreds and hundreds of women had responded — an additional 250 dresses not included in the group for sale had been sold — in total, **A WEEK'S SUPPLY OF DRESSES SOLD OUT IN ONE DAY!**

YES . . . Hirsch Clothing Company knows about **RESULTS** with **WGN!**

A Clear Channel Station . . .
Serving the Middle West

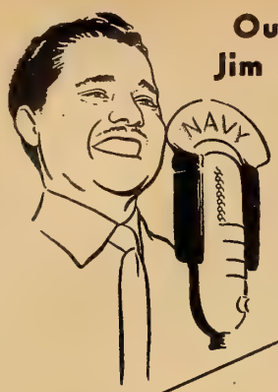
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

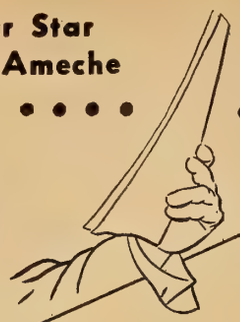


MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



Our Star
Jim Ameche





U. S. Naval Air Station
Glenview, Illinois

NAVAL AIR RESERVE

OFFICE OF PUBLIC INFORMATION — COMMAND HEADQUARTERS

MEMO: TO PROGRAM DIRECTORS

Our thanks to the 543 stations which carried the "Naval Air Reserve Show" last season as a public service. You fellows did a swell job; and as a result, we're back in production with a new 26 week series.

The new show is grown up - bigger and (we think) better - yet it's familiar ... The regulars are all on board - our star, Jim Ameche - the Honeydreamers - our star, Barnes with his Orchestra... And the guest roster is featuring many prominent names from the entertainment world.

The cast of the "Naval Air Reserve Show", and Universal Recording Corporation, placed this page so that we could announce the new series... (thanks, fellows)... And we'd like your station to come aboard if you have a weekly quarter-hour that needs a public service show of this calibre.

Just drop us a line - we'll have the new show available soon.

Sincerely,

Walter H. Kimmell
Lt.Comdr., USNR
Director of Radio

Universal Recording Corp.



George Barnes
and his Orchestra





"The Honey Dreamers"

Telestatus

(Continued from page 36)

Status	City and Applicant	Call Letters	Channel No.
Kalamazoo			
CP	Fetzer Bcstg. Co.	(WKZO-TV)	3
Lansing			
CP	WJIM Inc.	(WJIM)	6
Saginaw (see also Bay City)			
A	Saginaw Bcstg. Co.		13
MINNESOTA			
Minneapolis (see also St. Paul)			
A	Beck Studios		7
A	Independent Merchants Bcstg. Co.		7
CP	Minn. Bcstg. Corp	(WTCN-TV)	4
CP	Northwest Bcstg. Co.	(KTRV)	9
St. Paul (see also Minneapolis)			
O	KSTP Inc.	(KSTP-TV)	5
A-H	WMIN Bcstg. Co.		2
MISSISSIPPI			
Jackson			
A	Mid-South Tele. Bcstg. Co.		7
MISSOURI			
Clayton (see also St. Louis)			
A-H	Evan. Lutheran Synod		2
Kansas City (see also Kansas City, Kan.)			
CP	Kansas City Star Co.	(WDAF-TV)	4
A-H	KCKN Bcstg. Co.		2
A-H	KCMO Bcstg. Co.		5
A-H	New England Tele. Co.		5
A-H	20th Century Fox		9
A-H	WHB Bcstg. Co.		5
A-H	Midland Bcstg. Co.		9
St. Joseph			
A-H	KFEQ Inc.		13
A-H	Midland Bcstg. Co.		13
St. Louis			
A-H	Globe Democrat Pub. Co.		13
A-H	New England Tele. Co.		4
A-H	Thos. Patrick Inc.		9
O	Pulitzer Pub. Co.	(KSD-TV)	5
A-H	St. Louis U.		7
A-H	Star-Times Pub. Co.		4
A	20th Century Fox		9
NEBRASKA			
Omaha			
A-H	Central States Bcstg. Co.		7
A-H	KFAB Bcstg. Co.		7
CP	May Bcstg. Co.	(KMA-TV)	3
CP	Radio Station WOW	(WOW-TV)	6
NEW HAMPSHIRE			
Manchester			
A	Grandview Inc.		12
Portsmouth			
A	WHEB Inc.		5
NEW JERSEY			
Atlantic City			
A-H	Atlantic City Tele. Bcstg. Co.		8
A-H	Neptune Bcstg. Corp.		8
A-H	Press-Union Pub. Co.		8
Newark (see also New York, N. Y.)			
O	Bremer Bcstg. Corp.	(WATV)	13
Trenton			
A	Trenton Bcstg. Corp.		8
NEW MEXICO			
Albuquerque			
O	Albuquerque Bcstg. Co.	(KOB-TV)	4
A	Leland Holzer		5
A	William J. Baker		5
NEW YORK			
Albany (see also Schenectady-Troy)			
A-H	Hudson Valley Bcstg. Co.		7
A-H	Meredith Champlain Tele. Corp.		11
A-H	Patroon Bcstg. Co.		9
A-H	Van Curler Bcstg. Co.		9
Binghamton			
CP	Clark Associates	(WNBF-TV)	12
Buffalo (see also Niagara Falls)			
A-H	WKBW Inc.		9
A-H	Buffalo Courier Express		7
A-H	New England Tele. Co.		9
O	WBEN Inc	(WBEN-TV)	4
A-H	WGR Bcstg. Corp.		9
Corning			
A	Corning Leader		9
Elmira			
A	Elmira Star Gazette		9
Ithaca			
A	Cornell U.		4
New York			
O	American Bcstg. Co.	(WJZ-TV)	7
L	Columbia Bcstg. System	(WCBS-TV)	2
L	DuMont Labs	(WABD)	5
CP	Bamberger Bcstg. Service	(WOR-TV)	9
L	Nat'l Bcstg. Co.	(WNBT)	4
O	WPIX Inc.	(WPIX)	11
Niagara Falls (see also Buffalo)			
A-H	Niagara Falls Gazette Pub. Co.		9
Rochester			
A-H	Meredith Pub. Co.		11
CP	Stromberg-Carlson Co.	(WHTM)	6
A-H	WARC Inc		11
A-H	WHEC Inc.		2
Schenectady (see also Albany-Troy)			
L	General Electric Co.	(WRGB)	4
Syracuse			
O	Meredith Syracuse Tele. Corp.	(WHEN)	8
CP	Radio Projects Inc.	(WSRY-TV)	5
CP	WAGE Inc.	(WAGE-TV)	10
Troy (see also Albany-Schenectady)			
A-H	Troy Bcstg. Co. Inc.		9
Utica (see also Rome)			
CP	Copper City Bcstg. Corp.	(WKAL-TV)	13
CP	Utica Observer-Dispatch	(WVTL)	3
NORTH CAROLINA			
Charlotte			
A-H	Inter-City Adv. Co.		11
CP	Jefferson Standard Bcstg. Co.	(WBT-TV)	3
A-H	Radio Station WSOC		9
A-H	Surety Bcstg. Co.		9
Greensboro			
CP	Greensboro News Co.	(WTLE)	2
A	Inter-City Adv. Co.		10
High Point			
A	Radio Station WMFR Inc.		12
Raleigh			
A	WPTF Radio Co.		5
OHIO			
Akron			
A-H	Allen T. Simmons		11
A-H	Summitt Radio Corp.		11
Bellaire (see also Wheeling, W. Va.)			
A-H	Tri-City Bcstg. Co.		12
Canton			
A	Brush-Moore Newspapers		7 or 9
Cincinnati			
CP	Radio Cincinnati	(WKRC-TV)	11
O	Crosley Bcstg. Corp.	(WLWT)	4
A-H	DuMont Labs		2
CP	Scripps-Howard Radio	(WCPO-TV)	7
Cleveland			
A-H	Cleveland Bcstg. Co.		2
A-H	DuMont Labs		2
CP	Empire Coil Co.	(WXEL)	9
O	Nat'l Bcstg. Co.	(WNBK)	4
O	Scripps-Howard Radio	(WEWS)	5
A-H	United Bcstg. Co.		7
A-H	WGAR Bcstg. Co.		7
A-H	WJW Inc.		2
Columbus			
CP	Crosley Bcstg. Corp.	(WLWC)	3
CP	Picture Waves Inc.	(WTVN)	6
CP	TV Inc.	(WBNT)	10
Dayton			
CP	Crosley Bcstg. Corp.	(WLWD)	5
CP	Miami Valley Bcstg. Corp.	(WHIO-TV)	13
Toledo			
O	Fort Industry Co.	(WSPD-TV)	13
A-H	Maumee Valley Bcstg. Co.		11
A-H	Toledo Blade Co.		10
Youngstown			
A-H	Mansfield Radio Co.		13
A-H	Vindicator Printing Co.		13
A-H	WKBN Bcstg. Corp.		13
OKLAHOMA			
Oklahoma City			
A	KOMA Inc.		5
A	Mid-South Tele. Bcstg. Co.		5
A	Okla. City Tele. Co.		9
A	Southwestern Pub. Co.		9
CP	WKY Radiophone Co.	(WKY-TV)	4
Tulsa			
CP	Geo. E. Cameron Jr.		6
A-H	Public Radio Corp.		10
A-H	Tulsa Bcstg. Co.		8
A-H	Tulsa Tele Co.		10
A-H	Southwestern Pub. Co.		8
A-H	Southwestern Sales Corp.		8
OREGON			
Portland			
A-H	KOIN Inc.		8
A-H	KPOJ Inc.		12
A-H	Edward Lasker		10
A-H	Oregonian Pub. Co.		6
CP	Video Bcstg. Co.	(KTVU)	3
A-H	Westinghouse Radio Stations		10
PENNSYLVANIA			
Allentown (see also Bethlehem-Easton)			
A-H	Lehigh Valley Bcstg. Co.		8
A-H	Penn-Allen Bcstg. Co.		8
Altoona			
A	Central Pa. Corp.		9
A	Gable Bcstg. Co.		9
Bethlehem (see also Allentown-Easton)			
A-H	Philco Tele. Bcstg. Corp.		8
Easton (see also Allentown-Bethlehem)			
A-H	Easton Pub. Co.		8
Erie			
CP	Dispatch Inc.	(WICU)	12
A	Presque Isle Bcstg. Co.		3
Harrisburg			
A-H	Harold O. Bishop		8
A-H	WHP Inc		8
Hazleton			
A	Hazleton Bcstg. Co.		2
Johnstown			
CP	WJAC Inc.	(WJAC-TV)	13
Lancaster			
CP	WGAL Inc	(WGAL-TV)	4
Meadville			
A	Meadville Bcstg. Service		13
Philadelphia			
A-H	Daily News Tele. Co.		12
A-H	Pa. Bcstg. Co.		12
O	Phila. Inquirer	(WFIL-TV)	6
L	Philco Tele. Bcstg. Corp.	(WPTZ)	3
O	WCAU Inc.	(WCAU-TV)	10
Pittsburgh			
A-H	Allegheny Bcstg. Corp.		8
CP	DuMont Labs	(WDTV)	3
A-H	Matta Bcstg. Co.		10
A-H	Pittsburgh Radio Supply House		10
A-H	United Bcstg. Corp.		10
A-H	WCAE Inc.		10
A-H	Westinghouse Radio Stations		6
A-H	WWSW Inc.		10
Reading			
A-H	Eastern Radio Corp.		5
A-H	Hawley Bcstg. Co.		5
Scranton (see also Wilkes-Barre)			
A	Appalachian Co.		7
Wilkes-Barre (see also Scranton)			
A-H	Louis G. Baltimore		11
A-H	Wyo. Valley Bcstg. Co.		11
Williamsport			
A	Central Pa. Corp.		13
A	WRAK Inc		13
York			
A-H	Helm Coal Co.		8
A-H	Susquehanna Bcstg. Co.		8
RHODE ISLAND			
Providence			
A-H	Cherry & Webb Bcstg. Co.		13
CP	Outlet Co.	(WJAR-TV)	11
SOUTH CAROLINA			
Greenville			
A	Greenville News Piedmont Co.		10
TENNESSEE			
Memphis			
A	Bluff City Bcstg. Co.		5
O	Memphis Pub. Co.	(WMCT)	4
A	Mid-South Tele. Bcstg. Co.		9
A	WMPS Inc.		9
A	WREC Bcstg. Service		7
A	Harding College		2
Nashville			
A	Capitol Bcstg. Co.		9
A	WLAC Bcstg. Service		7
A	WSIX Bcstg. Station		5
CP	WSM Inc.	(WSM-TV)	4
TEXAS			
Amarillo			
A	Amarillo Tele. Co.		5
Austin			
A	Austin Tele. Co.		8
A	Texas Telenet System		10
Beaumont			
A	Lufkin Amusement Co.		10
Brownsville			
A	Brownsville Tele. Co.		7
Corpus Christi			
A	Corpus Christi Tele. Co.		6
A	Texas Telenet System		3
Dallas			
A-H	A. H. Belo Corp.		12
A-H	Texas Television		10
A-H	City of Dallas		10
CP	KRLD Radio Corp.	(KRLD-TV)	4
CP	Lacy-Potter Tele. Bcstg. Co.	(KBTV)	8
A-H	Variety Bcstg. Co.		2
Fort Worth			
O	Carter Pub. Inc.	(WBAP-TV)	5
A	Tele. Enterprises		10
A	Texas State Network		2
El Paso			
A	Claude H. Craig		5
A	El Paso Tele. Co.		7
Harlingen			
A	Harlingen TV Co.		9
Houston			
A-H	Harris Bcstg. Co.		5
A-H	Texas Tele. Co.		7
A-H	Houston Post Co.		4
A-H	KTRH Bcstg. Co.		5
CP	W. Albert Lee	(KLEE-TV)	2
A-H	Shamrock Bcstg. Co.		7
San Antonio			
A	Express Pub. Co.		7
A	Texas Telenet System		2
CP	San Antonio Tele. Co.	(KEYL)	5
A	Texas State Network		2
CP	Southland Industries	(WOAI-TV)	4
A	Walmac Co.		9
A	Mission Bcstg. Co.		12
Tyler			
A	Tyler Bcstg. Co.		9
Waco			
A	Waco Tele. Co.		6
Wichita Falls			
A	Wichita Falls Tele. Co.		8
A	Leland Holzer		10
UTAH			
Salt Lake City			
O	Intermountain Bcstg. Corp.	(KDYL-TV)	4
A	Edward Lasker		7
CP	Radio Service Corp. of Utah	(KSL-TV)	5
A	Salt Lake City Bcstg. Co.		7
A	Utah Bcstg. Co.		2
A	Granite Dist. Radio Bcstg. Co.		9
VIRGINIA			
Newport News (see also Norfolk-Portsmouth)			
A	Hampton Roads Bcstg. Corp		7
Norfolk (see also Newport News-Portsmouth)			
A	Commonwealth Bcstg. Corp.		13
A	Beachview Bcstg. Corp.		11
CP	WTAR Radio Corp.		4
A	Larus & Bro. Co.		13
Richmond			
O	Havens & Martin Inc.	(WTVR)	6
A-H	Larus & Bro. Co.		10
A-H	Lee Bcstg. Co.		10
A-H	Richmond Radio Corp.		3
A-H	Southern Bcstrs.		8
WASHINGTON			
Seattle			
A-H	Fishers' Blend Station		2
A-H	KING Bcstg. Co.		7
A-H	Edward Lasker		7
A-H	Queen City Bcstg. Co.		11
O	Radio Sales Corp.	(KRSC-TV)	5
A-H	Totem Bcstrs		7
A-H	20th Century Fox		11
Spokane			
A	Harry L. (Bing) Crosby Jr.		7
Tacoma			
A	Tele. Tacoma		4
A	Harry L. (Bing) Crosby Jr.		9
Yakima			
A	Harry L. (Bing) Crosby Jr.		6
WEST VIRGINIA			
Charleston			
A	Charleston Tele. Inc.		7
A	Charleston Bcstg. Co.		13
Huntington (see also Ashland, Ky.)			
CP	WSAZ Inc.	(WSAZ-TV)	5
Wheeling (see also Bellaire, Ohio)			
A-H	W. Va. Bcstg. Corp.		12
WISCONSIN			
Madison			
A-H	Badger Bcstg. Co.		9
A	Monana Bcstg. Co.		9
A-H	Radio Wis. Inc.		9
Milwaukee			
A-H	Hearst Radio		10
O	Journal Co.	(WTMJ-TV)	3
A-H	Milwaukee Bcstg. Co.		6
A-H	Wis. Bcstg. System		8

WHIO-TV

Starting Tests Jan. 17

A REGULAR schedule of test patterns will be started Jan. 17 by WHIO-TV Dayton, Ohio, according to R. H. Moody, WHIO manager.

Beginning Jan. 31 WHIO-TV will televise the Dayton Golden Gloves Tournament, sponsored by RCA Victor and its local dealers. The station will operate on Channel 13 (210-216 mc) with 24 kw visual, 25.2 kw aural.



two are always better than one

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

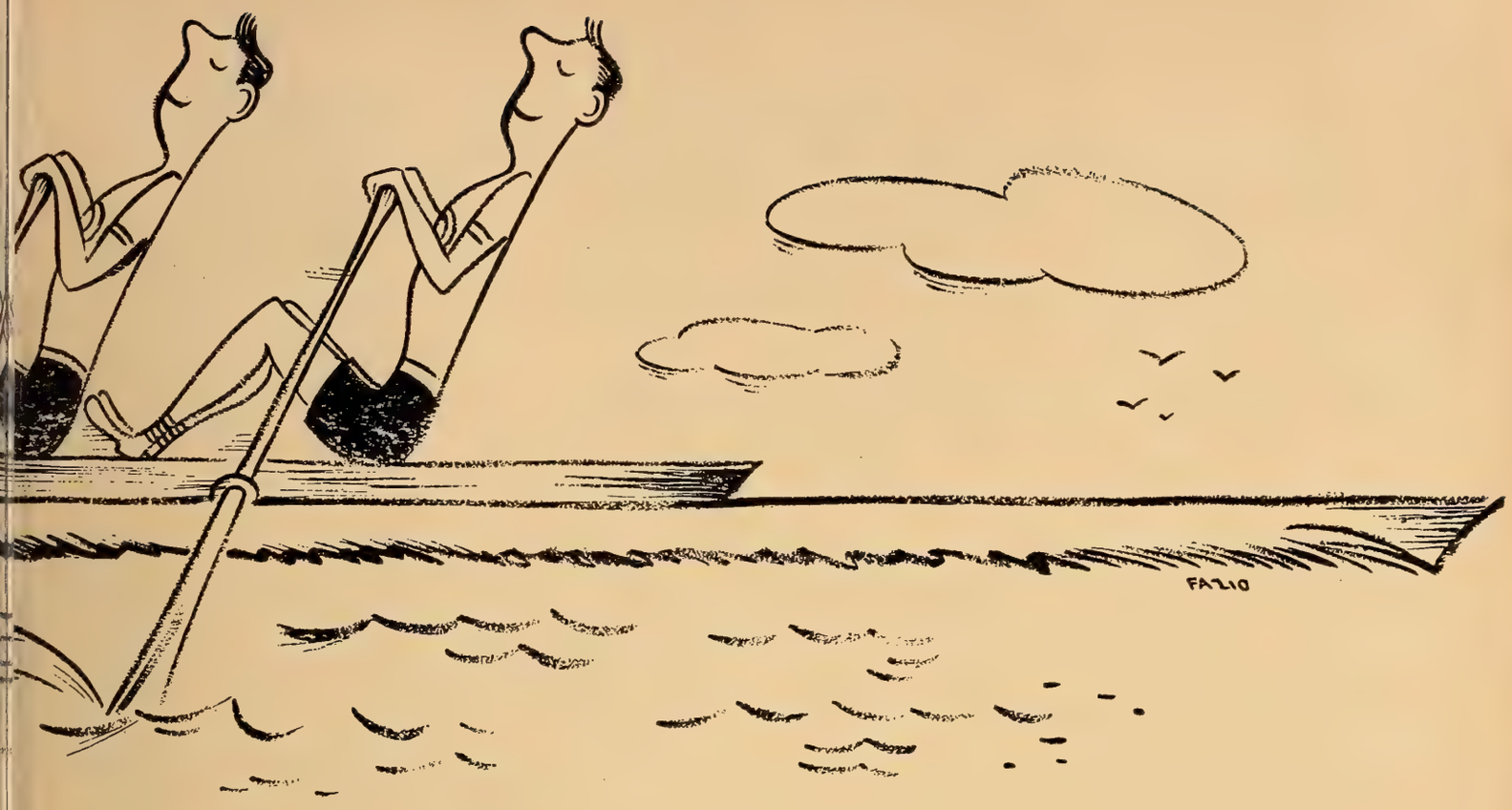
The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.



Your advertising in one medium reinforces and strengthens your effort in the other... with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So... if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction... because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

BMB's Survival?

FOR THE 'NTH time in its tumultuous career, Broadcast Measurement Bureau is in turmoil. But this time it is the life-or-death McCoy. There are charges that its formula and its research are wrong; that it is mismanaged; that it coerces stations through advertiser-agency pressures; that it tries to be all things to all people, and, finally, that it is in unnecessarily dire straits.

These allegations are answered categorically in this issue by BMB. The blanket contention is that those who criticize are malcontents, goaded by nefarious motives and who do not know the facts.

The very topic of basic coverage measurement is controversial. But everybody agrees that radio should have a counterpart of the Audit Bureau of Circulations.

There are those who argue that BMB should show only those who can hear a station and where he can hear it, not whether he listens, how often, and to what he listens. ABC, they point out, doesn't purport to show who reads a publication, but simply whether he gets it.

That there's something wrong in the Denmark that's BMB is beyond question. That BMB, or some other such cooperative measurement is desirable, likewise is established.

The BMB executive committee meets tomorrow. It sits, not as a committee, but as a board of inquiry. Should there be a change in basic research methods? Should the agencies and advertisers pay their tithings to the support of a revitalized BMB, as they do to ABC? The desirability of cooperative control, rather than private, is obvious. And a change in BMB management is inevitable.

It would be tragic to let BMB die. Top level consultation is needed—top advertisers, top agencies and top broadcasters. If there's more of the interne-level fiddle-faddling through committees and subcommittees unauthorized to act with finality, BMB could be a gone goose before the Ides of March.

No Jan. 1 Jeanie

HARDLY a station in the nation played "Jeanie With the Light Brown Hair" last New Year's Day. If any did, it was by sheerest programming circumstance.

Eight years ago that day, "Jeanie," resurrected from the limbo of public domain, was No. 1 on the *Hit Parade*—an ASCAP-less parade.

Today there's healthy competition in music, with both ASCAP and Broadcast Music Inc., radio-owned music source of supply. The ASCAP-radio contracts were automatically renewed Jan. 1, with no increase in rates.

If there was a murmur of controversy or any semblance of rancor in the renewal negotiations of radio with ASCAP, it wasn't discernible in the public prints or in NAB councils. There's a reason—about 200 pounds of it—in the person of Theodore C. Streibert, president of WOR and chairman of the NAB Music Advisory Committee. For the past couple of years, Mr. Streibert has functioned quietly and effectively in his dealings with ASCAP. He commands the respect of broadcasters and of ASCAP leaders alike.

For the next nine years, then, there will be no "Jeanies" on the airwaves unless the program-makers want them there, or unless the boys want to play an encore in tribute to Ted Streibert's prowess.

TV's Golden Spike

IN RAILROAD history, the red letter event was the driving of the Golden Spike on May 10, 1869, at Ogden, Utah. It marked the junction of the first transcontinental railway.

Tomorrow (Jan. 11) television's counterpart of the Golden Spike becomes a *fait accompli.* The East and the Midwest will be interconnected for TV. Later, and probably faster than the present AT&T timetable, the lines will extend coast-ward.

Logically bracketed with the East-Midwest TV junction is the observation of FCC Chairman Coy that "Television is rapidly becoming America's pasttime."

Panelled Bureaucracy

AFTER A lapse of 11 years, the FCC is returning to a "panel" or "division" organization, designed to expedite its work principally by seeking to break the broadcasting bottleneck.

Unlike previous Commissions, this is one wherein all the members do not want to get in on the broadcasting (and now the telecasting) act. Comr. E. M. Webster, who lives and breathes safety and special services, becomes chairman of the panel of that name. And he's been the prime mover for swift reorganization lest the FCC find itself hopelessly snafued. Serving with him are Vice Chairman (of the FCC) Paul A. Walker, a common carrier rather than a broadcasting expert, and Comr. Robert F. Jones, who has demonstrated that he can fit into any regulatory niche and do a man-sized job of it. The same three make up the Common Carrier Panel, but with Mr. Walker appropriately as chairman.

The brunt falls on the Broadcast Panel. Rosel H. Hyde, who came up the hard way through the FCC ranks, heads it. He's a Republican, and so is Comr. George E. Sterling, former chief engineer and another career success story, who will sit with him. Miss Frieda Hennock, who joined the FCC last year leaving a top law practice in New York with an exemplary record, is the third Broadcast Panel member and the only Democrat. The fact that this important panel is so organized is adequate proof that the reorientation was not dictated along partisan lines, but rather on the basis of qualification, and seniority.

The chairman, Wayne Coy, will not sit on any division, but will be an alternate member of each. His function is largely administration and policy. High policy matters involving rule-making procedures and general allocations automatically are the function of the full Commission. And appeals from each panel automatically go to the full FCC.

On paper, this looks like a long stride in the right direction.

But any such project is as good (or as bad) as the men (and women) who administer it. We think Chairman Coy is wise in shedding the burden of meeting and hearing detail. The present duties of the chairman entail the ubiquity of a Whirling Dervish.

Upon the degree of autonomy given each panel will, in our view, depend the success of the new system. If many broadcast cases are appealed to the full FCC, it won't lighten the work-load but do the exact opposite, by introducing a new and cumbersome step.

We hope the panel plan works. This Commission is the best manned since creation of the FCC in 1934, to undertake such a "segregation" plan.

Our Respects To —



HAROLD BARKLEY STOKES

WHEN THE EASTERN television networks start piping their programs into the Midwest this week, they can thank Harold Barkley Stokes, radio and television program director of ABC's Central Division, for having made thousands of midwesterners TV-network conscious.

Since the Midwest coaxials and relays were opened for business last fall, Mr. Stokes has been supplying 16 hours of network programming weekly out of his 22-hour schedule at WENR-TV Chicago.

Hundreds of letters from televiewers, dealers, and TV station officials in Buffalo, Cleveland, Detroit, Toledo, and Milwaukee have commended ABC for breathing life into AT&T's western facilities. But few writers have realized that ABC's broad-shouldered, florid-faced Chicago program chief has been responsible—more than any other one man—for sustaining TV interest in these cities.

With becoming modesty, Mr. Stokes reckons his efforts have helped Midwest video dealers sell "a few hundred" sets, but network researchers estimate the figure runs "well into the thousands."

It was last Sept. 1 that Paul Mowrey, ABC television director, flew into Chicago with the $64 question: Assuming that WENR-TV's engineers would be ready, could Mr. Stokes stage a premiere by Sept. 17, and three days later be prepared to start regular programming on the Midwest network? If so, ABC could blaze a Midwest video trail and perhaps win friends for its combined eastern-western network of the future.

This meant that Mr. Stokes, in addition to working himself "into a lather" for the next 16 days and nights, henceforth would handle TV as well as AM programming for the Central Division. He calmly answered Mr. Mowrey with a question of his own:

"How many program-hours a week did you have in mind, Paul?"

When the TV boss suggested 16, Harold Stokes only smiled. This *was* a challenge, but hardly equal to the one NBC tossed him in the early '30's. He was asked to whip up 11 programs for WMAQ Chicago in *one* day. Of course, that was AM—this was TV. But was there much difference? Apparently not too much.

Of 15 WENR-TV originals, seven have come out of the Stokes noggin. Critics call his *Super Circus* one of the finest 60-minute video properties on the air. Four bidders currently are racing for sponsorship. His *Music in Velvet*

(Continued on page 48)



Mark well, ye sellers, this market-wise mot: "There is music wherever there is harmony, order or proportion." It was Sir Thomas Browne's way of saying, some centuries ago, that music lovers are a well balanced lot . . . steady, reliable, and generally on the ball. Qualities that make a good customer! And because WQXR broadcasts the *most* good music in New York, it is welcomed into 550,000 homes by just such could-be customers of *yours*. Many of them would be, too, if you asked them. Why not go after this most profitable portion of the world's largest and most profitable market? Today, call CIrcle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 46)

is everything the name implies. *What Do You Think*, the *Skip Farrell Show*, *Cartoon Contrasts*, the *Set 'Em Up Bowling Show*, and *Vaudeo Varieties* show the wide range of his thinking.

Mr. Stokes is most careful to select programs that can be enjoyed by the entire family. He won't overload with programs for youngsters or with culinary exhibitions for the ladies. He insists on a well-balanced variety of tele-fare beamed toward every member of the household.

His present schedule:

Musical variety 25%, Sports 20%, Children's Shows 20%, Forum and Discussion 15%, Drama 10%, Audience Participation 10%.

Harold Stokes got his start in the entertainment world in Nokomis, Ill., an agricultural and mining town 65 miles northeast of St. Louis. He is one of three "famous sons of Nokomis," whose names once adorned a billboard welcoming motorists to the town. The others are former baseball greats Jim Bottomley of the St. Louis Cardinals and Charley (Red) Ruffing of the New York Yankees.

At the age of five Harold played *Fishes in the Brook* in a piano recital. The rendition so pleased him, he recalls, that he applauded himself.

Keyboard Artistry

When he was 11, the family moved to St. Louis so his father could be closer to his grain brokerage business. They lived in the Laclede Hotel, whose manager was so impressed by Master Harold's artistry at the keyboard that he invited him to play nightly on the mezzanine. In the Soldan High School orchestra, his versatility as a musician first came to the fore when the director tried him out on a clarinet. Soon, he was doubling on all the woodwinds. But when he organized his first dance orchestra, at the age of 15, he was at the piano. Another chap named "Pee Wee" Russell "could play clarinet better."

Toward the end of his high school days, Mr. Stokes took up the accordion. He had two reasons: (1) During intermissions on river boat engagements "you could take an accordion up on the moonlight deck to entertain the girls"; (2) at the U. of Missouri, college of his choice, Eddie Freivogel's Quadrangle Orchestra already had a good pianist—Eddie himself.

His choice of accordion was a happy one, for after making the Quadrangle band he caught the eye of Paul Whiteman's Collegians, who were touring the western col- [illegible] They invited him to join them for an engagement at the Chase Hotel in St. Louis and later accompany them to Chicago for the opening of the Congress Hotel's Pompeian Room.

He liked the "big town" so much that he joined Del Lampe's Trianon Ballroom orchestra rather than hit the road again with the Collegians. While at the Trianon, his roommate was a sax player named Wayne King.

A year later, an opportunity to "lead a band" presented itself for the first time since his high school days. Detroit's famous jazz impresario Gene Goldkette wanted a conductor-arranger. Mr. Stokes, who now had become attached to Chicago, went to the Motor City only because the Goldkette band featured such musicians as the immortal Bix Beiderbecke, Tommy and Jimmy Dorsey, Frankie Trumbauer, and Joe Venudi. The Stokes arrangements of "Limehouse Blues" and "That's a Plenty," as played by these performers, enjoy wide popularity today.

The following year, Harold Stokes was lured back to the Windy City by the stage-band craze. For 18 months he led featured orchestras at the Senate, Harding, and Belmont theatres, then joined pianist Roy Bargy for the opening of the Stevens Hotel, largest in the world.

An engagement with Mr. Bargy at the Edgewater Beach Hotel was followed by a brief sojourn in Kansas City directing the Goldkette band at the opening of Plamor Ballroom. Hoagy Carmichael was at the piano, "Pee Wee" Hunt on trombone, and "Red" Engle on sax. When this outfit was routed back to Chicago for alternate engagements at the Trianon and Aragon "wonder ballrooms," Mr. Stokes got his first chance to participate in a regular schedule of broadcasting. WGN, the *Chicago Tribune* station, engaged the Goldkette band as studio orchestra, with Mr. Stokes conducting.

On Studebaker Show

He wielded the baton for the first coast-to-coast broadcast from Chicago—the *Studebaker Champions* show and has remained in radio, for the most part, ever since, leaving town only for "grand openings" in other cities or to handle business sidelines.

For example, he went to Omaha to start the Hotel Paxton's *Pow Wow* over WOW, and in recent years spent considerable time on his 120-acre farm in Hillsboro, Ill., raising broilers for the El Gaucho Restaurant on Skokie Highway, north of Chicago. He formerly was partner in El Gaucho with Lawrence Salerno, WGN baritone of a decade ago.

Mr. Stokes' career as an upper-level musical director and programmer began in 1930 when he took over production of the *Carnation Hour* and the Armour program at NBC Chicago.

Four years later, WGN hired him back as musical director and he remained at Tribune Tower eight years. After three years of shuttling between his Hillsboro farm, El Gaucho, and the Wilding Picture Corp., where he wrote musical scores for commercial movies, he joined ABC in 1945.

His wife, Mary, is one of the darlings of Chicago radio. Possessor of long blonde tresses, she led the overture for WENR-TV's grand opening last fall and regularly leads the band on ABC's *Junior Junction* and WENR-TV's *Super Circus*, now on the Midwest TV network. Her radio name is Mary Hartline.

The Stokes apartment is in Evanston, where soft strains from the Steinway often are heard during the wee hours after WENR has signed off.

Management

MEFFORD R. RUNYON, former executive vice president and director of Columbia Records, New York, who left to direct field activities of American Cancer Society, has been elected executive vice president of the society. Mr. Runyon is a former vice president and director of CBS.

BERTON SONIS, former program director of WCHS Charleston, W. Va., has been appointed manager of WTIP same city.

DAN TANNEHILL, with KRJF Miles City, Mont., as manager and commercial time salesman since its inception in 1941, has resigned to join KWYO Sheridon, Wyo., as part owner. **W. F. FLINN,** general manager of Star Printing Co., owner and operator of KRJF, is now manager of station. **NORM ENGSTROM** becomes commercial time salesman.

ROY F. THOMPSON, owner and general manager of WRTA Altoona, Pa., has been appointed campaign director of local March of Dimes for 1949. He has also been appointed general chairman of committee for celebration of Altoona's 100th anniversary in 1949.

CLAUDE S. MIDDAGH has been appointed manager of WKNY Kingston, N. Y. He has been with station since January 1944.

RALPH HENRY, program director at KVER Albuquerque, N. M., has been appointed assistant manager of station.

FRED WOOD, former conductor of WIP Philadelphia *Dawn Patrol* program, has been appointed general manager of WWBZ Vineland, N. J.

BOB MORAN, general manager of WRON Vidalia, Ga., will resign effective Feb. 5. His future plans will be centered around play-by-play sports announcing and sales.



Mr. Moran

TROY McDANIEL, manager of KGBS and KGBS - FM Harlingen, Tex., has been elected president of Harlingen Kiwanis Club. **DAVE BENNETT,** assistant manager, is new president of San Benito (Tex.) Kiwanis Club.

BOB BELL, program director of WCTC New Brunswick, N. J., has been appointed director of station relations and assistant to **JAMES L. HOWE,** general manager and president of Chanticleer Broadcasting Co., licensee of station. **NAT SHOEHALTER** succeeds Mr. Bell as program director.

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, Iowa, and head of William B. Dolph Enterprises, Washington, is at Emergency Hospital, Washington, recuperating from minor surgery performed last Wednesday.

DONALD E. BOUDREAU is now manager, commercial manager and program director of WKID Urbana, Ill. **G. MAX KIMBREL** serves as comanager and chief engineer of station. Other personnel changes include: **MYRON WALDEN,** sports director, and **JOAN RICHARDS,** women's director.

PENNY RESIGNS

Raymer Closes in Atlanta

ROYAL E. PENNY, formerly manager of the Atlanta office of Paul H. Raymer Co., station representative, resigned effective with the closing of Raymer's Atlanta office Dec. 31.

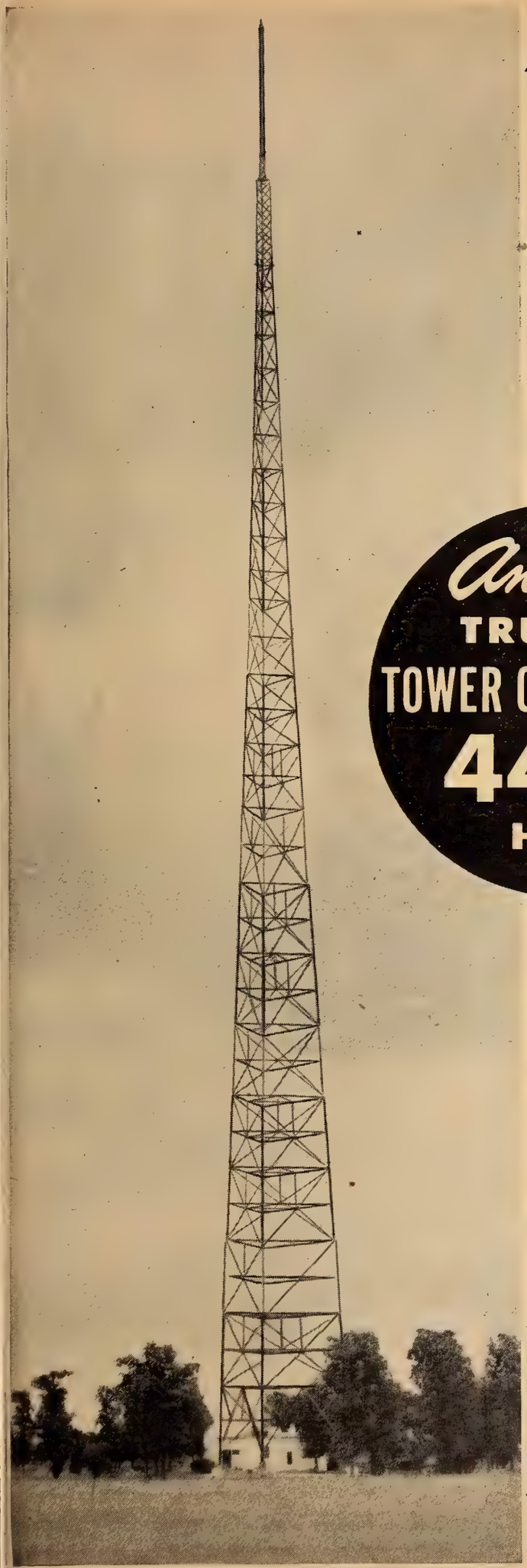


Mr. Penny

Before joining Raymer Mr. Penny was sales manager of WBT Charlotte and southern manager of CBS Radio Sales. Prior to that he was sales manager of WPTF Raleigh, N. C. Mr. Penny's future plans are undetermined, but he plans to reside in Atlanta for an indefinite period.

WOIC Luncheon

ADVERTISING Club of Washington will hold a "WOIC Day" luncheon at the Statler Hotel Jan. 11 to introduce officially staff personnel of the city's fourth video station, WOIC (TV), to club members. Eugene S. Thomas, WOIC general manager, is scheduled to make the introductions and outline briefly station's plans for servicing the Washington area. WOIC, affiliated with both CBS and MBS television networks, begins operation Jan. 16. Ed Sullivan, star of CBS-TV's *Toast of the Town* and columnist, will serve as m.c., assisted by Al Kelly, comedian.



Reaching Toward the Clouds

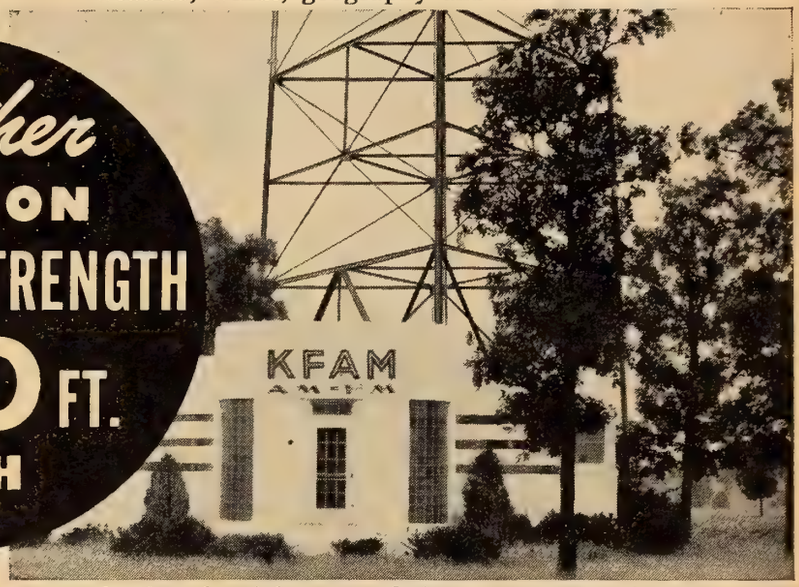
for KFAM, St. Cloud, Minn.

(AM-250 watts...FM-50 kilowatts)

● Familiar landmark on Military Highway west of St. Cloud is KFAM's 440-foot Truscon Self-Supporting Steel Radio Tower, which mounts an RCA 4-section FM Pylon. Overall, the antenna reaches 494 feet toward the clouds.

The Times Publishing Company of St. Cloud is one more in the long list of station operators turning to Truscon for solution of radio tower problems. Experienced Truscon engineers analyze specific locations, weather, winds, geography and other factors—and develop the right tower design to assure continuous, uninterrupted service.

Another TRUSCON TOWER OF STRENGTH 440 FT. HIGH



Whenever you require new or additional antennas, call on Truscon Radio Tower Engineers. With their world-wide experience, plus extensive Truscon manufacturing facilities, they can furnish any type of radio tower you need—tall or small, guyed or self-supporting, uniform or tapered in cross-section, for AM, FM, or TV. A phone call or letter to our home office in Youngstown, Ohio, or to any nearby Truscon District office, brings prompt action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS



ARE YOU MISSING THE MARK ON THE PACIFIC COAST?

IF YOU'RE AIMING to pin down a sales message on the *whole* big, wealthy Pacific Coast market, buy Don Lee and hit the mark. Only the Don Lee network, with 45 stations, can release your message from *within* every important buying market on the Pacific Coast.

Pacific Coast people listen to their own local network station rather than to out-of-town or distant stations, because mountains up to 15,000 feet high make reliable long-range reception impossible. It takes a lot of local network stations for all the people to hear your radio message, and only Don Lee has enough of them.

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





Don Lee has a station in every city where the other three Pacific Coast networks have one. To cover the rest of the Pacific Coast (115 "outside" market counties), Network A has 11 stations, Network B has 3 stations, and Network C has 2 stations—but Don Lee has 32 stations, *twice as many* as the other three networks *combined.*

Only Don Lee, with 45 stations, has facilities to cover both "inside" and "outside" Pacific Coast markets, where over 13½ million people enjoy a buying income of 22 billion dollars a year. Don't buy your Pacific Coast radio blindfolded. Buy Don Lee and reach the *whole* rich Pacific Coast.

The Nation's Greatest Regional Network



Commercial

ROBERT P. MURRAY, formerly of WAVZ New Haven, has joined sales staff of Adam J. Young Jr. Inc., New York station representative

TED ARNOLD, local sales manager at WHBF and WHBF-FM Rock Island, Ill., has been appointed director of Rock Island Chamber of Commerce for a three-year term.

PAUL H. RAYMER Co., Los Angeles, radio representative, has moved to new offices at 1680 N. Vine St. Phone is Hudson 2-2376. **JACK GALE** heads office.

DON MEIER, former WBKB (TV) Chicago sales manager, has joined NBC Central Division's video department as sales-program coordinator.

W. IRVING ROSE has joined sales staff of WKNY Kingston, N. Y.

PAUL A. KEHLE, formerly with WTBF Troy, Ala., has joined KVER Albuquerque, N. M., as sales manager.

MARTIN S. POLLINS and **JOSEPH X. O'HARA** have been appointed account executives with WNJR Newark, N. J.

NED MOWBRAY has been appointed local sales representative of WFBR Baltimore.

KUTA Salt Lake City has announced appointment of **GEORGE P. HOLLINGBERY Co.,** Chicago, as its representative.

WILLIAM B. HARTIGAN has joined WABY Albany, N. Y., as sales representative. He previously had been active with representative firms in New York and Atlanta.

PHILIP FUHRMANN has been appointed account executive for WPTR Albany, N. Y. He was formerly sales manager of WABD (TV) New York.

ROBERT J. CONWAY, for 13 years with sales department of Flint & Kent, Buffalo, N. Y., department store, has joined sales staff of WBEN Buffalo.

CBS RENEWALS

Five Sponsors Re-Sign

CBS has announced the renewal of five network programs by their respective sponsors. They are:

David Harum, Mon.-Fri., 3-3:15 p.m., B. T. Babbitt Inc., New York, through Duane-Jones Inc., New York.

Eric Sevareid and the News, Mon-Fri., 6-6:15 p.m., Metropolitan Life Insurance Co., New York, through Young & Rubicam, also New York.

We, the People, Gulf Oil Corp., Pittsburgh, Tuesdays, 9-9:30 p.m., through Young & Rubicam, New York.

Philip Morris Playhouse, Philip Morris & Co., New York, Fridays, 10-10:30 p.m., through the Biow Co., New York.

Gene Autry Show, Wm. Wrigley Jr. Co., Chicago, Saturdays, 8-8:30 p.m., through Arthur Meyerhoff & Co., Chicago.

Florida Citrus Drive

FLORIDA Citrus Commission, Lakeland, Fla., on Jan. 24, starts a spot announcement campaign, five times a week on six stations in the southern market. Benton & Bowles, New York, its agency, placed the six-weeks contracts on the stations.

THE PULSE

'Lux Theatre,' Benny P.M. Leaders

AVERAGE ¼-hour sets in use in the five cities covered by The Pulse Inc. was slightly lower in November-December over the two previous months, due to a decrease in New York listening. The five cities — New York, Philadelphia, Boston, Chicago and Cincinnati— showed 22.9 for November and December as against 24.0 in September and October.

In its Top Ten lists, *Lux Theatre* and Jack Benny were the evening leaders for the five cities. Giveaways disappeared from the rolls. Over half the ten leading evening programs were of the comedy-variety type. The figures:

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 6 a.m.-12 Midnight

	Nov. Dec. 1948	Sept. Oct. 1948
Cincinnati	28.2	26.4
Chicago	26.4	24.4
Boston	23.2	23.3
Philadelphia	23.2	21.6
New York	20.4	24.7
5 Areas Combined	22.9	24.0

TOP 10 EVENING & DAYTIME
Highest ¼ Hr. Rating
Evening

	Nov. Dec.	Sept. Oct.
Lux Theatre	23.9	19.0
Jack Benny	23.7	
Fibber McGee-Molly	20.4	
Walter Winchell	19.8	15.3
Bob Hope	19.8	
Phil Harris-Alice Faye	19.4	
Godfrey's Talent Scouts	18.7	13.7
My Friend Irma	16.0	12.3
Fred Allen	15.9	
Inner Sanctum	15.0	12.6

Highest ¼ Hr. Rating
Daytime—5 a-week

	Nov. Dec.	Sept. Oct.
Arthur Godfrey	9.1	8.6
Grand Slam*	8.3	7.6
Rosemary	8.0	7.6
Big Sister	7.8	7.9
Ma Perkins	7.8	7.7
Breakfast Club	7.8	7.8
Helen Trent	7.7	7.7
Our Gal Sunday	7.6	7.9
Aunt Jenny	7.1	
Guiding Light	7.1	7.1

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
The Shadow	8.9	8.3
Junior Miss	7.1	5.4
Let's Pretend	6.9	6.1
Quick as a Flash	6.9	6.4
Counterspy	6.6	5.2
Grand Central Station	6.2	
True Detective	6.0	5.7*
Theatre of Today	6.0	6.4
Archie Andrews	5.4	5.3
House of Mystery	5.4	

* Four-City Average

—New York—

Decline in listenership in New York was ascribed to falling off of interest in political news, preholiday activities and fewer sportscasts of major interest. *Lux Theatre* and Walter Winchell were the top evening shows in New York. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

December 1948	24.2
November 1948	26.5
December 1947	23.9

TOP 10 EVENING & DAYTIME— METROPOLITAN NEW YORK
Highest ¼ Hr. Rating
Evening

	Dec.	Nov.
Lux Radio Theatre	25.0	23.0
Walter Winchell	22.7	22.3
Fibber McGee-Molly	21.7	19.3
Bob Hope	20.3	18.3
Godfrey's Talent Scouts	20.3	17.0
Jack Benny	20.3	22.3
Burns & Allen	18.3	
Fred Allen	17.7	
Stop the Music	17.3	
My Friend Irma	17.3	17.3

Highest ¼ Hr. Rating
Daytime—5 a week

	Dec.	Nov.
Arthur Godfrey	7.8	7.3
Grand Slam	6.7	7.9
Rosemary	6.7	7.3
Big Sister	5.9	
Helen Trent	5.9	6.2
My True Story	5.9	6.8
Harry Clark, News	5.8	7.1
Our Gal Sunday	5.7	6.2
Ma Perkins (1:15)	5.5	
Jack Sterling	5.5	6.7

SAT. & SUN. DAYTIME

	Dec.	Nov.
The Shadow	7.7	9.3
Children's Hour	7.3	7.0
Counterspy	6.3	8.0
C. F. McCarthy, News	6.3	5.3
Make Believe Ballroom (Sat., 11:00 a.m.)	6.0	6.0
Solitair Time	5.7	5.0
Strike It Rich	5.3	
Bing Crosby Records (Sat., 11:30 a.m.)	5.3	6.0
Junior Miss	5.3	
So. Calif.-Notre Dame (Sat., 5:45)	5.0	

—Chicago—

Listening increased in Chicago for all periods of the day during November-December. Sportscasts disappeared from the Top Ten. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	26.4
September-October 1948	24.4
November-December 1947	23.1
Entire Year 1948	24.8

TOP 10 EVENING & DAYTIME— METROPOLITAN CHICAGO
Highest ¼ Hr. Rating
Evening

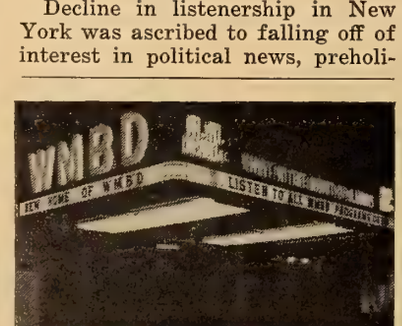
	Nov. Dec.	Sept. Oct.
Jack Benny	27.3	
Fibber McGee-Molly	23.0	
Phil Harris-Alice Faye	22.5	
Bob Hope	21.5	
Lux Theatre	18.8	18.3
Godfrey's Talent Scouts	17.3	13.0
People are Funny	17.0	12.5
Mr. District Attorney	17.0	14.3
Duffy's Tavern	16.3	
Walter Winchell	16.3	

Highest ¼ Hr. Rating
Daytime—5 a week

	Nov. Dec.	Sept. Oct.
Arthur Godfrey	11.8	11.5
Grand Slam	11.1	10.5
Helen Trent	10.9	10.0
Our Gal Sunday	10.7	10.4
Rosemary	10.4	10.0
Wendy Warren	10.0	9.4
Breakfast Club (WLS, WCFL)	9.7	9.7
Big Sister	9.6	
Ma Perkins (12:15)	9.6	9.0
Aunt Jenny	9.4	9.0
J. Bentley, News (12:30)	9.4	8.7

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Junior Miss	11.8	9.8
Grand Central Station	11.8	
Let's Pretend	11.5	10.0
Theatre of Today	11.3	10.0
Nick Carter	10.0	9.8
Archie Andrews	9.8	8.3
Drew Pearson	9.0	
Roy Rogers Show	9.0	
Ozzie and Harriet	9.0	
Sachs Amateur Hour	8.8	8.0



MARQUEE adds modernistic touch to exterior of WMBD Peoria's new studios and offices. At its new location WMBD has three studios on the second floor, a news studio on the main floor and a theatre studio seating 300 persons.

—Philadelphia—

Average ¼-hour sets in use increased in Philadelphia during November-December. *Lux Theatre* and Jack Benny led the top ten evening shows. The figures:

AVERAGE ¼ HR. SETS-IN-USE
Entire Week, 6 a.m.-12 Midnight

November-December 1948	23.2
September-October 1948	21.6
November-December 1947	23.8

TOP 10 EVENING & DAYTIME— METROPOLITAN PHILADELPHIA
Highest ¼ Hr. Rating
Evening

	Nov. Dec.	Sept. Oct.
Lux Theatre	27.0	22.8
Jack Benny	24.0	
Phil Harris-Alice Faye	22.0	
Walter Winchell	21.0	22.5
My Friend Irma	20.5	
Godfrey's Talent Scouts	20.0	14.0
Bob Hope	18.8	
Fibber McGee-Molly	17.5	
Inner Sanctum	17.3	
Bing Crosby	17.0	

Highest ¼ Hr. Rating
Daytime—5 a week

	Nov. Dec.	Sept. Oct.
Arthur Godfrey	10.4	10.1
Breakfast Club	10.3	10.7
Ma Perkins (1:15)	10.2	10.2
Big Sister	10.0	10.7
Young Dr. Malone	9.8	9.8
Guiding Light	9.3	9.6
For Women Only	8.6	
Our Gal Sunday	8.4	9.7
Helen Trent	8.3	9.2
Rosemary	8.2	8.4

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Children's Hour	14.8	13.3
Football (Sunday, 2:30, WIBG)	13.5	
Football (Saturday, 3:00, WCAU)	12.5	
The Shadow	9.5	8.3
Mastering Music	7.8	
News, New Voices	7.5	
True Detective	7.3	
One Man's Family	7.0	
Quiz Kids	6.8	
Let's Pretend	6.8	

—Boston—

Morning and evening sets in use increased in Boston during November-December, but afternoon listening was consistently lower, due to the end of baseball sportscasts. The final total for the two months' period was off one-tenth—23.2 as against 23.3 during September-October. Evening leaders were *Lux Theatre* and Jack Benny. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	23.2
September-October 1948	23.3
November-December 1947	22.1
Entire Year 1948	23.2
Entire Year 1947	23.0

TOP 10 EVENING & DAYTIME— METROPOLITAN BOSTON
Highest ¼ Hr. Rating
Evening

	Nov. Dec.	Sept. Oct.
Lux Theatre	27.5	22.5
Jack Benny	26.0	
Phil Harris-Alice Faye	24.3	
Godfrey's Talent Scouts	20.5	18.5
Charlie McCarthy	19.3	
Bob Hope	18.8	
Fibber McGee-Molly	18.5	
Fred Allen	17.3	
Inner Sanctum	16.8	18.5
The Fat Man (WCOP, WLAW)	16.3	

(Continued on page 83)

HAVE YOU time to help these children?



Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show

Discs for Dimes—
short plugs by recording artists

Benny Goodman and his new orchestra

'Skitch' Henderson

Guy Lombardo and his Royal Canadians

Gregory Peck—Basil O'Connor

Piggy Bank Polka—
official 1949 March of Dimes song

A Report to You—
an infantile paralysis documentary

Alec Templeton with Allen Roth and
his orchestra, plus

1-minute live and transcribed announcements

Foreign language programs in Spanish,
German, Italian, Yiddish and Polish

JOIN THE MARCH OF DIMES · FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC., 120 BROADWAY, NEW YORK 5, NEW YORK
Franklin D. Roosevelt, Founder
HOWARD J. LONDON, Radio Director BEekman 3-0500

UNESCO

Pledge Is Suggested

A PLEDGE by signatory states represented at the International High Frequency Broadcasting Conference that they will never use their assigned frequencies "for purposes contrary to mutual comprehension and tolerance," has been suggested by UNESCO (United Nations Educational, Scientific, and Cultural Organization) for inclusion in the text of the Mexico City Agreement.

The resolution pointed out that high frequency broadcasting has "too often been used for unfriendly propaganda," and called attention to the "International Convention Concerning the Use of Broadcasting in the Interest of Peace," signed by 22 countries at Geneva in 1936.

Memorandum documents submitted to the Mexico Conference by Arno Huth, UNESCO representative, cited IHFBC's purpose as of "direct concern to UNESCO," since the latter deals with all means of mass communication.

Major points cited by UNESCO are:

- It is necessary to reach an international agreement on high frequency allocations. Only a universally accepted plan . . . can guarantee reception of broadcasts. Radio is being used "more and more for propaganda. The absence of international regulations . . . allows such practices to develop unhampered . . ."
- The 2,150 kilocycles allocated to high frequency are inadequate.
- An appreciable increase of effective broadcasting time . . . would contribute to fullest use of the spectrum's resources. Also a switch from high to low frequencies by stations in tropical regions is advised.
- On priorities, highest frequencies should be assigned to international broadcasting.
- Radio's local needs can be met by use of other frequencies; by increasing number of local stations; by establishing relay networks or line connections. Better equipped countries should give material and technical aid to those asked to relinquish high frequencies.
- Principles justifying priorities impose a duty on the content of foreign broadcasts. A protocol, to complement the new plan, is suggested which would pledge signatory states to prudent use of frequencies.
- UNESCO recommends that support be extended a UN application for a high frequency allocation, covering UNESCO in particular. Station or stations, when set up, should provide common facilities for UN, UNESCO and other agencies.

Wilkey Promoted

GENE WILKEY has been promoted to assistant general manager of WCCO Minneapolis, Merle S. Jones, general manager of the station, announced last Thursday. Previously with WDOD Chattanooga, Mr. Wilkey joined WCCO in January 1944 as assistant program director. He was named program director July 1, 1945. Mr. Wilkey began his radio career with WDOD when he was 19 years old, and advanced to program director.



Mr. Wilkey



STATE DEPT. officials on hand to take part in the official opening of "Voice of America's" new penthouse studios atop the Interior Dept. are (seated, l to r): George V. Allen, Assistant Secretary of State for public affairs, and Lloyd Lehrbas, director, Office of International Information; (standing, l to r): William C. Johnstone, director, Office of Educational Exchange; Dr. Victor Hunt, acting associate chief, International Broadcasting Division; and Howland H. Sargeant, deputy assistant to Secretary Allen.

* * *

'VOICE' STUDIOS

Elaborate Penthouse Opened in D. C.

THE OPENING of International Broadcasting Division's new "Voice of America" studios in a plush penthouse atop the Interior Dept. building took place last Monday. Top Congressional committee members and State Dept. officials participated in three-hour ceremonies coincident with the opening of the 81st Congress.

George V. Allen, Assistant Secretary for Public Affairs, delivered the dedicatory remarks on the initial Washington "Voice" broadcast. He expressed hope that the new facilities will enable the "Voice" to give foreign listeners a "clearer, on-the-scene picture of America's democracy in action" and "make a worthwhile contribution to a better understanding among people." Karl Mundt (R-S. D.) and Tom Connally (D-Texas) also spoke briefly.

The broadcast, lasting less than half an hour, was recorded at 4 p.m. for shipment to New York, from whence it was piped to overseas listeners the following day, Tuesday, in 19 languages.

On Wednesday President Truman's "State of the Union" address was picked up off network feeds, transmitted to New York and piped to English, German and Russian speaking peoples. Translations had been prepared from advance texts of the speech. Transcriptions in other languages were aired later that day and on Thursday.

Others attending the "Voice" opening included Sen. H. A. Smith (R-N.J.), William Warne, Assistant Secretary of Interior, and Lloyd Lehrbas, director of Office of International Information, under which IBD functions. Robert A. Lovett, Undersecretary of State, was unable to attend.

Also on hand were numerous newsreel photographers. The "Voice's" Washington debut was scheduled to be shown last week on Camel's nightly NBC-TV newsreel program, and in newsreel shorts on theatre screens throughout the country. One point of photographic interest in the Interior Dept. reception room is a folding screen, covered like a tourist's suitcase with envelopes received from "Voice" listeners abroad.

Excerpts of the remarks made by Secretary Allen on the "Voice's" first Washington-originated broadcast:

From the new Washington studios, the "Voice of America" hopes to give its listeners around the world a clearer, on-the-scene picture of America's democracy in action.

It hopes to give the peoples of other lands a better understanding of the executive, legislative and judicial functions of the United States Government.

And it hopes to give the rest of the world an accurate story of the American people: how they live and work and solve their problems; and what they believe.

The objectives of the international information and educational exchange program, as defined by law, are: "To promote a better understanding of the United States in other countries, and to increase mutual understanding of the United States among the people of other countries."

I have just recently returned from a meeting of the United Nations Educational, Scientific and Cultural Organization. In the international field, UNESCO is seeking to accomplish somewhat the same ends as is the "Voice of America" within its own scope.

The Constitution of UNESCO says: "Since wars are made in the minds of men, it is in the minds of men that the defenses of peace must be constructed."

To that end—the building of the defenses of peace in the minds of men—the "Voice of America" is unalterably pledged.

RMA SALES

$111 Million in 9 Months

SALES of radio and television equipment by Radio Mfrs. Assn. member companies totalled $34,-021,278 in the third quarter of 1948, RMA reported Jan. 5. Sales for three quarters of 1948 amounted to $111,228,411.

Combined sales of AM, FM and TV broadcast transmitting equipment to civilian firms amounted to $8,702,728 in the third quarter, RMA said, bringing the nine months' total to $23,527,843. Government purchases for the third quarter totalled 64% of RMA member companies' sales.

Television equipment, including studio, antenna and associated apparatus, represented sales of $5,-256,465 out of the total civilian broadcast transmitting sales in the third quarter and brought the total sales of this type of TV apparatus to $10,216,387 for the three quarters of 1948. FM transmitting equipment sales amounted to $833,-897 in the third quarter and AM equipment sales totalled $681,912 for the same period. AM and FM antenna equipment totalled $255,-236 and studio apparatus amounted to $923,800 in the third quarter. Miscellaneous broadcast transmitting equipment sales of $255,444 were reported and export sales of broadcast apparatus amounted to $495,974.

WDTV OPENING

Talent Lined Up for Event

TALENT for the opening night ceremonies of WDTV (TV), DuMont's Pittsburgh television station which begins operations Jan. 11 [BROADCASTING, Dec. 27, 1948], was announced last week by Donald Stewart, general manager.

Participating in the formal opening events will be Mayor David L. Lawrence and Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Immediately following the opening will be a series of acts that will include local and nationally known radio and stage stars, Mr. Stewart said.

WDTV will operate on Channel 3 (60-66 mc).

CBS-TV SALES

Fitzgerald, McKinnie Join

TWO NEW members have been appointed to the CBS-TV sales staff, David V. Sutton, sales manager, announced last week. They are John D. Fitzgerald and Ralph E. McKinnie. Mr. Fitzgerald has been with Compton Advertising Agency, New York, and was CBS special events and sports director from 1935 to 1940, from which post he joined National Assn. of Manufacturers as radio director.

Mr. McKinnie was most recently account executive at DuMont Television Network. Previously, he was national sales manager for WCKY Cincinnati, and was with Paul H. Raymer & Co., New York.

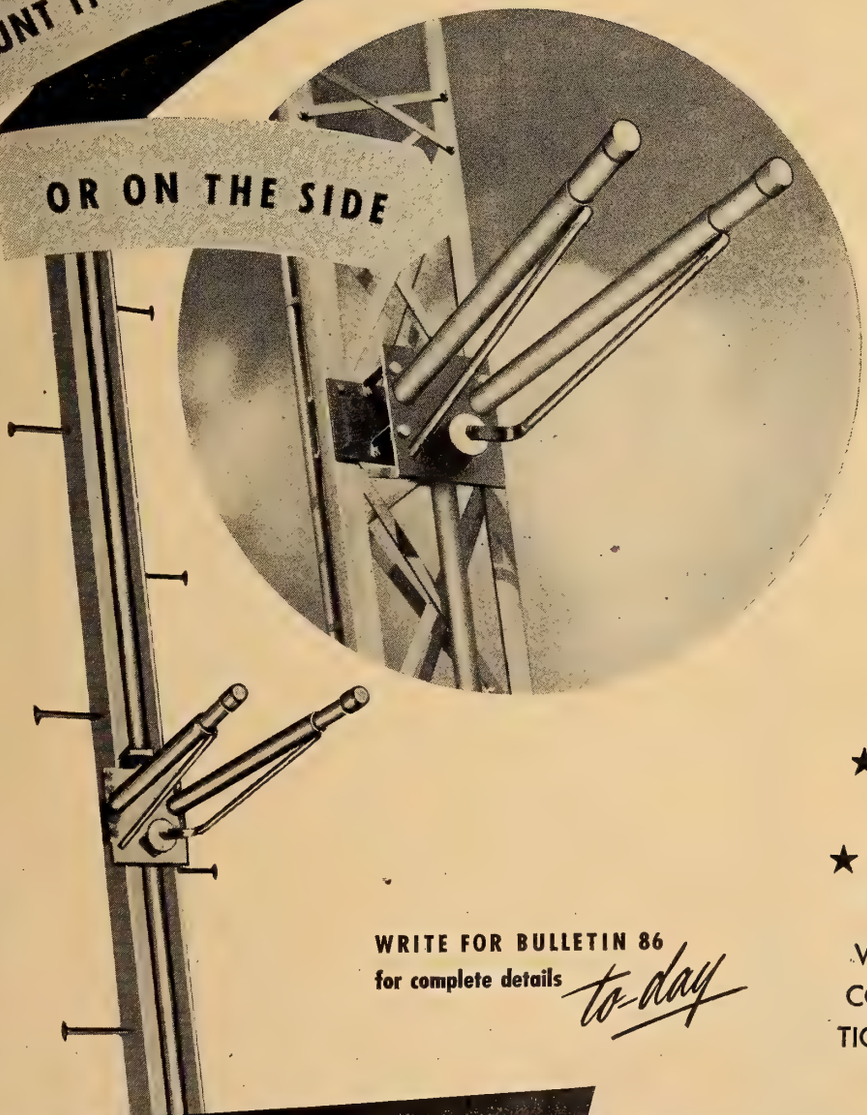


New Andrew MULTI-V FM ANTENNA GIVES YOU GREATEST POWER GAIN PER DOLLAR!

...Only $250.00 side-mounted; $435.00 top-mounted

MOUNT IT ON THE TOP

OR ON THE SIDE



Here is why the new ANDREW Multi-V is your best FM antenna buy.

- ★ Power Gain of 1.6
- ★ 10 KW Power Capacity
- ★ Top or side mounting with equal ease.
- ★ Weighs only 70 pounds side mounted; 450 pounds top mounted
- ★ Low initial cost—low maintenance
- ★ Omnidirectional pattern
- ★ Factory tuned to required frequency—no further adjustments required
- ★ Single feed point—single transmission line
- ★ Built to withstand winds of over 100 MPH
- ★ Antenna can be completely assembled on ground
- ★ Insulation resistance of feed line can be tested without climbing tower

WANT THE MOST EFFICIENT LOW-COST FM ANTENNA FOR *YOUR* STATION? BUY THE ANDREW MULTI-V!

WRITE FOR BULLETIN 86 for complete details *to-day*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

ANDREW

Eastern Office: 421 Seventh Avenue, New York City

Armstrong vs. FCC

(Continued from page 29)

cited the basic errors in question in an FCC Technical Information Division report on measurements of tropospheric and sporadic E field intensities. These had been made by FCC in conjunction with RCA at the latter's Princeton, N. J., laboratory. Prof. Armstrong said the measurements had been made by Wendell Carlson of RCA Labs. and were presented at the conference by Dr. George Brown of RCA Labs.

The letter continued that the error itself was not serious but the "really serious thing" was that TID had another set of data made earlier by Mr. Carlson "under similar conditions which showed diametrically opposite results and conclusions from those used" in the report.

Allen Contention

When the charges arose at the conference, Chairman Edward W. Allen, TID chief, pointed out that all of the information at hand had been carefully considered, properly adjusted and weighed before conclusions were drawn from the material.

In his second letter, dated Dec. 27 and in reply to the Commission's denial of Dec. 22, Prof. Armstrong reiterated the facts of his first letter.

WOIC(TV) STAFF

Debut to Be Jan. 16

JAMES BLAIR, former producer at WBAL-TV Baltimore, has been appointed production facilities manager of WOIC (TV) Washington, James S. McMurry, program manager, announced last Wednesday. The Bamberger outlet takes the air on Channel 9, Jan. 16.

Mr. Blair started his own daily song program over WBAL-TV in March 1948 and at the same time started in television production. Within seven months he was the station's chief producer. Previously Mr. Blair was winner of the third annual Arthur Godfrey Talent Scout program, from which he rose to numerous network singing assignments before entering TV production. In addition to writing, producing and singing 15 minutes weekly on ABC, he has recorded for RCA Victor, Decca and Columbia.

WOIC also announced two other appointments. Norman Bailey, former technician with WMAL-TV Washington, has joined the WOIC engineering staff and Laurence E. Richardson Jr. has been named auditor. Previously Mr. Bailey was transmitter and studio engineer at WROV Roanoke, Va. Mr. Richardson formerly was treasurer of Sky Supply Inc., Alexandria, Va.

PROTESTANTS

Parker in Radio Post; To Stress Medium

IN A MOVE to revitalize religious radio broadcasts, and "to make a place for religion" in television, the Rev. Everett C. Parker, director since 1944 of the Joint Religious Radio Committee, was appointed director of program and production of the Protestant Radio Commission.



Rev. Parker

Announcement of Mr. Parker's new post was made last week by Dr. Truman B. Douglass, vice president of the new commission which began operations last Monday. It encompasses 16 denominations.

Mr. Parker, with years of experience in professional radio behind him, pointed out in accepting the appointment how television and radio could work for religion.

Only some mass medium of communications can reach the more than 50% of the American people who do not attend church, he said. Local radio stations are the critical field for religious broadcasting, he added, and the new commission expects to aid city church councils and other local religious groups to improve the dramatic appeal and quality of religious presentations.

Television, he said, offers religion a chance to start from scratch in a new field, in which "we must divorce ourselves from all preconceived ideas of conventional methods of presentation of a religious message and experiment with new program formats."

In a special interview, Mr. Parker told BROADCASTING that in general he disapproved of either radio or television programs originating from church. Such time, he said, and the energy involved could better be put to use in less static, more dramatic presentations.

NRDGA AWARDS

To be Offered Wednesday

NATIONAL Retail Dry Goods Assn. awards for outstanding use of radio as a consistent advertising medium will be presented Wednesday to more than 20 stores.

Maurice B. Mitchell, NAB director of broadcast advertising, will present the awards at the opening of the Wednesday afternoon sales promotion session of the NRDGA convention, being held Monday through Friday at New York's Hotel Statler. For the first time in several years the convention will not include a radio meeting, an oversight which the organization promises to make good at its mid-year conclave this summer.

DENNIS JAMES has been appointed television chairman of Sports Division of March of Dimes Campaign for second successive year.



CBS-TV STAFF

Appointments, Promotions Are Announced

SIX new appointments and two promotions in the CBS-TV program staff were announced last week by the network. They included appointments of Walter Hart as producer-director; Richard Linkroum as a director, and Roderick Mitchell, Robert L. Simpson, Herbert Hirschman and Ben Magnes as associate directors. John Peyser and Kenneth Redford were promoted from associates to full directors.

Walter Hart has been under contract to MGM for five years as producer-director. He was previously with Paramount Pictures in the same capacity and was scenario editor of Columbia Pictures.

Mr. Linkroum joined CBS in 1937, was transferred to network operations a year later, and switched to WTOP Washington as program manager in 1941.

Mr. Mitchell was formerly program manager of WLAN Lancaster, Pa., before which he was with the CBS shortwave department as a director for seven years.

Director of radio and motion pictures in Canada for Young & Rubicam for the past three and a half years, Mr. Simpson was executive producer and managing director in Canada of RAI Purdy Productions from 1940 to 1945. Previously he was with CBS New York.

Herbert Hirschman has had a varied background in the theatre, films and radio. He was identified in various capacities with many Broadway plays, was story editor for Marathon Pictures, in the story department of RKO Radio Pictures, a script reader for Paramount, and has produced several radio programs.

Mr. Magnes as executive director for West Coast educational project has employed all media of mass communication. In radio, he was with the National Youth Administration radio workshop, CBS Listening Post, Office of War Information and State Dept.

On the CBS-TV staff since May 1948, Mr. Peyser currently directs two of the network's leading programs, and the film sequences on three others, including *We, the People.*

Mr. Redford, who has been an associate director for CBS since March 1948, has supervised N. W. Ayer & Sons, Philadelphia, sports broadcasts, and produced a series of filmed commercials for the Major Bowes television show.

Sales Practices

(Continued from page 27)

ommendation of the sales practices subcommittee.

A resolution was adopted urging NAB to take steps to encourage collection of sales material and result stories in television. The committee would encourage collection of data on circulation in television along with the setting up of uniform rate cards and contracts.

The NAB reorganization program was discussed at the Thursday session but action was put over to Friday.

J. Robert Gulick, WGAL Lancaster, Pa., committee member, and Lee Hart, NAB retail coordinator, discussed retail advertising and the NRDGA radio competition. Results of the contest will be announced this week at the NRDGA convention in New York.

Gordon Gray, WIP Philadelphia, committee member and chairman of the All-Radio Presentation committee, reviewed progress of the promotion project, now operating as a separate organization. The sales group pledged support to the promotion committee's campaign to enlist industrywide financial support.

Mr. Gray reported the subscription list had passed the 400-station mark. He said the promotion committee expects to review the shooting script at a meeting to be held Friday at BMB headquarters.

Attending the meeting, besides Messrs. Thomas, Gulick and Gray, were Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth; Frank E. Pellegrin, Transit Radio Inc., Chicago. Associate members present were George W. Brett, Katz Agency; Joseph Hershey McGillvra, Joseph Hershey McGillvra Inc.; H. E. Ringgold, Edward Petry & Co. The two board liaison members—Clyde W. Rembert, KRLD Dallas and Harry R. Spence, KXRO Aberdeen, Wash.—were unable to attend. Representing the board were Campbell Arnoux, WTAR Norfolk, Va., and Howard Lane, WJJD Chicago.

CONGRESS PR

Dickson Gets Post

CECIL B. DICKSON, veteran Washington newspaperman, who is well known in radio circles, Jan. 4 was appointed coordinator of legislative information for Congress. The post, which pays $12,000 a year, was created by the 80th Congress.

Mr. Dickson, 50, was born in Paris, Tex. He has worked on Oklahoma, Texas and Washington, D. C. newspapers and UP, AP and INS.

'NAB REPORTS'

Publications to Be Revised

PROPOSAL to revise the editorial and typographical content of the *NAB Reports*, weekly report to the membership, was adopted Thursday at a meeting of a special committee named by the board at its November session. The committee will report at the next board meeting, currently scheduled Feb. 14-15 in New Orleans.

Campbell Arnoux, WTAR Norfolk, Va., committee chairman, presided. Other members present were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. Sitting with the committee were C. E. Arney Jr., NAB secretary-treasurer; Robert K. Richards, director, Public Relations & Publications Dept., and James Dawson, director of information.

Delaware's Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

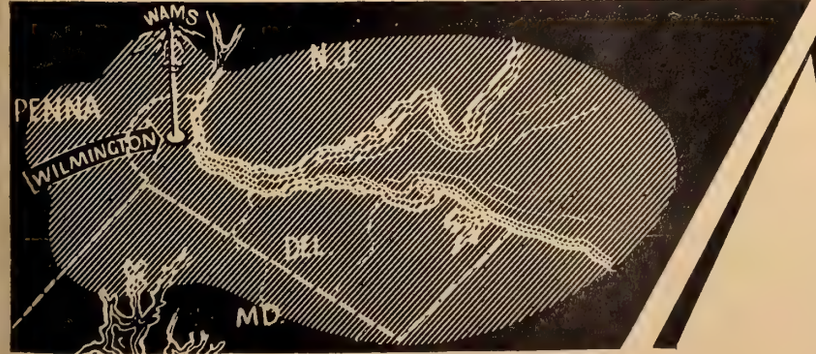
Wilmington, Delaware

35th LARGEST WHOLESALE MARKET IN THE U.S.A.

DAY and NIGHT

1380 KC

The only Delaware station with a directional antenna pattern *Designed* to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is *Directionally beamed* southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, *PLUS* Southern New Jersey and parts of Maryland and Pennsylvania. 225,000 RADIO HOMES ARE IN THIS BLANKET AREA.



Plus

Budget Buy

WAMS-FM

20,000 Watts

96.1 MCS

18,000 Homes FM Equipped. The only FM station on the air.

WHY PAY FOR COVERAGE THAT IS WASTED

Buy **WAMS**

George L. Sutherland, *Vice Pres. and General Mgr.*

REPRESENTED NATIONALLY BY

WEED & COMPANY

WRITERS GUILD

Negotiations in Hollywood

DRAFTING of provisions relating to authors' screen rights in the agreement between Radio Writers Guild for freelance radio scripters and advertising agencies, package producers and sponsors, shifted last week to Hollywood.

After movie rights clauses are reduced to writing, the drafting work will be continued in New York City. The two sides reached oral agreement in December [BROADCASTING Dec. 20]. After formal drafts are completed by drafting committees, copies will be submitted to members on each side for ratification.

Burnside Resigns

C. J. BURNSIDE, for the past 24 years with Westinghouse radio and electronic activities, has left the company to form an independent consulting service in Baltimore. In announcing the resignation, Westinghouse stated that Mr. Burnside would be retained by the firm as a consultant in this field.



Mr. Burnside

PACIFIC FOOTBALL

Conference Mulls Video Use in '49

WHILE the Pacific Coast Conference was trying to decide its position on television in the fall of '49 last week, the Los Angeles stations were almost unanimous that no price near the $75,000 paid USC-UCLA for 13 games was likely.

Since USC and UCLA were the only schools in a city where television stations were operative at the start of the '48 session, the Pacific Coast Conference granted them special authority to deal for themselves. In 1949 television will be possible in San Francisco and Seattle. This will mean at least three more colleges whose home games may be telecast.

Hence, television was a logical subject at the winter meeting of the Pacific Coast Conference at Palm Springs, Calif., Jan. 3-4-5. Still wary of the medium the western moguls postponed any consideration of '49 television rights until after the National Collegiate Athletic Assn. meeting in San Francisco, Jan. 6-7-8.

Although the western teams did experience a slight dip in attendance this past fall, Los Angeles station executives point out that the drop was occasioned by poor teams in the West's largest city. They argue that the East which has more television of football and more population to draw upon, experienced an increase in attendance.

On the practical subject of rights in '49, the majority of the television stations in Los Angeles felt that the $75,000 paid to USC-UCLA by KLAC-TV was very much out of line. So much so that they point out that the station had to take a substantial loss calculated at $35,000-$50,000 when time and facilities are added.

However, it was not possible to ascertain whether KLAC-TV was willing to bid as high again this year. Sentiment at Palm Springs had it that the schools in cities with video would probably be allowed to negotiate for themselves.

Radio was also on the minds of the western athletic leaders and here it was considered likely that Tidewater Associated Oil Co. would make a strong bid for renewal of its football aural radio rights. This past year, however, the conference very definitely had placed the sponsor on trial as result of dissatisfaction with the quality of play-by-play in '47. Whether the conference leaders were impressed with the '48 job was not mentioned.

KPIX (TV)

Starts Using NBC Program

KPIX (TV) San Francisco last week activated its interim affiliation with NBC, presenting *Philco Television Playhouse* show, "Parlor Story."

The program, kinescope-recorded, is the first network video show to be released in the San Francisco Bay area. It is scheduled as a regular Sunday night feature over KPIX, which has been on the air on Channel 5 (76-82 mc) since Dec. 23.

KPIX carried the East-West football classic in San Francisco New Year's Day under sponsorship of Tidewater Associated Oil Co.

In order that accurate data may be obtained regarding the number of television sets in use in San Francisco and vicinity, dealers there are recording names and addresses of all purchasers of TV receivers.

The Northern California Electrical Bureau and the Pacific Gas & Electric Co. are acting as clearing houses for the information, which will be made available to all TV station operators in the region.

Blizzard Aid

KFBC, 250 w ABC affiliate in Cheyenne, reported that it devoted all its air time to emergency messages and assistance in locating missing persons when two-day blizzard last week left the Wyoming capital snowbound. Rail and bus transportation in Cheyenne and southwestern Wyoming was at a standstill, KFBC said, with drifts ten feet deep in the city. Station handled scores of requests for food and fuel, according to William C. Grove, KFBC manager.

WICU (TV)

Issues First Rate Card

RATE CARD No. 1, effective Feb. 1, has been issued by WICU (TV) Erie, Pa. The station is owned and operated by the Dispatch Inc. with Edward Lamb as president and Layman W. Cameron, general manager.

One time rate in the Class A period, 6-11 p.m. weekdays and 12 noon to 11 p.m. Sunday, hourly is as $150. Frequency discount for 260 times or more cuts the price to $105 for a Class A hour. Class B time is $90 an hour and decreases to $63 per hour with the frequency discount.

For one minute or less in Class A time the one time rate is $22.50, decreasing to $15.75 for 260 or more. Class B time for one minute or less runs from $15 down to $9.75.

Rehearsal time of twice the length of the broadcast is available without charge, the card states. Additional time is listed as $25 per hour or fraction thereof.

The station will operate on Channel 12, 204-210 mc, with 3.4 kw video and 1.75 kw aural. National representative is Headley-Reed Co.

16MM FILM TV

Improved by New WE Method

IMPROVED fidelity in sound in the telecasts of 16mm films is possible with a new method of sound-on-film recording announced by the Electrical Research Products Division of Western Electric Co.

Demonstration of the new sound recording was held Thursday at Western Electric's office in New York.

Results obtained are comparable to those achieved by 35mm theatre sound, company officials claimed. They are attained by using variable density recording and omitting the customary negative step in processing. The usual direct current bias for noise reduction is not applied, but instead a high frequency alternating current bias of the order of 24 kc is superimposed on the light valve.

The only equipment required, in addition to recent Western Electric recording machinery, is a simple oscillator to provide the alternating current bias. No change is required in sound projectors on which the film is used.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN

Whenever you think of
SYRACUSE
as a market—
(*and the Market Figures make you think*)

it's equally profitable to think of
WSYR
as the media that
blankets the Syracuse trading area

WSYRACUSE 570 kc—5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

NETWORK BOXSCORE

Number of commercials on the four nationwide networks Nov. 30	291
Number of network commercials starting during December	6
Number of network commercials ending during December	17
Number of commercials on the four nationwide networks, Dec. 31	280

December Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
The Texas Co.	Metropolitan Opera	ABC	Sat., 2 p.m. to conclusion	Buchanan & Co.
General Motors Corp.	Henry J. Taylor	ABC	Mon., 8:45-9 p.m.	Kudner Agency
Beauty Factors	Meet the Stars	ABC	Thurs., 8:55-9 p.m.	Wesley Assoc.
American Tobacco	Your Lucky Strike	CBS	Mon.-Fri. 4:30-5 p.m.	BBDO
Longine-Wittnauer	Longine Symphonette	CBS	Sun. 2-2:30 p.m.	Victor Bennet
Procter & Gamble	What Makes You Tick?	CBS	Mon.-Fri. 2:45-3 p.m.	Compton Adv.

December Deletions

Paul F. Beich Co.	Whiz Quiz	ABC	Sat. 10-10.30 p.m.	Olian Adv.
Clear Weave Stores	The Story Teller	ABC	Thurs., 8:55-9 p.m.	Doherty Adv.
Schutter Candy, Div. Universal Match Co.	David Harding, Counterspy	ABC	Sun. 5:30-6 p.m.	Schwimmer & Scott
Procter & Gamble	Gang Busters	ABC	Sat. 9-9:30 p.m.	Benton & Bowles
Procter & Gamble	What Makes You Tick?	ABC	Mon.-Fri., 11:45-12 noon	Compton Adv.
Mantle Lamp Corp.	Smilin' Ed McConnell	ABC	Fri., 4:15-4:30 p.m.	William Hart Adler
Andrew Jergens Co.	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Robert W. Orr Assoc.
Consolidated Royal Chemical Co. (Pacific Coast)	Bob Elson on the Century	ABC	Mon.-Fri. 7:30-7:45 p.m.	Arthur Meyerhoff & Co.
General Electric Co.	G. E. House Party	CBS	Mon.-Fri. 3:30-3:55 p.m.	Young & Rubicam
Wm. H. Wise Pub.	How to Get More Out of Life	CBS	Mon. 2:45-3 p.m.	Twing Altman Co.
Continental Pharmaceutical	Leave It To The Girls	MBS	Fri. 8:30-9 p.m.	Arthur Meyerhoff & Co.
General Motors	Henry J. Taylor	MBS	Mon.-Fri. 7:30-7:45 p.m.	Kudner Agency
Teen Timers	Teen Timers Club	MBS	Sat. 11:30-12 noon	Buchanan & Co.
Volupte	The Better Half	MBS	Thurs. 8:30-8:55 p.m.	Hershon-Garfield
American Tobacco	Jack Benny	NBC	Sun. 7-7:30 p.m.	BBDO
S. C. Johnson Co.	Fred Waring Show	NBC	Mon. & Wed. 10-10:30 a.m.	Needham, Louis & Brorby
Standard Brands	Charlie McCarthy	NBC	Sun. 8-8:30 p.m.	J. W. Thompson

December One-Timers

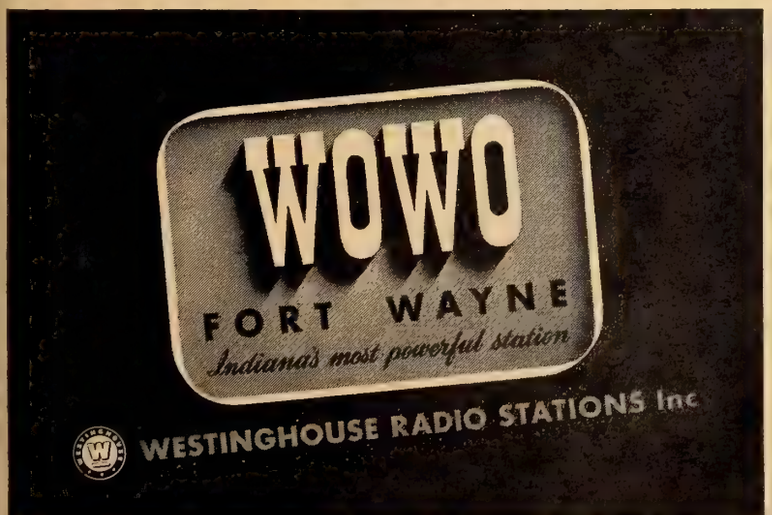
Elgin Nat'l Watch Co.	Holiday Star Time	NBC	Dec. 25, 4-6 p.m.	J. W. Thompson
Wm. Wrigley Jr. Co.	Christmas Festival	CBS	Dec. 25, 4-6 p.m.	Ruthrauff & Ryan
Gillette Safety Razor	Blue-Gray Football Game	MBS	Dec. 26, 2 p.m. to conclusion	Maxon Inc.
Stanley Home Products	Boys Town Choir	ABC	Dec. 12, 4-4:30 p.m.	Direct

RUNYON SERIES

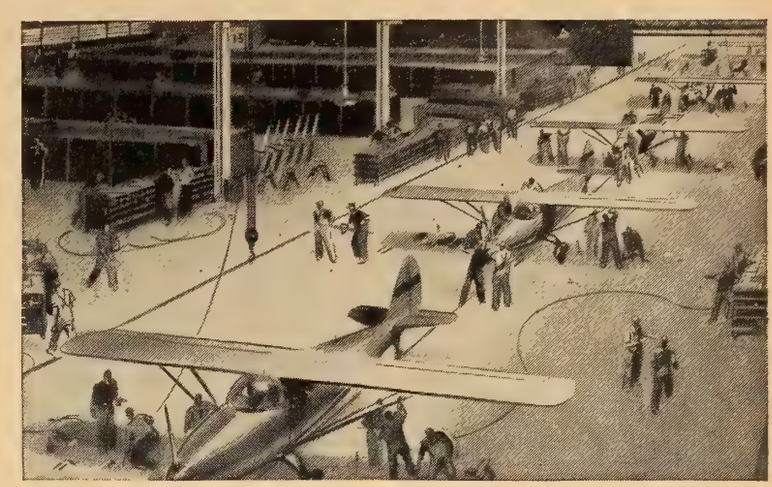
Mayfair Sells to Three

THREE additional stations have purchased Mayfair Transcription Co. (Hollywood) half-hour comedy series *The Damon Runyon Theatre.* Stations include KFI Los Angeles; KGO San Francisco; KGA Spokane, Wash. Sponsors are Chemicals Inc., San Francisco (Vano liquid starch) on KFI; Leo J. Meyberg Co., same city (Norge appliance distributor) on KGO; Old National Bank of Spokane, that city, on KGA.

Previous purchasers of the series include KSL Salt Lake City; KOY Phoenix; KIDO Boise, Idaho; KGGM Albuquerque; KERO Bakersfield, KCRA Sacramento, KWG Stockton, all Calif.; KORE Eugene, KEX Portland, Oregon; KFBB Great Falls, Mont.; KLAS Las Vegas, Nev.; KCSJ Pueblo, Col.; KBYR Anchorage, Alaska.



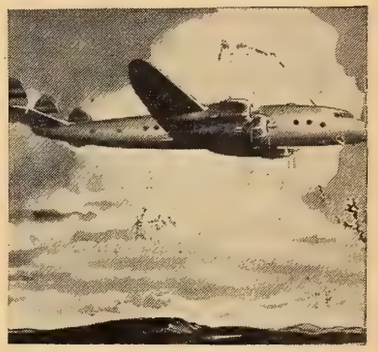
Seven new planes completed ...at a cost of $4.30!



New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets many supplies and parts — by Air Express. The cable was ordered in A.M., delivered to plant same day. 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.



$4.30 included pick-up and delivery at no extra charge—and receipt for shipment. All this, plus the *world's fastest shipping service.* That's Air Express—used with profit by every business.



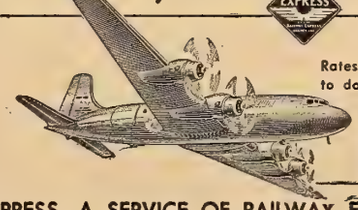
Shipments go on all flights of Scheduled Airlines. Speeds up to 5 miles a minute—no waiting around. Around-the-clock service. Direct service to over 1,000 airport cities, air-rail for 22,000 off-airline offices.

Facts on low Air Express rates:

22 lbs. of new fashions goes 700 miles for $4.73.
6-lb. carton of new jewelry line goes 1,000 miles for $2.24.
Same day delivery in both cases if you *ship early.*

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

budget-wise time buyers

k-nuz
(KAY-NEWS)

BRINGS YOU
MORE
LISTENERS
PER
DOLLAR
IN
HOUSTON

MORE BUYERS
FOR
YOUR PRODUCTS
AT
LOWER
COST



. . . for proof write
for Hooper and
other marketing
data . . .

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

BMB

(Continued from page 21)

about BMB. Among those said to have discussed the crisis were Frederic R. Gamble, AAAA president, and Paul West, ANA president.

The NAB officials are understood to have conferred with Mr. Feltis, who has been a target for BMB critics along with John Churchill, director of research.

Three Courses

Three courses were suggested during last week's discussion:

- Scrap the whole thing now.
- Go ahead with the March survey (for which much of the planning is complete) and then wind up BMB.
- Put off the survey until 1950 and do a careful and complete reorganization job.

Judging by some of the comments, the third course has a good chance of favorable action at Tuesday's meeting. The executive committee, it is understood, would not take any final action but would review the whole crisis and report to the BMB board, with the separate NAB, ANA and AAAA boards possibly taking final action.

The idea of moving NAB's board meeting to New York would give the directors a chance to confer with all parties involved in the tripartite project. Claim has been made by critics of BMB that the NAB board in November whipped up a violent set of suggestions for BMB's guidance but that the ideas were softened on reconsideration and two emissaries sent to later BMB committee and board meetings with instructions to lay the facts on the table.

BMB officials have argued that the NAB delegates presented a series of technical suggestions and that all of them were accepted and steps undertaken to put them into operation.

Feltis Answers Article

Statements in the article "BMB on Carpet," in the Jan. 3 BROADCASTING contain a number of errors of fact, according to Hugh Feltis, BMB president. The article summarized views of broadcasters who are critical of BMB. Excerpts from Mr. Feltis' reply to specific points follow:

1. A weak spot in BMB would be revealed if the bureau would open its books to show the list of paying subscribers.

"BMB's list of paying subscribers is not only open, it is publicized. The summer issue of the *BMB Quarterly,* distributed to all U.S. stations, listed every subscriber as of June 30, 1948, the end of the fiscal year. On Dec. 14 and 29 we issued press releases listing the additional subscribers since July 1."

2. . . . Pressures have been applied to encourage stations to join (BMB).

"All selling may be regarded as a form of pressure and we have tried to sell subscriptions. Our efforts have been directed and approved by the board of directors and BMB committees, on which broadcasters are represented. At its November meeting the NAB board itself recommended that NAB undertake a sales and promotional campaign to enlist 1,000 subscribers."

3. How much money has been received to date?

"BMB's receipts are no secret. In September 1947 every subscriber received a financial report. Each month a detailed financial statement showing receipts and expenditures is submitted to the finance and executive committees, which include four broadcaster representatives. Judge Miller, president of NAB, is a member of our executive committee."

4. What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?

"All these and many other expenditures are enumerated in the monthly financial statements submitted to the finance and executive committees."

5. What stations were paying members as of Dec. 31, 1948?

"The published lists . . . were paying subscribers with the exception of 36 stations, which have resigned."

6. What is the status of the BMB tax case? What attorneys have been hired? How much have they been paid?

"The employment of Root, Ballantine, Harlan, Bushby & Palmer as tax counsel was publicized and sent direct to every U. S. radio station, the NAB board and NAB officials; also to AAAA and ANA. Previously the bureau's tax matters had been handled first by NAB's own tax counsel, Alvord & Alvord and then by BMB's general counsel, John Griffin. The status of the tax case and payments to tax counsel are matters of record, known to our finance and executive committees."

7. Is BMB actually diverting millions of national advertising dollars to other media?

"All our evidence is to the effect that BMB has increased the use of radio. Many instances can be cited."

8. . . . (NAB members) resent the BMB board's implication that all association members should subscribe.

"BMB believes that all broadcasters, NAB members as well as others, should subscribe to BMB, not because they are NAB members, but for the value of BMB to them as broadcasters."

9. . . Persistent refusal to heed individual complaints by stations.

"BMB admits it has not always given as prompt attention to complaints as might have been desired, but all have been handled sooner or later. Our actions must be in accordance with policies established by our committees and the board."

10. (BMB) revamped figures after sufficient pressure was brought to force a careful re-check.

"BMB did not change any of its figures for any station. Our figures represent what listeners told us. We do recognize that the figures call for interpretation in the light of signal availability and have created an engineering advisory committee to study the problem."

11. . . . Once-a-week (minimum) listening (requirement) enabled stations to claim audiences in vast areas where they actually have few or no regular listeners.

"It was the stations (not the advertisers or agencies) who insisted on a once-a-week minimum. Many feared that their claimed audience areas would be reduced if a greater frequency minimum were used."

12. Exaggerated audience area claims made possible by the once-a-week-minimum standards are credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to the diversion of millions of dollars to other media.

"Advertisers and agencies recognized the thinness of once-a-week from the start. That is why many of them use cut-off points of 50% or 25 % penetration in considering stations. Average daily audience in study No. 2 will provide data on more frequent listening. BMB makes possible the more effective and efficient use of radio."

13. BMB critics are still seething over the battery of agency executives thrown at them by Hugh

WHBQ • 56
FIRST ON YOUR RADIO



W. H. Beecue

Your Mutual Station in Memphis Tenn.

NOTICE:
Contracts made NOW at present rates receive full year's protection

Represented by THE WALKER COMPANY

FILM INSERTS
KFI-TV Plans Use

PRACTICE of inserting commercials in feature length pictures telecast by KFI-TV Los Angeles was announced last week by William B. Ryan, general manager.

Films are stopped or cut at breaks, Mr. Ryan explained, thereby permitting smooth insertion of the commercial. First buyer of this idea is Victory Packing Co., Los Angeles pet food manufacturer, through J. C. Stevens Co., Hollywood advertising agency.

Feltis at NAB district meetings.

"Advertiser and agency executives of the calibre that appeared at these meetings do not permit themselves to be thrown at people. Nor do the NAB district directors. BMB was invited to participate at each district meeting."

14. More subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

"BMB has no weapons. Some subscribers want their fellow NAB members to subscribe in order to reduce the cost to themselves and to make the BMB reports more complete, thus more useful to time-buyers, thus more valuable to subscribers.

"The letter from Joseph Allen of Bristol-Myers, is presented as though it had been inspired by BMB. Had the critics queried Mr. Allen they would have found that this is not the case. He is not the kind of a man who would permit himself to be used as a tool by BMB or any other organization. BMB did not inspire or suggest the letter.

"Mr. Allen has informed me that Bristol-Myers, as an advertiser, feels justified in asking any medium for information which it feels it needs."

15. Desire for a complete BMB audit.

"BMB's books are audited annually by Ernst & Ernst. Copies of the complete audit are sent to all members of the finance and executive committees. A condensed report of examination, prepared by Ernst & Ernst, is sent to and is reviewed by the board."

16. A recent BMB brochure is a costly promotion piece rather than a reference document.

"We have received scores of requests for additional copies and many comments on the booklet. Only one broadcaster has commented adversely. Many commented favorably. The manner of presentation was unanimously approved by the Users Service Committee."

"Above and beyond the individual points," Mr. Feltis said, "it should be borne in mind that as a cooperative association BMB acts only by instruction from or with the advice of its board and committees. And the BMB board members are elected by the three member associations, NAB, AAAA and ANA."

FITZGIBBONS PLAN
Under TBA Scrutiny

PROPOSAL of an industry-wide tax on video receiver manufacturers will be a major topic of discussion by the board of Television Broadcasters Assn. at its next meeting, to be held Jan. 18 in New York. Proceeds from the tax, proposed by L. O. Fitzgibbons, commercial manager of WOC Davenport, Iowa, would be spent for set advertising via television programs [BROADCASTING, Jan. 3].

TBA has circulated the proposal to its manufacturer members asking for their opinions of the plan to aid the board in its considerations. Meeting will also discuss the Detroit ban on video ownership for residents of low-cost public housing projects [BROADCASTING, Jan. 3] and whether or not it is a proper matter for TBA action.

Congress

(Continued from page 24)

communications. Both were referred to the House Ways and Means Committee.

H.R. 207 to repeal the tax on certain telegraph, telephone radio and cable facilities was sired by Rep. Gordon L. McDonough (R-Calif.) on Jan. 3.

Rep. James H. Morrison (D-La.) on Jan. 5 introduced the measure he had indicated [BROADCASTING, Dec. 20, 1948] he would propose. His bill, H.R. 879 would repeal the 25% tax on telephone and telegraph tolls, a large portion of which is passed on to the radio industry through higher rates.

TOM HARMON, KFI Los Angeles sports director, has been signed for role as sports announcer in forthcoming Universal-International movie, "Baby Makes Three."

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station



Coaxial Opening

(Continued from page 30)

to be aired on NBC-TV, Thursday, 10-10:30 p.m.

CBS did not have the list of programs which were going to be put on the cable for simultaneous broadcasting in the East and Midwest completed by the week end, but had tentatively scheduled: *Toast of the Town* (Emerson Radio Corp.), Sunday, 9-10 p.m., on alternate weeks (when NBC's *Philco Playhouse* is not utilizing the cable); *Arthur Godfrey and His Friends* (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.; *The Goldbergs*, Friday, 8-8:30 p.m., and two Monday through Friday programs, *Lucky Pup*, 6:30-6:45 p.m., and *News With Doug Edwards*, 7:30-7:45 p.m.

DuMont network programs to be fed over the cable covering East and DuMont Midwest networks will include: *Original Amateur Hour*, Sunday, 7-8 p.m. (P. Lorillard Co.); *Small Fry*, Monday through Friday, 6-6:30 p.m. (co-op); Russ Hodges, 6:45-7 p.m.; *DuMont Show*, Tuesday, Thursday, 9-9:30 p.m. (Allen B. DuMont Labs); *Friday Night Frolic*, Friday, 8-9 p.m. (Admiral Radio Co.).

ABC line-up of video programs to be fed to the Midwest via the cable includes: *Singing Lady*, Sunday, 6:30-7 p.m. (Kellogg Co.); *Hollywood Screen Test*, Sunday, 8-8:30 p.m., and *Actors' Studio*, Sunday, 8:30-9 p.m., on alternate weeks; *Gay Nineties Revue*, Tuesday, 9:30-10 p.m.; *Club Seven*, Thursday, 10-10:30 p.m.; *Quizzing the News*, Thursdays, 10:30-11 p.m.; *Earl Wrightson Show*, Friday, 9:30-9:45 p.m.; *Critics at Large*, Saturday, 9-9:30 p.m.

Statement by F. M. Flynn, president of WPIX New York: "WPIX, the *New York News* television station, has advised the AT&T Co. that it is withdrawing all requests for time on the western coaxial cable for the first quarter of 1949.

"Our decision to abandon, at present, any plan to feed programs to WGN-TV and other stations on the western coaxial cable was made only after careful consideration of all factors.

"The time which was made available to WPIX falls far short of that which would be necessary to develop a rounded service to other stations. The time made available conflicts in several instances with WPIX local sports coverage which we wish to carry for our New York audience.

"The AT&T Co. have been most considerate of our requests but the small amount of usable time made available calls for a minimum line charge far in excess of the value of the actual usable time.

"WPIX, as we have frequently stated, is primarily a local station. We are determined to concentrate on serving a New York audience, and until coaxial cable time is available which will fit into our program plans, we will forego service to other stations. It is our belief that the restricted amount of time now available is not worth the time and money necessary to develop programs for other stations. At a later date we are confident that there will be ample time available for the needs of all stations."

'GOLDEN SPIKE'

Gala Plans for Coax Start

A PARADE of network stars and industry officials will be brought to more television homes than ever before in history in one telecast at the pooled "Golden Spike" broadcast ceremonies signalling the opening of the Bell System's East and Midwest coaxial cable tomorrow.

The program will be telecast to 14 cities over 32 stations and will be on the air from 9:30 to 11 p.m.

It will be presented with split-second timing, with the first 30 minutes formal ceremonies and the next 60 minutes top network stars.

It will open with a roll-call of cities partitcipating. A montage film of the cities joined will be shown. They are: New York, Philadelphia, Baltimore, Washington, Richmond, Boston, Pittsburgh, Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland, and Buffalo.

Tom Shirley, Bell System announcer, will speak briefly on the new cable and then the program will swing to Washington, D. C., where Wayne Coy, FCC chairman, will speak for two minutes from the Wardman Park Hotel. He will be followed by a ten-minute film from New York, "The Story of Network Television," a production of AT&T's Long Lines Division, especially made for the event.

Leroy A. Wilson, president of AT&T, in a one-minute talk will then officially turn over the coaxial facilities to the networks, and the presidents of the four participating networks will respond, each taking one and a half minutes in this order: Allen B. DuMont, WABD and DuMont Labs; Niles Trammell, NBC; Frank Stanton, CBS, and Mark Woods, ABC. They will be followed by one and a half minute greetings by Mayor William O'Dwyer of New York and Martin Kennelly of Chicago, speaking from the respective terminals of the cable.

At 10 o'clock the entertainment segment of the inaugural will start, CBS leading off with Arthur Godfrey, who will be supported by singers Janette Davis and Bill Lawrence and the Archie Bleyer Orchestra. Puppetteers and Douglas Edwards, newscaster, will round out the 15-minute CBS segment.

DuMont's quarter-hour period will follow, with Ted Steele, vocalist-pianist, leading his 16-piece orchestra.

NBC will take the third quarter-hour period, presenting Milton Berle, who has received the highest ratings in television or radio. He will be assisted by other members of the *Texaco Star Theatre* troupe.

ABC will swing to Chicago for its entertainment presentation bringing to audiences the mystery drama, *Stand by for Crime*. Before the dramatization, Marc Connolly, narrator of ABC's *Actors' Studio*, will speak from New York, introducing the Chicago show to eastern viewers.

Chicago Plans

No special parties of Chicago televiewers have been planned for Tuesday night, but preparations are under way by the Chicago Radio Management Club for a turnout of 400 at a special luncheon Wednesday noon in the Red Lacquer Room of the Palmer House when NBC-TV will salute the club from New York and Washington. Special guests will be NBC's Charles R. Denny, executive vice president, and Carleton Smith, television director.

The program, 1:30-2 p.m. CST, will feature outdoor camera views of Rockefeller Center, St. Patrick's Cathedral, and other famous New York buildings as well as man-on-the-street interviews by announcer Ben Grauer. From Washington, views of the Capitol and interviews with Illinois Congressmen will be presented.

Without fanfare, WNBQ, key Midwest outlet for NBC television, will convert from its experimental operations of the past three months to a fulltime commercial basis Wednesday. In addition to WNBQ and WENR-TV (ABC), the only other Chicago station whose viewers will benefit from the joined cables is WGN-TV, the *Chicago Tribune* station.

WABD (TV) PROMOTES

Passman, Rayel Named

CHANGES in title and function of two staff members of WABD (TV) New York were announced last week by Leonard Hole, general manager of the DuMont television key station.

Roy Passman becomes WABD operations manager and Jack Rayel becomes daytime program manager.

Mr. Passman, formerly of CBS and the Washington office of the Cowles Broadcasting Co., is responsible for the organization and distribution of program and operations schedules and will assist Mr. Hole in the administration of all station operations.

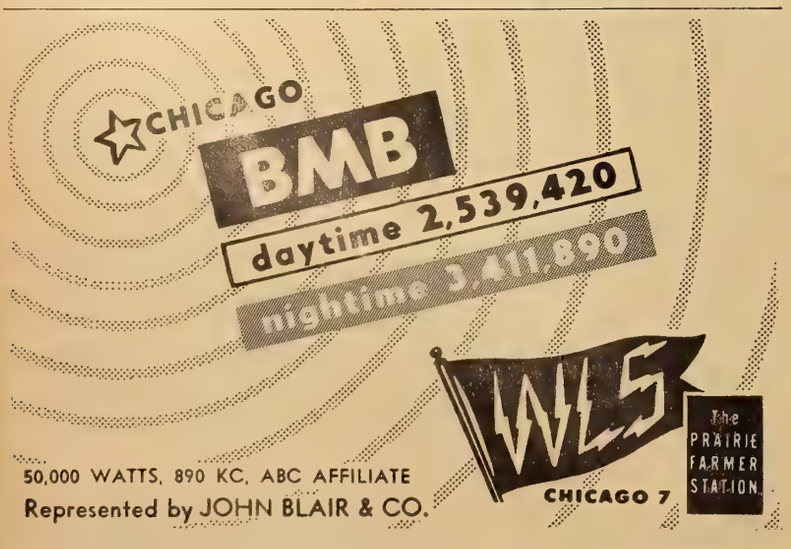
Mr. Rayel is directly responsible for the presentation of all programs aired from 7 a.m. to 6 p.m., Mon.-Fri., reporting to Tony Kraber, WABD's program manager. He joined DuMont in May 1948, and in July became assistant to James Caddigan, director of programming for the DuMont network, who has released Mr. Rayel for his new assignment.

JAMIESON

Promoted at DuMont

ROBERT JAMIESON, operations manager of WABD New York, DuMont television network's key outlet, has been promoted to network traffic manager. The appointment, announced last week by Lawrence Phillips, director of the network, is effective immediately.

Mr. Jamieson will be in charge of ordering all network facilities, routing traffic to DuMont's affiliated, and owned-and-operated stations, and will keep network stations advised of future traffic commitments.



WINZ

WTVJ(TV)

Rescind Revocation Says Walker

COMR. PAUL A. WALKER ruled last week that FCC should "revoke" its order revoking the permit for WTVJ (TV) Miami and should approve the proposed transfer of the station to Wolfson-Meyer Theatre Enterprises [BROADCASTING, Aug. 2].

His ruling came in an initial decision which is subject to approval of the Commission. Comr. Walker presided in the hearing on both the revocation and transfer questions in late October [BROADCASTING, Nov. 1].

The Commission's original revocation order, held up pending a hearing and final decision, was based on alleged concealment and misrepresentation of ownership and financial affairs. At that time FCC charged that Robert J. Venn, an 11-year veteran of broadcasting who was listed as president and 66% owner of the company, had relinquished control to Wolfson-Meyer Theatre Enterprises (Wometco).

On the basis of the hearing, Comr. Walker concluded that "neither Wometco nor Venn acted prudently in this matter," but that he didn't regard the evidence as requiring affirmation of the revocation order. Further, he said, Wometco is qualified to become operator of WTVJ. The station had been slated to go on the air within a short time when the revocation order was issued.

The WTVJ permittee, Southern Radio & Television Equipment Co., originally was owned 66% by Mr. Venn; 32% by Edward N. Claughton, and 2% by Edward J. Nelson, attorney. Later Mr. Claughton decided to withdraw. Comr. Walker found three basic questions to be answered:

1. Did it become misrepresentation when Southern Radio failed to open a bank account and deposit Mr. Claughton's checks as represented in the application?

2. When Mr. Claughton indicated his desire to withdraw from the company, was this actually a corporate and financial change which should have been reported to the Commission?

3. Did Southern Radio actually relinquish control to Wometco at any time?

The first question was answered "no" by Comr. Walker. He said the Southern Radio application was filed in good faith and that "the fact that later events brought about changes in fiscal plans does not render deceitful or intentionally misleading those plans first contemplated."

To the second question, the Commissioner replied that the "changed circumstance" should have been reported. But he found no evidence of deliberate concealment and said he did not consider Southern Radio to be "so remiss" as to warrant revocation.

Close Relationship

As to the third question Mr. Walker said "the relationship of Southern and Wometco . . . was closer than that which ordinarily exists between lender and borrower or a proposed transferor and tansferee." But he found no reason to believe that there was any actual transfer of control to Wometco.

The application for transfer to Wometco was filed last April. The transfer is to be accomplished by simple stock subscription. Wometco subscribes to all 1,000 shares of Class A $9.50 par common stock while the 333 shares of Class B $1 par common stock are to be held by Mr. Venn; Mitchell Wolfson, president of Wometco, and Mrs. Wolfson; and Sidney Meyer, Wometco vice president, and Mrs. Meyer. Class A stockholders (Wometco) must lend $200 per share to the corporation, repayable after 20 years with no interest payable during the first three years.

Wometco owns and operates a number of motion picture theatres and affiliated enterprises in the greater Miami area and also owns 20% of WMIE Miami, of which Mr. Venn has been general manager.

ASCAP

TV Negotiating to Start

NEGOTIATIONS with ASCAP for video licenses are expected to start this week, according to Robert P. Myers, NBC assistant general attorney and head of the television subcommittee of the NAB Music Advisory Committee.

ASCAP has secured video licensing rights from the required 80% of both writers and publishers (figured on a royalty basis) and so is now in a position to begin negotiations with the telecasters. Definitions of terms used in the rights given ASCAP by its members—costumes, scenery and the like—is the first order of business, Mr. Myers said.

The extension of the ASCAP contracts with sound broadcasters through 1959 [BROADCASTING, Jan. 3] does not cover television, which is to be separately licensed.

AGENCY EXECS

N-E Names 8 to Ownership

NEWELL-EMMETT Co., New York, promoted eight executives into ownership of the company Jan. 1 in recognition of "long and effective" service.

They are: James F. Kiley, controller, who has been with the agency since 1919; Edward F. Molyneux, art department manager, who also joined the agency in 1919; G. Everett-Hoyt, executive, associated since 1923; Gerald W. Tasker, research director, with the company since 1925; Russell K. Jones, executive since 1929; Robert R. Newell, copy department manager, who joined in 1933; Earl H. Ellis, executive, with the firm since 1938, and Newman F. McEvoy, media department manager, with the agency since 1928.

Mr. McEvoy has handled timebuying for a variety of active advertisers since 1930. Accounts included Liggett & Myers (Chesterfield) and Pepsi Cola, for which he was chief timebuyer. He is credited with putting that company's famous 15-second jingle on a number of U.S. stations. In January 1947 he was named president of Media Men's Assn., New York.

The advertising agency has been broadening the base of its ownership from within the organization since its establishment in 1919.

SAR Talks TV Rights

MEMBERS of the Society of Authors Representatives, composed of literary and dramatist agents, met last Wednesday afternoon to discuss and swap information on the various aspects of television rights for the properties they represent. The meeting resolved to take the matter up with the Dramatists Guild the latter part of next week.



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Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

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FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

REC SEMINAR

Skouras, Smith, Jett, Hubbell Speak

"TELEVISION, with the aid of motion pictures and radio, will reach the heights of success and prosperity and service to mankind," Spyros Skouras, president, 20th Century-Fox Film Corp., told the Dec. 30 meeting of the Radio Executives Club of New York [BROADCASTING, Jan. 3].

"We are dealing with no midget marvel of the moment," Mr. Skouras declared. "We have on our hands a mighty giant and until it is fully grown and developed it will plague us and upset us and give us many headaches." But when the developmental period is over, he predicted that "the zenith in entertainment will be reached."

Impact Will Be Felt

Pointing out that "there is no question that the motion picture industry and radio will feel the impact of this growth of television and that there will have to be an adjustment period," Mr. Skouras continued: "I see no basis whatsoever for those who cry panic and darkly predict that it will mean the eventual destruction of the motion picture industry and radio.

"On the contrary, in my opinion, television will give to the motion picture industry its greatest impetus since the advent of sound."

He foresaw "a whole new technique, a whole new world of achievement, an entirely changed setting and a vastly larger audience. When between 15 and 20 million television sets will be in use in homes and television theatres will be in common use, then the motion pictures, radio and television will be one."

Mr. Skouras envisaged chains of 3,000 or more theatres receiving simultaneously "the finest in motion pictures, operas, plays, sports along with current events of great import" and reproducing them by large-screen television for millions of theatre patrons across the land.

These wire transmitted video programs, two or three hours long unlike radio's half-hour units, will be shown for a week on the same hookup, three times a day, he predicted. He warned, however, that if "some gadget should come along which would permit a toll for entertainment in homes, that might change the whole form of this entertainment."

Carleton D. Smith, NBC director of television operations, cited video's "overwhelming acceptance by viewers and advertisers alike"—the best indication of it's "coming of age during 1948."



At the REC seminar (l to r) are Messrs. Hubbell, Jett, Pryor and Skouras.

TV programs, he said, "have garnered fantastically high ratings and the advertising impact is terrific," such as the *Texaco Star Theatre's* regular ratings of 80 and sponsor identification in the 90's.

Many New to TV

Pointing to NBC's current 30 TV network advertisers as compared to the 9 it had a year ago, Mr. Smith said: "At NBC, we have been particularly pleased with the fact that many of the advertisers, now buying the network, are new to television.

"Of the hours per week sold on the NBC television network, more than 60% has been bought by advertisers who are not currently using NBC's sound broadcasting facilities. The remaining 40% of the commercial schedule has been purchased by current NBC advertisers, but with new money, not from their NBC sound appropriations.

"For the first time since before the war," he continued, "we are entering a period of intense competition for the consumer's dollar and the backlog of consumer demand is beginning to evaporate.

"The television manufacturing industry itself, will do much to create new demand and will undoubtedly give employment to hundreds of thousands.

"More important, perhaps, may be television's contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise and services.

"Television will create new advertising money by speeding up the movement of goods from the manufacturer to the consumer and will be an invaluable aid in improving the efficiency of the distribution machinery of the nation.

"Television in 1949, and in the years to come, will offer an unequalled opportunity for large and small advertisers, alike. It is a *new* opportunity in a *new* medium."

A Challenge

Richard W. Hubbell, head of Richard W. Hubbell & Assoc., television management consultants, declared that with the influx of new money into television "the dominance of the standard radio broadcaster in television is being challenged.

"Some of the most impressive new television projects," he said, "have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing and in diversified manufacturing enterprises.

"The influx of new money typified by these people," Mr. Hubbell predicted, "will bring about an ownership and management revolution in the broadcasting industry in the next 18 months to two years. . . . But television cannot be considered solely as a challenge to the status quo.

"Within the next decade television will not only create a number of new millionaires but will also become a prime mover of the economy. Television will pave the way for the development and marketing of new consumer goods, electronic and otherwise, which may run to as much as an additional $2 billion annually.

Discussing the present freeze on applications for TV stations and the problems confronting attempts to add UHF channels to the present VHF frequencies for TV operation, Mr. Hubbell said:

"FCC policy respecting opening of the UHF channels for more television stations should be resolved before next summer, but only preliminary steps can be taken by industry to get going on them. A few more experimental transmitters may go on the air, but the number of UHF receivers next year will be infinitesimal.

Favored Positions

"The simple fact is the occupants of the 12 VHF channels (numbers 2 through 13) are in favored positions. These channels are to television what the clear channels and the better placed regional channels are to AM radio.

"Late comers using UHF channels in areas already served by Channel 2 through 13 stations will have the same commercial obstacles to overcome that local and daytime AM stations, and nearly all FM stations, have had to meet."

E. K. Jett, vice president and director of radio for the Baltimore Sunpapers (WMAR-TV), predicted "there will be at least 85,000 TV, and more than 100,000 FM receivers in the Baltimore area by the end of 1949. This means that there will be about one receiver in every three or four families. What will this do to AM broadcasting?"

In answering this question, the former FCC commissioner quoted a statement by FCC Chairman Wayne Coy in which Mr. Coy stated that "a broadcaster who buries his head in the sand and who doesn't think that television is going to take a large portion of his audience and a large portion of the advertising dollars is just deluding himself."

Citing the tremendous growth of the television industry, Mr. Jett referred to a recent Dept. of Commerce report that "the greatest growth in a year of any American

Lesavoy, Barnes Wed

HOWARD G. BARNES, radio and television director of Dorland Inc., New York, is to be married to Joan Lesavoy, on Sunday, Jan. 9, at the St. Regis hotel in New York.





industry was chalked up by the manufacturers of television receivers.

"At the very bottom of the graph," Mr. Jett continued, "was a bar for radio production. One of the reports . . . maintained that the demand for video sets was 1,000% greater than for the AM receivers."

A lot of people want to know why the Sunpapers dropped its construction permit to build a new AM station, Mr. Jett stated. "Let me say at the outset that we do not think AM is a dead duck . . ." however, ". . . this is not a good time to create a ninth AM facility in the Baltimore area.

". . . While we were looking for a new AM transmitting site," Mr. Jett said, ". . . the FCC released one of its useful economics reports. . . . Maryland and Delaware were combined in one table which showed that in 1946 the total AM revenue of all stations was $4,249,535 and total broadcast expenses were $2,-764,609. Average broadcast income from the 11 stations then on the air was $134,993. This caused us to wonder what the average income might be if the 53 stations now authorized, including three television stations, were placed in operation in these two states . . ."

"We gave back our AM construction permit," Mr. Jett concluded, "because . . . we preferred to concentrate on TV and FM and not establish a third facility at this particular time."

NAB ELECTIONS

Board Ballots Mailed Today

BALLOTS for nominations to fill 16 vacancies on the NAB board will be mailed today (Jan. 10) to member stations by Ernst & Ernst, New York accountants. The eight directors-at-large are to be nominated along with directors for eight of the nine odd-numbered districts. NAB districts elect directors in odd and even-numbered years for two-year terms.

District 9 (Ill., Wis. in part) last August reelected Charles C. Caley, WMBD Peoria, Ill., at the district meeting after mail nominations.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

FCC Revamping

(Continued from page 21)

man, objected to the use of only two divisions, and to the limitations on the activities of the chairman, who he felt would become a "ceremonial figurehead" under the bill.

At that time Mr. Denny said the Commission was considering a three-division system with four members on each division and the chairman sitting on all three as "a connecting link" [BROADCASTING, June 23, 1947].

A draft order which would have accomplished the general objectives outlined by Mr. Denny was subsequently presented by the Commission to Sen. Wallace H. White Jr. (R-Me.), then chairman of the Senate Interstate & Foreign Commerce Committee and author of the White Bill [BROADCASTING, July 21].

The FCC never put this order into effect, however, and after Mr. Denny's departure from the Commission at the end of October 1947 the plan was put aside temporarily.

A revised version of the White Bill late in 1947 provided for enlargement of the Commission to nine members and separation into three three-man divisions. But within a short time this was changed again to provide for continuation of a seven-man Commission and to provide for only two panels: One for broadcast matters and one for common carriers and safety and special services. The White Bill, although ultimately reported out of Committee, died with the expiration of the 80th Congress.

C. S. FRENCH

Joins Transit Radio

CARLIN S. FRENCH resigned his position as general manager of radio for Lorenzen and Thompson, Chicago, on Dec. 31 to accept an appointment to the national advertising sales staff of Transit Radio, Richard C. Crisler, TR's executive vice president, announced.



Mr. French

Mr. French, who joined the representative firm in 1947, will enter Transit Radio's Chicago office at 35 E. Wacker Drive today (Jan. 10) to assist Frank E. Pellegrin, national advertising sales manager. As national advertising representative, Mr. French will also serve as consultant to FM stations conducting negotiations with his firm.

For ten years he was owner-operator of WTMV East St. Louis, Ill., and is presently a partner in WATO Oak Ridge, Tenn., and a stockholder in KXEO Mexico, Miss.

'WJR DECISION'

FCC Asks SCOTUS For Reversal

DECLARING that administrative agencies otherwise will be saddled with "a serious burden," FCC last week asked the Supreme Court to review the now-famed "WJR decision" of the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Oct. 11].

THE WJR decision held that the Commission must accord a hearing to any station which claims it would be harmed by the grant of a pending application—even if the alleged "harm" is interference outside the station's normally protected contour.

The decision upheld WJR Detroit's appeal from a grant issued for a new daytime station at Tarboro, N. C., on WJR's 760 kc clear channel.

FCC filed its request for Supreme Court review through Solicitor General Philip B. Perlman. The Court may grant or deny the petition, as it wishes. But in government circles it was believed that a review may be granted.

FCC contends the effect of the ruling would extend also to the courts.

It would, the petition asserted, "substantially limit the manner in which administrative agencies and courts may carry on their functions without conflict with the Due Process Clause of the Fifth Amendment."

The petition, signed by Solicitor General Perlman and FCC General Counsel Benedict P. Cottone, argued:

The effect of the decision . . . is to create a rigorous and universally applicable requirement that the FCC and other administrative agencies afford each and every petitioner before them oral argument on questions of law raised by their petitions, even though the pleadings neither state facts nor raise any substantial questions of law which, even when viewed in the most favorable light, would make favorable action on the petitions appropriate.

. . . To afford administrative agencies and courts no leeway or discretion whatever to make summary disposition of pleadings that are insubstantial or frivolous would impose a serious burden on the administration of judicial and quasi-judicial agencies. The large volume of business processed by the tribunals requires that certain pleadings be handled without the formality of oral argument . . .

The lower court was split 3-to-2 on the question of whether a hearing is required every time. Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Miller held that a hearing of some sort is necessary whenever there is a claim of damage, while Justices E. Barrett Prettyman and Henry J. Edgerton dissented on grounds that the Commission should be allowed to decide for itself whether allegations are sufficient to warrant hearing.



BILL O'NEIL, *President*

WJW

BASIC ABC Network | CLEVELAND | 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

To
One
Million
People
CBS
Means
WDNC



DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

NBS CLOCK

Chief Benefits to Industry In 'Higher' Bands

THE CHIEF BENEFITS which television and radio will receive from the National Bureau of Standards' new super-accurate atomic clock [BROADCASTING, Jan. 3] probably will be in the "higher" frequencies, above 1,000 mc, NBS authorities indicated last week.

It can be used as a frequency control at upper ranges where quartz crystals begin to lose their effectiveness. Thus, by the exactness of its control, it will permit narrower guard bands and consequently more efficient use of the spectrum than would be possible otherwise.

Frequencies in this range, NBS noted, are used by television relays, radar, and microwave equipment in general.

Observers, after the first demonstration last Thursday, were inclined to doubt that the clock would fulfill all the hopes engendered by the Bureau's early announcement that the development "will permit more radio and television stations in the now over-crowded radio spectrum."

Has Limitations

NBS spokesmen doubted that the clock would be of particular value to broadcasters in the spectrum range where quartz crystals effectively control frequencies.

However, there was growing belief that, by providing more exact control than do the quartz crystals, the clock could permit synchronization of co-channel television stations without use of wire-lines [BROADCASTING, Jan. 3], thus reducing interference at perhaps less cost. Standards Bureau officials estimated the atomic clock could be built commercially for "a few thousand dollars."

The clock was hailed as a standard of frequency and time which "promises to surpass by one or two orders of magnitude the accuracy of the present primary standard, the rotating earth." It has a potential accuracy of one part in a billion "or even 10 billion," NBS officials declared.

They said its potentialities for frequency control were such that it would "make possible the permanent establishment of radio channels on such an exact basis that tuning could be made as automatic as the dialing of a telephone number."

RESUMES 50 kw

KRLD Using Temporary Unit

KRLD, 50 kw CBS outlet for Dallas and Fort Worth which has been operating with 10 kw since its transmitter towers collapsed last month, was due to be back to the full power daytime about Jan. 13, using a temporary 300-foot replacement unit. Damage was estimated at about $70,000.

First sections of the temporary tower from Blaw-Knox, Pittsburgh, arrived in Dallas Jan. 3. Two 475-foot permanent replacements are being built by the same company for KRLD, with delivery expected about mid-March.

In the meantime, KRLD will use 10 kw nighttime, while KRLD-FM (essentially duplication of AM programs) will be off the air. Since the accident, an emergency antenna has been strung between two 50-foot telephone poles.

STATION SALES

Three Ask FCC Approval

SALES of WVOS Liberty, N. Y., WGTC Greenville, N. C. and WEGO Concord, N. C. for prices totaling approximately $190,000 were reported last week.

Formal applications covering the acquisition of WEGO by the *Concord Tribune* for $50,000 and of WGTC by Carolina Broadcasting System for $60,000 were filed with FCC for approval.

Negotiations for the sale of WVOS by Arthur C. Kyle Jr. to Harry G. Borwick and Seymour D. Lubin for approximately $80,000 were understood to have been completed. The application for Commission approval will be prepared and filed shortly.

Mr. Borwick, former chief of the Washington bureau of the *N. Y. Journal of Commerce* and news analyst on WINX Washington, and Mr. Lubin, a New York attorney, also acquired from Mr. Kyle two-thirds interest in the *Evening News of Sullivan County* and the *Sunday News-Republican*, both of Monticello, N. Y., for a price reported at $150,000. Mr. Kyle retains one-third interest in the papers. He will continue to be associated with the station (1240 kc, 250 w) although full ownership is acquired by Messrs. Borwick and Lubin. Negotiations for sale of the properties were handled through Blackburn-Hamilton Inc., radio and newspaper brokers.

Details of the applications filed with FCC:

WEGO Concord, N. C.—Assignment of license from Wayne M. Nelson to The Concord Tribune Inc. for $50,000. Mr. Nelson is licensee of WAYN Rockingham, N. C., and 75% owner WWNF Fayetteville, N. C. Purchaser is publisher of daily "Tribune" there and is owned as follows: A. W. Huckle, president-treasurer 60.71%; John C. Barnhardt, vice president 6.43%; his wife, Helen M. Barnhardt, 10.3%; Zack L. Roberts, vice president 9.77%; E. Ray King, vice president-assistant treasurer 4.37%, and Ray Hull, editor of paper, director 0.14%. There are four other stockholders.

WGTC Greenville, N. C.—Assignment of license from J. J. White tr/as Greenville Broadcasting Co. to Carolina Broadcasting System Inc. for $60,000. Mr. White wishes to retire from radio because of failing health, he told FCC. Carolina Broadcasting is permittee of new AM station there assigned 1270 kc, 1 kw, day, and would drop that permit if transfer is approved. Firm would seek to improve assignment of WGTC. Carolina Broadcasting is headed by Earl Westbrook, president and 29.95% owner. WGTC is assigned 1490 kc, 250 w, full-time.

JETT TO SPEAK

At CBS TV Clinic Opening

FACILITIES and programming necessary for a well-rounded television service in a metropolitan area will be outlined by E. K. Jett, vice president and radio director of Baltimore Sunpapers (WMAR-TV) and former FCC commissioner, at the opening session of the three-day CBS television clinic Jan. 21, 22, 23 in New York.

J. L. Van Volkenburg, CBS vice president and director of television operations, said the purpose of the clinic is to afford executives of the 250 stations represented a chance to get acquainted with every facet of video planning, construction and operation.

Every available hotel room with television accommodations in New York has been reserved for the visiting executives. On-the-scene observation of actual operations in the new CBS television studios also is on the schedule, as is the study of remote telecasts of WCBS-TV, WPIX (TV) New York, WCAU-TV Philadelphia and WMAR-TV.

Following the three-day session, key CBS-TV executives will hold additional days open for consultation with station officials on their individual plans.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

UNSTOPPABLE

Wilmotte Cites TV Demand

TELEVISION "has taken hold of the public" and nothing is going to stop the demand for it. Investors represent the initial force to satisfy that demand—and where there is demand and investors there are profits.

These were among the opinions expressed by Raymond M. Wilmotte, president of Raymond M. Wilmotte Inc., consulting engineers in radio and electronics, Washington, D. C., in a talk before the New York Society of Security Analysts Jan. 5 in New York.

After reviewing current engineering and technical problems in television, Mr. Wilmotte pointed out that there is "little hope" of providing nation-wide video service comparable to AM service with TV limited to its present 12 channels.

Continuance of this limitation is not likely, he said. "In fact," he added, "there are very good prospects that good service will become possible in the still unopened ultra-high frequency band where over 60 channels are waiting to be used."

"Only officially proposed system to open up this band that seems economical," said Mr. Wilmotte, "is Polycasting—a method of using a lot of low-powered stations instead of a single large one." Commenting that the system still has to be proven in an actual installation, he said it has an important advantage with respect to amount of capital required. The service signal provided can be designed to fit the shape of the area to be served, and increased service area is obtained by adding stations in the new areas to be opened.

Case Re-elected

NELSON CASE, who ran unopposed for re-election as president of AFRA's New York local, received 532 votes, highest of all candidates. Also elected and their tallies: Vice presidents—Karl Swenson 437, Ben Grauer 434, Virginia Payne 257, Kenneth Banghart 312, and Chuck Goldstein 299; Treasurer—Dan Seymour 381; Recording Secretary—Ted Osborn 366.

MERGER

AGVA Resisting Efforts Of Talent Groups

CONSIDERABLE resistance against the proposed merger of talent unions has been forming in the American Guild of Variety Artists, it was learned last week.

AGVA was invited to become a party to the blending of Actors Equity, Chorus Equity, American Guild of Musical Artists and of the American Federation of Radio Artists last month [BROADCASTING, Dec. 20, 1948]. All are members of the parent Associated Actors and Artistes of America.

The invitation to AGVA, although made known in the press somewhere in midmonth, actually was not received at the AGVA office in New York until the end of the month, it was said.

AGVA's national board will have to decide what to do about the invitation. Since there is no meeting of the board scheduled, the whole matter of accepting or rejecting the invitation appears to be left in the air.

There is some sentiment in the union that if the merger is effected it may be challenged by AGVA on constitutional grounds—that the merger is not legal under the basic law of the 4A's.

Thinking along this line in AGVA takes the course that the merger is only a partial blending, since many units of the 4A's are not participating and that therefore the partial merging, in effect, constitutes action against those not included.

Fearful of 'Scheme'

The unit forces in AGVA look upon the proposed merger as primarily a scheme to divide up television jurisdiction and they are fearful it my exclude many actors in the 4A unions not included in the merger.

They would prefer to see either a complete blending of all the 4A unions, or, if television jurisdiction is at present the real problem, that the video question not be apportioned among the various component unions of the 4A's but be instead held by the 4A office itself. This would mean, it is said, that the 4A's would issue a television card and, it is the hope of the AGVA members, that this card would be uniform and would require no further dues than are presently paid by members to the respective guilds or branches to which they belong.

Leadership in the proposed merger has been taken by AFRA. It has reached the stage where the national governing boards of the four unions involved must approve plans made by a joint merger committee.

The Screen Actors Guild, another 4A member, has agreed to become a partner of the organization formed by merger for the purpose of dividing television jurisdiction [BROADCASTING, Dec. 20, 1948].

MOTOROLA SUIT

Siragusa Terms It 'Spite'

ROSS SIRAGUSA, president of the Admiral Corp., charged Wednesday that Motorola's recent suit against Admiral is a "spite suit" occasioned by his company's successful entrance into the low price television field. He branded allegations in the suit as completely unfounded.

Motorola, in its complaint, charged Admiral with infringement of its television patents.

GODFREY SHOWS

Adds New CBS-TV Program

A NEW hour-long weekly Arthur Godfrey variety show will begin Wednesday on CBS television network, 8-9 p. m., titled *Arthur Godfrey and his Friends.* Sponsor will be Liggett & Myers Tobacco Co. for Chesterfields.

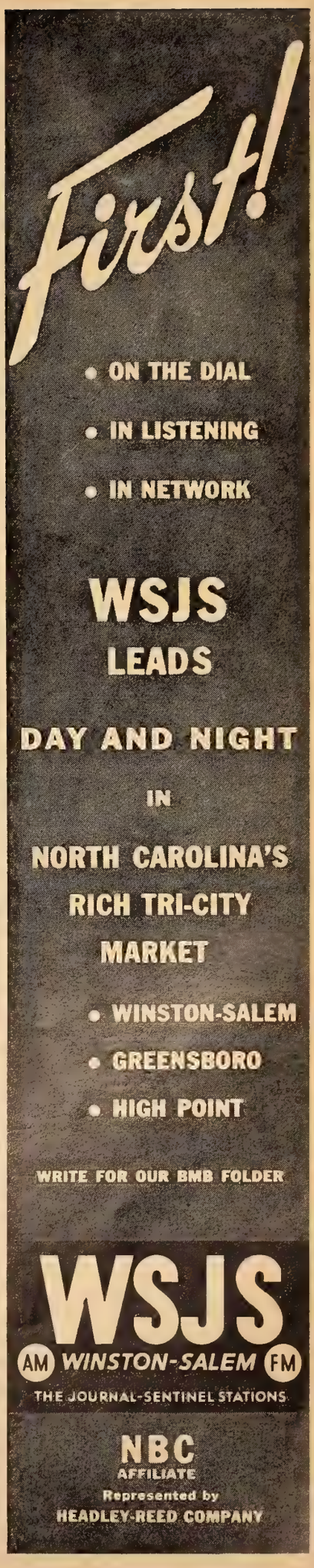
With the addition of the new show, the Godfrey schedule now lines up as follows: CBS—*The Arthur Godfrey Show* 10:30-11:30 a. m. Mondays through Fridays; CBS and CBS-TV—*Arthur Godfrey's Talent Scouts,* 8:30-9 p. m. Mondays; CBS-TV—*Arthur Godfrey and his Friends* 8-9 p. m. Wednesdays.

The new program will be produced by Margaret "Mug" Richardson. Jack Carney and Paul Nickell will direct.

Inglis to NAB

DR. RUTH A. INGLIS, on leave from U. of Washington until October, joined the NAB headquarters staff last week as editorial assistant to President Justin Miller [BROADCASTING, Dec. 13]. Miss Inglis is associate professor of sociology at the university and is author of *Freedom of the Movies,* part of the Hutchins Commission on Freedom of the Press.





REPORT ON FCC

Replace Blue Book Is Advice

FCC should abandon its controversial Blue Book and abide by law books [CLOSED CIRCUIT, Jan. 3], Congress has been advised.

That suggestion accompanied a recommendation of a House Select Committee Jan. 1 to the new 81st Congress that legislation be enacted guaranteeing that radio remain as free as the press.

The report's free radio theme brought sharply back in focus for the industry platforms adopted on that subject at the 1940 and 1948 Democratic National Conventions. In radio circles, after the new Congress convened last Monday, interest was centered on what action the legislative body would take to fulfill its convention pledges.

The unanimous report, sharply critical of the FCC's operations and policies, reflected bipartisan thinking. It was signed by Rep. Forest A. Harness (R-Ind.), committee chairman defeated in the recent elections, and Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.), and Oren Harris (D-Ark.).

The committee recommended that an appropriate committee be appointed to investigate the Commission and that legislation be enacted to rectify the errors it had detected and to meet the changing needs of the industry.

Congressional attention was directed to the conception of the Blue Book and "the training and philsophies of some of its progenitors."

Conception of Blue Book

"The Commission," the report said, "hired Charles Arthur Siepmann, who was born in England and educated there, was for 12 years employed by the government owned and controlled British Broadcasting Corp. and was, for a time, its director of program planning. . . .

". . . the employment of a man experienced in controlling programs from a government ownership viewpoint, in the preparation of the 'Blue Book' supports the premise that such employment was a deliberate step toward government control of radio. It further supports the charges that the report 'considered from every angle, reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear'."

It was concluded by the committee that the act represented the "misuse of powers far beyond those given to the Commission by Congress and inconsistent with the constitutional limitations under which Congress acted."

"Because the FCC power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be sensitive to even the slightest implication on the part of the Commission. Former FCC Chairman Fly, who was chairman when the Blue Book was conceived, once amusingly spoke of this situation as 'regulation by raised eyebrow'."

The Commission was described as an example of the "usurpation of the judicial power in that policies of the Commission which actually regulate broadcasters are not appealable in the courts, and the Commission, by the simple expedient of deciding cases upon grounds other than those which would permit appeal, can prevent their policies from ever being reviewed."

Congress was urged to "give further and minute study" to the question of regulation by the FCC.

Legislation, if needed, should be spelled out so that it "will leave no question of the intent of Congress that radio must remain free as the press and the violation of the acts of Congress and the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

Used as Excuse?

It was the opinion of the committee that FCC was without power and authority to promulgate and issue the Blue Book and that it is being used as the basis and excuse for regulation by the Commission, directly and indirectly, of radio program content at stations.

The FCC's accounting department, with its 125 employes, was described by the committee as the weakest department in the Commission. It was weak, the committee said, in the sense of ability to perform its functions correctly.

In the cases and documents examined by Frank T. Bow, general counsel, and his staff of investigators, there was "widespread ambiguity and misleading information making it impossible to reconcile any of the applicant's financial statements, the report stated.

The probe committee termed the economic branch and division as "the crowning blight" of the accounting department. They pointed out that this branch was headed by Dallas Smythe, who resigned from FCC on June 30 just as the Select Committee was beginning its investigation.

No one at FCC, committee members said, had been able to give a strong reason for the existence of this branch of the accounting department, which makes studies of "economic trends and economic impact of radio and related industries upon the public." All the data needed by FCC can be obtained without cost, the report stated.

The law department was labelled by the committee as the "Goliath among the departments exercising power and influence far above and beyond its ability and merits."

"We found," the report continued, ". . . that the legal division of the FCC almost invariably writes an opinion for the Commission without previous consultation with the various Commissioners."

In structure, functions and personnel the committee found little to criticize in the engineering department.

Grants to Edward Lamb for WTVN(TV) Columbus, Ohio, WTRT(FM) Toledo, Ohio, WEEL (FM) Erie, Pa., WICU(TV) Erie, Pa., and WTOD Toledo, Ohio, were cited by the Committee as "an example . . . of the failure of proper investigation by the Commission or disregard of evidence."

It was felt by the committee that FCC had also failed to sufficiently investigate before granting facilities to The Cooperative Broadcasting Assn., now operating WCFM (FM) in Washington, D. C.

Their report included data taken from the Committee on Un-American Activities on organizations claiming as members Herbert S. Wood and Mrs. Charles Putnam, one-time officers of the licensee.

A comprehensive file of material on its investigation of communications in Puerto Rico was presented by the committee. The committee believes that the entry of the government station into the competitive field does pose a serious question in relation to the private interests.

It was the recommendation of the committee that Congress enact laws to protect private broadcasters from competition by government stations of agencies or subdivisions of government.

. . . and can she cook!

See What HOOPER Says

Yes sir, WSGN is that certain party for you if your Northern Alabama sales need perking or stitching! Does she have charm? The May-September Hooper says WSGN has 18 out of the 30 top-rated shows; ten times as good as Station A with 3 out of 30 and five times as good as Station B with 6 out of 30. WSGN's top-rated periods were: Morn., 8, Aft., 4, Eve., 6.





ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

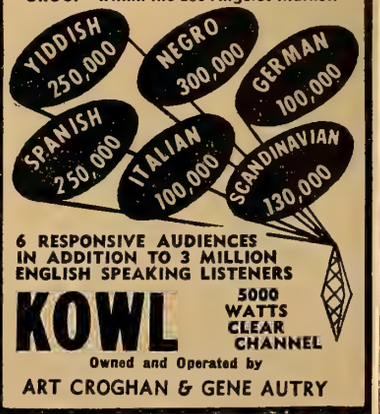
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Owned and Operated by

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- reliability
- efficiency
- economy
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The Collins 20T 1000/500 watt AM transmitter

The Collins 20T gives its owners every advantage of the latest developments and refinements in high fidelity one kilowatt AM transmitter design. Thorough engineering and fine components assure a long life of dependable operation.

Vertical chassis construction and careful arrangement provide quick accessibility to all parts and wiring. All tubes are easily reached from the front.

Adjustments are made, and the meters read, from one convenient position before the exciter cabinet control panel. A switch gives selection of either of two complete and independent temperature controlled plug-in oscillators. One oscillator can be unplugged and removed for servicing while the other carries on.

The 20T requires only 4.75 kw of power at 100% modulation at 85% power factor. The entire transmitter uses only nine different tube types, including rectifiers and voltage regulators; thus a minimum of spares need be stocked.

Today's competition on the airwaves can't be met with obsolete or obsolescent equipment. Ask us for more information about the modern 20T.

FOR HIGH PERFORMANCE, IT'S...

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☐ *money order* ☐ *bill me for*
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CITY STATE

Technical

JIM LAWHON, former southeastern district field engineer for General Electric, has joined WMAZ Macon, Ga., as technical adviser. He succeeds **FRED DENTON** who now operates WIVY Jacksonville, Fla.

JOHN BATTISON, ABC allocations engineer, has been elected senior member of Institute of Radio Engineers. Mr. Battison has been member since 1946.

JAMES D. MARTYN, formerly of KRHO Honlulu, State Dept. international broadcast station, has joined WFIL-FM Philadelphia.

ADDITION of two engineers and transfer of three persons to television engineering department have been announced at NBC Central Division, Chicago: **JOHN H. CASHMAN,** maintenance, and **GEORGE C. WILSON,** studio, join AM staff, replacing **WILFRED PRATHER** and **HUEL POWELL,** TV engineer transfers; **RICHARD FISCHER** is working as student on WNBQ transmitter staff.

KYW Philadelphia has completed construction of two new 465-foot towers in suburban Whitemarsh. New antenna system will be put in operation after completion of tests. Station has recently put in operation a 245-foot tower atop Mid-City Architect's Bldg., 576 feet above street, for its KYW-FM.

LEROY BREMMER, formerly with KHUM Eureka, Calif., has joined engineering staff of KRSC-TV Seattle, Wash.

WFMF INCREASE
Field's FM Station to 33 kw

MARSHALL FIELD'S Chicago FM station, WFMF, on Jan. 1 began broadcasting with 33,000 w, almost double its previous power.

Studios and transmitting site are located on the 38th floor of the Carbide and Carbon Bldg., where offices of its AM affiliate, WJJD, are also housed. Programming is not duplicated.

Exclusive FM programs include two hours of educational broadcasts daily by the Chicago Board of Education for use in schoolrooms, Felix Borowsky's *Concert Hour,* a daily United Nations report from its headquarters, and Chicago White Sox night baseball games. Station operates on seven-day schedule, 1-10:30 p.m. CST, on 100.3 mc.

WEAV Ups Power

WEAV, ABC affiliate at Plattsburg, N. Y., began operating from its new transmitter and with increased power Dec. 29. The station, formerly on 1340 kc with 250 w, is now on 960 kc with 1 kw. It is licensed for fulltime operation to Plattsburg Broadcasting Corp. George F. Bissell is president and general manager. Collins equipment is used in the new transmitter, located on Lake Shore Road south of Plattsburg.

SCRANTON FM
Two Open Christmas

TWO new FM stations in Scranton, Pa., started operation at noon on Christmas Day. They are WQAN-FM, owned by *The Scranton Times,* and WGBI-FM, owned by Scranton Broadcasters Inc. Transmitters of the stations are located on Bald Mount, only 370 feet apart.

WQAN-FM is on Channel 222 (92.3 mc) with 1.8 kw. John P. McGoldrick is manager and chief engineer; Robert R. Flanagan, program director; James Pettinato, supervisor of operations; William Houston and Robert Barritt, engineers; Anthony Martell, Eugene Feeney, Hugh Connor and William Badger, announcers. The station is using temporary studio and office quarters in the *Times* building, pending construction of an additional floor on the building.

Madge A. Megargee, vice president of Scranton Broadcasters, and her brother Frank E. Megargee officiated at the WGBI-FM opening. The station is on Channel 267 (101.3 mc) with 1.8 kw. Kenneth R. Cooke is chief engineer.

Both stations have AM operations.

Turntable

BERT C. LOWN, director of station relations and sales for Associated Program Service, division of Muzak Corp., New York, has been elected a vice president of the parent organization.



Mr. Lown

FREDERIC W. ZIV Co., Cincinnati, has announced that WHOS Decatur, Ala., and WKUL Cullman, Ala., have purchased five of its shows each. Also announced was KBYR Anchorage, Alaska's, purchase of six programs; sale of five additional packages to KLTI Longview, Tex., and six shows to WREX Duluth, Minn.

What's the
LATEST WORD
in MAGNETIC
TAPE RECORDERS for the
BROADCAST STATION?
An amazing new instrument that doubles your playing time, cuts recording costs in half! Write today for technical literature.

AMPLIFIER CORP. OF AMERICA
398-33 Broadway, New York 13, N. Y.

On All Accounts

(Continued from page 10)

front page notice in local newspapers and Walt admits that he was the fair-haired boy of the agency for some time after.

Forest Lawn Memorial Park Assn., Glendale, Calif., offered Walt the post of director of public relations in 1936 and he continued in that capacity for the next four years. During that time he arranged many a special events broadcast from the famed memorial park. Included was the annual Easter Community Sunrise Service broadcast.

Walt set up his own Los Angeles advertising agency in 1940. But shortly thereafter World War II showed its ugly face and he closed shop to join government service. On June 15, 1942, he was made administrative officer of the recruiting and manning organization of the War Shipping Adm. Setting up shipping facilities as the Army moved along, assignments took him to all battlefields of the war.

When shortage of radio operators occurred during the war, Mr. Neill also established a training school in Glasgow for American youths living in the British Isles. And during that time he also lectured on radio advertising at Eton College.

With war's end, back to Los Angeles he went, and for the next 12 months took a much needed rest. He re-joined Forest Lawn Memorial Park Assn. as vice president and director of public relations in November 1946. Walt shifted to his present position with Ruthrauff and Ryan, in March 1948.

The Neills—she is the former Lois Wendell of Long Beach, Calif. —have been married since Aug. 7, 1946, and make their home in Outpost Estates section of Hollywood. He is a member of the Hollywood Advertising Club and Jonathan Club.

If plans work out Walt hopes sometime to join Count Byron de Prorok, noted archeologist, in an expedition across the Sahara Desert to the Nile in search of a lost City of Gold. Walt wants to tape record the expedition for broadcast in this country. And for a sponsor too.

If horseback riding and sailing are hobbies, Walt says, then those are his.

WKDN CAMDEN

Now in Operation

WKDN Camden, N. J., is now operating on 800 kc with 1 kw daytime. South Jersey Broadcasting Co. is the permittee for the station which took the air Oct. 31.

President and general manager of the new outlet is Ranulf Compton with F. J. Compton vice president. WKDN's program director



The new WKDN Camden studio and transmitter building.

* * *

is Edwin W. Tucker and the commercial manager is Phillip Adams. Roger S. Whitlock is chief engineer.

Studios and transmitter are at Fairview in Camden. Designated Radio Park, the property also contains a 260 foot transmission tower.

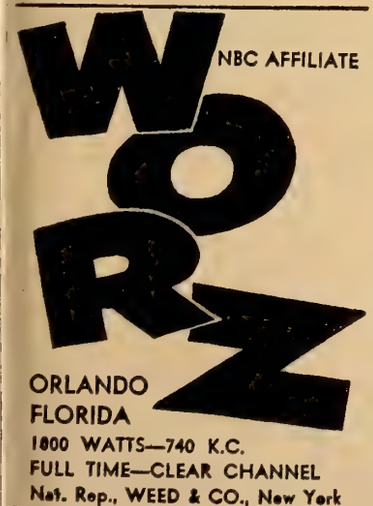
President and treasurer of South Jersey Broadcasting Co. is Mr. Compton who holds 77% interest. His wife, Florence J. Compton, is vice president and holds 20% while Mortimer Hendrickson is secretary and 3% owner.

Duffy-Mott Campaign

LARGEST prune juice advertising campaign ever conducted will get under way in January, H. E. Meinhold, vice president of Duffy-Mott (Sunsweet prune juice) announced. Mr. Meinhold said that radio, large class magazines, general weeklies and trade papers will be employed. Young & Rubicam, New York, is the agency handling the account. Radio plans will most likely include a spot announcement campaign.

CBC to Meet

THE JANUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Montreal, Jan. 20-22. No agenda has been announced as yet, but it is expected that some discussion on television may develop in connection with conversations now going on towards joint operation of TV stations by CBC and private interests at Montreal and Toronto.





ACTIONS OF THE FCC

DECEMBER 31 to JANUARY 6

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

January 3 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

WASA Havre de Grace, Md.—CP change from 1600 kc to 1330 kc, increase from 500 w to 1 kw, operating D.

License for CP

WEAV Plattsburgh, N. Y.—License to cover CP change frequency, increase power etc.

KINE Kingsville, Tex.—License to cover CP new AM station and specify studio site as 295 E. King St.

Modification of CP

KMAC San Antonio, Tex.—Mod. CP change frequency, increase power etc. for extension of completion date.

KVOL-FM Lafayette, Ind.—Mod. CP new FM station for extension of completion date.

KROC-FM Rochester, Minn.—Same.

WVKO Columbus, Ohio—Same.

KUHF Houston, Tex.—Mod. CP new noncommercial educational FM station for extension of completion date.

KPIX San Francisco—Mod. CP new commercial TV station for extension of completion date.

KLEE-TV Houston, Tex.—Same.

WOAI-TV San Antonio, Tex.—Same.

License Renewal

Applications for renewal of license were filed by following FM stations: WDRC-FM Hartford, Conn.; WMLL Evansville, Ind.; WMOT Pittsburgh; WNDB-FM Daytona Beach, Fla.; WSYR-FM Syracuse, N. Y.

Sherron Metallic Corp., Brooklyn, N. Y.—Application filed for renewal of experimental license for W2XDK.

TENDERED FOR FILING

AM—1270 kc

WMBH Joplin, Mo.—CP change from 1450 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N DA-N.

CP to Reinstate

KYLE Intermountain Bcstg. Co., Alamogordo, N. M.—CP to reinstate CP new AM station 1230 kc 250 w unl.

Assignment of License

WEGO Concord, N. C.—Assignment of license from Wayne M. Nelson to The Concord Tribune.

Modification of CP

WHKC Columbus, Ohio—Mod. CP to make changes in DA-N.

January 4 Decisions . . .

BY THE SECRETARY

WMTR Morristown, N. J.—Granted license for new standard station 1250 kc 500 w D.

WCOS Columbia, S. C.—Granted license covering changes in ground system.

WDEV Waterbury, Vt.—Granted license covering change in hours, install. DA-DN and change name of applicant to Lloyd E. Squier.

WDSU Bcstg. Services Inc., New Orleans, La.—Granted license and CP for new exp. TV relay W5XAI.

KDYL KDYL-FM Salt Lake City—Granted mod. license and CP to change name to Intermountain Bcstg. and Television Corp. Same for KDYL-TV W7XXG W6XIS KALO.

WCVA Culpeper, Va.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

WOXF Oxford, N. C.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

WWPA Williamsport, Pa. — Granted mod. CP for approval of ant. and trans. location.

Following were granted mod. CPs for extension of completion dates as shown: WRRN Warren, Ohio, to 6-30-49; WNBQ Chicago, to 7-20-49; KLEE-TV Houston, Tex., to 4-1-49; KTTV Los Angeles, to 6-30-49; WBAL-TV Baltimore, to 3-21-49; KPIX San Francisco, to 3-31-49; WENR-TV Chicago, to 7-31-49.

WHAM Rochester, N. Y.—Granted license install old main trans. for aux.

KSLM Salem, Ore.—Granted CP reinstate CP to make changes in vertical ant. and to change trans. and studio location.

Philco Television Bcstg. Corp., Philadelphia and New York—Granted CP to change frequency of portable-mobile stations to 1360-1380 and 1400-1420 mc; change trans. location, and change emission to A3, A5 and special for FM for W3XPD W3XPE W3XPK W3XPH W10XPA.

KLCN Blytheville, Ark.—Granted CP change trans. location.

KNEX McPherson, Kan. — Granted mod. CP to mount FM ant. on AM tower and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KEIO Pocatello, Ida., to 1-31-49; KTBS Shreveport, La., to 4-28-49; WAGE Syracuse, N. Y., to 3-6-49; WSUA Bloomington, Ind., to 6-15-49.

KRST-FM Rose Capital and Bcstg. Co., Tyler, Tex.—Granted request to relinquish cond. grant for new FM station.

KXL-FM KXL Bcstrs., Portland, Ore.—Granted request to cancel CP for new FM station.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted CP new STL WQHU.

Following were granted mod. CPs for extension of completion dates as shown: KGO-FM San Francisco, to 3-31-49; WLRD Miami Beach, to 2-28-49; WCBC-FM Des Moines, to 12-1-49.

KARV Arizona Radio and Television Inc., Mesa, Ariz.—Granted request for cancellation of standard station license and deletion of call letters KARV.

E. D. Rivers, Area of Valdosta, Ga.—Granted license which authorized reinstatement of CP for new remote pickup WRTM.

WKIM Kittanning, Pa.—Granted license for new standard station 1600 kc 1 kw D.

WLAW Lawrence, Mass. — Granted license changes in DA and to mount FM ant. on No. 2 tower.

KFSB Joplin, Mo.—Granted license new standard station and to change studio location; 1310 kc 1 kw-N 5 kw-LS DA unl.

KSD St. Louis—Granted license increase power, install. new trans. etc.

WGTC-FM Greenville Broadcasting Co., Greenville, N. C.—Granted request to cancel CP and modifications for new FM station.

KGBC Galveston—Granted CP install aux. trans. at present location of main trans.

WCLO Janesville, Wis.—Granted CP install new vertical ant. and mount new FM ant. on AM tower.

WDBO Orlando—Granted mod. CP to make changes in ant.

KMUR Murray, Utah—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KNOB Long Beach, Calif., to 4-22-49; WFLN-FM Philadelphia, to 3-10-49; KOH Reno, Nev., to 6-30-49.

WHOM Jersey City, N. J.—Granted license install old main trans. for aux.

KELK Elko, Nev.—Granted license new standard station 1340 kc 250 w unl.

KIBH Seward, Alaska—Granted license new standard station and change studio location.

WLON Merrill, Wis.—Granted license new standard station 730 kc 1 kw D.

KCLO Leavenworth, Kan.—Granted license new standard station and change studio location; 1410 kc 500 w D.

WIBX Utica, N. Y.—Granted license change frequency, increase power, etc.

WGST Atlanta, Ga.—Granted mod. license to change name to Board of Regents, University System of Georgia, For and On Behalf of The Georgia Institute of Technology.

WFLB Fayetteville, N. C.—Granted request for cancellation of CP to make changes in vertical ant. and mount FM ant. on AM tower.

WCLT Newark, Ohio—Granted mod. CP change type trans.

Following were granted mod CPs for extension of completion dates as shown: WJMJ-FM Philadelphia, to 7-10-49 on cond. that construction be completed or an interim operation provided by that date; KSDO-FM San Diego, Calif., to 4-13-49; KXYZ-FM Houston, Tex., to 6-15-49; WSLB-FM Ogdensburg, N. Y., to 1-19-49; WCOL-FM Columbus, Ohio, to 4-22-49; WEOL-FM Elyria, Ohio, to 3-16-49; WCBT Roanoke Rapids, N. C., to 3-20-49.

WGBR-FM Goldsboro, N. C.—Granted license for new FM station; Chan. 227 (93.3 mc), ERP 35 kw, antenna height above average terrain 360 ft.

WESC-FM Greenville, S. C.—Same—Chan. 223 (92.5 mc), 12 kw, 360 ft.

WCED-FM DuBois, Pa.—Same—Chan. 271 (102.1 mc), 9.5 kw, 660 ft.

WIST Charlotte, N. C.—Same—Chan. 284 (104.7 mc), 50 kw, 390 ft.

WCTC-FM New Brunswick, N. J.—Same—Chan. 252 (98.3 mc), 1 kw, 110 ft.

KCRC-FM Enid, Okla.—Same—Chan. 274 (102.7 mc), 5.2 kw, 230 ft.

WKST-FM New Castle, Pa.—Same—Chan. 266 (101.1 mc), 3 kw, 340 ft.

WHBC-FM Canton, Ohio — Same — Chan. 231 (94.1 mc), 25 kw, 390 ft.

WSON-FM Henderson, Ky.—Same—Chan. 258 (99.5 mc), 20 kw, 400 ft.

WROL-FM Knoxville, Tenn.—Same—Chan. 247 (97.3 mc), 76 kw, 535 ft.

WDRC-FM Hartford, Conn.—Same—Chan. 229 (93.7 mc), 7 kw, 750 ft.

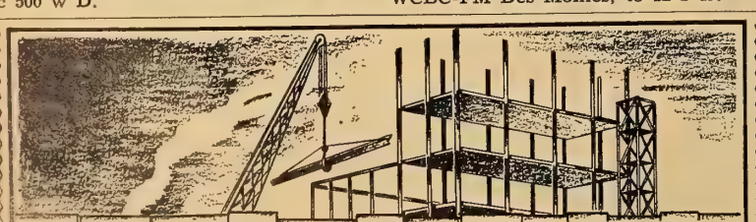
KSKY-FM Dallas, Tex. — Granted mod. CP for extension of completion date to 3-23-49.

WGAZ Charleston, W. Va.—Same to 3-28-49.

WGL-FM Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Granted request to cancel CP and modification for new FM station.

Following were granted mod. CPs for extension of completion dates as shown: WXHR Boston, to 7-6-49; WSAR-FM Fall River, Mass., to 4-18-49; KFVS-FM Cape Girardeau, Mo., to 3-25-49; WNAC-FM Boston, to 4-1-49; WCFC Beckley, W. Va., to 3-20-49; WKBZ-FM Muskegon, Mich., to 3-15-49; WJJL-FM Niagara Falls, N. Y., to 4-27-49; WCAC Anderson, S. C., to 3-31-49; WDOD-FM Chattanooga, Tenn., to 2-15-49; WPOE Elizabeth, N. J., to 3-1-49.

(Continued on page 85)



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MUNDT ADVISES

Increase 'Voice' Outlay

"A MINIMUM" appropriation of $50 million for each of the next six years, covering "Voice of America" shortwave broadcasts and other State Dept. informational activities, was urged by Sen.-Elect Karl E. Mundt (R-S.D.) as a means of averting war, "or worse, the loss of freedom without war."

Addressing the Speech Assn. of America convention Dec. 29 in Washington's Statler Hotel, Sen. Mundt said that while "Voice" activities are absolutely essential and are being done effectively with certain qualifications, the present program is "tremendously inadequate." He recommended the $50 million annual appropriation be split equally between the "Voice" and other overseas activities. Present budget is in the neighborhood of $12 million.

Dr. Victor M. Hunt, acting associate chief, International Broadcasting Division, shared the speaker's platform with Sen. Mundt. He outlined "Voice" aims and objectives abroad, and added that mail response in November alone was testimony to the "Voice's" effectiveness.

'VOA' IMPACT

Other Means Denied U. S.

"VOICE OF AMERICA" programming remains practically the only remaining method for U. S. distribution of news behind the Iron Curtain, George V. Allen, Assistant Secretary of State for public affairs, asserted upon his recent return to the U. S. from Europe. The State Dept. official spent six weeks at the UNESCO Conference in Beirut, Lebanon.

According to Secretary Allen, the use of local radio stations and newspapers, as well as of documentary films, is denied U. S. officers in Russian satellite countries. "But I have encouraging evidence from these officers of the impact of the 'Voice' and its influence on the people," he said. "We are more and more dependent on one source of information, the 'Voice of America'."

Meanwhile U. S. Government monitoring services disclosed that Soviet transmitters on Dec. 29 devoted three language broadcasts—Polish, German and Hungarian—to attacks on the "Voice" for its alleged slander of Soviet unions, the Hungarian employment situation and the "Voice" interpretation of American living standards.

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DENTAL VIDEO

KSTP Covers Operation

TELEVISION entered the field of dentistry last month when delegates to the Minneapolis District Dental Society witnessed operating room procedures via the medium. A closed circuit channel was set up between Fairview Hospital and the Nicollet Hotel by technicians from KSTP-TV Minneapolis-St. Paul.

The image was viewed on receivers in the ballroom of the hotel. RCA-Victor cooperated in the venture by providing some of the equipment.

SIGN 56

For Polish Programs

POLISH Program Service, Passaic, N. J., has signed with 56 stations for programs, according to John Nowak, director.

The firm transcribes programs in Polish from English scripts submitted by the contracting stations. Shows run from 15 to 60 minutes and are sold outright to the station.

WHLI CRUSADE

Phone Increase Fought

WHLI Hempstead (N. Y.) has claimed another victory in its battle with public utilities on Long Island.

Its new triumph, the station said, came when J. Russel Sprague, Nassau County executive, announced his administration would oppose increase in rates sought by the New York Telephone Co. Mr. Sprague's statement, said the station, followed a survey made by Jerry Carr, WHLI's director of news, of the phone rate proposals and the broadcasts of his findings. The broadcasts claimed that phone users would be faced with increases ranging from 13 to 81% instead of a predicted 15%.

Earlier in the year, WHLI attacked the Long Island Railroad with a documentary series, *Operation Snafu*. A second series of documentaries, *The Light That Fails*, dealt with the Long Island Lighting Co.

Programs

EARTHQUAKES, smog control and water supply are among the problems being brought into a weekly *Seminar for Citizens* on KFMV (FM) Los Angeles. Each week a city or county official takes up a different civic problem, telling what the city is doing about correcting it and what citizens in turn can do about it.

Christmas, 1948

AS A special Christmas broadcast WPAM Pottsville, Pa., aired *The Last Great Hope of Earth*, a part of its regular *Tone Portraits* series. The program was based on the return of the star of Bethlehem and the second coming of the Wise Men, this time in the person of foreign ministers of the U. S., Great Britain, and Russia—each bringing gifts of uranium, plutonium and the formula for atomic fission, rather than gold, frankincense, and myrrh. These 20th Century Wise Men sought to return these gifts since mankind could not learn how to live with them. WPAM reports that many listeners who tuned into the broadcast late believed that the Wise Men had truly returned, and swamped the Pottsville telephone company with calls.



ELAINE CARRINGTON, author of *Pepper Young's Family*, *When a Girl Marries* and *Rosemary*, radio series, transcribed special Christmas greetings to be aired over CBS from WFTL and WGOR-FM Ft. Lauderdale, Fla. Mrs. Carrington makes her winter home in that city. On Dec. 24 from New York she broadcast a "live" greeting on her *Rosemary* program to CBS with special wishes to Ft. Lauderdale. Following this message WFTL aired the transcribed greetings which she had made, to the CBS network. With Mrs. Carrington is Bob Standart (l), general manager of WFTL and WGOR-FM, and Congressman Dwight L. Rogers.

Hello, From Everywhere

UTILIZING the telephone "beep," WAPI Birmingham, Ala., has initiated a new program series. Titled *Hello, America*, program features "live" interviews with famous personalities. Listeners are thus able to hear "personal" messages from all over the U. S. Program is heard every Sunday.

Junior Talent Showcase

SHOWCASE for talented North Jersey young people is object of WNJR Newark's new program, *Let's Be Happy*. Each Sunday at 1:30 p.m. talented youngsters from 5 to 14 will have the opportunity to display their capabilities. Youngsters to appear on the show are chosen from auditions held by WNJR.

Musical America

TWICE a week on his 10:15 to midnight show, Al Rockwell, KRNT Des Moines, airs transcribed telephone recordings with famous stars of the music world. Mr. Rockwell sets up the call dates in advance, and then makes the recordings to be played on his show. Object is to put some "life" into the late-evening disc show which the station recently added.

Inauguration Time

ON Jan. 5, WNLK Norwalk, Conn., carried the inauguration ceremonies of Gov. Chester Bowles in Hartford. Station carried the entire program from swearing in to the Governor's first speech. And in addition the station made tape recordings of the Inaugural Ball that evening and broadcast them the following day.

TODAY (Jan. 10), WWXL Peoria, Ill., broadcast the inauguration ceremonies in which Adlai Stevenson officially takes the gubernatorial chair. Tonight (Jan. 10) the station will present a half-hour broadcast direct from the Inaugural Ball.

'Plan-A-Room'

HOMEMAKERS show, *Plan-A-Room*, began on WGN-TV Chicago, Jan. 4, with Paul R. MacAlister showing televiewers how correct planning of furniture and decoration makes homes attractive and liveable. Mr. MacAlister, design consultant and a member of the American Institute of Decorators, will discuss home-planning problems each Tuesday from 8:30 to 8:45 p.m. CST.

SALE of TV sets in Baltimore, accelerated by Christmas buying, rose to high of 5,589 sets in December 1948. Previous record in city was set in October and November of last year when 4,000 sets per month were sold.



More brand-new "post-ban" RCA Victor records!



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Baby, Baby
RCA VICTOR 20-3320

and



TONY MARTIN
Tenement Symphony
Parts 1 & 2
from the film "Big Store"
RCA VICTOR 20-3274

RCA VICTOR RECORDS

News

BOB BRUNER, former news editor at WSOY Decatur, Ill., and more recently with WISH Indianapolis, has joined WXLW AM and FM Indianapolis, as news director.

JOHN GONELLA has joined WPTR Albany, N. Y., as news director.

STEVE McCORMICK, MBS presidential announcer, has been appointed news editor of WOL, MBS affiliate in Washington.



Mr. McCormick

HARVEY DINKINS, farm service director of WSJS Winston-Salem, N. C., has been appointed a member of North Carolina advisory committee of Farmers Home Administration, agency of United States Department of Agriculture.

JIM GRANER, sportscaster, has joined WJW Cleveland. He handles across-the-board show, *Duquesne Sports Parade*, 10:30-10:45 p.m. each evening.

JOHN THOMPSON, manager of news and public affairs at KNBC San Francisco, is the father of a boy.

DICK SEECH has been appointed farm director of WKRC and WCTS Cincinnati, Ohio. He will be heard Mon.-Sat. from 6 to 9 p.m. on his own program of news and reports to farmers.

KENT STODDARD, formerly with American Samoan government's radio department, has returned to his duties as news editor of WMRN Marion, Ohio.

LEONARD O'CONNOR, conductor of *News on the Spot* on WMAQ-NBC Chicago, is the father of a girl, Mary Margaret.

BAPTISTS

Investigating Giveaways' 'Moral Implications'

TWO GROUPS within the Northern Baptist Convention, which has 1,600,000 members in 33 states, are beginning a joint investigation into the "moral implications" of giveaway shows.

That was made known by Dr. Stanley I. Stuber, chairman of the radio committee of the Northern Baptists, whose organization, with that of Council of Social Progress, headed by Donald B. Cloward, will undertake the inquiry. The Convention has offices in New York City at 152 Madison Ave.

Stressing that the radio committee was acting in the role of a friendly critic "anxious to be as helpful as possible" to the radio and television broadcasting business, Dr. Stuber declared:

"These giveaway programs are not good radio. They are fast lowering the standards of radio and forcing off the air programs of excellent quality."

"What are the giveaway shows doing to our people mentally, morally and spiritually?" he asked. "This investigation intends to find out, and our findings will be forwarded to radio's higher officials."

Probe Planned

Announcement that an investigation would be begun followed a meeting of the radio committee Dec. 20, at which the entire problem of Sunday evening programs was discussed. Two resolutions were then drafted:

1. That the radio industry give more attention on Sunday nights to "good music, creative educational feaures, variety programs which will help develop the basic institutions of American life, including that of religion."

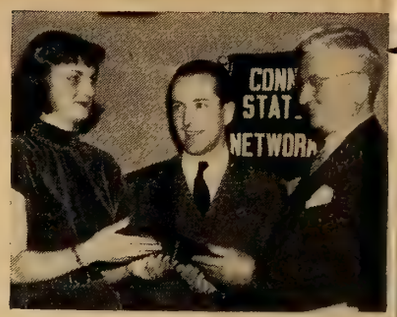
2. That the moral implications of giveaway shows be investigated.

On revamping the Sunday night schedule, the radio committee noted that a shift of top name personalities was going on in the industry, creating internal conflict which justified opening the Sabbath evening shows for reappraisal.

It urged the industry to "try to ease its apparent frenzy over dollars, soap and cigarettes, sponsors and advertising agencies and give America a little peace and quiet in attractive packages on Sunday night, such as concert hours slanted in the direction of those millions of families which will turn on their radio sets again if they can be assured that the investment of time will pay good dividends."

On giveaway shows, committee declarations were that they tended "to create personal antagonisms, family discord, mental disturbances and are an encouragement to the practice of gambling and of expecting something for nothing."

Dr. Stuber said that the joint investigation would include polls of Baptists' viewpoints on radio. The polls would be made through the church's *The Layman's Newsletter*, *Youth Newsletter* and *Women's News Digest*, which have a combined circulation of 40,000, and by direct letters to 7,000 pastors.



CONNECTICUT winner in "Voice of Democracy" contest, Elaine Neagle (l), Waterbury Catholic High School, receives plaque from Patrick J. Goode (r), president of Elm City Broadcasting Corp. (WNHC AM-FM-TV), New Haven. Presentation was part of a special broadcast over Connecticut State Network. Participating in presentation is J. B. Fitzpatrick, vice president of U.S. Junior Chamber of Commerce, a co-sponsor of contest. Connecticut stations cooperating in contest were WNAB Bridgeport, WATR and WBRY Waterbury, WTHT Hartford, WTOR Torrington and WNHC.

N. C. SOLONS

Albright to Cover for FM

R. MAYNE ALBRIGHT, a gubernatorial candidate in the 1948 North Carolina Democratic primaries, has been signed by the Dixie FM Network of 15 stations to broadcast a nightly report on activities of the North Carolina legislature.

His broadcasts are expected to be heard by AM as well as FM listeners, since most of the Dixie FM group members have AM affiliates and are planning to carry the program. Broadcasts will originate from the network's affiliate in Raleigh, WRAL-FM.

NARFD Data

A COMPILATION of historical data and records of the growth of the National Assn. of Radio Farm Directors is under consideration by the organization's historian, Herb Plambeck, WHO Des Moines, a former NARFD president. Under the present plan the work would be divided into two volumes. One would contain organizational history, including minutes on membership rolls, meeting dates, etc. The other volume will have a complete record of RFD newsletters, USDA records, BROADCASTING clippings, pictures, and other material. Wallace Kadderly, new NARFD president, appointed Mr. Plambeck to engineer the project.

LOBBYING

Four Industry Men Register

FOUR MEN affiliated with the radio industry have registered with the 81st Congress under provisions of the Lobbying Act.

Filing reports with the Clerk of the House were Earl H. Gammons, CBS Washington vice president; Don Petty, NAB general counsel; Francis M. (Scoop) Russell, NBC Washington vice president, and A. D. Willard Jr., NAB executive vice president.

Other registrations of interest to the radio industry and their affiliations include: Gael Sullivan, Theatre Owners of America; Jack Bryson, Motion Picture Assn. of America; Orrin A. Burrows, International Brotherhood of Electrical Workers (AFL); Russ Nixon, United Electrical, Radio and Machine Workers of America; Frank Quigley, American Telephone & Telegraph Co., and Geraldine Shandros, American Communications Assn.



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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with newspaper and also has FM operation. State experience, give references and income expected in first letter. Box 609, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Salesmen

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 50 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview, write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commissions should total $6,000 to $12,000 per year depending on individual. Write stating education, sales experience, references and photo. Box 629, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references and education. Box 628, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Excellent opportunity for salesman of real ability and highest character offered by network station in important Texas market. Box 571, BROADCASTING.

Mutual station major midwest market needs experienced salesman who can start with considerable business and build income of $700 to $900 dollars. Established station. Send full details, transportation for interview. Box 745, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Announcers

Announcer—Morning man to wake 'em up. Acute housing calls for single man. Must be experienced in doing record shows, news and participations. 1 kw midwest. Job opens after January 15. Write Box 661, BROADCASTING.

Announcer-engineer combination—Opening for two good announcer-engineers with progressive southern network station. Good working conditions, opportunity for advancement. Want reliable men, send disc and photo to Box 674, BROADCASTING. All letters answered.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

Help Wanted (Cont'd)

Announcer-salesman by southwestern CBS affiliate with emphasis on selling. Salary $200 month plus liberal commission and bonus. Car allowance. Don't wire. Tell all in letter and send disc. Harold Welsh, KSIL, Silver City, New Mexico.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Technical

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Combination engineer-announcer, first class license. Contact John M. Spottswood, Radio Station WKWF, Key West, Florida. Send photo, disc and references.

Combination man with experience to act as chief engineer. Must maintain new 250 watt Collins equipment and announce relief. Single man preferred. $60.00 start. Send photo, disc and reference. KOWB, Laramie, Wyoming.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570, BROADCASTING.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Production-Programming, others

Program and news writer-announcer wanted. Opportunity to become program director. This growing, expanding newspaper owned station managed by radio men from behind the mike and typewriters of stations in Chicago and Ohio. Gets cold up here but 35,000 neighbors have a comfortable life. Salary and talent fee system that is more than a promise. Married man with versatile ability desired. Housing no problem. Send disc, full length picture and qualifications to KILO, Grand Forks, North Dakota, CBS affiliate, C/O Personnel Director.

Independent 1000 watt AM-FM near Chicago has two openings. News writer-reporter experienced on beats, and continuity writer. Box 669, BROADCASTING.

MBS affiliate program director—Man wanted is probably now working for a fairly successful regional MBS station in a city of 100,000 population or more preferably in the northeast. Write stating age, salary desired, references, reason for wanting to leave present job, experience. The man we want took his present job with his present station when it was mighty low down. He has built it up primarily from the inside by good writing, good music, good personnel and bright ideas. Tell us how you did it when you apply. Box 641, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

News director: Take complete charge of livewire newsroom, placing heavy emphasis on local news. Must be top-flight newscaster with pleasing air personality, thoroughly experienced in compiling and editing local wire news. 5,000 watt midwestern network affiliate. Give full particulars about yourself, attach small photo, and include previous experience and salary expected. Confidential. Box 736, BROADCASTING.

Help Wanted (Cont'd)

Male writer—Capable of good solid commercials, music shows, some dramatic knowhow. Needed immediately by midwest clear channel. Good starting salary right man. Send samples, vital statistics, photo, references first letter. Box 705, BROADCASTING.

Buffalo agency has opening for agricultural copywriter with farm radio, farm magazine or county agent background preferred. Send complete experience, references, salary expected and your photograph to Box 724, BROADCASTING.

Situations Wanted

Managerial

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production backgound desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Wanted—Position as PD in medium size station, or as manager in smaller operation. Twelve years experience. Age 38. Very acceptable news delivery. West only. Box 665, BROADCASTING.

Experienced manager can give your station a solid, businesslike administration and direct program policy that will increase audience. Proven ability. Won't return sensational results, but will give you real dollars instead of phoney book profits. Box 645, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager: 15 years experience in all phases of radio. Now general manager and sales manager of money making midwestern station. Audience building programs and station promotion a specialty. Change desired strictly personal. Excellent references. Available on sufficient notice. Box 739, BROADCASTING.

Manager, 16 years experience, available soon to build and open new station. Have opened two since the war. Both made money in competitive markets. Know independent and net operation also FM. Will consider going station in good market. Box 699, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

General manager, 30 days notice. Available for medium size independent, preferably in the red. Old enough to know promotion, and young enough to be able to work at it. Box 744, BROADCASTING.

Sales manager. Eight years outstanding station and agency experience, both independent and network affiliates. Unequalled records in country's toughest markets. 250 to 50,000 watt stations. No pressure artist, just a worker. Devoted family man, no drinking. Best references. Not interested in impossible dream-child, but if your operation is sound, I'll show you the best record you've ever had. Box 742, BROADCASTING.

Experienced, capable promotion manager on 5 kilowatt station wants to make change for improvement. Prefer radio sales. Employer will furnish confidential references. Box 715, BROADCASTING.

Combination manager - sales manager available February 15. Fourteen years experience, 5 as manager-sales manager, 3 as program director, 6 as announcer, straight, play-by-play baseball and football and commentary. Prefer small or medium station in south, Gulf Coast or California. Minimum $6000 on any combination mentioned abilities. Excellent trade references. Box 721, BROADCASTING.

Salesmen

Salesman. Experienced radio man now in management position will accept sales job with AM or FM station holding TV CP. Box 700, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7763.

Announcer—3 years experience. Married. Age, 25. Will travel. Can do all types of announcing. Pleasing voice. Box 694, BROADCASTING.

Announcer, young, married veteran. Thoroughly trained commercials, newscasting, disc shows. Good voice. Will travel. Disc on request. Box 690, BROADCASTING.

Announcer — Young man, unmarried, graduate leading announcing school, some experience. Disc available, audition personally in New England. Box 688, BROADCASTING.

Announcer desires permanent position. Two years' experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Juniper 8-5744.

Announcer, 22, single, veteran. One year experience 1000 watt midwestern station, college, operate console. References. Prefer west or midwest. Box 689, BROADCASTING.

Experienced announcer, married, wants position in progressive station. Box 696, BROADCASTING.

Staff announcer. Veteran, single, university educated. Thoroughly trained at leading radio school Radio City, N. Y. Will travel. Disc available. Box 692, BROADCASTING.

Announcer, veteran, college graduate, also graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 693, BROADCASTING.

Experienced staff announcer. Disc tells all. Emphasis on commercial copy. Minimum sixty dollars plus talent. Box 672, BROADCASTING.

Staff announcer—Young, single, veteran. Attended college and top flight New York radio school. New England preferred. Short on experience, long on ambition. Box 660, BROADCASTING.

Announcer—ambitious? Got it. Experience? Want it. Job? I'll take it. Married veteran, recent graduate radio school. Will travel. Disc and photo. Box 658, BROADCASTING.

Announcer, with five years experience all phases of Chicago radio. Desires change. Box 653, BROADCASTING.

Attention West Coast. Play-by-play sports announcer desires affiliation near home in California. Experienced in all phases announcing, control operation. Presently employed, available for personal audition, interview, during leave of absence in February. Box 664, BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, salable platter shows, sportscasts. Languages, music, education, programming, plus know how production. Available now. Call or write Herb Gottschalk, 5034 Woodlawn Ave., Chicago 15, Atlantic 5-0516.

Announcer, 28, graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 556, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Young girl, graduate School of Radio Technique, wants permanent position as narrator, disc jockey, children's narrator or traffic manager. Box 655, BROADCASTING.

Sportscaster. Fully experienced all play-by-play, baseball, football, basketball, etc. Employed large metropolitan center with top following. Produce, direct sports shows. Available for 1949 baseball season. Base pay, talent discussed. High personal, professional references. Box 719, BROADCASTING.

Combination announcer-enginer, accent on announcing. First class phone, BEE Degree. Experience, three years' announcing, six months' operating. Specialties, sports, disc jockey work. Young, single. Will travel, but prefer midwest. Disc, photo on request. Box 743, BROADCASTING.

Situations Wanted (Cont'd)

I want an opportunity. Versatile announcer, expert newsman, popular and classical music, theatrical background. College graduate. Veteran. Disc on request. Box 725, BROADCASTING.

Sportscaster — Wants station handling professional baseball play-by-play. Single. College degree. Available on notice or in Spring. Box 712, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent re-write. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Announcer-salesman-producer desires parking space anywhere. Experienced, veteran, college graduate, married. Age 27. Barney Fields, 5855 Irvine Ave., North Hollywood, California.

Announcer, young, single veteran. Experienced. Prefer midwest, but will travel. Photo and disc. Box 747, BROADCASTING.

Experienced announcer. Young, single, vet. Dee-jay, board work, news and sports. Some play-by-play. Midwest preferred. Box 746, BROADCASTING.

Experienced announcer would like position in progressive network station. Northwest preferably. Twenty-one years old. Excellent references. Box 706, BROADCASTING.

Desire staff announcing position with progressive station. Thoroughly trained. Newscasting, commercials, disc shows. Will travel for opportunity. Disc on request. Box 733, BROADCASTING.

Announcer. Ambitious, versatile, reliable. Veteran. Experienced in reading commercials, newscasting, disc shows. Will travel. Disc on request. Box 732, BROADCASTING.

Sports announcer. Nine years play-by-play. Topflight sportscast. Box 729, BROADCASTING.

Experienced announcer, single, good worker, wants position southern station. Box 707, BROADCASTING.

Reliable and experienced announcer with emphasis on play-by-play. College graduate and not a wanderer. Box 701, BROADCASTING.

Popular disc jockey seeking morning spot with big city station that wants to cash in on early, slow moving time. Box 713, BROADCASTING.

Experienced announcer wants position in small progressive station. Single. Box 703, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. AFRS experience. Same station desired, but not required, work well as writer-announcer team. Box 704, BROADCASTING.

Announcer — 25, single, experienced, capable all-round man. Good news voice. Available immediately. Box 709, BROADCASTING.

Announcer, 28, married, college graduate. Former communications officer. 3 years experience as program director, chief announcer. Accept announcing position with progressive station in midwest or midsouth. Box 708, BROADCASTING.

Announcer — Experienced, capable newscaster, disc jockey, operates console. Will audition within 200 mile radius. But will consider all other offers. William Hunt, 2715 W. Division St., Chicago, Illinois.

Technical

Operator, first, license, four years with broadcast transmitters. Want transmitter job. Location not important. Age 30. Single. Available two weeks notice. Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced radio engineer desires position with educational station. Can assume full responsibility, also interested in teaching and learning. Excellent references. Write Box 673, BROADCASTING.

First phone, one year with small station. Variety of experience. Good reference. Desire position to pursue qualifications. Box 691, BROADCASTING.

Engineer, first class, experienced four years all phases except video, three years 5 kw, desires job opportunity. Single, without car, customary notice. Box 649, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—First phone, graduate college and radio school. Available immediately. Married. R. L. VanSickle, 4529 Zenith Ave. S., Minneapolis, Minnesota.

Technician, first phone. No broadcast experience but 10 years ham radio and radio service. Prefer warm climate. Lloyd Conway, 2887 W. 15 St., Los Angeles, California.

Combination—First phone, versatile announcer experienced all phases broadcast, active amateur, good technician. Presently employed CBS affiliate. Box 644, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Engineer. First phone, second telegraph. Active ham, graduate top technical schools, three years shipboard experience, six months television servicing. Car, desires position in broadcasting. Minimum $50.00. Box 734, BROADCASTING.

Radio engineer available immediately. BEE Degree, experienced in broadcasting, WHF technique, FCC practice. Qualified to construct and maintain facilities, including DA adjustments and proof. R. E. Patterson, 720 Chestnut Avenue, Falls Church, Virginia.

Engineer, 1st phone, 3 years at 1000 watt transmitter. Experienced in maintenance and repair of all equipment. Married, have car, prefer south. D. M. Hughes, Jorgensen Courts, Weslaco, Texas.

Engineer, first phone, 29, 2½ years college, CREI broadcast course, nearly two years AM-FM development engineering with broadcast equipment manufacturer, ten in radio, three months station experience. Texas-Chicago area preferred. Box 711, BROADCASTING.

Production-Programming, others

If your station is an independent in a major market and you're tired of low Hoopers, I know how to build and promote programs that will send your Hooper up. A radio veteran of ten years. Definitely available as program director. Box 646, BROADCASTING.

Experienced stage and radio director seeks position as TV studio director or floor manager. Write Box 659, BROADCASTING.

Production man, music, six years radio. Choral director, arranger, program planning. Box 671, BROADCASTING.

Program director-producer available. Highly experienced. 5 years independent station. Past 4 years 3 to 5 weekly network comm. variety shows. Radio, TV stations and adv. agencies please write Box 687, BROADCASTING.

Program director, now employed program director 1 kw. Experienced programming rural and metropolitan. Am a driver for Class A production. Have built two new stations. Box 718, BROADCASTING.

After twenty odd years in the radio-motion picture, producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of know-how and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly, produced and directed four motion films in 1948. Details and interview at your convenience. Box 726, BROADCASTING.

Copywriter and announcer with experience. Of excellent business background. Box 735, BROADCASTING.

Woman copywriter now employed seeks position in or near Washington, D. C. Home economist, music and announcing training, handles traffic. Some air work desired. Disc on request. Box 728, BROADCASTING.

Newsman wants to locate southwest. Associated Press radio experience. Missouri University graduate. Box 730, BROADCASTING.

Assistant program director-announcer, seeks change to permanent position. Three years experience. References, disc, interview. Box 731, BROADCASTING.

Situations Wanted (Cont'd)

Farm director: 15 years in radio, now employed. Experienced in dealing with farm audiences. Have made specialty of farm programming and promotion. Familiar with markets, general farm information, know how to promote station with rural audience. Experience gained in one of midwest's greatest farm stations. Available on proper notice. Box 738, BROADCASTING.

News editor, commentator, public relations. Distinctive voice. High Hooper rating. Newspaper background. 7 years radio, 250 to 50,000 watts. Will prove asset to any station appreciating proper news coverage and presentation. Box 714, BROADCASTING.

Program director. Now program director AM, FM, TV independent in 25 station market. AM Hooper beats one network outlet and exceeds all other independents added together, administrative experience. Married, near thirty, journalism graduate. Any market considered. Would invest. Box 716, BROADCASTING.

Radio personality that has attracted large followings in the midwest and east. This personality has been endorsed by famous names in network radio. Full data and disc will be sent upon request. 3 years experience. Box 710, BROADCASTING.

Program director available February 1. 14 years in radio, seven as PD, net and independent, capable directing and doubling announcing, traffic, continuity, promotion. 6 years play-by-play and wire baseball, football, commentary. Speciality, creating saleable low cost shows. Know how to work with and get results program staff. $100 weekly. Minimum plus talent. Box 722, BROADCASTING.

Idea woman for women's, children's, educational shows, will consider combo with continuity. Student of radio school and advertising. 15 years teaching and personnel experience. 6 months women's editor. Outline job, state salary first letter. Lena Wing, Marienthal, Kansas.

For Sale

Equipment

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition, $1200. Write Radio Station KAMD, Camden, Arkansas.

Complete FM 250 watt mobile transmitter installation, can be used as test unit or permanent installation. REL equipment, 250 watt 549-DL transmitter, 642 turnstile antenna with 40 foot telescoping dural pole, 648 six volt receivers, 643 R pre-emphasis unit. Also 3kw gasoline power plant, spare tubes, etc. Equipment now installed in 1947 Ford truck, large aluminum van body. All like new. Truck run less than 2000 miles. Box 675, BROADCASTING.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

For sale: One General Radio 731B broadcast modulation monitor perfect condition $150. One General Radio 608A, audio oscillator $150. WHEC, Rochester, N. Y.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

New Presto 6N recorder in 1B case with slightly used 87B amplifier. Both for $650. 713 Cascade Bldg., Portland, Oregon.

For Sale (Cont'd)

FM antenna, 6-ring Collins type 37M. Factory assembled, complete with deicing heaters and clamps to mount of Lingo pole. $1500, FOB, Peoria, Illinois. WIRL.

Sola 2 KVA, 115V voltage regulator. First $130.00 buys. Wm. E. Garrison, WFBC, Greenville, S. C.

New radio music corporation transcription console. Complaint excluding speaker. Details on request. Contact Q. Cumeralto, Chief Engineer, WRZE, York, Pennsylvania.

Two Western Electric type 109B reproducer groups complete, spare 9A reproducer included. Excellent condition, $350.00. Rocky Mountain Radio Council, 21 East 18th Avenue, Denver 2, Colorado.

For sale. One used Gates dynamote remote amplifier complete with AC power supply and battery case. Good condition, never given trouble. $125.00. L. A. Lawson, Chief Engineer, KATE, Albert Lea, Minnesota.

Presto recorder, 16X, excellent condition. Make offer. Amperite mike, stand, included. Mr. Blegen, 4756 W. Washington Blvd., Chicago.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months. WPIX, Alexandria, Virginia.

4 Gates CBIO transcription tables, excellent condition, $450 each. 1 Stephens tru-sonic speaker (new) P52FR & cabinet 52U, $80; 1 Magnecord SOIC wire recorder, 40 spools hi-fidelity wire and high speed rewind $1000; 1 50W Universal recording amp (flat, medium and NAB characteristics) $150; 1 50W Langevin recording amp model 101A in 24″ rack (flat and NAB characteristics) $150; 1 6 ft. enclosed rack containing 4 Langevin line amps, model 102A, 2 power supplies, 2 jack fields, 2 5″ Weston VU meters model 862, entire rack completely wired $500. Universal Recording Corp., 20 N. Wacker Drive, Chicago, Illinois.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Wanted: A complete RCA recording attachment, type 72-D or 72-DX complete with heater and compensator, mounting kit, filter and filter equalizer, amplifier and meter or a complete single Presto recording unit. George F. Meyer, WIGM, Medford, Wisconsin.

Wanted—250 watt network station in the east. Box 737, BROADCASTING.

Help Wanted

Salesmen

$8,000 REWARD

For The Right Man

If you are between 30 and 45, own an auto and are willing to travel Virginia, North and South Carolina there's a position opening about January 15 with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commission. Executive will train you in territory. Send references, experience and photo to BOX 682, BROADCASTING.

WANTED

Independent free lance transcription salesman now personally covering Canadian stations, advertisers and agencies, who is in a position to actively represent two of the fastest selling syndicated features in the industry. Will be given protected territorial arrangement on a straight commission basis.

Box 697, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

Production-Programming, others

WANTED!

Continuity writer—woman. Mike experience. Must have commercial approach in writing and voice. All particulars—references first letter. Photo.

Reply
Robert W. Dumm, Mgr.
KNOE-NBC
Monroe, La.

5000 watts in 1949

WANTED IMMEDIATELY
STUDIO-EXPERIENCED
TV PRODUCTION
PERSONNEL

As instructors in the nation's foremost TV production school (TWIN CITY TELEVISION LAB, a division of Beck Studios, Inc., Minneapolis, applicant also for a commercial TV station in Minneapolis-St. Paul area) Mr. Joseph H. Beck, Exec. Dir. of Beck Studios, will be available for interviews at the COMMODORE HOTEL in New York from Jan. 10 thru Jan. 14.

Excellent Opportunity for Qualified Applicants

Situation Wanted

Managerial

Experienced station executive with highly successful record is interested in acquiring ownership or ownership-interest with established network affiliated station. Willing to consider management with contingent provision for acquisition of interest based on performance record.

Box 740, BROADCASTING

Announcers

TEAM

Any type announcing, writing production. Married vets, 23 and 25. Desire permanent location in progressive station. Start the New Year right with this sure fire combination.

BOX 741, BROADCASTING

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Situations Wanted (Cont'd)

Technical

Qualified Engineer
wants
Chief Engineer's Job
on
Station in Southwest
Box 717, Broadcasting

Schools

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Don't delay! CONTACT—TODAY!
R.R.R.—RADIO-TV EMPLOYMENT BUREAU
Box 413, Philadelphia 5, Pa.

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5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

802 VOTE

Petrillo Intervention Asked

THE DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians last week asked AFM President James C. Petrillo to rule the results null and void, permitting a new election.

Al Manuti, leader of the Unity-Coalition Party of 802, who failed of election by 89 votes to incumbent president Richard McCann, said the appeal was decided upon instead of an immediate resort to court action [BROADCASTING, Jan. 3] because union rules required all union remedies be exhausted before start of any suits.

In the appeal, Unity-Coalition asked that if either Mr. Petrillo or the AFM national board does not nullify the election that the losers be permitted to start a court test of the validity of the balloting.

The presidential appeal was the second big step taken by the defeated faction to overthrow the close victory of the administration blue ticket.

The first step was a hearing before the Honest Ballot Assn., which conducted the election. Unity claimed that many of the Honest Ballot Assn's 82 voting machines used by the 10,700 balloters were not adjusted to perform in accordance with union rules.

Union rules, it was argued, require that there be no partial voting for the nine executive board members and that such partial votes be nullified. Although it was conceded some machines did not reject partial votes, the Honest Ballot Association rejected the Unity appeal, ruling that the election result was not substantially affected.

N.Y. PHILHARMONIC

Mitropoulos, Stokowski Slated

PODIUM of the New York Philharmonic Symphony for the 1949 season will be shared by Dmitri Mitropoulos and Leopold Stokowski, CBS announced last week.

The initial broadcast of the season on Sunday, Oct. 16, three days after the orchestra's opening subscription concert, will mark the 20th consecutive year the Carnegie Hall concerts will be carried on CBS. The 3-4:30 p.m. time period remains the same.

William C. Beach

WILLIAM C. BEACH, 55, an engineer at New York's Bell Telephone Labs, died suddenly on Thursday, Dec. 30, shortly after boarding a train for his Bloomfield, New Jersey, home. Surviving are his wife, Mrs. Margaret T. Beach; two sons, Glen L. of Bloomfield and Robert C. Beach of Chicago; a daughter, Mrs. Frank Catogni of Bloomfield, and two grandchildren.

For Sale

RADIO SURPLUS SALE

1 Philco 271C crystal duplicator and audio frequency meter, range 0-500, 0-5000 and 0-50,000	$40.00
1 RCA 154 audio oscillator with rack mounting panel	$100.00
1 BC-1016 tape recorder (new)	$35.00
1 TG10J Keyer (new)	$25.00
1 RAK 7 Navy long wave receiver with power supply and spare parts kit (new)	$60.00
1 Radio Lab limiter speech amplifier and telephone mixer system	$30.00
1 Radio Lab dual channel speech scrambler	$75.00
1 Temco 250GSC 500 watt R. F. band switching amplifier 2-18 M.C.	$75.00
1 Ditto speech amplifier and 200 watt modulator	$50.00
1 Ditto 1500 volt, 500 M.A. power supply	$175.00
1 Collins ART-13 transmitter	$75.00
1 Collins SCR522 VHF transceiver (as is)	$15.00
3 72" par metal cabinets each	$25.00
1 SP220 super pro receiver; 1 Jensen concert master cynamic speaker & cabinet	$100.00
1 Millen VHF829 amplifier (new)	$25.00
4 WE AR4-233A transceivers VHF each	$20.00
1 RCA AVT-112A aircraft 2500-6500 KC. New with tubes and manual	$20.00
1 Model 12222 RCA amplifier	$25.00
1 Super-pro Ham. B. C. 1004 receiver with power supply, rack panel mounting	$150.00
1 Collins A. R. T. #13 transmitter with built-in amplifier for crystal microphone	$80.00
1 RCA microphone preamplifier model M. I. 218A	$10.00
1 Weston model 772 analyzer 20,000 & 1,000 ohms per volt	$25.00
1 radio receiver B.C. 453	$7.50
2 Kenyon model KALL line to line transformers each	$5.00
2 I.R.C. ladder type attenuators, type A 21 L, 250 ohms each	$5.00
1 K.W. transmitter & power supply (incomplete)	$200.00
1 power supply for 813 transmitter	$50.00
1 Delta 9" drill with motor	$50.00
1 Jensen C.R.J. 51 speaker and cabinet	$50.00
1 Dumont electronic switch (new)	$50.00
1 Dumont 5" scope	$75.00
1 162-C RCA chanalyst	$100.00
1 Sprague condenser resistor checker	$25.00
1 BC-1075 150-210 mc frequency meter, power supply and multi-vibrators	$25.00
1 RCA driver transformer 845's to 891's	$25.00
1 UTC 1½ KW class "B" 4000 ohm plate to 3500 ohm R.F.	$100.00
1 General Radio 601-A standard signal generator	$200.00
1 RCA class "B" 8800 ohm plates to 3500 ohm R.F. (400 watt)	$50.00
200 lbs. #6 hard drawn bare copper @ per lb.	$ .40
1 Lapp gas condenser 35,000 volt 375 to 1500 mmfd.	$100.00
1 composite 1000 watt FM transmitter complete. Will meet FCC broadcast requirements. Freq. range 30 to 150 M.C.	$2500.00

BOX 698, BROADCASTING

COMPETITION

TV Inroads Seen By Philco Head

JOHN BALLANTYNE, chairman of the board of directors of Philco Corp., said last week that aural radio output in 1949 would be "substantially under the 16 million-set level of 1948" due to the inroads of television.

"In the entire history of communications, there is nothing to compare with the rapid growth and spread of television in the past two years," Mr. Ballantyne pointed out.

"And 1949 points to further rapid growth. The sale of television receivers, investments in television broadcasting stations, expenditures for television relaying and the cost of programs will add up to nearly a billion dollars.

"Television receiver output in 1948 amounted to more than 800,000 sets with a retail value approaching $300 million. During 1949 we expect that the industry will produce and sell between 1.5 million and 2 million sets, the exact number depending on the availability of cathode ray picture tubes.

"There are now about 1 million television receivers in use in 34 states—over 85,000 sets in the Philadelphia area, which ranks second among America's television cities. About 90% of all these receivers are installed in homes.

"The television audience quadrupled in 1948 and will be more than doubled again in 1949 largely because of improvements in the quality and variety of television programs, and the spread of television broadcasting. Now there are about 50 stations on the air in 30 cities. It seems likely that the number of stations will be doubled in 1949, with service extended to some 60 major market areas of the United States.

"Radio broadcasting will continue to be an important source of entertainment and information for many years to come. To enjoy television programs, the viewer must devote his entire attention to the set. Thus audiences are limited to those who concentrate on the video screen.

"Television will present its most serious competition to radio, the movies, reading and other forms of entertainment during leisure hours in the evening.

"More than half of the population of this country is not even within reach of television broadcasting. Many millions of people in smaller towns or rural areas will be out of television range for several years. Furthermore, building and operating a television station takes a large investment.

"In radio broadcasting, there is a noticeable trend toward FM because it represents noise-free reception of high quality. There are now more than 700 FM broadcasters on the air, and additional FM stations are starting operation each week."

PHILCO CORP.

Balderston Gives Report

WILLIAM BALDERSTON, president of Philco Corp., Philadelphia, expects that many new production, sales and employment records will be established by the television-radio industry this year.

Mr. Balderston, presidential successor to John Ballantyne (now board chairman), forecast: "With all phases of television growing rapidly in size and scope . . . we are planning . . . a substantial program of plant expansion, amounting to about $5 million for the year.

"The major part . . . will be aimed at increasing our output of television receivers more than threefold, from under 200,000 sets in 1948 to a total of about 600,000 in 1949.

"One phase of this expansion includes an addition to our cathode ray and receiving tube manufacturing plant which supplies part of our television tube requirements. We are also planning to enlarge our plants at Watsontown, Pa., where we produce cabinets for television and radio receivers. . . .

"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant. . . ."

Profitable
Eastern Radio Station

Well operated, well established—this property has earnings that justify the sales price of $125,000.00. The station also has one of the best potentials in eastern radio. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Allied Arts

CLARENCE C. WALKER, general manager of construction materials department, General Electric Co., Schenectady, N. Y., appointed a vice president of firm. Also assuming this title is RALPH M. DARRIN, former general manager of apparatus department's central stations division, who becomes a commercial vice president. He will supervise customer-relations work in New England.

EDWARD P. ATCHERLEY has been named Northwest division manager of renewal tube sales for Sylvania Electric Products Inc., New York. Mr. Atcherley will head sales of renewal radio and video tubes, test equipment and electronic products to Sylvania distributors in Montana, Idaho, Oregon and Washington. He will headquarter at 941 White Henry Stuart Bldg., Seattle.



Mr. Atcherley

A. J. FISCHER has been appointed manager of Dayton, Ohio, branch of Graybar Electric Co., Cincinnati. He has been with company for 21 years.

HAROLD F. SMIDDY has been elected a vice president of General Electric Co., Bloomfield, N. J. He continues as general manager of company's air conditioning and chemical departments. Company also announced appointment of GEORGE F. LEVINE as assistant to manager of sales of Specialty Division of GE's Electronics Dept. at Syracuse, N. Y.



Mr. Smiddy

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., has been chosen by Lyle K. Engel Publications to receive the "1948 Award of Achievement" for his contribution to radio and television.

SAM INSULL Jr. has been appointed to head new Stewart-Warner Electric Division of Stewart-Warner Corp., Chicago. New division will handle radio and television set production and distribution. EDWARD L. TAYLOR has been appointed general sales manager of Stewart-Warner Electric.

HARRY E. HAMMER, special representative of Assn. of American Railroads, Washington, has been appointed manager of Press and Radio Service of the organization.

JOHN S. GARCEAU has been appointed to executive staff of York Corp., York, Pa. He will handle new post as director of advertising and sales promotion.

CONNIE MACK, "the grand old man of baseball," celebrated his 86th birthday on Dec. 23, and made a guest appearance that night on the *Sports Scrapbook* show on WPTZ (TV) Philadelphia.

HOOVER COMMISSION

60-Day Extension Given

THE LIFE of the Hoover Commission was extended Dec. 31 for 60 days as one of the final acts of the 80th Congress.

This Commission, which carries the full title of Commission on Organization of the Executive Branch of the Government, is conducting a survey of FCC operations as part of its program.

Named C&P Counsel

JOHN T. QUISENBERRY, American Telephone & Telegraph Co. attorney, who has represented the company in most of its recent appearances before FCC on television, FM and other matters, has been named general counsel of the Chesapeake & Potomac Telephone Companies. He succeeds Ralph A. Van Orsdel, C&P vice president and general counsel, who is retiring. The appointment was effective Jan. 1. The C&P companies are located in Virginia, Maryland, West Virginia, and District of Columbia.

LEVER Bros., Cambridge, Mass., through Ruthrauff & Ryan, New York, is sponsoring $50,000 letter-writing contest to promote large or bath size Lever products. All five network programs sponsored by company to promote contest, first prize for which is $10,000 all-expense, 101 day trip around the world.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

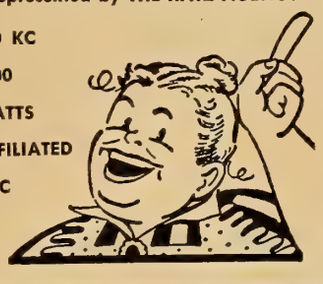
KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

WNAX
YANKTON – SIOUX CITY
OUR 26 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Represented by THE KATZ AGENCY
570 KC
5000
WATTS
AFFILIATED
ABC



In HOUSTON, the ears of TEXANS are upon
KTRH
... nationally represented for 15 years by
JOHN BLAIR & COMPANY
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

Promotion



HEAVENLY might be the theme of WBBM Chicago's latest promotion piece, "The Halo That Fit Too Tight." The little booklet introduces its vice president-in-charge-of-public-service, a smug little man wearing five shiny halos—for winning five awards in the public service field. Copy goes on to tell about the howl set up by "Mr. Programs, Mr. Production, Mr. Talent and Mr. Sales," who feel that without their help Mr. Public Service would never have had his 21 carat halos. Finally Mr. Management comes in to say that everyone helped to win the awards, it was their cooperative showmanship that counted. And when Mr. Public Interest, whose halos were getting tight, realized that it's all for one and one for all in show business, his halos settled down to their proper and deserving fit.

78 Christmas Presents

CHRISTMAS presents—78 Philco AM radios—were presented to Portland, Me.'s 39 elementary and grammar schools by WCSH Portland. The radios were given for use in connection with the city's program of visual-audio education, and will be used to bring newscast, classical music and presidential speeches into the classrooms.

WDUZ Newspaper

GREEN BAY, Wis., is served by an evening newspaper, and therefore many people who like something with their morning coffee besides doughnuts feel sadly neglected. To make these people happy, WDUZ Green Bay is printing its "Bulletins from the Morning News," a little sheet that carries the big doings of the nation, the state, city and sports world, together with the weather forecast. WDUZ distributes the paper to restaurants and drug stores.

Little Songs About Big Things

WNEW New York, has just issued a special press information book dealing with its "Little Songs About UN." The kit contains feature stories about the UN "jingles," background material, news stories, and by-line pieces by Gilbert Seldes, Ted Cott, Lou Singer (composer of the songs) and Hy Zaret (who wrote the lyrics), as well as a recording of the songs. Book is being distributed to radio editors and trade papers in the WNEW area and to a group of public figures.

Farm Reporters

A STAFF of 30 "Farm Reporters" has been organized by Charley Stookey, farm editor for KXOK St. Louis. Mr. Stookey, who conducts an early morning farm service program, *Town and Country* (6-7:30 a.m., Mon.-Sat.), has named correspondents in 30 counties; 15 in Missouri and 15 in Illinois, all within a 50 mile radius of St. Louis. The "Reporters" have been furnished with identification cards and self-addressed postcards on which they furnish the news of their particular county. All correspondents have been invited to submit news at least once a week or as often as they wish, for airing on Mr. Stookey's program.

Christmas Party

SATURDAY, Dec. 18, 1948, was a big day for the Salvation Army in Norfolk, Va. Joe Brown, general manager of WCAV Norfolk, arranged the party, which nearly 4,000 children attended. Each child received a new toy and a bag of Christmas sweets, and they were entertained with music and magicians plus the staff of WCAV. One hour of the three-hour party was broadcast over WCAV. This marked the second time the station has arranged a party for the Salvation Army. In addition to playing Santa Claus, WCAV on Dec. 19 celebrated its first birthday.



FRAZIER THOMAS, WLW Cincinnati m.c., admits he's in a good spot, but concedes, from his expression, that Horace Heidt's new 7 p.m. Sunday time on NBC is the number one spot. Picture was circulated throughout WLW's listening area to weekly and daily press as part of station's promotion for Mr. Heidt's Sunday time switch.

Wonderful Bonus

TO encourage junior exhibitors of the National Western Livestock Show to be held in Denver Jan. 14-22, KOA Denver and Ranch-Way Feeds, sponsors of *KOA Mile High Farmer* program (Mon.-Sat., 6-6:30 a. m. MST), will present several trophies to junior winners in the show. A giant gold-tone 27 inch "Mile High Farmer Trophy" will be presented by Ranch-Way and KOA to the Champion Junior Beef Showman. Three gold-tone plaques will go to the winners in the Future Farmers of America livestock judging contest. Presentations will be broadcast direct from the Main Arena in the Stock Yards Stadium, 2:45-3 p. m., Jan. 15.

PERSONNEL

EMILY ASHE BANKS, formerly with New York's Institute of Public Relations, has been appointed publicity director of Town Hall Inc., New York.

WINSTON JOLLY, member of public relations staff of WGN Chicago, has been appointed assistant director of the department.

WILLIAM CLEAR, WRTA Altoona, Pa., promotion and sales manager, has been elected to the board of directors of the Blair County Cancer Society.

EDDIE REYNOLDS, former publicity man on *Ladies Be Seated* and *Hint Hunt*, joins Chicago staff of Storecast Corp. of America as sales promotion director. Storecast operates on WEHS-FM Chicago.

DANIEL BISHOP, *Star-Times* (St. Louis) cartoonist, is the winner of the first prize in the Eddie Cantor Cartoon Contest in connection with Fifth Annual Gifts to Yanks Who Gave Campaign. Second place went to **BRUCE SHANKS,** Buffalo (N. Y.) *Evening News*, and third to **BRUCE RUSSELL,** Los Angeles *Times*. Winners were announced on a special coast-to-coast broadcast from Birmingham, Ala., Veterans Hospital, on Christmas Day.

WADSWORTH LIKELY has been appointed press relations director of WWDC and WWDC-FM Washington. He was formerly manager of Washington office of Radio Reports Inc.

ROBERT L. SEITNER Jr. has been appointed promotion manager of WJHP Jacksonville, Fla.

MARY PAULINE PERRY has been appointed publicity director of WMAL, WMAL-TV and WMAL-FM Washington. Miss Perry had her own publicity bureau before joining WMAL.

C. P. BODNER, promotion director and sales representative at WPAY Portsmouth, Ohio, is the father of a girl, Mary Kristin.

MEMO TO:
GENEVIEVE SCHUBERT, TED BATES:
Christmas is over, but WCKY's Christmas promotion will long stand out in Cincinnati. With announcements only—no newspaper—WCKY pulled over 10,000 people to the airport to see Santa arrive by plane. Real proof of WCKY's audience by any measurement.
50,000 WATTS OF SELLING POWER
L. B. Wilson
WCKY
CINCINNATI
ON THE AIR EVERYWHERE 24 HOURS A DAY

MUSIC FEES

Hearing Set in Ottawa

CANADIAN BROADCASTERS appeared before the Canadian Copyright Appeal Board at Ottawa on Jan. 5 in connection with the 1949 performing rights fees charged by Composers, Authors, Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Schedules had been filed by the two organizations and had to be approved by the Canadian Copyright Appeal Board before assessments could be levied.

In 1949 CAPAC is asking from private broadcasters collectively $136,081, as compared to $126,547 in 1948, increase being based on increased number of radio licenses issued during government fiscal year April 1, 1947, to March 31, 1948. CAPAC is asking the same amount from Canadian Broadcasting Corp. BMI Canada Ltd. is asking private broadcasters $38,888 in 1949 as compared to $36,156 in 1948, based on increased number of licensed receivers, and has a set fee of $17,500 with CBC.

Formula on which copyright fees are charged was set at 7 cents per licensed receiver for CAPAC from private broadcasters and the same amount from CBC. BMI Canada rate for private broadcasters is about 2c per licensed receiver, one annual $2.50 license covering all radios in a home. Canadian Assn. of Broadcasters works out assessments for all privately-owned stations on approved formula.

Total fees for copyright music performance to be paid by broadcasters in 1949 will amount to $328,550 if Canadian Copyright Appeal Board allows schedules requested by CAPAC and BMI Canada Ltd.

Special RMA Meet

CONFERENCE for industrial relations and personnel directors of radio manufacturing industry will be held Jan. 18-19 at Hotel Statler, New York, under auspices of RMA Industrial Relations Committee.

FIRST 15 PROGRAM HOOPERATINGS

Dec. 30, 1948 Report

EVENING

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny*	163	American Tobacco (BBDO)	25.6	28.2	—2.6	2
Radio Theatre	149	Lever Bros. (JWT)	24.0	24.0	0.0	5
Walter Winchell	219	Jergens (Orr)	23.6	21.9†	+1.7	9
Mr. District Attorney	160	Bristol-Myers (DC&S)	19.4	20.1	—0.7	10
Phil Harris-Alice Faye	163	Rexall (BBDO)	19.4	19.2	+0.2	11
My Friend Irma	152	Pepsodent Div., Lever Bros. (FC&B)	19.2	16.1	+3.1	17
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	17.8	28.3	—10.5	1
Bob Hope	151	Lever Bros. (Y&R)	17.7	22.4	—4.7	8
Charlie McCarthy	151	Standard Brands (JWT)	17.6	24.9	—7.3	4
Horace Heidt	162	Philip Morris (Biow)	17.3	13.1	+4.2	36
Arthur Godfrey's Talent Scouts	149	T. J. Lipton Div., Lever Bros. (Y&R)	16.8	17.9	—1.1	13
Bing Crosby	237	Philco (Hutchins)	16.2	14.6	+1.6	26
Duffy's Tavern	160	Bristol-Myers (Y&R)	16.2	17.1	—0.9	15
Louella Parsons	248	Jergens (Orr)	16.1	13.1	+3.0	37
Crime Photographer	161	Toni Co. Div., Gillette (FC&B)	15.8	13.2	+2.6	35

* Includes second broadcast

† Includes second broadcast—year ago Hooper for Robert W. Orr & Assoc.

NEW NETWORK

Parttime Operation Begun by Union

SECOND program of the Union Broadcasting System, embracing 27 stations in New York, Connecticut, Maine, New Hampshire, Vermont and Massachusetts, was scheduled to be fed to the new network Jan. 9 (yesterday) by its key originating outlet, WOKO Albany.

The network, owned and operated by Dongan Broadcasting Corp., Albany, licensee of WOKO, expects to add stations in New Jersey, Pennsylvania, Ohio and Illinois, as it develops to fulltime operation. Albany programs will be augmented by shows fed from WOV and WMGM New York, and occasionally from Buffalo and Boston, according to Jim Healey, news commentator and general manager of WOKO and Union Broadcasting System.

Network's opening program Jan. 2 featured a 15-minute *Review of the Week* with Mr. Healey, and was sponsored by Wm. W. Lee Co. through George R. Nelson Inc., Schenectady. Yesterday's program was to have included an extra half-hour sustaining program.

Network affiliates now include: WXRA Buffalo, WOKO Albany, WCSS Amsterdam, WWSC Glens Falls, WENT Gloversville, WHUC Hudson, WKNY Kingston, WKIP Poughkeepsie, WDOS Oneonta, WKOP Binghamton, WEIM Elmira, WGAT Utica, WNDR Syracuse, WICY Malone, WEAV Plattsburg, WNBZ Saranac Lake (New York); WBEC Pittsfield, WACE Springfield, WAIE Fall River, WVOM Boston (Massachusetts); WSYB Rutland, WJOY Burlington (Vermont); WWCO Waterbury, WTOR Torrington (Connecticut); WFAU Augusta, WJOR Bangor (Maine); and WKNE Keene, N. H.

STORADIO CO.

New Representative Firm

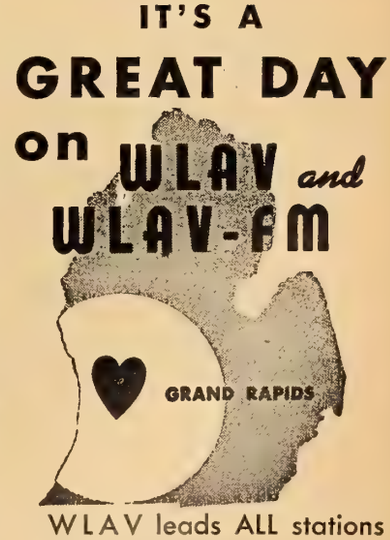
FORMATION of Storadio Advertising Co. has been announced by Cy Newman, general manager of Super Market Advertising Co. of Des Moines. The new firm will act as national representative for firms engaged in point-of-sale radio advertising in super markets.

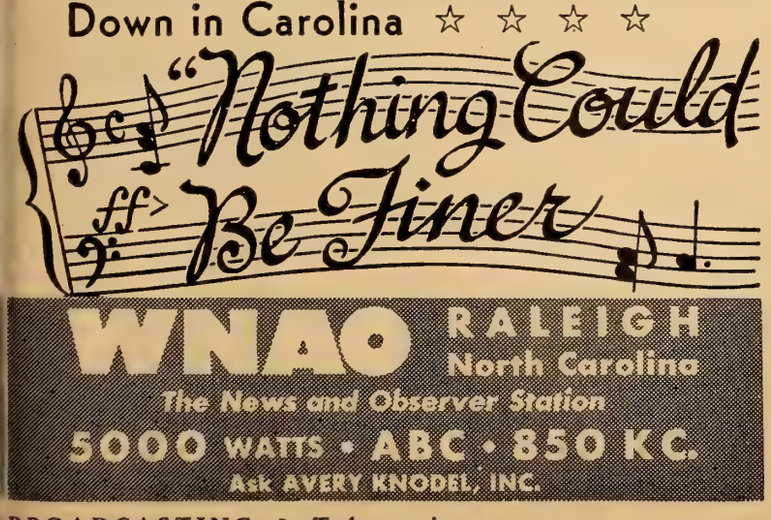
Offices will be opened in New York and Chicago about the middle of February, according to Mr. Newman. Resident managers have not been announced yet.

Mr. Newman stated: "Ever since we started our operation in Thriftway Super Markets in Iowa through KSO-FM [Des Moines], our one big problem has been to get effective national sales representation." The new firm will represent all firms in the field and Mr. Newman explained: "By having a specialized sales force to represent a group of operations other than our own alone, we can keep sales expense down and offer an advertiser complete information about point-of-sale advertising in super markets in any cities that he has distribution."

THE NATIONAL Safety Council has presented its Award of Merit to WNBC New York, "for exceptional service to safety in 1948."







Production



JOSEPH L. TINNEY Jr. has been promoted to producer-director-writer at WCAU-TV Philadelphia, succeeding PAUL RITTS, who transferred to CBS Hollywood. Mr. Tinney has been with station since it went on air last February.

JOHN WADDELL has been appointed program director of KIMO Independence, Mo. He had been with various other stations before assuming his new position.



Mr. Waddell

WALTER CARL has been appointed program director of KTTV (TV) Los Angeles. He will handle telecasts of Mon., Tues., Fri., Sat., 7:30 - 7:45 p.m. newscasts.

PAT KELLY, acting program director of KFI Los Angeles for past three months, has been appointed manager of program department. GEORGE DVORAK, station announcer - producer, has been appointed chief announcer.

JAY ARLAN, former announcer at KGFJ Hollywood, has joined KFVD Los Angeles in same capacity.

JAMES TAYLOR, managing director of the Chicago School of Expression and Dramatic Art for past two and one-half years, has joined WBKB (TV) Chicago as assistant director.

LARRY FROMMER, production manager and assistant program director of WOL Washington, has been appointed to American Brotherhood Week radio committee.

MORT COHN, assistant program director at WCHS Charleston, W. Va., for past two years, has been appointed program director.

CLAIRE BANISTER, director of women's programs for Rural Radio Network, Ithaca, N. Y., and LYMAN JONES, staff announcer and writer, have announced plans to be married on Jan. 23.

CATHERINE FULLERTON, formerly with KGYW Vallejo, Calif., has joined traffic department of KGO San Francisco.

"LINDY" MILLER, WBZ-WBZA Boston-Springfield announcer, and Madeleine Hillman have anounced their marriage.

BETTY ANNE WOOD has joined WSB-TV Atlanta as assistant to film director.

EDW. P. RODEN has been appointed program director of WHEN Syracuse. He was formerly with WBKB (TV) Chicago.

NANCY GREY, whose *What's New?* program has been on WTMJ Milwaukee for more than 17 years, has been elected an honorary member of Delta Kappa Gamma Society, national honor society in education.

MONROE (Bill) BENTON, director of news at WMMW Meriden, Conn., has been appointed program director of WMMW-FM.

JACK NARZ, KIEV Glendale, Calif., disc m.c., is the father of a girl.

Capital TV Sets

SIX THOUSAND television receivers were sold in the Washington, D. C., metropolitan area during the Christmas period, the Washington Television Circulation Committee announced last week. This was a record-breaking total and brought the number of TV sets installed and operating in the Nation's Capital to 30,500, the committee said. The committee, including representatives of Washington's three operating TV stations, WTTG WMAL-TV and WNBW, and of WOIC, soon to go on the air, arrives at its estimate principally from set sale figures furnished by the Washington Electric Institute.

AMA PANEL
To Discuss Television

A DISCUSSION panel on "Television Information, Please," with leading radio and television authorities as participants, has been scheduled by the American Marketing Assn. for the Hotel Commodore, New York, Jan. 25.

The meeting, to be held at luncheon, will feature the following panel members:

Paul Raibourn, vice president in charge of television of Paramount Pictures; Joseph A. Moran, vice president and associate director of radio and television, Young & Rubicam; Hugh M. Beville, Jr., director of research of NBC; C. E. Hooper, president of C. E. Hooper Inc.; Leo Handel, director of audience research of MGM studios; Ted Cott, vice president and program director of WNEW New York; Allen M. Whitlock, advertising manager of Jell-O division of General Foods; A. E. Sindlinger, president of Radox, and Fred Coe, producer-director of NBC television. Jay Jostyn, radio actor, will be master of ceremonies.

Single Rate

CANADIAN stations are now considering a move to drop local and national advertising rates for a single rate, applicable to all advertising. The Standard Rate Structure Committee of the Canadian Assn. of Broadcasters has had the subject under discussion at CAB regional meetings and with advertisers and advertising agencies. At the June annual CAB meeting the change is expected to be thoroughly aired and recommended for adoption.

more news of all radio AM • FM Television

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MEXICO 540 KC
State Dept. Protests

MEXICO has put its controversial 540 kc station into operation with 5 kw and has again drawn protests from the U. S. State Dept., authorities disclosed last week.

The station, assigned for 150 kw operation, is located at San Luis Potosi, 350 miles south of the U.S. border.

Mexico met U. S. protests shortly after its plans for use of the new broadcasting channel were made known. As a result the Mexican government indicated at one point that it would delay operation until the issues raised by the U.S. had been settled [BROADCASTING, Oct. 25].

The U.S. contends that 540 kc, added to the broadcast band by the Atlantic City agreement in 1947, may not be put into use except by agreement among interested nations. It was on this basis that the channel was added at Atlantic City and as yet this condition has not been met.

The U.S. feels that the use of 540 kc is a proper subject for consideration at next September's Canada conference on revision of the North American Regional Broadcasting Agreement.

Indications that Mexico had abandoned its plan to hold up activity on 540 kc were reported early last month [BROADCASTING, Dec. 13]. At that time FCC and State Dept. spokesmen gave assurances that this country would renew its protests.

The Commission, which itself is seeking to formulate a domestic policy with respect to 540 kc, contends that "hundreds of government and non-government stations" operating just below 540 kc would be affected by the Mexican station.

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Plagiarism-Copyright-Piracy
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provides adequate protection.
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Insurance Exchange Bldg., Kansas City, Missouri

The Pulse

(Continued from page 52)

Highest ¼ Hr. Rating
Daytime—5 a week

	Nov. Dec.	Sept. Oct.
Arthur Godfrey	8.6	8.0
Big Sister	8.3	8.9
Breakfast Club (WCOP, WLAW)	8.1	8.3
Ma Perkins (1:15)	8.1	8.9
Our Gal Sunday	7.8	8.0
Helen Trent	7.6	8.1
Young Dr. Malone	7.6	7.9
Guiding Light	7.5	7.9
Aunt Jenny	7.5	
Rosemary	7.4	7.8
Wendy Warren	7.4	8.1

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Football (Sun., WHDH)	11.3	
The Shadow	9.8	6.0
Junior Miss	8.5	7.0
Carnival of Music (Sat. 11:15)	8.3	7.0
Let's Pretend	8.0	7.3
Music in the Air (Sun. 11:30)	8.0	6.5
True Detective	7.8	
Quick as a Flash	7.5	
Football (Sat. WBZ)	7.5	
Counterspy (WCOP, WLAW)	6.8	

—Cincinnati—

Sets in use in Cincinnati increased during November-December over the previous two months, but was slightly lower than the November-December figure for 1947. *Lux Theatre* and Fibber McGee & Molly led the evening Top Ten. The Monday-Friday Top Ten list was made up preponderantly of daytime serials. The figures:

AVERAGE ¼ HR. SETS-IN-USE
6 a.m.-12 Midnight, Entire Week

November-December 1948	28.4
September-October 1948	26.4
November-December 1947	30.3

TOP 10 EVENING & DAYTIME—METROPOLITAN CINCINNATI
Highest ¼ Hr. Rating
Evening

	Nov. Dec.	Sept. Oct.
Lux Theatre	25.0	18.8
Fibber McGee-Molly	24.5	
Walter Winchell (WSAI, WLW)	24.0	17.0
Bob Hope	23.5	
Jack Benny	22.8	
Phil Harris-Alice Faye	21.0	
Charlie McCarthy	20.8	
Fred Allen	20.3	
Date With Judy	18.3	
Burns & Allen	17.8	

Highest ¼ Hr. Rating
Daytime—5 a week

	Nov. Dec.	Sept. Oct.
Right to Happiness	9.6	
Life Can Be Beautiful	9.5	8.6
Ma Perkins	9.5	8.6
Pepper Young's Family	9.4	8.3
Light of the World	9.4	
Portia Faces Life	9.3	8.6
Backstage Wife	9.0	
Today's Children	8.9	8.9
When A Girl Marries	8.9	8.5
Just Plain Bill	8.7	

Milestones



► On Jan. 5 *The Esso Reporter*, five-minute news summary aired four times daily on more than 40 radio stations from Maine to Louisiana, celebrated its half-millionth broadcast. It was originated aboard the Freedom Train in Boston and highlighted the fact that the most popular voice on the radio in this country is the voice of a free press. *The Esso Reporter*, sponsored by Esso Standard Oil Co., through Marschalk & Pratt, New York, has been on the air 14 years.

► ABC's *The American Farmer* program observed its third anniversary on Jan. 1.

► WITA San Juan, P. R., celebrates its first year on the air tomorrow (Jan. 11).

► December 28, 1948, marked 4,000th consecutive broadcast by KREQ St. Joseph, Mo., for the United Department Store of that city. At broadcast each guest interviewed received four gifts, including an anniversary cake.

► *The Jewish Philosopher* has been renewed by Carnation Co., Los Angeles, for the 12th consecutive year on WEVD New York.

► New Year's Eve, 1948, marked WAVE Inc.'s (Louisville, Ky.) 15 anniversary.

► Sterling V. Couch, traffic manager at WDRC Hartford, Conn., celebrates his 20th year with the station this month. He is in charge of WDRC's religious and educational programs.

SAT. & SUN. DAYTIME

	Nov. Dec.	Sept. Oct.
Quiz Kids	10.5	9.3
Nick Carter	10.3	9.3
The Shadow	10.0	13.0
RCA Victor Show	9.8	
Quick As A Flash	8.5	9.8
Grand Central Station	8.3	
True Detective	8.0	
House of Mystery	8.0	
One Man's Family	8.0	6.5
Meet the Meeks	8.0	

Tube Sales Up

SALES of radio receiving tubes in November totaled 21,118,874 compared to 19,521,368 in October, according to Radio Mfrs. Assn. Output in November 1947 was 17,137,891. Of the November 1948 output, 14,586,066 tubes were for new sets and 6,554,303 for replacements. The remaining were exported and sold to government agencies. Tube sales for 11 months of 1948 were 185,450,214 compared to 183,022,419 in 11 months of 1947.

Zoomar Purchases

SIXTEEN television stations have purchased Zoomar television lenses, and six others await filling of their orders for the lenses, according to Jerry Fairbanks, president of Zoomar Corp., Los Angeles. Purchasers are KTLA KFI-TV KTSL KTTV all Los Angeles; WMAL Washington; WBKB WGN-TV Chicago; WCBS-TV WJZ-TV WPIX WNBT New York; WMAR Baltimore; WFIL-TV WPTZ Philadelphia; WLWT Cincinnati; WBAP-TV Wort Worth.

Feature

(Continued from page 10)

with Home Brand food products. Managing the culinary aspects is a fulltime chef recently employed by KSTP to serve cocktails and lunch to prospective advertisers and other guests.

First guest was Edward C. Hampe, vice president and general sales manager of Griggs Cooper & Co., makers of Home Brand products. In attendance also was Ralph Hobbs, partner in Melamed-Hobbs Inc., which directs advertising activities for Home Brand.

They were special guests of Stanley Hubbard, KSTP president. Mr. Hubbard, commenting on the new client room, said he believes sales presentations can be more conveniently and more satisfactorily handled in an atmosphere of hominess.

KSTP announced that it plans to hold a series of luncheon parties for prospective television advertisers for its TV affiliate, KSTP-TV.

Mr. H. E. Threlkeld
Blanton Company
St. Louis, Mo.

Dear H. E.:

'Cordin t'my cousin "'figern Algy," 1949 is here. If'n his figers are correckit, 1949 came in 'xactly at 12 o'clock midnight, December 31, 1948. 'An he's right, I checked him with the calendar th' day after Dec. 31 an it said Jan. 1. which is proof enough fer me. Figern 'Algy, who does most o' th' thinkin' fer our fambly, also sez, no matter how you figer radio stations in Charleston, West Virginia, WCHS with 5000 watts at 580 plus CBS comes out on top . . an I reckon he's right.



Yrs.

Algy.

WCHS
Charleston, W. Va.

Only station saturating rich Western Washington market!



KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

—WMGW—
Meadville, Penna.

NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

For further information contact Vic Diehm c/o WMGW

POPULATION

Up 3 Million During '48

POPULATION of the U. S. increased by approximately 3 million during 1948, reaching a yearend total of 148 million, according to the Bureau of the Census. This was about 12.5% greater than the 131,669,275 recorded in the 1940 census.

The census of manufacturers showed about 285,000 industrial establishments.

The nation's civilian labor force reached an all-time high of 63,842,000 in July, the bureau said. Workers in non-agricultural industry in November increased to approximately 51,932,000. This was more than 5.6 million above the wartime peak reached in December 1946.

Figures on employed women indicated that married women workers far outnumber single women workers, 8.3 million to 5.9 million.

Number of married couples approached 35 million.

On the housing side, the bureau found that more than 3 million of the nation's families were living "doubled up" with other families.

WLCR Torrington, Conn., has announced sale of 1:45-3:30 p.m. Sunday transcribed time block to four sponsors. Contracts are for 26 weeks.



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Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK NOV. 19-25, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	34.5	+2.3
2	2	Godfrey's Talent Scouts	29.1	+3.8
3	4	Bob Hope	26.3	+1.4
4	3	Fibber McGee & Molly	25.6	−0.4
5	6	Jergens Journal	24.1	+1.7
6	9	Jack Benny	23.4	+2.7
7	5	My Friend Irma	23.1	−0.6
8	8	Duffy's Tavern	23.0	+1.4
9	7	Mystery Theater	22.8	+0.5
10	34	Mr. District Attorney	22.7	+3.4
11	19	Inner Sanctum	22.5	+3.5
12	37	Amos 'n' Andy	22.0	+4.4
13	14	Big Town	21.9	+3.3
14	16	Phil Harris-Alice Faye Show	21.6	+2.0
15	22	People Are Funny	21.3	+2.5
16	21	Mr. and Mrs. North	20.7	+1.6
17	20	Charlie McCarthy	20.7	+1.8
18	25	Day in the Life of Dennis Day	20.1	+1.3
19	13	Judy Canova	19.9	+1.2
20	11	Date With Judy	19.5	−0.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	15.5	−0.9
2	3	Beulah	15.1	+1.6
3	2	Edward R. Murrow	14.3	+1.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Arthur Godfrey (Ligg. & Myers)	11.5	−0.6
2	3	Backstage Wife	11.4	−0.4
3	1	When a Girl Marries	11.3	−0.6
4	9	Stella Dallas	10.6	−0.4
5	4	Young Widder Brown	10.4	−0.6
6	7	Right to Happiness	10.3	−1.3
7	10	Portia Faces Life	10.2	−0.4
8	14	Pepper Young's Family	10.1	−0.8
9	18	Arthur Godfrey (Nabisco)	9.9	+0.4
10	8	Ma Perkins (CBS)	9.8	−0.8
11	11	Big Sister	9.4	−1.1
12	15	Lorenzo Jones	9.4	−0.2
13	5	Wendy Warren	9.3	−1.6
14	23	Front Page Farrell	9.2	+0.1
15	16	Guiding Light	9.1	−0.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	Armstrong Theater	14.3	+1.5
2	3	David Harding Counterspy	13.6	+1.3
3	2	Grand Central Station	13.2	+0.3
4	4	County Fair	12.7	+0.3
5	6	True Detective Mysteries	11.9	−0.6

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	26.1	+1.8
2	6	Godfrey's Talent Scouts	21.6	+2.9
3	3	Jergen's Journal	21.2	+1.6
4	2	Fibber McGee & Molly	21.1	+0.3
5	4	Bob Hope	20.7	+0.5
6	5	My Friend Irma	19.5	−0.4
7	22	Mr. District Attorney	18.5	+2.7
8	10	Jack Benny	18.4	+2.3
9	15	Duffy's Tavern	18.2	+2.2
10	7	Mystery Theater	18.2	+0.8
11	14	People Are Funny	18.2	+2.4
12	8	Big Town	17.4	+2.6
13	38	Amos 'n' Andy	17.3	+4.1
14	29	Mr. and Mrs. North	16.7	+2.6
15	17	Stop the Music (4th qtr.)	16.2	+0.6
16	19	Phil Harris-Alice Faye Show	15.9	+1.4
17	24	Day in the Life of Dennis Day	15.8	+1.3
18	20	Inner Sanctum	15.7	+1.6
19	27	Fred Allen Show	15.5	+1.8
20	18	Judy Canova	15.1	+1.1
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	12.8	+1.5
2	1	Lone Ranger	12.1	−0.7
3	4	Club '15 Bob Crosby	11.4	+1.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Backstage Wife	10.5	−0.3
2	1	When a Girl Marries	9.9	−0.3
3	9	Stella Dallas	9.5	−0.4
4	7	Arthur Godfrey (Ligg. & Myers)	9.1	−0.5
5	3	Young Widder Brown	9.1	−0.4
6	5	Right to Happiness	9.1	−1.2
7	10	Portia Faces Life	9.0	−0.3
8	8	Ma Perkins (CBS)	8.8	−0.6
9	13	Pepper Young's Family	8.7	−1.0
10	18	Arthur Godfrey (Nabisco)	8.7	+0.4
11	12	Big Sister	8.2	−0.9
12	15	Guiding Light	8.1	−0.5
13	4	Our Gal, Sunday	8.0	−1.7
14	22	Front Page Farrell	7.8	+0.1
15	20	Perry Mason	7.8	−0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	2	Grand Central Station	10.7	−0.2
2	1	Armstrong Theater	10.4	−0.5
3	6	David Harding Counterspy	10.1	+2.2
4	4	True Detective Mysteries	9.9	+0.1
5	3	County Fair	9.7	−0.2

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NBC's news-quiz program *Who Said That* switched to Sundays, 10:30-11 p.m., effective Sun., Jan. 2. Robert Trout is moderator of the program, and John Cameron Swayze is regular panel member. The program is not heard on the West Coast.

NAB PR SHIFT

Involves Dawson, Batson

JAMES DAWSON has been appointed assistant director of the NAB Public Relations and Publications Dept., succeeding Charles A. Batson. Mr. Batson is editor of NAB's continuing television study, titled "Television." The TV assignment was started last March and Mr. Batson's continuance as editor was authorized at the NAB board's last meeting.

Mr. Dawson has been acting for Mr. Batson since start of the TV assignment and now moves into the position permanently. Name of the Public Relations Dept., headed by Robert K. Richards, was changed by the board to Public Relations & Publications Dept.

AUTHOR's copies of *Democracy vs. Feudalism in Post-War Japan*, first English-language book published in Japan since the war, and written by William Costello, chief of CBS Far Eastern news bureau, have been received in the U. S.

OKLA. U. MEET

Radio Men on Committee

COMMERCIAL radio is heavily represented on the national committee for the Annual Radio Conference on Station Problems to be held at the U. of Oklahoma, Norman, Okla., March 4-6.

Among those on the committee are: George C. Biggar, KCRG Cedar Rapids, Iowa; Ben Ludy, WIBW Topeka, Kan.; Robert Saudek, ABC, New York; P. A. Sugg, WKY Oklahoma City; Earl Williams, KFAB Lincoln, Neb., and Robert K. Richards, NAB public relations director.

Other committee members: Herbert True, Carter Advertising Co., Kansas City; Rowland Broiles, Rowland Broiles Advertising Co., Fort Worth; Monty Mann, Tracy-Locke Co., Dallas; Jack N. Pitluk, Pitluk Advertising Co., San Antonio; Harlow P. Roberts, Goodkind, Joice and Morgan, Chicago; Harold Kent, Kamehameha Schools, Honolulu, and I. Keith Tyler, Ohio State U., Columbus.

Topics for the conference sessions have been suggested to radio men by questionnaire. Television and station operations will be emphasized, according to Sherman P. Lawton, conference director.

Record Firm Moving

ENGINEERING and repertoire departments of Capitol Records will be the first to move into firm's new Hollywood quarters, the former Don Lee Broadcasting System studios. Move is scheduled for Jan. 15, according to Glenn E. Wallichs, Capitol Records president. The firm has signed a five-year lease on the new quarters. The building contains four studios, one of which will be rented out for radio and television broadcasting.

BRITISH INFORMATION SERVICES has moved its Washington office to 1910 K St., N. W. Telephone: EXecutive 8525.

NBC AFFILIATE

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It's Always a Good Bet

To Put your Money on the

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BINGHAMTON, N. Y. GEORGE P. HOLLINGBERY CO., National Representatives

FCC Actions

(Continued from page 72)

January 4 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Easley Broadcast Co., Easley, S. C.—CP new AM station 1070 kc 1 kw D AMENDED to request 1490 kc 250 w unl.

Modification of CP

KRBC Abilene, Tex. — Mod. CP change frequency, increase power etc. for extension of completion date.

Modification of License

KDEC Decorah, Iowa—Mod. license to change hours from specified hours to share time with KWLC.

KWLC Decorah, Iowa—Mod. license to change hours from specified hours to share time with KDEC.

Modification of CP

WDET-FM Detroit—Mod. CP new FM station for extension of completion date.

WHEC-FM Rochester, N. Y.—Same.

KTVU Portland, Ore.—Mod. CP new commercial TV station for extension of completion date.

License Renewal

KHAS Hastings, Neb.—License renewal AM station.

January 5 Applications . . .

ACCEPTED FOR FILING

License for CP

KFBK Sacramento, Calif.—License to cover CP increase power etc.

WGVM Greenville, Miss.—License to cover CP new AM station.

Modification of CP

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

KWFM San Diego, Calif.—Same.

WNAV-FM Annapolis, Md.—Same.

WMBO-FM Auburn, N. Y.—Same.

WJHL - FM Johnson City, Tenn. — Same.

CP to Reinstate

KFDX-FM Wichita Falls, Tex.—CP to reinstate CP new FM station which expired Nov. 12, 1948.

License for CP

KOMO-FM Seattle—License to cover CP new FM station.

WJLS-FM Beckley, W. Va.—Same.

Modification of CP

WMBR-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date.

WVTL Utica, N. Y.—Same.

WTLE Greensboro, N. C.—Same.

WMCT Memphis, Tenn.—Same.

Edwin H. Armstrong, Alpine, N. J.—Mod. CP new exp. TV station W2XGW for extension of competion date.

TENDERED FOR FILING

Assignment of License

WGTC Greenville, N. C.—Assignment of license from J. J. White tr/as Greenville Bcstg. Co. to Carolina Bcstg. System Inc.

January 6 Decisions . . .

DOCKET CASE ACTION

Commission on January 5 directed Presiding Commissioner Paul A. Walker to prepare and issue initial decision in matter of revocation of CP of television station WTVJ Miami, Fla., and application for consent to transfer of control of Southern Radio and Television Equipment Co., permittee of WTVJ. Initial decision, released today, looks toward revoking order of revocation issued Southern Radio and Television Co. on July 29, 1948, of its CP for WTVJ and to grant application for consent to transfer control of Southern Radio and Television Equipment Co. from Robert G. Venn, Edward N. Claughton and E. J. Nelson to Wolfson-Meyer Theater Enterprises Inc.

January 6 Applications . . .

ACCEPTED FOR FILING

License for CP

WROY Carmi, Ill.—License to cover CP new AM station.

Assignment of License

KIOX Bay City, Tex.—Assignment of license from Bay City Bcstg. Co., partnership of John George Long, T. C. Dodd and Harry L. Reading Jr., to John George Long d/b as Bay City Bcstg. Co.

Transfer of Control

KATE Albert Lea, Minn.—Relinquishment of control of licensee, Albert Lea-Austin Bcstg. Co. Inc., from Edgar L. Hayek and Lillian H. Hayek to J. George Wolf and William Robert Wolf.

WHOL Allentown, Pa.—Relinquishment of control of licensee, Allentown Bcstg. Corp., by Lewis and Cora Windmuller through issuance of 150 sh to George D. Gartland.

KAFY Bakersfield, Calif.—Transfer control from George Crome and R. F. Harlow to George Crome, R. F. Harlow, Sheldon Anderson and Herman Anderson.

WCMW Canton, Ohio—Transfer control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope.

Modification of CP

WHEN Syracuse, N. Y.—Mod. CP new commercial TV station to designate studio location as 101 Court St., increase ERP from vis. 15 kw, aur. 7.5 kw to vis. 26.7 kw, aur. 13.4 kw AMENDED to change name from Meredith Pub. Co. to Meredith Syracuse Television Corp.

License Renewal

KDLK Del Rio, Tex.—License renewal.

KISD Sioux Falls, S. D.—Same.

TENDERED FOR FILING

Assignment of License

WSID Essex, Md.—Assignment of license from Sidney H. Tinley Jr. to United Bcstg. Co. Inc.

AM—1150 kc

WORA Mayaguez, P. R.—CP to increase 1 kw to 5 kw, install DA-IN, change trans. and change trans. site.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 6

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,914	1,865	262		523	285
FM Stations	700	225	694	45*	92	31
TV Stations	51	7	116	...	312	181

*14 on the air.

AM APPLICATIONS

Greer, S. C.—William C. Drace, 1490 kc, 250 w, unlimited. Applicant is local theatre manager. Mr. Drace had been in comparative hearing with Pisgah Broadcasting Co. which sought 1240 kc, 250 w, fulltime, at Brevard, N. C. Pisgah was favored by FCC [BROADCASTING, Aug. 30, Nov. 29, 1948] and Mr. Drace filed amendment to seek facilities he now requests. Commission denied petition to amend without prejudice to his filing new application for same assignment. Filed Jan. 4.

Sanford, Me.—Alban J. Bastarache, 1230 kc, 250 w, unlimited; estimated cost $18,422. Applicant until Dec. 1, 1948, was three-quarters owner of Lincoln Press. Filed Jan. 3.

Toledo, Ohio—Radio Corp. of Toledo, 1470 kc, 1 kw, unlimited, directional (DA-2); estimated cost $50,200. Applicant has bought assets of Continental Broadcasting Co., partnership seeking same facilities there, for $4,102.88 (cost). Continental application to be dropped. Radio Corp. principals: Arthur Reichert, vice president and 36% owner, Beeson-Faller-Reichert Inc., advertising, president and 7.35% owner; Donald S. Parker, trustee Toledo Blue Cross, hospital insurance, vice president 3.67%; Wendland V. Cruey, attorney, secretary 1.47%; Wellington F. Roemer, insurance, treasurer 7.35%; John E. Evans Sr., attorney, partner in Continental, 11.02%; James C. McNett, head of own manufacturer's agent firm, 7.35%; Kenneth Rennekamp, Continental partner and licensee WKRZ Oil City, Pa., 22.05%; John W. Richards, partner Bellman, Gillett & Richards, architectural and engineering firm, 7.35%; B. Adna Snyder, physician, 3.67%; George L. Young, general manager WPGH Pittsburgh, 4.4%; John E. Evans Jr., attorney, Continental partner, 11.02%; Harold E. Hertzfeld, auto dealer, 5.88%; Samuel W. Mason, vice president, The Ottawa Hills Co., subdivision development and sales firm, 2.94%; Grace E. Smith, president of own restaurant firm, 4.4%. Filed Jan. 4.

FM APPLICATION

Douglas, Ga.—WDMG Inc., Class B, Channel 239 (95.7 mc), ERP 5.4 kw, antenna height above average terrain 264 ft.; estimated cost $18,686. Applicant is licensee of AM station WDMG there. Filed Jan. 3.

Battle of Stars

(Continued from page 26)

are lawful. Reps. J. Percy Priest (D-Tenn.) and Carl T. Curtis (R-Neb.) seek explanation of deals from Internal Revenue Bureau.

● BROADCASTING. Dec. 6—CBS raids against NBC's entrenched talent, which have so far resulted in capture of Amos 'n' Andy and Jack Benny, promised last week to develop into full-scale campaign. Believe only Amos 'n' Andy will receive government blessing.

● CLOSED CIRCUIT, Dec. 13—Latest Fred Allen threat to retire from radio believed based on desire for rest period prior to development of television show. Plans reported about complete Dec. 10 for shift of Phil Harris program from NBC to CBS. NBC understood to have refused to release last eight weeks of Phil Harris series Sundays, so CBS planning to transcribe program off line for this period and repeat at 8 p.m. starting Jan. 2. This would mark first regular transcribed series in CBS history. In Hollywood, Mr. Bergen announced that after his Dec. 26 broadcast he was quitting radio, at least temporarily. Announcement followed collapse of capital gains acquisition of the ventriloquist by Coca-Cola.

● BROADCASTING. Dec. 20—CBS solicitation of Phil Harris-Alice Faye show, now on NBC stymied Friday. Rexall Drug Co., show's sponsor, assertedly unwilling to move to new time on new network.

● BROADCASTING, Dec. 27—Reports that CBS was still hopeful of obtaining Edgar Bergen despite his recently announced intentions to retire from radio, revived last week when ventriloquist admitted he was negotiating with CBS.

● BROADCASTING, Jan. 3—Bureau of Internal Revenue was reported late last week to be ready to rule Jack Benny's $2.5 million capital gains sale of his show to CBS is personal-income transaction, not capital gain. Rule would be construed to be government policy.

DON McNAMARA, television director of Telefilm Inc., Los Angeles, will conduct 15-week television survey and workshop course for U. of California Extension, that city, starting Feb. 8.

FCC DELETES

One AM, Three FM Stations

DELETION of one standard station and three FM stations was approved last week by FCC upon request of the applicants. The AM outlet and two of the FM outlets cited economic reasons for their actions.

KARV Mesa, Ariz., owned by Arizona Radio and Television Inc., ceased operation last month and in requesting dismissal of its authorization indicated Mesa was not a large enough community to support two stations, FCC reported. KARV began operations on 1400 kc with 250 w fulltime in 1947. Other station there, KTYL, assigned 250 w fulltime on 1490 kc, also began operation that year.

WGL-FM Fort Wayne, Ind., was deleted by the Commission at the request of Farnsworth Television & Radio Corp., permittee. Firm said the dismissal was due to the proposed assignment of WGL and "the changed economic situation on Fort Wayne with respect to AM and FM," according to FCC. WGL has been sold for $150,000 to the Fort Wayne *News-Sentinel* [BROADCASTING Nov. 29, 1948].

KXL-FM Portland, Ore., was deleted at the request of KXL Broadcasters, permittee, because insufficient income was realized from the FM operation to warrant its continuance, the Commission stated.

KRST-FM Tyler, Tex., was deleted at the request of the conditional grantee, Rose Capital Broadcasting Co. No reason was given.

COMPETITION

TV vs. School Games

SEVERAL COMPLAINTS that television is cutting attendance at high school football games were registered at the annual convention of the National Federation of High School Assns. Dec. 30 in Chicago's Stevens Hotel. Forty-three states were represented.

C. E. Forsythe of the Michigan state group reported a drop of 10,000 in the gate at Detroit's annual city vs. parochial school championship game, and Rhea Williams, delegate from Texas, cited a 20% decline in attendance when four Fort Worth schools sold TV rights to some 40 games in their district. Mr. Williams allowed, however, that "weather and other factors figured in this sharp decrease."

Illinois delegates followed the discussion closely as an application is on file at the U. of Illinois to televise the annual state basketball tourney at Champaign next spring. The federation took no formal action regarding televising high school events as each state association is expected to make its own rules, it was said.

MASS production of its new large picture tube has been started at Chicago plant of the Rauland Corp., Zenith Radio. Corp. has announced. Rauland is a Zenith subsidiary.

At Deadline...

FCC WARNS TV PERMITTEES TO PURSUE CONSTRUCTION

FCC ADMONISHED television permittees Friday that they must proceed with construction and/or take consequences.

Uncertainty over outcome of current TV freeze and attendant engineering and allocations problems, FCC said, will not be accepted "as an excuse for failure to diligently proceed with construction."

FCC issued statement in response to query from WSAZ Huntington, W. Va., which had noted that consequences of construction might be "grave" if standards and allocations are changed, while failure to construct might lead to loss of permit [BROADCASTING, Nov. 15].

Commission recognized that "certain permittees" may feel it unwise to proceed with construction till final action is taken on TV rules, standards and allocations. Decision on that point, FCC said, is up to each permittee. "Nevertheless," statement said, "the Commission is of the opinion that the public interest requires that TV permittees be required to comply diligently with the terms of their construction permits or to surrender them."

Requests for additional construction time, FCC said, will be granted "only upon a satisfactory showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension," as required by rules.

FCC meanwhile granted Chronicle Pub. Co. extension to July 18 to complete construction of KRON-TV San Francisco.

COMMISSION APPROVES TWO NEW AM DAYTIME STATIONS

TWO NEW AM stations approved by FCC Friday. Both daytime only assignments, they are:

Victoria, Tex.—Victoria Broadcasting Co., 1410 kc, 500 w daytime; estimated cost $20,800. Partners: Louis Thurmond Culp Krueger, 60% owner KULP El Campo, Tex., 46%; Ross Bohannon, 15% owner KULP and 20% owner KHBR Hillsboro and KSTA Coleman, Tex., 5%; Rubin Frels, southern Texas theatre owner, 10%; R. E. Norton, KULP manager, 12%; Truman L. Bercher, owner Victoria city bus line, 27%.

Pascagoula, Miss.—Crest Broadcasting Co., 1580 kc, 250 w, daytime; estimated cost $12,072 plus land and buildings. Principals: W. R. Guest Jr., industrial engineer, Ingalls Shipbuilding Corp., president and 26.25%; E. H. Craven, electrical engineer with same firm, secretary-treasurer, 26.25%; H. Hugh O. Jones, manager WGCM Gulfport, Miss., 26.25%. Remaining interest held by number of individuals.

WBBZ, WKBC SALES OKAYED; HEARINGS IN 2 OTHER CASES

APPROVAL granted Friday by FCC to sales of WBBZ Ponca City, Okla., by Adelaide Lillian Carrell for $115,000 to Ponca City *News*, and WKBC North Wilkesboro, N. C., to new firm of same owners plus new partner.

Hearing was ordered by Commission on transfer applications of WRRN-AM-FM Warren, Ohio, and KPMO Pomona, Calif., to determine whether ownership was switched without approval.

WFDR CALL APPROVED

USE of late President Roosevelt's initials for New York FM station call of International Ladies Garment Workers Union approved by FCC, which earlier had refused their use. Station, formerly WVKO, becomes WFDR. Roosevelt family had assented.

FCC ISSUES FOUR FM CPs; THREE GO TO AM OPERATORS

FOUR FM construction permits—three Class A, one Class B—issued by FCC Friday. Three of four went to existing AM operators. Three conditional grantees won CPs and seven outlets won new technical facilities. New CP holders:

Anderson, Ind.—Civic Broadcasting Corp., Class A, Channel 292 (106.3 mc), effective radiated power 320 w, antenna height above average terrain 200 ft.; estimated cost $6,985 plus land and buildings. Grantee is licensee AM station WCBC Anderson.

Madisonville, Ky.—Messenger Broadcasting Co. Inc., Class A, Channel 276 (103.1 mc), ERP 1 kw, 130 ft. antenna; estimated cost $18,385. Ownership: Madisonville Pub. Co., publisher Daily Messenger, 48.8%; Edgar F. Arnold Sr., president-editor and 47% owner of paper, president and 12.2% owner; Elmer L. Kelly Jr., Messenger advertising manager, vice president 12.2%; H. W. Wells, owner Wells Radio Music Co., secretary-treasurer 12.2%; Edgar F. Arnold Jr., wire news editor of paper, director 6.1%; Kenneth L. Arnold, Western Kentucky Coal Co. chemist, 6.1%; Ernest L. Claytor, city editor of paper, director 2.4%. Mrs. Woodson Browning is 50% owner paper.

Farmington, Mo.—Cecil W. Roberts, Class A, Channel 261 (100.1 mc), ERP 170 w, 215 ft. antenna; estimated cost $8,200 plus land and buildings. Grantee is licensee KREI there.

Worthington, Ohio—Peoples Broadcasting Corp., Class B, Channel 250 (97.9 mc), ERP 340 kw, 640 ft. antenna. Grantee is licensee AM station WRFD there.

Following were granted CPs in lieu of CGs: KPST-FM Preston, Ida.—Class B, Channel 223 (92.5 mc), ERP 3.7 kw, 140 ft. antenna; WSAL Saginaw, Mich. —Class B, Channel 251 (98.1 mc), ERP 15 kw, 340 ft. antenna; WLWB Dayton, Ohio—Class B, Channel 248 (97.5 mc), ERP 18 kw, 490 ft. antenna.

Following were granted CPs in lieu of previous conditions: WLET-FM Toccoa, Ga., change from 102.9 to 106.1 mc; WFJL Chicago, to change from 34 to 29 kw, antenna from 535 to 570 ft.; WNAC-FM Boston, to change from 19.5 to 20 kw, antenna from 510 to 460 ft.; WBSM New Bedford, Mass., to change antenna; KFMP Red Wing, Minn., to change from 380 to 310 w, antenna from 390 to 380 ft.; KPOJ-FM Portland, Ore., to change from 220 to 44 kw.; WEAN-FM Providence, R. I., to change from 20 to 13 kw.

FCC FM CRACKDOWN SEEN; TIME WAIVER PLEAS DENIED

STRICTER enforcement of rule requiring FM stations to operate at least 6 hours daily was indicated by FCC Friday. "It is felt," FCC said, "that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the programs of an affiliated AM station 100%, and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the [minimum-hours] rules."

Statement was issued in denying waiver requests of WENY-FM Elmira, N. Y.; WHDL-FM Allegany, N. Y., and KWK-FM St. Louis. FCC noted that in past it has granted waivers to "deserving cases" where compliance with rule was difficult for financial reasons. But, FCC said, "the Commission is of the opinion that FM broadcasting has reached a stage where it is desirable" for stations to meet at least minimum requirements "wherever possible."

RMA TV TUBE SALES

SALES of cathode ray tubes to TV set manufacturers, reflecting peak receiver production, spurted sharply in 1948 third quarter, Radio Mfrs. Assn. reported Friday. Sales totalling 306,502 and valued at $7,529,531 compared with 267,763 at $6,021,878 for second quarter. Total electron tube sales, reported by RMA members and National Electrical Mfrs. Assn. jointly, put at $14,759,430 for third quarter, $38,811,460 for first nine months.

AGENCY SIGNS WITH NIELSEN

McCANN-ERICKSON has signed three-year agreement for new national Nielsen Radio Index class "A" service.

RCA TO SHOW NEW DISCS; CBS, MERCURY INNOVATIONS

BATTLE of the RPMs got under way in earnest Friday as RCA announced new 45-rpm seven-inch phonograph records and changer would be shown to trade today (Jan. 10) in New York. At same time CBS announced new seven-inch plastic microgroove record for 33⅓-rpm turntables.

RCA will include 45-rpm on new models. Improved tone and quick changing claimed. Stromberg-Carlson will offer it optional on some models, it is understood, with plans of other set makers not yet known.

New CBS records to be sold at 90 and 60 cents (plus tax), depending on type of selection, a saving from cost of 78-rpm records which it will continue to release.

Irving Green, Mercury Record Corp. president, said company has developed its own LP microgroove record for 33⅓ turntables.

NORTHEASTERN AFFILIATES OF ABC MEET IN NEW YORK

REPRESENTATIVES of 46 ABC northeastern affiliates, meeting Thursday at Waldorf-Astoria Hotel in New York, heard network executives outline year's plans in radio and video. Resolution passed stating network-affiliate relations are at "an all-time high."

Meeting was first of district affiliate sessions ABC plans for 1949. South-central and southeastern districts meet today (Jan. 10) at New Orleans' International House.

TURNBULL JOINS BIOW CO.

HENRY TURNBULL, vice president of Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York, today (Jan. 10) in similar capacity.

Closed Circuit

(Continued from page 4)

on Dayton radio-TV structure. Crosley Broadcasting Corp. with TV CP in Dayton, had been negotiating with Rock for sale of minority interest which would compete with Cox's WHIO-TV. Because of duopoly rule, that transaction necessarily is cancelled.

NAB MUSIC ADVISORY COMMITTEE'S subcommittee on co-op programs to meet with ASCAP group Wednesday to continue search for method of payment for this type program under ASCAP licenses. Joseph A. McDonald, ABC vice president and chairman of subcommittee, hopeful problem can be solved without recourse to courts.

ALTHOUGH House Select Committee to Investigate FCC died with 80th Congress, its general counsel is still a familiar figure on Capitol Hill. Frank T. Bow of Canton, Ohio, is now headquartering on the Senate side with Sen. Andrew F. Schoeppel (R-Kan.).

UPCOMING convention of National Retail Hardware Assn. will see floor criticism of officers by dealers who are irked by failure to include any mention of radio in advertising manual. NAB acted when slight was discovered and manual will be modernized in next edition.

INDICATIONS are follow-up meeting of Nov. 30-Dec. 3 television-FM engineering conference won't be called [BROADCASTING, Dec. 6]. Conference's ad hoc committee moving slowly. Belief is FCC will start rule-making.

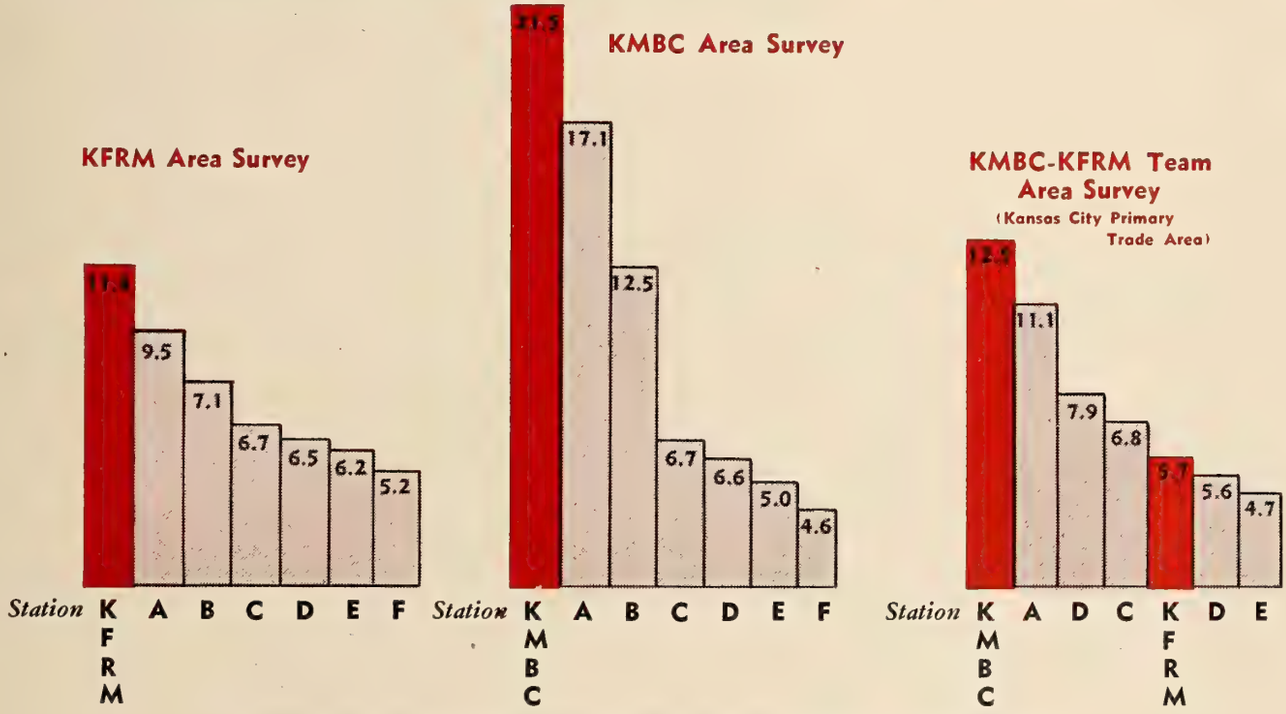
Listeners In Kansas City's Primary Trade Area
VOTE FOR
The KMBC-KFRM Team

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

KMBC
OF KANSAS CITY



Represented Nationally by
FREE & PETERS, INC.

KFRM
For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

Janus Did It  *Naturally . . .*

This is January—traditional time to do what Janus could do simultaneously—that is: review our 1948 progress and look forward to our 1949 plans for making our network an even better advertising medium. With a word about radio's responsibility to the listener.

by Edgar Kobak

President, Mutual Broadcasting System

REVIEWING our network development during the past year, we find we've made good headway in facilities; and today, advertisers find Mutual an *all-round* network—strong not only in "one-station" markets (where the only station is Mutual's) but also strong in the Metropolitan areas which account for over 20,700,000 radio homes. *(Radio Families, U.S.A., 1948)*



Here are some pertinent statistics:

1. Mutual now delivers 136 of the 137 Metropolitan districts. More significantly, we cover 119 (day) and 113 (night) *from within*—i.e. with a station located in the heart of the market.
2. Mutual has enough power in these markets to do a real job for the advertiser: we cover 73 of them *both day and night*, and 8 additional markets daytime only—with 1000 watts and over.
3. In the Metropolitan districts alone, 21 Mutual stations completed power increases or have CP's for more power. In 8 other markets, Mutual increased power through switches in affiliates.
4. *Outside of the Metropolitan districts*, Mutual added 60 stations during 1948; of these, 41 are in markets having no other station or network station.
5. Power increases in cities outside the Metropolitan districts were completed and CP's granted for 32 additional stations.
6. Today, Mutual has more stations of 1000-watts and over than any other network. The significance is that total power is less important than distribution of power—that Mutual wastes no power in overlap but applies it all in markets where power is vital.

In 1949, we plan even greater effort on Programming. For weeks now, our Program and Sales people have been working on fundamental changes in our programming philosophy and its practical application. The goal is—better programs, more listenable sequences, more listeners for our stations and better value for our advertisers.

Most noteworthy change is the planned move of the Gabriel Heatter show from its 9 o'clock evening Monday-Friday strip (long a Mutual tradition) into the 7:30 spot. We believe this earlier hour is better suited to Mr. Heatter's commentary, and should bring him a larger audience. Moreover, it makes it possible for Mutual to program from 8:00 p.m. on in sequences.



Here's an example: the Monday evening line-up will start out strong with: *"Straight Arrow"* the new show sponsored by National Biscuit Company; the celebrated *"Sherlock Holmes"* sponsored by Clipper Craft Clothes and formerly heard on Sunday; and *"The Casebook of Gregory Hood."* We hope through sequence programming to be able to duplicate in the evenings the leadership in listening which Mutual has long enjoyed on Sunday afternoon and early Sunday evening with such constant top-raters as Juvenile Jury (General Foods), House of Mystery (General Foods), True Detective Mysteries (Oh Henry Candy Bars), The Shadow (Blue Coal), Quick As a Flash (Helbros Watch), Roy Rogers (Quaker Oats) and Nick Carter (Cudahy).



But more on this as the picture unfolds. And now a word about our industry's responsibility to our boss—the listener.

We read in the trade press that "lack of sentiment for the NAB Code may cause its abandonment." Our own attitude toward the Code has, I think, been unmistakable since the beginning. We are for it—just as strongly as we are for the principles which dictated its adoption.

Whether or not our industry adopts the Code *as presently written* is not, to our way of thinking, too important; what we do think is fundamental is that broadcasters should be fully alive to their responsibilities and to the principles which underlie the Code. If they *are* guided by these principles and *really* live up to them—the details can still be worked out to the satisfaction of everybody, not forgetting the listener.

There is no doubt in our mind that this, of all years, is a poor time for radio to continue the kind of programming which leaves it open to criticism from the listener. Because we believe that 1949 will see further rapid expansion in television, and radio will have to be on its best behavior, will have to deliver its best in programming, if it is to hold its own and make further progress.

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

JANUARY 17, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Today's the day...

Washington's Eye On The World

GOES ON THE AIR

CHANNEL 9

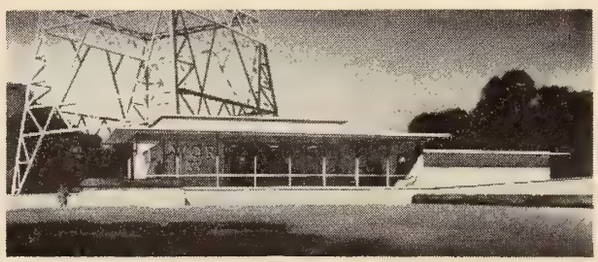


WOIC CBS-MBS Television Networks

WASHINGTON, D. C.

...and another great MUTUAL TV Station...

WOR-TV



will be on the air as soon as the television antenna tower is completed.

NEW YORK...CHANNEL 9...

IN THIS ISSUE: BALTIMORE MARKET STORY



WFAA BLANKETS THE DALLAS-FORT WORTH MARKET!

★ Tough luck, Junior . . . just shows how important both size and coverage can be. But down Texas way two frequencies permit you to select the market which best fits your budget . . . 570 for local penetration . . . 820 for broader area coverage. Both are coupled with top talent in programming and the most modern engineering and transcription facilities on WFAA.

Represented Nationally by
EDWARD PETRY AND COMPANY

WFAA
820 NBC • 570 ABC
DALLAS
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News
and WFAA FM

By Order of FCC, WFAA Shares Time on Both Frequencies



FLORIDA'S FIRST AND ONLY 50 KW STATION!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

McCANN-ERICKSON scheduled to move its entire Chicago television department, headed by Bill Vance, to New York. Radio Director Ken Craig remains in Chicago to handle television aspects.

SIGNS of belt-tightening becoming more evident among networks. In addition to ABC accent on economy premised upon television cost, MBS is functioning on basis of minimum personnel replacements, with remaining staff to absorb additional load. In recent weeks two station relations field men have left, without replacements.

BARE BONES operation of BMB (see story page 23, editorial page 40) expected to mean stripping of staff down to that which actually will conduct second survey in March. Presumed also that substantial portion of headquarters suite in New York will be relinquished.

FIREMAN in new BMB crisis was NAB President Justin Miller, whose plan to save tripartite research project was ratified. Barebones operation, he felt, would guard present investment of stations in second survey and BMB hopes new setup will bring back into fold many subscribers.

INTERNATIONAL HARVESTER Co. will move *Harvest of Stars*, now heard on CBS Wednesdays 9:30-10 p.m., to NBC in Sunday afternoon time unspecified. Contract to be signed this week.

WHETHER by happenstance or good timing, there's significance in practically simultaneous actions involving clear channels. Last week Chairman-designate Edwin C. Johnson of Senate Interstate Commerce Committee reintroduced bill (S-491) putting 50 kw lid on clear channels with provision which would not preclude duplication. Word also went out last week for Jan. 20 meeting of non-clear channel broadcasters to be held in Chicago at call of Ed Craney, Montana station owner who has led fight against clears (see page 46).

PEPSODENT DIVISION of Lever Brothers Co. (Rayve Home Permanent Kit), through its agency, J. Walter Thompson, Chicago, currently looking for daytime network program to introduce kit (see story, page 22).

WHOLE QUESTION of AFM relationship to television expected to get full attention looking toward settling most issues as soon as President Petrillo is free of Presidential Inaugural ceremony planning and can again concentrate on other matters.

RATHER widespread reports last week that sale of ABC to Twentieth Century-Fox had been revived were promptly dismissed at ABC headquarters with comment that Edward J. Noble, board chairman and principal stock-

(Continued on page 78)

Upcoming

Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 18-19: RMA Industrial Relations Committee conference, Hotel Statler, New York.
Jan. 20-22: CBC board meeting, Montreal.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 36)

Bulletins

CHICAGO CUBS will levy $5,000 service charge against Chicago TV stations carrying 1949 home games. This doesn't mean owner P. K. Wrigley's enthusiasm for television has been dampened, it was stated. Understanding reached with officials of all TV stations that cost of erecting camera platforms etc. and loss of seats behind structures worth $5,000 to ball club.

WNBT (TV) New York moving daily sign-on time from 5:30 p.m. to 3 p.m., starting Feb. 1. New afternoon programs to include half-hour daily physical culture program, woman's club participation show and story-teller for children.

CBS TO NAME HAUSMAN

LOUIS HAUSMAN, CBS associate director of advertising and sales promotion, slated to be promoted to director soon.

CBS BUYING BENNY FIRM ON INSTALMENT BASIS

CBS acquired Jack Benny's Amusement Enterprises Inc. on instalment payment plan, network reported to Securities & Exchange Commission. Summary of transaction showed CBS bought 3,500 shares of Benny corporation, and Columbia Records Inc., wholly owned CBS subsidiary, bought remainder—1,500 shares.

Payments are in cash, approximately 22.12% Dec. 30, 1948, ⅓ of balance Jan. 3, 1949, remainder in two equal installments, Jan. 2, 1950 and Jan. 2, 1951. CBS reported to have all voting power of Amusement Enterprises by owning 70% and by having 100% voting power of stock of Columbia Records.

Highlights This Issue

(Departmental Index page 6; TV Index page 30)

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Business Briefly

BREWERY TV • Edelbrew Brewery, Brooklyn, to sponsor 10:30-10:45 p.m. portion of ABC's *Bowling Headliners* on four stations of eastern TV network Sunday nights. Sponsorship to be on WJZ-TV New York, WFIL-TV Philadelphia, WMAL-TV Washington, WAAM (TV) Baltimore, on 52-week contract. Show carried on full eastern network 10-11 p.m. sustaining until Edelbrew signed. Agency, Gordon & Mattern, New York.

BAKERY CAMPAIGN • Langendorf United Bakeries, San Francisco, appoints Biow Co., that city, to handle annual $800,000 advertising campaign. Les Hannah, agency's San Francisco manager, will supervise. Use of radio undetermined at present.

RATNER WILL TAKE LEAVE TO WRITE INDUSTRY SCRIPT

VICTOR RATNER, CBS vice president, will take leave of absence to write script for All-Radio Promotion movie, he told industry committee meeting in New York Friday. Inability of five writers who have worked on project so far to produce acceptable script prompted Mr. Ratner to undertake job personally.

Maurice Mitchell, NAB director of broadcast advertising, pointed out need for organized accounting system to handle funds contributed to All-Radio promotion and said he would set up such system. Gordon Gray, WIP Philadelphia, chairman of committee; Lewis H. Avery of Avery-Knodel, and Mr. Ratner will appear before February meeting of NAB board to plump for industry support of promotion campaign.

NBC reported it had completed research on original contents analysis, which will be turned over to Mr. Ratner for incorporation in script. Committee also laid plans for aggressive campaign within next four weeks to increase present total of 400 subscribers.

Members present included besides Mr. Ratner, and Mr. Gray, WIP Philadelphia (chairman), W. B. McGill, Westinghouse Radio Stations Inc.; Will Baltin, TBA; Ivor Kenway, ABC; Roy Porteous, NBC; William Ensign, Transit Radio; Ralph Weil, WOV New York; Mr. Mitchell; Lewis H. Avery, Avery-Knodel.

B&B AUDITIONS FOR NAM

BENTON & BOWLES, New York, preparing and auditioning musical program featuring Andre Kostelanetz today (Jan. 17) for possible sponsorship by National Assn. of Manufacturers. Program will be submitted to board of NAM. Decision expected by Feb. 1.

JOINS COLGATE-PALMOLIVE

JOHN R. GILMAN will join Colgate-Palmolive-Peet Co. as vice president Feb. 15. He resigned recently as Lever Bros. vice president-director. Appointment announced by E. H. Little, C-P-P president.

BULL'S EYE

. . for the sales department!



You want programs that make *sales? Fine! That's just what we have for you at WOWO.*

Take the ABE ANDREWS SHOW. At 1:15 Sundays, Abe talks about sports, hunting, fishing, the outdoors in general. Since 1945, this show has been making sales aplenty for the Schlatter Hardware Company. Moreover, it has won an Ohio State Award for educational programs, and a Billboard Award for local programming. Healthy sales-increase prompted the sponsor to write, in part: "We all like the way Abe sells our merchandise with his friendly, human manner."

Just one testimonial, Mr. Advertiser, but there are plenty more where this came from. Shoot at *your* product-sales target in WOWO's 59-county BMB area by checking Free & Peters for availabilities.

FORT WAYNE
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO

WE HATE TO BRAG



But

Our leadership in *Flint* is not an accident

● You buy a lot more than broadcast time, when you buy WFDF! Your WFDF radio dollars also get thousands of impacts for your clients' trade names which are plugged via this pioneer station's *year 'round* merchandising and promotion activities. Here's the line up and don't forget, it PAYS to follow the leader!

WFDF Does the Most Comprehensive, Intensive Merchandising and Promotion Job of Any Station in the Flint Area:

- Display newspaper ads
- Movie trailers
- Taxi posters
- Bus cards inside of all busses
- Posters on outside of Valley Coach Line busses
- Juke box inserts
- Courtesy announcements
- Publicity stories
- Letters to the trade
- Personal calls on the trade

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
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TORONTO

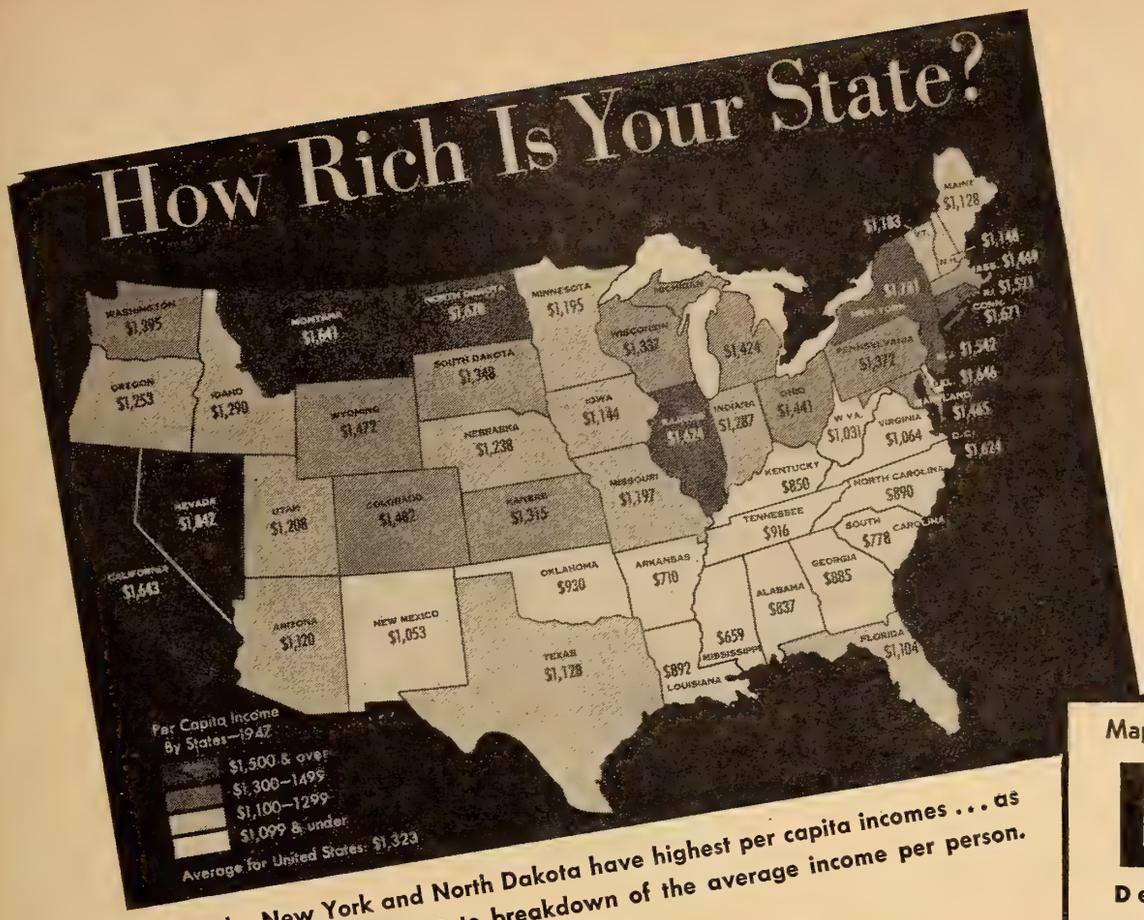
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Pat. Office

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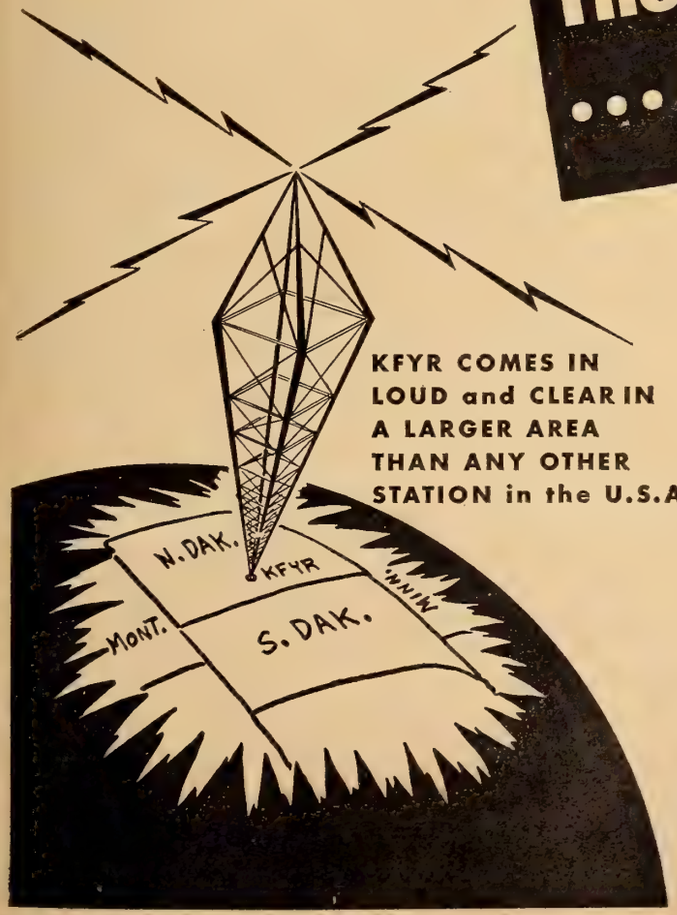
Nevada, New York and North Dakota have highest per capita incomes . . . as shown by this state-by-state breakdown of the average income per person.

Map Reprinted Courtesy of

LOOK

December 7, 1948

The RICHEST Farm States . . . Are Reached By KFYR



KFYR COMES IN LOUD and CLEAR IN A LARGER AREA THAN ANY OTHER STATION in the U.S.A.!

KFYR's "front yard" -- North Dakota -- has the highest per capita income of any farm state in America . . . a fat $1,678! And . . . average per capita income within KFYR's ½ millivolt line is a top $1,465.50 . . . as against $1407 for station "A" and $1320.60 for station "B". That's because KFYR's signal gets out farther -- and clearer -- to cover MORE of the North Central states' richest farm areas.

KFYR 550 KC 5000 WATTS
NBC AFFILIATE
REP. JOHN BLAIR
BISMARCK, NO. DAKOTA

the first television station

in the Mid-South . . .



■With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .



■Or take our studio and transmitting equipment — all RCA— the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.



■In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.



■What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMC-TV television

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC CBS DUMONT

Agencies



W. ROBERT EAGAN appointed director of merchandising in Chicago office of Foote, Cone & Belding, and **BUCKINGHAM W. GUNN,** former program director at WGN Chicago, joins radio and television production department there. Mr. Eagan was general district manager of The Kroger Co.'s Chicago branch before joining agency.

PHILIP KLEIN, president of Philip Klein Adv., Philadelphia, announced that direction of agency has been assumed by **MORTON KOSHLAND** and **HERBERT RINGGOLD,** his associates for past 13 years. Messrs. Koshland and Ringgold will be principal stockholders in new Philip Klein Agency Inc. Mr. Klein continues his active interest as chairman of the board. **EDWARD FELBIN** of radio department will assume duties of radio director. Office will remain at 1910 Rittenhouse Square.

JEROME B. HARRISON, vice president and radio-television director of French & Preston, New York, resigned to join executive staff of Charles Dallas Reach Co., same city. Mr. Harrison will be in charge of new business for agency's New York office and will supervise radio and television activities.



Mr. Harrison

TED R. MEREDITH, formerly with Norman Malone & Assoc., Akron, Ohio, joins Griswold-Eshleman Co., Cleveland, as assistant director of media and research.

RUSSELL F. MANNEY, formerly account executive for BBDO New York, where he served on the General Electric, TWA, B. F. Goodrich and other accounts, joins Geyer, Newell & Ganger, as account executive in the Detroit office. **KENNETH A. WESTERVELT,** agency account executive, assigned new duties involving the Kelvinator account cooperative advertising campaign.

FRED H. FIDLER, Pacific Coast manager of J. Walter Thompson Co., San Francisco, appointed a vice president of agency.

JAMES EMMETT, formerly manager of now-dissolved Hollywood office of Morris F. Swaney Inc., returns to Butler-Emmett Adv., Portland, Ore., as active member of firm.

GLADYS YORK, with the William H. Weintraub agency, New York, since October 1947, appointed business manager of agency's radio department. Miss York, prior to her association with the agency, was with ABC as sales service manager. Before that she was with network sales at CBS.

H. A. STADTHAGEN, former research operations manager at Dancer-Fitzgerald-Sample in Chicago and New York, joins media department of Ruthrauff & Ryan, Chicago. He is working in market and media research.

SCOTT LEONARD, former vice president at Tracy-Locke agency, Dallas, joins Young & Rubicam, Chicago, as account executive. He also worked as account executive at J. M. Mathes Inc., New York.

JOHN J. READY appointed executive in charge of midwest operations at George F. Florey Inc., Chicago.

DAVID BIBERMAN, formerly with promotion departments of the *Herald Tribune* and Fawcett Publications, both New York, appointed head of new television department of Douglas D. Simon Adv., New York.

JOSEPH WALLACE, formerly with Kenyon & Eckhardt, joins art directors staff at Doherty, Clifford & Shenfield, New York.

DAVID ROSE, formerly with Milton Weinberg Adv., Los Angeles, joins art department of Erwin, Wasey & Co., that city.

LEONARD R. WOODRUFF joins Shutran Mahlin Adv., Detroit, as merchandising director and account executive.

BESS HARRISON, formerly with Kudner Agency, Los Angeles and Hollywood, joins McCann-Erickson, Hollywood, as business manager.

GEORGE LEWIS, former publicity director of WHN New York and exploitation director of MBS, appointed radio director of F. Darius Benham & Assoc., New York.

(Continued on page 68)

Jamison feels like a new man...



And why not?... we just hired him.

Mr. Jamison could be almost any Weed and Company representative. He came into our life well recommended. And he looks to us like the sort of alert, hard working expert who will fit right into our organization, where we're doing more business for *all* of our clients than ever before in our successful radio history.

Like all the other Jamisons here at Weed and Company, he has an instinctive and highly professional grasp of any broadcasting problem that comes his way, whether it's ***...an advertiser's problem...a broadcaster's problem...a radio problem or...a television problem.***

Above all—Jamison realizes that the basic commodity he has to sell is *service* in an intricate and highly specialized field of advertising. He provides it honestly and expertly.... and the results are already beginning to show in good black figures.



Like all successful men, Mr. Jamison feels good about his business...and Weed and Company feels good about Mr. Jamison. For...you see... ***Mr. Jamison could be any one of us.***

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

WFBC's
MARKET IS
853,700
PEOPLE

New Business



MAXWELL HOUSE COFFEE DIVISION of General Foods Corp., New York, signed a five year contract with 13-week renewals for sponsorship of *Lambs Gambols* on WNBT and six other East Coast NBC TV stations, Sundays, 8:30-9 p.m., effective Feb. 27. Agency: Benton & Bowles, New York.

OLNEY & CARPENTER, New York (O & C brand potato sticks, cheese coated sticks and French fried potatoes), sponsoring live and spot radio campaign in Hartford, Conn., Rochester, Syracuse and New York City, plus the *Marjorie Mills* program on five-station New England Regional network. Agency: Fuller & Smith & Ross, New York.

THE CELOMAT Corp., New York (Vue Scope TV enlarging lenses and teleroto turntables), sponsoring television spot announcement campaign on WCBS-TV, WPIX and WABD, all New York. Agency: Tracy, Kent & Co., New York.

NUFFIELD Organization, Cowley, England (low-cost automobiles), appoints Dorland Inc., New York, to handle United States advertising for its Morris Cars. Television will be used.

LANGENDORF UNITED BAKERIES, San Francisco, appoints The Biow Co., same city, to handle advertising for Langendorf bread and cake. Langendorf uses radio.

BOSTON EDISON Co., Boston, appoints John C. Dowd Inc., same city, to handle advertising. Radio will be used.

TREE SWEET Products Co., Santa Ana, Calif., (Tree Sweet canned juices) appoints BBDO, Los Angeles, to handle advertising, effective Feb. 1.

THE SULFUR-8 CHEMICAL Co., Brooklyn, N. Y., (Sulfur-8 hair and scalp preparations), appoints W. B. Doner & Co., New York, to handle advertising. Radio will be used.

WHITEHALL PHARMACAL Co., New York (Anacin, Bisodol, etc.), renews for 52 weeks, five weekly *Zeke Manners* on 17 West Coast stations. Agency: Dancer-Fitzgerald-Sample, New York.

LENNOX FURNACE Co., Marshalltown, Iowa, is completing media schedules with representatives from its agency, Henri, Hurst & McDonald, Chicago. Spot radio probably will be used nationally in special campaigns.

AD FRIED Adv., Oakland, Calif., appointed for three new accounts: Model Airplane Motors Co., Berkeley, launching national campaign; Television Distributors, Oakland, and Television Enterprises, Oakland, both planning use of radio in area.

Network Accounts • • •

WILDROOT Co., Buffalo, N. Y., (Wildroot cream oil) Jan. 12 renewed *What's the Name of That Song* on full Don Lee network, Aloha Network plus CKWX Vancouver, B. C., Canada, Wednesdays (8-8:30 p.m. PST). Contract is for 52 weeks. Agency: BBDO, New York.

WHELAN DRUG STORES, New York, effective Jan. 20, to sponsor *Hotel Broadway,* comedy series on DuMont TV network, Thursdays, 8:30-9 p.m. Agency: Stanton B. Fisher Inc., New York.

ALLEN B. DuMONT Labs, Receiver Sales Division, to sponsor *Gus Edwards Schooldays,* Tues., 9-9:30 p.m., starting Jan. 18, and *Your Magic Window,* variety show, Thurs., 9-9:30 p.m., starting Jan. 18, on DuMont TV network. Agency: Geyer, Newell & Ganger, New York.

GENERAL ELECTRIC Co., Schenectady, N. Y., was scheduled to sponsor *Riddle Me This* on CBS TV network, starting Jan. 16 from 8:30-9 p.m. Film quiz was premiered last Nov. 14 on WCBS-TV New York.

A. STEIN & Co., Chicago (Paris garters, suspenders, belts), to sponsor *Identify,* sports quiz on WENR-TV (ABC) Chicago, starting Feb. 14. Show also will be telecast live over 11 network stations, and by video recording on another. Agency: Louis A. Smith, Chicago.

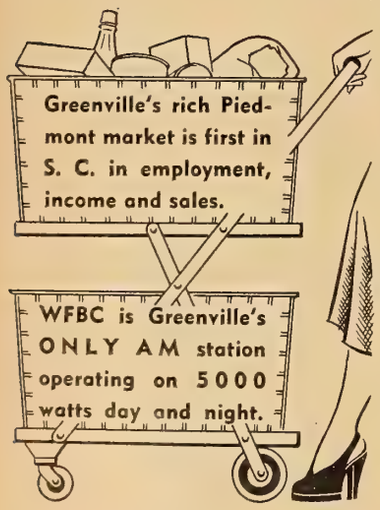
Adpeople • • •

LEE H. BRISTOL, executive vice president of Bristol-Myers Co., New York, elected president of firm succeeding his brother, **HENRY P. BRISTOL,** who becomes chairman of the board. **DR. DELMAS K. KITCHEN,** director of medical division, appointed a vice president, and **FRANKLIN H. BIVINS** and **GUSTAVE A. JAEGER** elected assistant vice presidents of the company.

E. S. McKAY appointed advertising and sales promotion manager of General Electric Co.'s Air Conditioning Dept., Bloomfield, N. J.

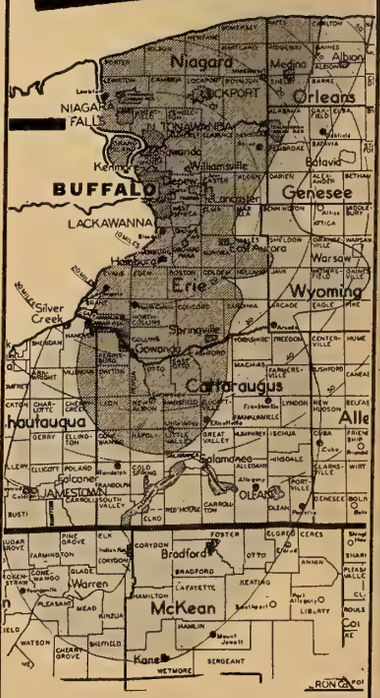
1st in
SOUTH
CAROLINA





NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
GREENVILLE, S. C.
THE NEW PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

WIBR
BUFFALO COURIER EXPRESS STATION
5000 WATTS
DAY & NIGHT
AT 970 KC
BLANKETS
BUFFALO and the
NIAGARA FRONTIER
WRITE FOR OUR
NEW COVERAGE MAP



MUTUAL BROADCASTING SYSTEM
WEED & CO. Representatives
In Canada: HORACE N. STOVIN CO.

YOU MIGHT BAG A 916-POUND GRIZZLY BEAR*—



BUT . . .

YOU WON'T HIT ANYTHING IN WESTERN MICHIGAN WITHOUT WKZO - WJEF!

Yes, it is impossible to reach Western Michigan consistently via stations outside of Western Michigan.

It may look easy on the map, but there's a catch. Maps don't show that Western Michigan is literally hemmed in by a wall of fading. This wall *really prevents* effective reception of even the most powerful "outside" stations.

So to get anything big in this area, you've *got* to use "inside" stations. WKZO, Kalamazoo, and WJEF, Grand Rapids, offer you the perfect answer because: (1) BMB audience figures will convince you of our outstanding rural coverage; (2) You can project our ratings in Kalamazoo and Grand Rapids to the number of radio homes in these two cities and discover that WKZO-WJEF have nearly *23% more* listeners in Kalamazoo and Grand Rapids than the next-best two-station combination. *What's more, our combination rate is 30% less!*

Talk it over with us, or with Avery-Knodel, Inc.!

** Arthur Young killed a 916-pound grizzly bear in Yellowstone National Park.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Veteran Reader

EDITOR, BROADCASTING:

I have been a reader of BROADCASTING for a great many years and have always found it to be not only an accurate and reliable source of news, but also an extremely well-written and interesting publication.

William H. Kearns
Ted Bates & Co.
New York

* * *

Talking People

EDITOR, BROADCASTING:

I read the story title "The Talking People" on page 35 of your (Jan. 1) issue crediting Meredith Willson with this gimmick.

I would like to go on record and say that Bill Spire, currently with Sullivan, Stauffer, Colwell & Bayles, and myself, when I was radio director for Consolidated Radio Artists in 1938, used this device successfully in producing 26 spot announcements for the Vick Chemical Co. However, we used 15 voices speaking and singing in unison . . .

William von Zehle
William von Zehle & Co.
New York

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

For the Farm Public

EDITOR, BROADCASTING:

. . . For two years now we have been broadcasting daily programs for twelve Oklahoma stations and one Texas station, all of them farm and home features in the interest of the farm public of the Southwest. These stations pay their own line charges to the campus of Oklahoma A & M College and we do the rest. To us it is a matter of utilizing the millions of dollars worth of radio equipment and air time gladly offered to us by the stations in helping us provide a needed service for our mutual interests.

The radio stations are WKY Oklahoma City, KOMA Oklahoma City, KVOO Tulsa, KCRC Enid, KTOK Oklahoma City, KSWO Lawton, KVSO Ardmore, KGFF Shawnee, KADA Ada, KTMC McAlester, KBIX Muskogee, KSPI Stillwater, and KWFT Wichita Falls, Tex. . . .

Burnis Arnold
Extension Radio Specialist
Cooperative Extension Work in Agriculture and Home Economics
Stillwater, Okla.

* * *

Gordon Gray Again

EDITOR, BROADCASTING:

In reading letter captioned "Blue Over Gray," Jan. 3 OPEN MIKE, I wonder that you don't have more trouble with the "Gordon Gray problem."



Mr. Gray

The two gentlemen pictured as "Gordon Grays" are only two of the several in radio by the same name. I can't accuse the two men in question of adopting the name for "air purposes," since they are neither one in the performance end of radio, but the abundance of Gordon Grays is rather suspicious. I might add that the name appears on *my* birth certificate.

Do you suppose we might start an organization known as "The Gordon Grays of Radio"?

Gordon Gray
KECK Odessa, Tex.

P.S.—This Gordon Gray is on the news staff at KECK.

* * *

Radio vs. Television

EDITOR, BROADCASTING:

As a high school student about to begin a career in broadcasting, I would like to express my views on the current radio vs. television problem.

Today, TV is at best only a supplement to the established radio features, although the miracle of video and heavy financial set investment tends to make the owner forget radio in the evening hours.

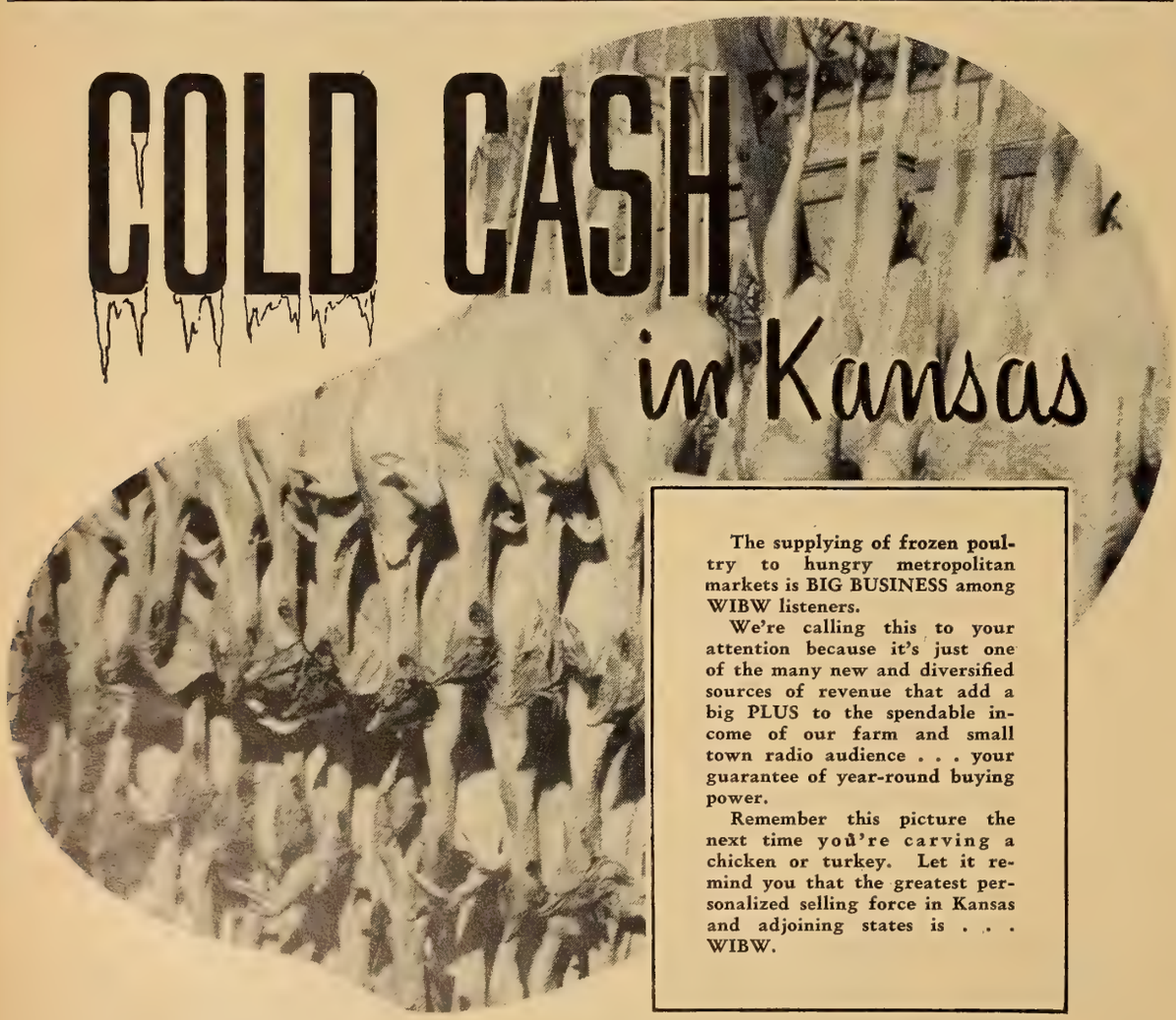
I feel that, after the novelty of TV wears off, the listener-viewer will seek good entertainment whether on radio or TV. In order to hold its audience, television will have to improve its present program schedule, bringing its entertainment standard up to the present level maintained by radio.

Eventually, radio comedy, audience-participation, interview, and sports programs will become standard TV fare, because it is obvious that they are suited for that medium.

Now, what is left for radio?

The discriminating future listener will be equipped with AM, FM, and TV, and will most likely

(Continued on page 14)



The supplying of frozen poultry to hungry metropolitan markets is BIG BUSINESS among WIBW listeners.

We're calling this to your attention because it's just one of the many new and diversified sources of revenue that add a big PLUS to the spendable income of our farm and small town radio audience . . . your guarantee of year-round buying power.

Remember this picture the next time you're carving a chicken or turkey. Let it remind you that the greatest personalized selling force in Kansas and adjoining states is . . . WIBW.

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

GROWING MARKETS

Growing markets are attractive places in which to spend advertising dollars, especially now when every advertising dollar must do its capacity job. That's *one* reason why discriminating advertisers are concentrating on Southwestern markets. No other section of the United States can show, month after month, the increases which are regularly setting new records in Tulsa and in other Southwestern markets. Check the Federal Reserve, Department of Commerce, or *your own sales figures* for the Southwest and you'll see why this area continues to be the best place for 1949 advertising concentration!

In 1949 take full advantage of booming markets by using Oklahoma's Greatest Station, KVOO, whose 50,000 watts and long established, faithful audience is an unbeatable combination to get *maximum sales results in the Southwest.*



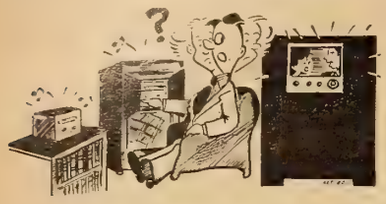
EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

NBC AFFILIATE **UNLIMITED TIME**

Open Mike

(Continued from page 12)

prefer FM to AM. In the years to come AM and FM must specialize in quality features for the discriminating listener (opera,



symphony, semi-classic, show, and popular music, news, comment, discussion, etc.), much as FM is now doing in contrast to radio.

A keen spirit of competition will exist, creating a healthy situation for broadcasting.

William H. Traphagen Jr.
45 Rugby Road
Cedar Grove, N. J.

Touche, Monsieur

EDITOR: BROADCASTING:

. . . Mr. Zimmer, the man who never attended an FM convention, as far as Mr. Ware knew, had breakfast with the president of FMA, at the last FMA convention in Chicago on the very morning that he was made president. . . .

Graeme Zimmer
Radio Director
WCSI Columbus, Ind.

Editor's Note: Mr. Zimmer is referring to alleged allegations made during the recent internal FMA rumpus [BROADCASTING, Jan. 3].

* * *

Offers Suggestions

EDITOR, BROADCASTING:

. . . I would like to suggest that you include in your so-called "FCC Box Score" each week the names of the TV statoins taking the air in that week, thus enabling your readers to keep basic station lists up-to-date.

You could do the same thing for AM and FM stations, thereby explaining all the changes in figures which appear in the "FCC Box Score." There is no reason, either, why network affiliations could not be handled in the same manner—or at least I see none.

I believe this procedure, since it would necessitate only a very small additional amount of space, would solve the problem. You often use much more space in separate stories for these items.

William D. Laudeman
357 W. 46th St.
New York City

P. S. Publication of the "FCC Monthly Report" also is very helpful to anyone wishing to keep station lists up-to-date. Let's hope you continue this feature, too. And while I'm at it, let me also congratulate . . . . for the many helpful changes in format which have helped to make BROADCASTING more and more valuable [and] . . . so improve a magazine which already was the leader in its field.

* * *

Portable Recorders

EDITOR, BROADCASTING:

Since your magazine printed the request of Mr. Warren Ashton regarding portable recording equipment, I thought your readers would like to know of our experience.



We have a specially constructed tape recorder which is acceptable to our standards for broadcasting, and it has proven extremely successful. It is packed in a suitcase. . . .

In the past weeks, we have recorded five different choral groups consisting of approximately 150 persons in each group. The results of each were very gratifying. We also record five *Good Store Quiz* programs each week and numerous interviews, etc.

Our experience with wire recorders has not been the best. . . .

Elmer G. Muschany
Production Manager
KXOK St. Louis.

* * *

Help in Planning

EDITOR, BROADCASTING:

. . . I have received my new subscriptions to BROADCASTING, and can see that you too have made big plans for the year 1949. I am especially interested in the feature stories on the 1948 highlights of the networks and the 1949 outlook. For a youngster starting in the management field, these little gems of wisdom and fine pieces of reporting certainly help a lot in future planning. . . .

Robert J. Williamson Jr.
Manager
WMIK Middlesboro, Ky.

* * *

WCNX Signs Four

EDITOR, BROADCASTING:

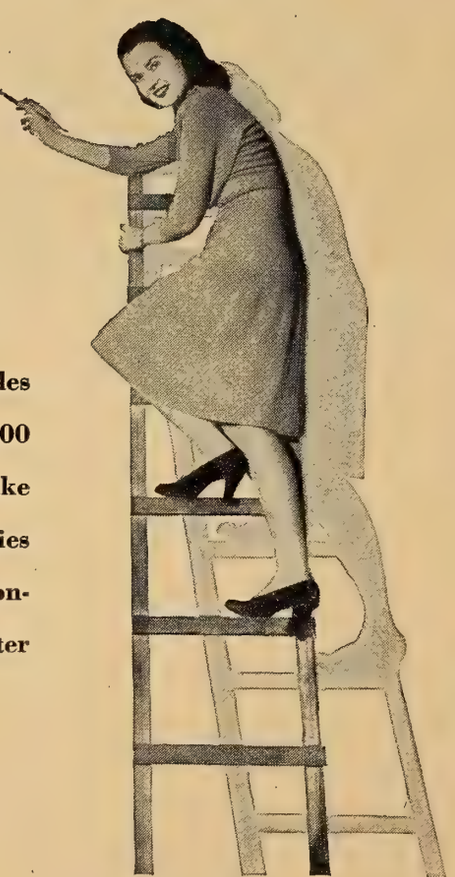
WCNX went on the air Dec. 12, 1948, and my brother Bill and myself are managing directors. Of course that means that since Aug. 4 when we received our CP from the FCC we've actually been ditch diggers on radials, carpenters, plumbers and janitors.

We're proud of one thing, however, in this city of Middletown there are five banks and we have signed four of them to 52-week contracts. Four out of five—and we expect the fifth next week.

Richard J. O'Brien
Managing Director
WCNX Middletown, Conn.

FIRST FACT FOR 1949

WSIX covers the Nashville Market Area



. . . and it's a market worth your intense sales coverage. 1,321,400 people spent $654,888,000 last year in retail stores. . . . Let WSIX help make your sales effort a success in its 60 BMB counties —the Nashville retail market area plus! No wonder so many sponsors count on WSIX year after year for results!

WSIX
The Voice of Tennessee's Capital City
TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY



Wintertime Is Listening Time in WWVA's Prosperous Farm Market

There are 1,919,351 people on the 446,639 farm homes in the WWVA coverage area; an area that includes basically Eastern Ohio, Western Pennsylvania, Virginia and West Virginia—that spreads into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

These WWVA *farms produce nearly a Billion Dollars worth of farm products annually.*

In these Winter months—in the hiatus between the Fall harvesting and the Spring planting—these WWVA farm people have more time for listening . . . *and for buying.* WWVA's locally produced programs are designed to attract and hold them as WWVA listeners. Mail surveys prove that they *do* listen to WWVA and *buy* WWVA-advertised products.

WRITE NOW FOR YOUR FREE COPY

WWVA FARM AUDIENCE REPORT

• Ask an Edward Petry man how you can reach this WWVA farm audience effectively and economically

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City



you SELL more ...



when you TELL more

WFLA

gives you a bigger audience in the heart of Florida's richest trade area—the growing Tampa-St. Petersburg market. And the steady, substantial payrolls of diversified industry, agriculture and commerce make it a responsive audience—*right around the calendar!* You *sell* more people because you *tell* more people when you use the double-barreled impact of WFLA-AM and WFLA-FM.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

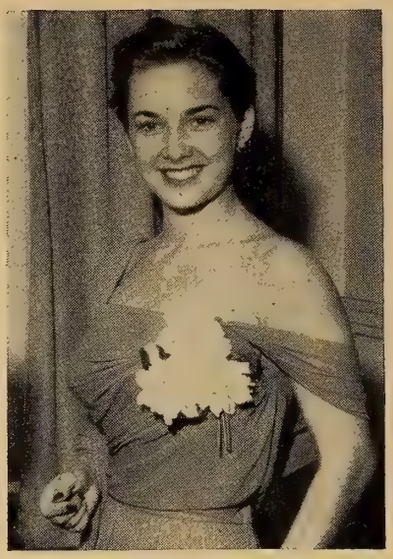
THE SWING at WHB Kansas City, Mo., is ever toward pulchritude. The problem is to keep the station's symbolic rope pendulum filled with beauty to attract the advertising eye. But in the WHB Swing Girl Sorority the swing is constantly to marital bliss.

Eye - catching WHB "Swing Girls" appear on the traditional rope swing in a breezy costume in all the station's trade paper advertisements, and are also being utilized in direct mail promotion. There have been four "Swing Girls" since 1945, when WHB adopted its new slogan, "The Swing Is to WHB in Kansas City."

With the dawn of 1949, the score to date is three "Swing Girls," well married, and two of them mothers. The mothers are Mrs. Charles Phillips and Mrs. William Gilbert Jr., the first two members of the exclusive sorority. The 1948 "Swing Girl," Mary Gibbs, after one starring movie for an independent producer, returned to Kansas City and claimed a husband.

Now WHB is trying to devise a plan to keep Vera Ralston of Wichita, Kan., model for the 1949 series, out of Cupid's clutches. She

(Continued on page 68)



MISS RALSTON, the 1949 Swing Girl, is WHB's latest find.

On All Accounts

ONE of broadcasting's own is the producer of the effective public relations recruiting transcriptions which have been made available to stations since early 1947 by the Naval Air Reserve Training Command.

Lieut. Commdr. Walter H. Kimmell, director of radio at NARTC headquarters in Glenview, Ill., is the same "Walt" Kimmell who served with distinction as announcer-producer - program director - promotional manager of several southwest stations before the war. Know-how gained on KOMA Oklahoma City, KGKO Fort Worth, KFDM Beaumont, KFDA Amarillo, and KWFT Wichita Falls, Tex., his home town, enabled him to produce last year (1948) a series of 26 weekly quarter-hour open-end shows which was used by 543 stations in the United States, as well as outlets in Honolulu, Alaska, and Panama.



WALT

Now another 26-week package is in the works and with a $35,000 budget from the Navy, compared with $22,000 last year, Commdr. Kimmell expects the series to be aired by 1,000 stations.

Selling the Navy on building its air reserve membership through radio was an exclusive Kimmell project. In the spring of 1947, Walt sounded out 550 station managers, within a reasonable distance of the Command's 21 air stations, as to their interest in an NARTC show. A total of 285 said they would carry such a program. The heavy response helped the commander convince his superiors that radio was the answer to their recruiting problems.

They authorized a transcribed spot campaign featuring a then-unknown mixed quintet singing a jingle about how the air reserve could be a "Hobby With a Future." Three hundred and twenty stations took the spots. Commdr. Kimmell wrote the ditty, which helped make the quintet famous. Today, they are the "Honey Dreamers," heard and seen on ABC's radio and television stations.

Next production was six five-minute shows again featuring the Honey Dreamers with the Mel Henke instrumental trio added. Tommy Bartlett, of ABC's *Welcome Travelers*, was m.c. of the series, aired on 380 stations.

"Reason we made only six shows was because there was just enough money available to do one double-faced disc," the commander recalls.

(Continued on page 64)

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS



DON BELL
MUSIC & FUN DISC EMCEE
6:00-8:00 A.M & 12:45-1:30 P.M.



BILL RILEY
QUIZ-WHIZ
AUD PART EMCEE



AL ROCKWELL
LATE-EVENING PRINCE
OF PLATTERS



RIES TUTTLE
OUTDOORS EXPERT
FOR KRNT & TRIBUNE



GORDON GAMMACK
6:00 P.M. NEWS-MASTER
(TRIBUNE COLUMNIST)

Star-bright that's

KRNT!

The Station With
The Fabulous
PERSONALITIES
and Astronomical
HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

ASK A KATZ MAN ABOUT
DES MOINES
and KRNT – The Register and Tribune Station

"A Leader In The Nation . . . The Leader In Des Moines!"



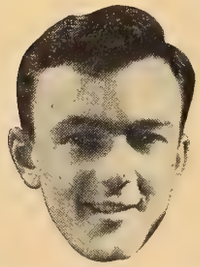
GENE EMERALD
AN AFTERNOON FAVORITE
Music (Live and Wax) and Visitin'
3:15-4:45 P.M.



AL "Ironman" COUPPEE
RADIO'S MISTER SPORTS
TWICE DAILY



BETTY WELLS
"First Lady In Iowa Radio"
11:30 A.M. COMMENTATOR



CHARLES McCUEN
NEWS ACE
7:15 & 8:00 A.M. - 12:15 P.M.



RUSS VAN DYKE
NIGHT NEWS KING
10:00 & 11:00 P.M.

This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!

Telestatus



Advertiser Analysis, Dec. 5-11

(Report 42)

TOTAL NUMBER of television advertisers increased to 680 in all of the 23 major TV markets, according to the Dec. 5-11 Rorabough Report on Television Advertising. This covers a total of 41 commercial stations. Total number of advertisers is 54 above the November report.

The increase is principally in the local advertising field, with 40 of the total increase in this category. Network advertisers remained the same—37. Spot advertising showed a gain of 14 sponsors over the preceding month. (See Table I)

These reports are based on a one-week survey in each month. It is felt that one complete week represents an adequate sample of the entire month. In the six-month period since the reports were established, the number of television markets has doubled, as has the number of stations. The number of advertisers using television in all categories has nearly tripled.

New York Leads

Of these major markets, New York, Philadelphia, Baltimore, Washington and Boston have the largest number of advertisers. New York leads the field with 179, on six stations, while Boston has 61 accounts on two stations. (See Table II)

The four leading television markets, New York, Philadelphia, Baltimore and Washington lead in the local-retail advertising field, as well as in the total number of advertisers in the market.

The spot advertising leaders are New York with 82 accounts; Philadelphia, 45; Chicago, 39; and Baltimore, 31. Chicago was not linked by the Midwest cable when this survey of advertising was taken, and consequently shows a high spot figure for December.

The general rise in the number of television accounts was shared by nearly all markets.

The following markets gained the most accounts: New York showed a net gain of 18; Detroit added 8; and Chicago added 7. Louisville and Seattle were added to the report with this issue, and showed 15 and 26 accounts respectively in December.

There were 232 new television advertisers in December. Of these newly active accounts 94 were spot advertisers, and 114 were local-retail advertisers. New York led the markets in the number of newly active accounts with a total of 43 advertisers. Other markets that showed exceptional increases in new accounts were Philadelphia with 20; Chicago and Baltimore with 17 each. (See table III)

Of the 27 major product-groups advertising on TV, radio and television advertisers were in the top spot. There were 99 advertisers in this category, 81 of which were local-retail. The balance were network and spot advertisers.

Eighty-one television advertisers were in the apparel groups, 50 of them were local advertisers, 28 spot, and 3 network. (See table IV)

Automotive advertising was next in order—with 78 accounts, 67 of which were local dealers advertising in their home markets.

The top three in the previous month were apparel, radio and television and automotive, in that order.

Food and food products occupied the fourth place spot in both months, with 63 accounts in December and 43 in November.

Table I

Growth in Number of TV Advertisers
June-Dec. 1948

	June Report	July Report	Aug. Report	Sept. Report	Oct. Report	Nov. Report	Dec. Report
No. of Markets	11	16	19	19	21	21	23
No. of Stations	20	26	32	32	37	37	41
No. of Advertisers							
Network	14	14	18	21	33	37	37
Selective	76	113	122	119	181	216	230
Local-Retail	144	153	197	236	281	373	413
TOTAL ADVERTISERS	234	280	337	376	495	626	680

Table II

Advertisers by Market Area
(Dec. 5-11)

	*Network Accounts	Selective Accounts	Local-Retail Accounts	Dec. 5-11 Total Accounts	Gain or (Loss)
Atlanta WSB-TV	3	9	8	20	1
Baltimore WBAL-TV, WMAR-TV, WAAM	33	31	40	104	—
Boston WBZ-TV, WNAC-TV	32	18	11	61	1
Buffalo WBEN-TV	5	11	8	24	(2)
Chicago WBKB, WGN-TV, WENR-TV	3	39	16	58	7
Cincinnati WLWT	6	19	2	27	1
Cleveland WEWS	4	12	3	19	2
Detroit WWJ-TV, WXYZ-TV, WJBK-TV	5	21	23	49	8
Ft. Worth-Dallas WBAP-TV	4	5	6	15	—
Los Angeles KFI-TV KTLA, KTSL	2	26	31	59	—
Louisville WAVE-TV	3	5	7	15	15
Milwaukee WTMJ-TV	5	8	29	42	—
Minneapolis-St. Paul KSTP-TV	3	4	7	14	(1)
New Haven WNHC-TV	2	6	14	22	2
New York WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX	37	82	60	179	18
Philadelphia WCAU-TV, WFIL-TV, WPTZ	34	45	46	125	(3)
Richmond WTVR	26	7	8	41	—
St. Louis KSD-TV	5	15	7	27	5
Salt Lake City KDYL-TV	3	4	10	17	—
Schenectady WRGB-TV	27	7	5	39	2
Seattle KRSC-TV	1	7	18	26	26
Toledo WSPD-TV	4	6	19	29	(6)
Washington WMAL-TV, WNBW, WTTG	35	26	35	96	(12)

Table III

Newly Active Accounts By Markets

	Network	Selective	Local-Retail	Total
Atlanta	—	2	1	3
Baltimore	3	6	8	17
Boston	3	5	3	11
Buffalo	—	2	3	5
Chicago	—	12	5	17
Cincinnati	—	6	—	6
Cleveland	—	—	—	—
Detroit	—	6	8	14
Ft. Worth-Dallas	—	1	1	2
Los Angeles	—	3	9	12
Louisville	1	5	7	13
Milwaukee	—	2	5	7
Minneapolis-St. Paul	—	—	3	3
New Haven	—	—	6	6
New York	4	21	18	43
Philadelphia	4	10	6	20
Richmond	2	1	2	5
St. Louis	—	2	4	6
Salt Lake City	—	—	2	2
Schenectady	2	2	2	6
Seattle	1	7	18	26
Toledo	—	—	1	1
Washington	4	1	2	7

Table IV

TV Advertisers by Product Groups
(Dec. 5-11)

	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel	3	28	50	81
Automotive	3	8	67	78
Aviation	—	—	—	—
Beer & Wine	—	27	2	29
Building Materials	—	7	4	—
Confectionery	—	9	1	10
Consumer Services	—	2	28	30
Drugs & Remedies	4	4	2	11
Entertainment	—	—	4	4
Food & Food Prod.	5	34	22	63
Gasoline	2	7	4	14
Horticulture	—	—	3	3
Household Equipment and Supplies	3	16	31	50
Household Furnishings	1	9	20	30
Industrial Materials	—	—	—	—
Insurance	—	2	—	2
Jewelry	1	10	18	29
Office Equipment & Stationery	—	2	1	3
Publishing	—	3	4	7
Radios	6	12	81	99
Retail	—	—	45	45
Smoking Materials	2	8	1	12
Soaps, Cleansers & Polishes	1	3	—	5
Sporting Goods and Toys	3	8	5	16
Toiletries	3	7	1	11
Transportation, Travel and Resorts	—	2	4	6
Miscellaneous	—	3	18	21
Total	37	211	416	664

864,000 TVs

NBC Releases Set Data

A TOTAL of 864,000 TV sets were installed (and presumably in use) in this country as of Dec. 1, according to data released last week by NBC's research department. City-by-city breakdown follows:

CITY	TV SETS INSTALLED
New York	370,000
Baltimore	30,000
Boston	32,900
Philadelphia	95,000
Richmond	4,600
Schenectady	11,800
Washington	24,500
Buffalo	8,000
Chicago	48,000
Cleveland	18,500
Detroit	22,000
Milwaukee	11,300
St. Louis	14,000
Toledo	4,500
Albuquerque	200
Atlanta	4,200
Cincinnati	10,000
Ft. Worth	2,000
Dallas	2,500
Louisville	2,300
Memphis	1,100
Minneapolis-St. Paul	8,300
Salt Lake City	1,200
Seattle	1,500
Los Angeles	60,700
New Haven	11,000
Syracuse	100
Dayton	1,100
Erie	200
Houston	200
Indianapolis	200
New Orleans	1,500
Pittsburgh	2,500
Providence	3,500
San Diego	200
San Francisco	1,500
Others	52,900

SET FIGURES, reported to BROADCASTING during the past week:

Milwaukee—14,187 as of Jan. 1, reported by WTMJ-TV Milwaukee.

Chicago (within 50-miles radius) —57,335 as of Nov. 30, 1948, reported by Electric Assn. of Chicago.

Buffalo—10,774 as of Dec. 31, 1948, reported by Buffalo Niagara Electric Co.

MORE THAN SENSATIONAL!!

ONLY SLIGHTLY LESS THAN COLOSSAL—

The Woody Willow Show has taken Atlanta by Storm.



AN OFFER OF THIS BUTTON met with an immediate and terrific response—climaxed by 780 LETTERS IN ONE DAY. OVER 2500 EAGER MEMBERS OF THE "WOODY WILLOW FAN CLUB" RECRUITED IN TWO WEEKS, make it a powerful children's program for ANY ADVERTISER. We've RE-ORDERED buttons to meet the urgent testimonial to this unique puppet personality. THE KIDS LOVE WOODY WILLOW. IT'S A SWELL ADVERTISING BET.

SEE YOUR PETRY MAN NOW!

wsb-tv

The Atlanta Journal

ON PEACHTREE STREET



IT'S EASY, IF YOU KNOW HOW!

IN some parts of the nation, a radio station can do almost anything—can broadcast in Chinese or Italian—*and still be "right" for a lot of people.*

It's different in the South. Accurate *Know-How* is especially important in KWKH's four-state area. Our listeners have definite and fairly uniform preferences. They want their programs to recognize their preferences. KWKH gives them this sort of programming, learned from 23 years of continuous study. Our audience responds by listening to KWKH, and by buying the products we advertise.

We'd be happy to tell you all about KWKH's outstanding rating, and how you can use our Know-How. Ask us—or The Branham Company!

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 3 WASHINGTON, D. C., JANUARY 17, 1949 $7.00 A YEAR—25c A COPY

ABC STOCK

About 20% Shifts in Brisk Turnovers

By EDWIN H. JAMES

AN ANALYSIS last week of New York Stock Exchange trading in ABC common stock in the past two and a half months disclosed a prevailing buyer's market and recurrent inconsistencies in the week-by-week volume of shares changing hands.

At the same time it was learned that three top executives of ABC had sold large portions of their stock holdings in the company. In December the executives liquidated 51,800 shares. But the ABC stock prices remained firm despite the trio's selling. There are 1,689,017 shares of ABC common stock outstanding.

In the last two months of 1948 the weekly volume of shares traded on the Exchange soared from 6,900 in the first week of November to 87,100 in the last week of the year, with weekly totals between those extremes fluctuating widely.

Yet in the same period the price of stock rose slightly but steadily, a phenomenon usually associated with carefully engineered buying.

Buyers Not Known

The identity of buyers of the stock could not be learned. Stock Exchange and Securities and Exchange Commission rules prohibit disclosure of such information save in the case of company officers, and ABC officials shed no light on the subject. But the state of the market suggested one or more individuals were engaged in the delicate maneuver of acquiring a sizeable block of ABC stock.

The existence of a continuing buyer's market in ABC stock prompted speculation—wholly unconfirmed—that Spyros Skouras, president of Twentieth Century-Fox Film Co., may have undertaken acquisition of a voice in ABC by means of stock purchases, following the unsuccessful conclusion of his negotiations to buy the company [BROADCASTING, Dec. 6, 1948].

Mr. Skouras has intimated that his interest in ABC survived the collapse of his negotiations with Edward J. Noble, ABC chairman of the board and majority stock holder. At the time of the original announcement of the failure of the deal, a spokesman for Mr. Skouras was careful to report that the parties were still "on friendly terms."

The sale of stock in December by the three ABC executives was not connected with any negotiations regarding a change in ownership of the company, according to an ABC official, but was caused by purely personal motives.

Those selling stock in December were Mark Woods, president, who sold 30,500 shares and retains only 6,500; Robert E. Kintner, executive vice president, who sold 17,300 shares and now has 16,000 (9,500 more than Mr. Woods), and C. Nicholas Priaulx, vice president and treasurer, who sold 4,000 shares, leaving him 1,000. All three are directors of the company.

A table showing weekly trading in ABC stock, including the high and low prices each week, follows:

Week Ending:	Total Shares	High	Low
Nov. 5	6,900	7¼	6⅜
Nov. 12	22,800	8½	6⅜
Nov. 19	9,300	8¼	7½
Nov. 26	54,800	9½	8¼
Dec. 3	30,800	8⅝	7⅜
Dec. 10	22,000	8⅝	7⅝
Dec. 17	15,000	8¼	7⅞
Dec. 24	20,800	9⅛	7⅞
Dec. 31	87,100	10¼	9⅛
Jan. 7	38,800	10½	9⅜
Total for Period	308,300		

Both volume and prices were off slightly in the second week of January, according to the pace of daily trading in the first four days of the six-day Stock Exchange week. In the Jan. 8-12 inclusive period a total of 13,600 shares was traded with a high of 9⅞ and a low of 9⅛.

There seemed to be some correlation between the volume of stock traded on the Exchange and the general circulation of news concerning the Fox-ABC negotiations.

The heavy volume of 54,800 shares occurred in the week that negotiations were known to be in progress, and trading slackened to 30,800 shares in the next week, during which the deal was called off. But negotiations had been abandoned for four weeks when the most active six-day volume occurred—that of 87,100 shares in the last week of December.

Sale Report Unconfirmed

It was presumed, although impossible to confirm, that some of the 51,800 shares sold by Messrs. Woods, Kintner and Priaulx were traded in this week.

The persistently heavy trading throughout the two-month period, however, could not have resulted, it was believed, from scattered and unorganized buying prompted by news of the Fox-ABC negotiations nor, obviously, could it be explained by the liquidation by the three executives.

Similarly, the volume could not be ascribed to year-end "tax loss" selling which characterized the market at this season. The price of ABC stock rose in the period to its highest mark so that investors, seeking to take losses for tax purposes, could not achieve that purpose by unloading ABC stock.

Wall Street observers said it was unlikely that the ABC stock was being bought as a long-term investment, unless by parties desirous of obtaining it in quantity to assure a voice in company affairs. The speculative nature of the stock—from an ordinary investor's point of view—was stressed by these sources.

ABC has paid no dividend since the latest public issuance of the stock last May. Its immediate future, as an investment, is, by conservative estimates, not rewarding. ABC, which unlike RCA and Columbia, depends entirely upon revenue from broadcasting, stands to make lean earnings in the next year because of the cost of television.

An indication that the company itself anticipated a period of high costs of television unaccompanied by commensurate gains in AM broadcasting revenues was seen in its recent reduction of personnel at its New York headquarters and its diversion of budget funds to television.

Although top executives strenuously denied that personnel firings had been general or that substantial money had been withdrawn from AM operations and diverted to television, it was understood that more than a dozen employes were released and that budget requests by some department heads, based on 1948 spending, had been slashed as much as 25%. The money thus withdrawn would be spent on video.

AM OR FM VIDEO?

FCC Urges Industry Tests

THE BATTLE of FM vs. AM will be fought all over again in the visual portion of the upper (UHF) television band.

Already some experimental work on feasibility of using FM for the video signal has been done in the FCC's laboratory at Laurel, Md., employing a signal of approximately 75 mc.

Now the FCC, convinced that further experiments are justified, has proposed that the industry start intensive testing of FM picture signals in the upper band to determine if FM might be superior to AM for visual service.

Consensus of informal engineering views around the FCC seemed to be that Laurel findings, while showing promise for FM picture service, can't possibly be good enough to justify upsetting of the present VHF television band.

Upset Manufacturing

Any thought of such a radical change in present TV standards would rock foundations of the entire manufacturing, station and related TV industries involving billions of dollars in investment, to say nothing of the effect on the million set owners, it was pointed out in industry circles.

Engineers familiar with the Laurel experiments recognize, however, that the FCC has produced results justifying further experiments. This opinion was not unanimous.

The results were discussed at length last week by the NAB Engineering Executive Committee. Appearing at the committee's meeting (see story page 30) were John R. Willoughby, FCC acting chief engineer, and Hart Cowperthwait, acting chief of the FCC Television Broadcasting Section.

According to NAB, Mr. Willoughby said the experiments reveal promise and indicate more freedom from interference if FM is used instead of the present AM video signal. He declared it im-

(Continued on page 53)

Affiliation Report

At yearend network affiliations were:

Network	AM	TV	
ABC	272	15	
CBS	179	20	
DuMont		18	
Mutual	519	3	(Interim op.)
NBC	170	39	

GM's AUTO SHOW

CBS-TV Net Time Bought

GENERAL MOTORS Corp., Detroit, will sponsor a one-time telecast on the full CBS-TV network from New York to Chicago, Jan. 24, 9-9:30 p.m., showing highlights of the company's auto show to be held Jan. 20-27, at New York's Waldorf-Astoria Hotel.

Program, named after the show, *Transportation Unlimited*, will be filmed by Universal International at the press preview Jan. 19 and during the opening days of the show and rush-processed for televising in mid-show week. To expedite production, the musical score will be recorded on film in advance and the picture footage matched with the music. Each car will have its own theme: "In My Merrie Oldsmobile," "See the USA in Your Chevrolet," etc., with an unnamed "rich, luxurious theme" for Cadillac. Campbell-Ewald Co., New York, is handling the program.

The Pontiac Motors Division of General Motors Corp. will also sponsor a one-time program on a five-station CBS-TV eastern network, Jan. 21, 8-8:30 p.m. starring Dorothy Shay and Dick Haymes and also showing the Pontiac display at the GM auto show. MacManus, John & Adams, Detroit, is the agency for this program, to be produced jointly by CBS and Mildred Fenton.

Ostby Resigns

NORMAN OSTBY, assistant to vice president of ABC Western Division, has announced his resignation effective Jan. 15, after 11 years with the network and NBC before that. Mr. Ostby first joined NBC New York as network salesman in 1938. Later he was instrumental in setting up the sales service department for the Blue when it was separated. He moved into the station relations department in 1942 and in January 1946 went to Hollywood as assistant to the vice president in addition to the duties of public service director and public relations director.

WJAS to Hollingbery

APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WJAS Pittsburgh, effective Jan. 13, was announced last week by H. K. Brennen, president and general manager of the basic CBS outlet. The station, established in 1921, operates with 5 kw on 1320 kc fulltime.

ROBERT SWEZEY *Named Executive V.P. Of WDSU Stations*

ROBERT D. SWEZEY, who resigned as vice president and general manager of Mutual two months ago [BROADCASTING, Nov. 8, 1948], last week became executive vice president of WDSU Broadcasting Services Inc., operator of WDSU, WDSU-FM and WDSU-TV New Orleans.

Mr. Swezey was also elected to the board of directors. He will take his new post Feb. 1.

Fred Weber, former general manager of Mutual, has resigned as general manager of the WDSU



Mr.Swezey



Mr. Weber

operations to return to station management in the East. Mr. Weber was part owner of the station prior to its acquisition by the Stern family a few months ago.

A graduate attorney, Mr. Swezey served as vice president and general manager of MBS for four years. He was previously associated, successively, with NBC as attorney, with Blue Network as general counsel and secretary.

Resignation from Mutual

His resignation from Mutual was unexpected and marked the end of a long-time business association between him and Edgar Kobak, Mutual president. Mr. Kobak was executive vice president of Blue at the time of Mr. Swezey's service with that network.

Mr. Swezey quit Mutual in a dispute over an executive reorganization which he believed diminished the stature of his No. 2 job at the network.

In anouncing Mr. Swezey's appointment as executive vice president of the New Orleans properties, Edgar B. Stern Jr., president of WDSU Broadcasting Services Inc., said: ". . . We feel that we are operating the outstanding radio, FM and television properties in the South, and Mr. Swezey's background training and experience with the leading networks of the country place us in a position to provide greater entertainment and public service to our listeners in both radio and television through the benefit of Mr. Swezey's ability and experience in those fields."

Mr. Swezey, who is married and the father of three young children, will move his family to New Orleans.

THIRD SERIES

Readied by Eells' Syndicate

LAST WEEK *Adventures of Frank Race* was signed as third program in Broadcasters Program Syndicate, cooperative program syndication group, directed by Bruce Eells & Assoc., Hollywood. Transcriptions of the program, a weekly half-hour mystery-adventure series, will be available for delivery to syndicate member stations Feb. 20.

The other two shows are five-weekly quarter-hour *Pat O'Brien—From Inside Hollywood* and weekly half hour *Frontier Town*. Distribution of the former started Dec. 15. *Frontier Town* is scheduled for distribution late this month.



Drawn for BROADCASTING by Sid Hix

"The networks have hit on an equitable method of deciding who gets the choice time on the coaxial cable."

HAYMES SIGNED

In Big World Contract

SIGNING of Dick Haymes to an exclusive three-year transcription contract as part of the biggest talent budget in its history was announced last week by World Broadcasting System.

John Sinn, president of World, said that Mr. Haymes will be presented in a special package program in the World library. He will be accompanied by Carmen Dragon and his orchestra, with guest spots by songstress Helen Forrest. All the recordings will be done on the West Coast, starting this week. Financial details were not divulged.

Also announced were new exclusive transcription contracts with David Rose, Eddie Howard, Ray Bloch and Lynn Murray.

Other World changes: A. P. Sambrook, formerly head of station relations, has become commercial manager of its new commercial department, George Fields is taking over midwestern sales territory and the World office in Chicago is now consolidated with the Ziv Co. office at 360 N. Michigan.

PEPSODENT

In Home Permanent Field

PEPSODENT Division of Lever Bros. enters the home permanent wave field in mid-January with the nation-wide introduction of its Rayve Home Permanent kit using spot announcements, a network show, newspapers and magazines.

Effective Jan. 31, a blanketing campaign of spot radio announcements will be launched on 90 stations with a combined listening audience of more than 40 million. J. Walter Thompson, Chicago, is handling the radio campaign.

The agency is also currently viewing several shows for sponsorship of a daytime AM network show.

Zimmer Meet Dropped

PROPOSAL by Graeme Zimmer, radio director of WCSI-WWNI Columbus, Ind., FM outlets, to hold a "rump" meeting of FM Assn. members in Chicago this week [BROADCASTING, Jan. 3], has been dropped, Mr. Zimmer stated last week. The meeting was to have been attended by FMA members who do not approve of present association management and policies. Mr. Zimmer indicated opposition to present policies of the FMA board could be more effectively developed at the next board meeting, likely to be held in a few weeks.

ASCAP Conclave

THE FIRST postwar convention of ASCAP's field force will be held the week of Jan. 31 in New York, President Fred E. Ahlert announced last week. No similar conclave has been held since 1942.

BMB SOLUTION

Funds Sought; Baker Directs Study

By BRUCE ROBERTSON

EXECUTIVE COMMITTEE of BMB last week responded to criticism of BMB operation and demands for a method more responsive to wishes of the broadcasters who provide its financial support. Following a two-day meeting in New York the committee announced resignation of John Churchill as research director and NAB's loan of its director of research, Dr. Kenneth H. Baker, to BMB to supervise the second nation-wide study of station and network audiences.

This study "will proceed on schedule this March," the committee stated, with reports of results to be published in September. Some 600,000 ballots will be mailed in March to radio families comprising a representative cross-section in every county in the country, plus every city of 25,000 population or more in metropolitan areas and of 10,000 or more elsewhere.

All broadcasting station cities down to 5,000 population will be individually surveyed and all subscriber station cities regardless of size.

Ample Financing

The committee announced it had taken "steps to assure ample financing not only for operating the bureau and servicing its subscribers, but also for such activities as may be authorized on recommendation of the Engineering Advisory Committee, Television Research Committee and experimental work on research techniques."

The chief "step" was to authorize and instruct BMB President Hugh Feltis to launch an intensive sales campaign designed to bring the total of subscribers up to at least the 1,000 mark set as a goal by the NAB board last fall. BMB presently has 802 subscribers, made up of 648 AM stations, 133 FM, 13 TV, plus national and regional networks.

Justin Miller, NAB president and member of the BMB Executive Committee, supplemented the committee statement by explaining that "broadcasters who already have paid two-thirds of their subscriber fees into BMB's treasury for the 1949 study assure the practical completion of that study provided that they continue their financial support and presuming careful control of bureau expenses, supplemented by a concentrated selling campaign."

It is understood the overall cost of conducting the nation-wide survey will come to about $600,000 and that if all present subscribers continue their payments, the BMB treasury at the completion of the study will have some $500,000 on hand. This means that to avoid a deficit to be paid out of future collections BMB should sign up enough stations to assure an additional $100,000 revenue. About 100 stations on the average, with somewhat fewer if they are high-income stations and somewhat more if they are in the lower income class.

Future of BMB beyond the completion of the upcoming study is somewhat less than clear. The Executive Committee reported that a check with leading advertisers, agencies and broadcasters "disclosed a renewed conviction of the value of and need for preserving the tripartite principle and continuing an operation of this nature."

Each to Study Own Needs

The committee further explained that to meet this "expressed need" each of BMB's three-member associations—ANA, AAAA and NAB—will study its own radio research needs that can best be served by a tripartite organization.

When this is done, the BMB board will review the recommendations of each group and then determine "whether to reorganize the bureau or establish a new structure that more clearly recognizes the changing needs of the industry."

This was interpreted to mean that each association will ask its members: "What do you want in radio research that can best be provided by a tripartite organization like BMB rather than by an independent commercial research company or otherwise?" The BMB board will appraise the expressed desires of the advertisers, agencies and broadcasters in the light of changing conditions in the field of broadcasting, such as the rapid development of television, and will then determine how it can best function in the interests of all three groups. No deadline has been set, but presumably the reorganization will occur before the end of 1949.



Mr. BAKER

The obvious advantage of tripartite control of audience research is in establishing the methods and results that are mutually satisfactory to the sellers of radio time (the broadcasters) and the buyers (the advertisers and agencies), it was stated.

An equally obvious disadvantage is that the buyers and sellers may not always agree on what techniques are best. In cases like BMB, where the sellers supply all of the organization's financial support, this may be further complicated by a natural desire on the part of those who are paying the bill to have the final say on what they are buying.

Officially, there is no word of any break on BMB policies between the advertisers and agencies on the one hand and the broadcasters on the other. Yet in accepting the "resignation" of Mr. Churchill and in filling his place with the research head of NAB, who remains an employe of NAB, BMB apparently is bowing to broadcaster complaints of the previous conduct of bureau affairs.

After long underground rumblings, these broadcaster complaints broke out into the open at the NAB board meeting last November.

The following week, in accordance with the NAB requests, BMB announced a realignment of top personnel and the creation of an

(Continued on page 55)

CLEAR BREAKDOWN

Johnson Renews Fight

A MEASURE to restrict AM stations to 50 kw and open the clear channels for duplication, was among the hundreds of bills thrown into the hopper of the 81st Congress last week.

Sen. Edwin Johnson (D-Colo.), arch foe of power beyond the present 50 kw limit, was author of the measure, which bears a very close resemblance to a bill he introduced during the 80th Congress. The proposal (S-491), introduced last Thursday, would amend Section 303 of the Communications Act.

The amendment provides that no station operating in the AM broadcast band from 540 to 1600 kc should be granted a license to operate with power in excess of 50 kw. It also stipulates that FCC will adopt no rule, regulation or condition "which provides that not more than one station shall be assigned to a Class I-A channel."

During the Republican-controlled 80th Congress, a Congressional committee for the first time in 21 years of radio regulation conducted hearings on the controversial clear-channel question.

Hearings were held on the Johnson Bill (S-2231) to break down clear channels and keep the power ceiling at 50 kw. When the smoke cleared, provisions of the Johnson bill were incorporated in the White Bill (S-1333), which cleared a major hurdle—approval by the Senate Interstate and Foreign Commerce Committee. But the committee approval was considered more of a gesture to Sen. Wallace H. White Jr., retiring committee chairman, and did not receive attention on the Senate floor or in the House.

Introduction of the clear channel-cracking measure in the Democratic-controlled 81st Congress is expected to cause much more anxiety in the clears' camp than it did a year ago. This time, the Colorado solon is chairman of the Senate Commerce Committee, to which the bill was referred.

Clear Decision Still Awaited

FCC has yet to render a decision on the clear channel case it has been studying. Its examination of evidence was interrupted last March when, on the prodding of Senator Johnson, acting chairman of the Senate Commerce Committee, Sen. Charles W. Tobey (R-N. H.), instructed the Commission to take no action on the clear channel proceedings pending the Congressional hearings. The order was later withdrawn.

At that time Sen. Johnson told the Senate if the FCC were permitted to settle the question such action would be tantamount to the tail wagging the dog. He suggested that the Senate be given the opportunity of studying the matter.

Sen. Johnson, asked Friday whether he had asked or intended to ask FCC to defer action on a clear channel decision pending a Congressional study, replied he had "no plans at present."

Hearings on the issue will be held, if they are found to be necessary, the Colorado legislator said.

He told BROADCASTING no hearings had been scheduled and that he had no immediate plans for them.

The clear channel stations' hopes of power above 50 kw had been successfully nipped once before in

(Continued on page 46)

INAUGURATION

Coverage Plans Final; Music Cleared

AS THE INDUSTRY made its final plans last week for all-out coverage of one of the year's biggest events, blanket clearance on all ASCAP and BMI music and the blessings of James C. Petrillo were given for festivities ushering in President Truman's second term.

Clearance on all ASCAP music for radio and television networks which will carry to vast audiences, all or parts of the Inaugural gala on Jan. 19, oath ceremonies, the parade and Inaugural Ball Jan. 20, was offered in a telegram to Melvin D. Hildreth, general chairman of the Inaugural Committee. The message was initiated by ASCAP President Fred E. Ahlert.

Identical courtesies were extended for BMI by its vice president, Robert J. Burton.

Petrillo Sends Message

Permission for participation of American Federation of Musicians members was contained in a message from AFM President James C. Petrillo.

Kenneth D. Fry, Inaugural radio director, estimated that 550 radio and television men—commentators, announcers, cameramen, directors, rewrite men, engineers, reporters and electricians—will lend their efforts to bring a word and visual picture into millions of homes throughout the nation.

Midwest audiences will get their first major on-the-spot news telecast from the Nation's Capital. Stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable, will receive a pooled telecast of proceedings.

Hardly a vantage point in Washington will be lacking the familiar microphones and cameras. Coverage is planned from various buildings, stands, mobile units, airplanes, a blimp and a helicopter.

The gala from 8:30 to 11:30 p.m. Jan. 19 and the ball from 10 p.m. Jan. 20 to 2 a.m. Jan. 21 will be covered by the 4 AM networks, Continental FM network and the television networks, through a pooled arrangement.

Heavy coverage will be given by television newsreel companies planning to fly their films immediately to video stations off the coaxial path.

The Inaugural gala will feature the largest musical organization ever assembled in Washington. Composed of 525 musicians and a 185-voice chorus, it will be heard as the grand finale to the variety show.

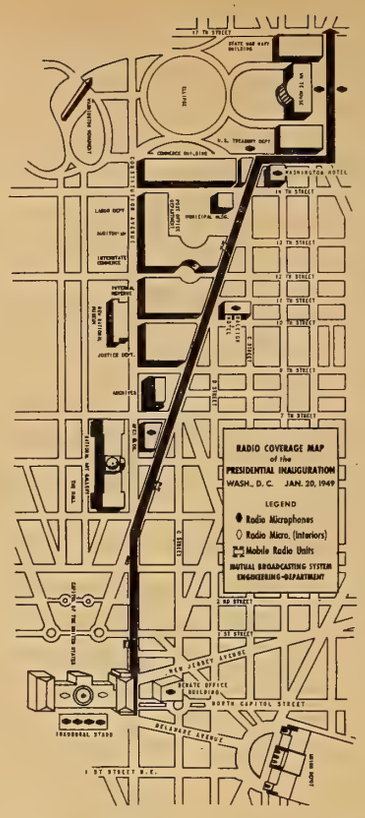
Comprising the orchestra will be members of the National Symphony, the Army, Navy, Air Force, and Marine Corps bands, and an ensemble of 32 specially selected musicians.

Participating Bands

Taking part in the two and one-half hour show, but not participating in the finale, will be the bands of Lionel Hampton and Phil Spitalny.

The orchestras of Guy Lombardo and Phil Spitalny will play for the Inaugural Ball.

Stars entertaining for the gala will include Edgar Bergen, with Charlie McCarthy and Mortimer Snerd; Phil Harris and Alice Faye, Margaret O'Brien, Lena Horne, Jane Froman, Dick Haymes, Joan Davis, Gene Autry, George Jessel, Gene Kelly, Jane Powell and Kay Starr.



LINE OF MARCH for the Inauguration Parade will start at the Capitol, lower left, following the black line up Constitution Ave. to Pennsylvania Ave. where it will go diagonally to 15th St., N. W. There, at the Treasury Dept., the parade turns right for three blocks until it again hits Pennsylvania Ave. The parade then turns left past the White House, upper right, and disbands at 17th St.

* * *

CONTINENTAL

Network Plans for Inaugural

CONTINENTAL FM Network will add western Pennsylvania and New England this week, feeding its Inauguration coverage to groups of stations in those areas.

Hudson Eldridge, WASH (FM) Washington, network manager, said an 8,000-cycle wire link from New York to Boston will provide Continental stations to the New England Group, which consists initially of four stations with others in the negotiation stage. Continental now has a 15,000-cycle line to Alpine, N. J.

The fulltime line to Boston will feed WXHR (FM) Boston, operated by Harvey Radio Labs in conjunction with WTAO, AM outlet. Others on the link will be WPJB-FM, *Providence Journal* station; WACE-FM Springfield, Mass., with the AM outlet using some of the service on a delayed basis; WHAV-FM Haverhill, Mass. Negotiations are under way in Portsmouth and Berlin, N. H.; Augusta, Me.; North Adams, Mass.; Hartford - New Britain - Meriden area, and others.

A special events line of 5,000 cycles will feed Universal Network in the tri-state area around Pittsburgh. The hookup may be expanded to cover a score of FM outlets. Key station is WKJF (FM) Pittsburgh. Others are WNIQ (FM) Uniontown, Pa.; WFAH (FM) Alliance, O.; WAJR-FM Morgantown, W. Va.; WISR-FM Butler, Pa.; WMEW-FM Meadville, Pa.; WAVL and WAVL-FM Apollo, Pa.; WPIC-FM Sharon, Pa.

Universal also will take the Continental high-fidelity tape service, which is being fed to an eight-state midwestern area and a hookup on the West Coast and in Florida.

NBC IS SUED

Million in Damages Asked

DAMAGES of $1.2 million are sought from NBC and three other defendants in a suit filed in U. S. District Court at Fort Worth Jan. 12 in behalf of William E. Ballard, of Palo Pinto County, Texas. Mr. Ballard alleges that NBC used a copyrighted idea of his on its *People Are Funny* program last September and October without his consent.

Defendants, besides NBC, are: Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Corp., and Raleigh Cigarettes.

Mr. Ballard asserts that he is the author and sole owner of copyrighted matter known as "The Lucky Interview Introducing Secrets of the Little Black Fox." Date of the copyright was Feb. 12, 1948, according to the petition. It was this copyrighted material, the petition declares, that NBC used.

Petition asserts further that Mr. Ballard was closing a deal with a Texas businessman to sell exclusive rights to his copyrighted material in Texas for a fee of $25,000 and that the deal was not consummated after the material had been included in the *People Are Funny* broadcast. Plaintiff contends he suffered loss of $25,000 in each of the 48 states as a result of alleged infringement and piracy of copyrighted material.

FCC REORGANIZATION

Temporarily Delayed

REORGANIZATION of the FCC into semi-autonomous panels, although approved in principal [BROADCASTING, Jan. 10], was delayed temporarily last week pending final agreement on details.

One of the principal points of disagreement was the degree of autonomy to be given the three panels. Comr. Frieda B. Hennock in particular was understood to feel that the plan as drawn up did not give the panels enough authority, especially in its provision for automatic appeal from a panel to the full Commission.

She also felt there should be more definite plans for personal assistants for each Commissioner, it was reported.

Vice Chairman Paul A. Walker also was understood to favor greater autonomy for the various divisions.

Under the Communications Act, which gives the Commission authority to divide itself into panels, the members of each division elect their own chairman. The panel assignments and probable chairmen, as disclosed originally, are:

Broadcast Panel — Rosel H. Hyde, chairman; George E. Stirling and Frieda B. Hennock.

Common Carrier Panel—Paul A. Walker, chairman; E. M. Webster and Robert F. Jones.

Safety & Special Services Panel —E. M. Webster, chairman; Paul A. Walker and Robert F. Jones.

Chairman Wayne Coy would concentrate on administrative duties and sit on no panel except in the absence of a regular member, according to the proposal. The full Commission would handle all matters not specifically assigned to a panel, including general rule-making, overall allocations and similar affairs which affect all panels.

With Comr. Sterling at the high frequency conferences at Mexico City, and Comr. Webster slated to attend a meeting of the Dominion Marine Assn. at Montreal this week, it appeared unlikely that action on the plan would be taken before next week.

Chairman Coy reportedly is supporting the plan as a means of retaining the services of Comr. Webster, who has indicated he will not accept reappointment when his term expires June 30 unless there is a reorganization of the Commission into divisions.

The plan which the Commission has agreed upon in principle was advocated almost a year ago by Comr. Jones, in the course of comments which the Senate Interstate & Foreign Commerce Committee had solicited in connection with the then-pending White Bill to amend the Communications Act.

NRDGA AWARDS

ZCMI, Joske's, Polsky's Win

A RETAILERS' landslide into radio is an immediate prospect if the annual radio competition sponsored by the National Retail Dry Goods Assn. is any indication, Maurice Mitchell, NAB's director of broadcast advertising, said last Wednesday.



Mr. Mitchell

Mr. Mitchell, speaking at the sales promotion session of NRDGA's annual convention at New York's Statler Hotel, announced awards in the association's annual national radio contest.

This year's event, Mr. Mitchell said, was significant in that the number of entries broke all records, and judges agreed that the calibre of programs submitted was of "the highest ever."

Sales results directly traceable to radio promotion were reported far in excess of previous years, he disclosed, with the winning stores achieving a standard of excellence unequalled in any other retail advertising medium.

The number of entries in the contest—50% greater than last year, 300% higher than in 1946, confirms the imminence of a mass retailer entry into radio, Mr. Mitchell pointed out. Whereas only a few years ago retail advertising was far behind network and national spot in radio's overall picture, in 1947 it forged ahead to become radio's chief source of income. In 1948 retailers again led all others in use of radio, he said.

Once again, Mr. Mitchell declared, the entries in this contest have emphasized the points that NAB and NRDGA have jointly plugged for several years. They are:

1. The importance of understanding your objective.

2. The value of the beamed program technique.

3. The economy and effectiveness of complete co-ordination of *all* media.

Retail advertising departments without a skilled radio advertising staff, Mr. Mitchell said, "are months and years behind the field." The superb quality of the programs entered in this year's contest, and the advertising techniques embodied in the entries signify the importance of radio and the necessity for "bright, modern, hard-hitting selling specialists who know how to use radio as it should be used—as a basic medium," he said.

Mr. Mitchell announced that once again NAB will make available studies of the entries in a soon-to-be released booklet.

Three Groups

Winners in the 1948 NRDGA competition were classified into three groups, according to dollar volume. Programs also were judged in various categories, which were "General Family," "Women's," "Teen-Age," "Children's," "Farm" and "Men's."

Stores winning prizes in more than one category included Zion's Co-operative Mercantile Institution, Salt Lake City, whose concentrated radio efforts and related sales promotion were rewarded with three prizes. Also, NAB made a special commendation to ZCMI for "the best over-all job of radio programming and advertising by a retail store."

The store's winning programs, *The Utah Symphony Hour*, beamed to the general family, *Campus Varieties* for college and junior college listeners, and *The Story Princess* for moppets in the 4 to 10 group, won third, first and grand NRDGA prizes respectively.

ZCMI is a Class "B" store in the NRDGA scale, i.e., $5 million to $15 million yearly volume.

In Class "C," $15 million or over, Joske's of San Antonio, and Polsky's of Akron, were multiple winners (see full list of awards on this page), with the former receiving third prizes in "General Family," "Women's" and "Farm" categories; and the latter, two second prizes, for programs beamed to women and farmers.

NRDGA—Awards to Retailers—1948

Store	City	Program	Station	Award
GENERAL FAMILY PROGRAMS				
1. Class "C" ($15 million and over in volume)				
Hecht Co.	Washington	Community Reporter	WGAY	Grand
Wieboldt's	Chicago	Melody Lane	WBBM	Grand
Sibley, Lindsay & Curr	Rochester	Dawn Patrol	WHAM	First
The Fair	Chicago	News on the Spot	WMAQ	Second
Bon Marche	Seattle	Piano Melodies	KOMO	Second
Joske's	San Antonio	Good Morning Show	KTSA	Third
2. Class "B" ($5 million to $15 million)				
James Black Dry Goods Co.	Waterloo	RFD 1540	KXEL	First
McCurdy & Co.	Rochester	Little Symphony	WHAM	Second
Rhodes Dept. Store	Seattle	Top Seven	KJR	Second
Zion's Co-op Mercantile Inst.*	Salt Lake City	Utah Symphony Hour	KSL	Third
3. Class "A" (Up to $5 million)				
Pomeroy's	Pottsville	Tone Portraits	WPAM	Grand
Bigelow's Dept. Store	Jamestown	Dunigan Family	WJTN	First
Sam Shainberg Dry Goods Co.	Memphis	High Noon Roundup	WMPS	Second
John Bressmer Co.	Springfield, Ill.	Upon Reflection	WCVS	Third
WOMEN'S PROGRAMS				
1. Class "C"				
Ed Schuster & Co.	Milwaukee	The "Carla" Program	WTMJ	Grand
Sibley, Lindsay & Curr	Rochester	Tower Clock Time	WHAM	First
Polsky's	Akron	Lynn Lawrence	WAKR	Second
Joske's	San Antonio	For the Ladies	KTSA, KONO	Third
2. Class "B"				
Kaufman-Strauss	Louisville	Coffee Call	WHAS	First
Pomeroy's	Reading	Priscilla Pomeroy	WHUM	Second
3. Class "A"				
B & M	Peoria	Serenade in Style	WMBD	First
George Wyman & Co.	South Bend	The Time, The Place, The Tune	WSBT	Second
CHILDREN'S PROGRAMS				
Zion Co-op. Mercantile Inst.	Salt Lake City	The Story Princess	KSL	Grand
Lit Bros.	Philadelphia	Magic Lady Supper Club	WFIL	Grand
Emporium	St. Paul	Once Upon a Story Time	WMIN	First
TEEN-AGE PROGRAMS				
John Shillito Co.	Cincinnati	Junior Town Meeting	WSAI	Grand
Polsky's	Akron	Teen-Age Hi Jinx	WHKK	First
Zion Co-op Mercantile Inst.	Salt Lake City	Campus Varieties	KUTA	First
FARM PROGRAMS				
C. M. Guggenheimer	Lynchburg	Farm Reporter	WLVA	First
James Black Dry Goods Co.	Waterloo	Neighbors News	KXEL	Second
Joske's	San Antonio	Farm and Ranch News	KTSA	Third
MEN'S PROGRAMS				
James Black Dry Goods Co.	Waterloo	Grant Price and The News	KXEL	First
Polsky's	Akron	Evening News	WHKK	Second

* Special [NAB] commendation award for best over-all job of radio programming and advertising by a retail store.

SUNDAY NIGHT

Hooper Fight Goes On

PACED by its newly acquired Jack Benny program, CBS Sunday evening programming led the Hooper parade for the second week Jan. 9.

Fred Allen, only NBC show to lead CBS opposition in the critical Sunday hours a week before, fell behind his opposition Jan. 9.

The lineup:

6.30-7 p.m., CBS, Spike Jones for Coca-Cola, 10.5 rating; NBC, Ozzie & Harriet for International Silver Co., 10.4.

7-7:30 p.m., CBS, Jack Benny for American Tobacco Co., 27.3; NBC, Horace Heidt for Philip Morris & Co., 11.4.

7.30-8 p.m., CBS, *Amos 'n' Andy* for Lever Bros., 19.1; NBC, Phil Harris-Alice Faye for Rexall Drug Co., 13.3.

8-8:30 p.m., CBS, *Sam Spade* for Wildroot Co., 11.2; NBC, Fred Allen for Ford Dealers of America, 10.7.

8:30-9 p.m., CBS, *Life With Luigi*, sustainer, 8.6; NBC, *NBC Theatre*, sustainer, 8.2.

PALEY

CBS Talent Efforts Concentrated

THE "MISSION TO HOLLYWOOD" by CBS Board Chairman William Paley last week has given rise to speculation that his round of West Coast conferences in reality represented the network's initial invasion of the ABC talent chest and additional raids on NBC.

If Mr. Paley's Hollywood schedule was merely window-dressing, which observers seriously doubt, he, at least, held a decided winning edge for a war of nerves.

What actually transpired during his many impressive conferences remained a matter only of Mr. Paley's and his conferees' personal knowledge. But, in the light of recent developments in the "Battle of the Stars," his conference held deep significance to seasoned observers.

Raids on the NBC corral had already netted CBS Charles Correll and Freeman Gosden, the Amos 'n' Andy team, and comedian Jack Benny.

Part of Mr. Paley's activities during the week included conferences with major motion picture studio officials. This included a session with MGM's Dore Schary and Harry M. Warner, reportedly on the topic of television film production possibilities.

Jules Stein, head of MCA, and Lew Wasserman, another MCA executive, also spent considerable time with the CBS official. Their conversation purportedly involved other radio personalities still on NBC—with the gamut running from Fibber McGee and Molly to *Duffy's Tavern*.

The CBS board chairman and other principals didn't have anything to say about their conferences. But the actions spoke loudly for themselves. Some facts did become known. Mr. Paley did meet with Edgar Bergen. It was not known whether the ventriloquist signed or not, but according to prevailing talk, he was strongly considering a ticket to CBS.

Bing Crosby also got into a huddle with Mr. Paley, who was believed to have been eager to meet

(Continued on page 49)

ABC's GROSS

Tops $44 Million in '48

ABC GROSS network time sales for 1948 amounted to $44,303,376, according to figures released last week. This total compares to 1947's billings of $43,548,057, representing an increase of 1.7%, or $755,319.

Dancer-Fitzgerald-Sample, New York, was ABC's highest spender in 1948, purchasing network time to the amount of $5,361,292, some $1,470,000 more than J. Walter Thompson Co., which placed second.

General Mills, Minneapolis, was the leading ABC advertiser for the year, billing a total of $4,666,348 worth of the network's time, $1,787,000 more than Procter & Gamble, Cincinnati, who spent $2,879,348 on ABC for second place.

Food and food products, with $15,981,823 in ABC billings, led over the second-high drugs and toilet goods classification by $7,658,074.

GROSS TIME SALES
1947 and 1948

Month	1948	1947	1948 Gain or Loss over 1947 Monthly	Cumulative
Jan.	$3,989,001	$3,577,008	$+411,993	$ +411,993
Feb.	3,792,256	3,241,101	+551,155	+963,148
March	4,076,207	3,568,895	+507,312	+1,470,460
April	3,997,640	3,453,150	+544,490	+2,014,950
May	4,045,384	3,628,602	+416,782	+2,431,732
June	3,488,474	3,377,565	+110,909	+2,542,641
July	2,793,180	3,470,190	—677,010	+1,865,631
Aug.	2,787,805	3,376,483	—588,678	+1,276,953
Sept.	3,164,857	3,656,012	—491,155	+ 785,798
Oct.	4,279,369	4,203,034	+ 76,335	+ 862,133
Nov.	3,908,034	3,903,944	+ 4,090	+ 866,223
Dec.	3,981,169	4,092,073	—110,904	+ 755,319
Total	$44,303,376	$43,548,057		

1948 ADVERTISERS

General Mills	$4,666,348
Procter & Gamble	2,879,348
Philco	2,128,069
Swift	2,112,742
Sterling Drug	2,025,268
Quaker Oats	1,973,205
Libby, McNeill & Libby	1,778,550
Toni, Div. of Gillette	1,714,040
Westinghouse (Lamp Div.)	1,318,029
U. S. Steel Corp. of Dela.	1,052,090
Kellogg	1,048,640
Texas Co.	1,029,210
Gillette Safety Razor Co.	894,669
Equitable Life Assurance	876,747
Andrew Jergens Co.	804,832
Bristol-Myers	770,003
Norwich Pharmacal	726,525
P. Lorillard	700,500
Nash-Kelvinator	689,199
General Electric (Lamp Dept.)	673,398
R. J. Reynolds Tobacco	673,318
National Biscuit	668,882
Curtis Pub.	666,657
Seeman Bros.	636,551
Pacific Coast Borax	615,225
Derby Foods	613,100
Southern Cotton Oil	595,940
Nestle's	588,941
Goodyear	541,500
Pillsbury Mills	515,520
Universal Match	421,851
Frank H. Lee Co.	404,195
Elgin-American Div. Ill. Watch Case Co.	378,942
Politics	365,673
Carter Products	358,284
Noxzema	328,002
Christian Science Pub.	309,938
American Oil	305,462
American Railroads	298,560
America's Future	294,913
Standard Labs	292,707
American Express	287,154
Air Force Recruiting	278,338
Speidel Co.	262,269
Champion Spark Plug	252,619
Drackett Co.	248,573
United Electrical, Radio & Machine Workers of America	238,025
Farnsworth	213,362
Mutual Life Insurance	186,618
General Foods	177,552
Wine Growers Guild	171,576
Railroad Trainmen	162,883
Eversharp	147,839
L. E. Waterman Co.	146,656
John Morrell & Co.	133,798
Arabian-American Oil Co.	133,242
Smith Bros.	128,086
Fruehauf Trailer	125,497
Club Aluminum Products	125,422
Bosco	94,851
Swerl Products Div. of Allied Chemical & Dye	85,629
Kaiser-Frazer	82,000
Richfield Oil	81,168
Paul F. Beich Co.	79,617
Reichhold Chemicals	73,050
First National Stores	71,448
Benjamin Moore & Co.	69,366
Whitehall Pharmacal	69,183
Tucker	66,618
Revere Camera	54,507
Mantle Lamp	40,273
Calif. Medical Assn.	32,688
Fisher Flouring Mills	29,305
Stanley Home Products	23,842
General Motors	23,096
Wilson Sporting Goods	22,380
"42" Products	21,980
Consolidated Royal Chemical	20,677
Butler Packing	19,616
Mode O'Day	17,684
Clary Multiplier	11,596
United Steel Workers of America	11,176
McKesson & Robbins	8,118
Sixth Army Command	7,512
Beauty Factors	7,248
William H. Wise & Co.	7,084
Shontex	6,288
Fisher Body Div., Gen. Motors	4,134
Pacific Greyhound Lines	3,856
Clear Weave Stores	2,304
Total	$44,303,376

AGENCIES

Dancer-Fitzgerald-Sample	$5,361,292
J. Walter Thompson Co.	3,891,292
McCann-Erickson	3,139,435
BBDO	2,392,145
Compton Adv.	2,225,036
Hutchins Adv.	2,128,069
Kenyon & Eckhardt	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles	1,549,931
Kudner Agency	1,504,820
C. J. LaRoche & Co.	1,138,289
Warwick & Legler	1,090,109
William H. Weintraub & Co.	1,034,720
Knox Reeves Adv.	1,005,740
Maxon Inc.	980,298
Sherman & Marquette	834,916
SSC&B	814,372
Robert W. Orr & Assoc.	804,832
Doherty, Clifford & Shenfield	770,003
Lawrence C. Gumbinner Adv.	726,525
Lennen & Mitchell	700,500
Geyer, Newell & Ganger	689,199
William Esty Co.	673,318
Needham, Louis & Brorby	613,100
Schwimmer & Scott	421,851
Young & Rubicam	426,125
Tatham-Laird	393,767
Weiss & Geller	378,942
Politicals	365,673
Leo Burnett Co.	352,096
Roche, Williams & Cleary	347,214
H. B. Humphrey Co.	309,938
The Joseph Katz Co.	305,462
Andrew Gahagan Assoc.	294,913
J. M. Mathes Inc.	287,154
Gardner Adv.	278,338
Cecil & Presbrey	262,269
MacManus, John & Adams	252,619
Weinstein & Co.	238,025
Buchanan & Co.	226,362
Honig-Cooper	171,576
William Von Zehle & Co.	162,883
Biow	147,839
Chas. Dallas Reach Co.	146,656
Henri, Hurst & McDonald	133,798
Zimmer-Keller	125,497
Morris F. Swaney Inc.	82,000
Hixson & Jorgensen	81,168
Olian Adv.	79,617
John C. Dowd Inc.	71,448
St. Georges & Keyes	69,366
Roy S. Durstine Inc.	66,618
Brisacher, Van Norden & Staff	53,192
William Hart Adler Inc.	40,273
Swaney, Drake & Bement	33,016
Lockwood-Shackelford	32,688
Pacific National	29,305
No Agency	23,842
Ewell & Thurber Assoc.	22,380
Arthur Meyerhoff & Co.	20,677
Glasser-Gailey	17,684
Wiltman & Callahan	11,176
Russell, Harris & Wood	7,512
Wesley Assoc.	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash	6,288
J. D. Tarcher & Co.	6,026
Beaumont & Hohman	3,856
Doherty Advertising Co.	1,920
Lester L. Wolff Inc.	384
Total	$44,303,376

CLASSIFICATIONS

	1948
Foods and Food Products	$15,981,823
Drugs and Toilet Goods	8,323,749
Radios, Refrigerators, Phonographs & Electrical Appl.	5,022,057
Laundry Soaps and Cleansers	2,692,843
Lubricants, Petroleum Products and Fuel	1,549,082
Cigars, Cigarettes and Tobacco	1,373,818
Publications	1,351,642
Household Furnishings and Acces.	1,123,142
Insurance	1,096,053
Automobiles, Trucks and Acces.	1,095,464
Steel	1,052,090
Jewelry and Acces.	787,867
Transportation and Travel	589,570
Confectioneries	501,468
Clothing and Dry Goods	424,183
News Programs Sponsored by Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs	11,176
Total	$44,303,376

MBS BILLINGS

Near $23 Million in '48

TOTAL BILLINGS on MBS last year reached $22,769,464, an increase of $396,753 over the $22,372,711 figure Mutual billed in 1947, according to figures released by the network last week.

Cecil and Presbrey, New York, purchased more time on Mutual than any other agency. The firm, which three years ago placed less than half million dollars, bought $2,049,850 worth of Mutual time. Shows placed by the agency are *Twenty Questions* for Ronson, *Heart's Desire* for Philip Morris, now off the air, and *Queen for a Day* for Philip Morris and Miles Labs.

Leading Mutual sponsor was the Ralston Purina Co., St. Louis, which spent $1,407,855 with the network. Ralston has bought over $1 million worth of MBS time every year since 1945.

The drug and toilet goods industry leads the list of advertisers industry-wise, with billings totalling $6,019,944, or almost double that of the foods and food beverages industry which placed with $3,626,312.

MUTUAL 1948 GROSS BILLINGS

Month	Monthly	Cumulative
Jan.	$2,072,002	$2,072,002
Feb.	2,073,260	4,145,262
March	2,089,090	6,234,352
April	1,907,971	8,142,323
May	1,850,634	9,992,957
June	1,639,517	11,632,474
July	1,512,664	13,145,138
Aug.	1,630,683	14,775,821
Sept.	1,755,932	16,511,753
Oct.	2,260,063	18,771,816
Nov.	2,030,250	20,802,066
Dec.	1,947,398	22,769,464
Total	$22,769,464	

MUTUAL 1948 EXPENDITURES BY INDUSTRY

1. Drugs & Toilet Goods	$6,019,944
2. Foods & Food Beverages	3,626,312
3. Cigars, Cigarettes & Tobacco	3,217,909
4. Automobiles & Accessories	1,938,913
5. Religious	1,652,998
6. Confectionery & Soft Drinks	1,265,047
7. Jewelry & Silverware	1,178,481
8. Finance & Insurance	728,706
9. Laundry & Household Supplies	626,880
10. Clothing & Dry Goods	593,413
11. Building Materials	425,780
12. Miscellaneous	410,507
13. Lubricant, Petroleum & Fuel	289,595
14. Paints & Hardware	287,671
15. Sporting Goods	247,233
16. Radio & Phonographs	116,038
17. Stationary & Publishers	87,739
18. Wines, Beer & Liquor	56,298
Total	$22,769,464

MUTUAL 1948 ADVERTISER EXPENDITURES

1. Ralston Purina	$1,407,855
2. Philip Morris	1,401,402

(Continued on page 48)



CBS, agency and Borden Co. officials got together at first broadcast of Borden-sponsored *County Fair* in its new time period, Wednesdays, 9-9:30 p.m. (EST) on CBS. L to r: Leonard Carlton, director of program; Win Elliot, m.c.; Red Reynolds, CBS sales department; Stuart Peabody, Borden's director of advertising; Newell Davis, CBS production staff; Bill Gernannt, producer of *County Fair;* Leonard Erikson, vice president and radio director of Kenyon & Eckhardt, which handles Borden account, and George Chatfield, K & E vice president and Borden account executive.

BUDGET

FCC Is Cut Under President's Message

By ED KEYS

A NEW FCC BUDGET higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be, was recommended last week by President Truman.

The proposal, outlined in the President's budget message to the 81st Congress last Monday, would give the Commission $6,634,000 for the year starting July 1, 1949. This compares with a $6,351,000 appropriation for the current year. But the current appropriation is yet to be supplemented by some $367,000 to take care of salary increases voted during the last session of Congress.

Even though the new recommended appropriation would thus fall $84,000 short of this year's expected expenditures, observers felt FCC had achieved a minor triumph. For the figure proposed in the budget message was somewhat higher than the one reportedly set by the Budget Bureau in its original recommendation [BROADCASTING, Nov. 29, 1948].

The Commission was understood to have asked for $7,900,000 originally, and Chairman Wayne Coy and other FCC officials are known to have been active in seeking to persuade the Budget Bureau that its initial recommendation would be insufficient for FCC's workload.

The State Dept.'s "Voice of America" appeared destined for an appropriation comparable to this year's.

Estimates for the State Dept. are placed at $281,700,000, which is $66,200,000 less than the last appropriation.

It was recommended that $36,000,000 be granted for the international information and educational exchange program. Incorporated in this would be $15,500,000 for overseas activities. Approximately $14,900,000 would be allocated for domestic media facilities and services. Of the $14,900,000, the International Broadcasting Division's share for operation of the "Voice of America," would be only $8,603,104, as compared to its current $11,600,349 expenditures.

Actually, this is not the drastic slash it would appear to be, according to State Dept. officials.

The "Voice's" budget actually remains at a comparable level when roughly $3,000,000 allowed for radio relay construction costs in the current year are considered. These are non-recurring items, present only in the current budget.

Another $1,600,000 would be allowed for broadcasting facilities and the operation of overseas relay bases.

In an explanatory statement accompanying the message, President Truman said that FCC's broadcast activities through 1950 "will center on television and the backlog in standard broadcast station applications."

"Spectrum reallocation," he told Congress, "will continue through 1950 to be at the forefront among Commission problems.

"Frequency assignments of many United States stations will be changed to implement agreements reached at the 1947 Atlantic City Telecommunications Conference establishing international master frequency allocation tables.

"Considerable effort will be required, too, for the determination of definitive locations for specific services within the broad channel categories established at Atlantic City, through hearings, and continuous participation in international, regional, and industry conferences."

He pointed out that technological developments in television have created major problems in frequency assignments and application processing which will absorb considerable Commission time and effort to resolve successfully.

Increased attention to the large backlog, which on Nov. 30, 1948, numbered 793 applications, will be permitted by declines in applications for new standard stations and changes in facilities, according to President Truman.

Expansion to Continue

He also expects expansion in the use and variety of nonbroadcast services to continue through 1950. "To meet demands for these services," he asserted, "revision will be required of present frequency assignments for the several services.

"Common carrier regulations," he continued, "present extraordinary tasks for the Comission. "These were posed, according to the message, "by technological developments on rates, routes, service and other elements of the Commission's regulatory functions."

FCC's new proposed budget would provide for a maximum of 1,382 permanent employes with salaries totaling $5,614,582. A total of 902 employes, having an aggregate income of $3,666,237, would be in Washington and 480, whose salaries total $1,948,345, would be in the field.

The appropriation under which FCC is currently operating allows for a maximum of 1,407 employes, drawing a total of $5,659,732 in salaries. Of this number 918 are Washington employes with a payroll of $3,670,931 and 487 field workers earning an aggregate of $1,988,801.

FCC's 1947-48 budget request for approximately $7.3 million was trimmed more than $1 million in the final appropriation. The agency's bid for $6,540,000 budget for 1948-49 was $300,000 more than its previous record peacetime grant of $6,240,000 under which it operated in 1947-48.

Adjacent is a table which furnishes the breakdown of current and proposed allocations for activities within the FCC.

Allowance for Vehicles

A sum of $15,750 was allowed for trading in 15 FCC vehicles on new models. The agency will continue to use 132 older vehicles. One automobile is for the use of the commissioners, the remainder for inspectors, engineers and similar field personnel concerned with investigating unlawful radio activities, monitoring, conducting examinations and performing other duties.

An increase of $54,368,000 for the coming fiscal year was asked for the Bureau of the Census. The new appropriation was $76,725,000

(Continued on page 51)

OBLIGATIONS BY ACTIVITIES

	1948 Actual	1949 Estimate	1950 Estimate
1. Frequency allocation and technical research	$ 301,208	$ 318,125	$ 367,359
2. Field engineering and monitoring	2,350,339	2,334,106	2,246,982
3. Safety and Special services	629,205	661,235	703,213
4. Broadcast Activities	1,082,058	1,122,926	1,118,474
5. Common carrier activities	839,705	834,999	797,671
6. General administration	992,548	964,943	914,370
7. Printing and binding	39,065	40,000	40,000
8. Pay increase, Pub. Law 900		438,436	442,431
Total Obligations	$6,234,128	$6,714,770	$6,630,500

NEWS PROTECTION

N. Y. Bill Grants Rights

LEGISLATION to grant newsmen the right to withhold sources of information was introduced last week in the New York Legislature, with radio for the first time granted equal protection with the press.

Identical bills were introduced in Senate and House, carrying endorsement of the Law Revision Committee as to inclusion of radio newsmen. The committee serves as an advisory body to the Legislature.

The New York measure is similar to a model law proposed by the NAB and submitted to all state broadcast associations with suggestion that it be presented to their legislatures.

Radio and newspaper interests in New York are expected to support the bill jointly. The legislation was introduced by Sen. Thomas C. Desmond, widely known as a legislative authority, and by Rep. Lee B. Nailler, House Majority Leader.

Introduction of the bills followed hearings held last Jun 29 by the Law Revision Committee. Appearing on behalf of broadcasters were Michael R. Hanna, NAB District 1 director, and E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB Radio News Committee.

Eleven states thus far have passed laws enabling newspaper reporters to refuse to divulge news sources, thus protecting news sources from reprisals. First such law was enacted in 1896 by Maryland, prior to the broadcasting era. Since that time 10 other states have passed such laws, according to NAB, all following the Maryland statute. The other states are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Mon-

(Continued on page 77)



OFFICIALS of P. Lorillard Co. (Old Gold cigarettes), Lennen & Mitchell, its agency, and WJZ New York gather around Frank Hopewell (seated center), Lorillard vice president, as arrangements are completed in New York for firm's 52-week sponsorship of five-weekly *Old Gold Party Time* over WJZ, effective today (Jan. 17). Seated—Lewis Gruber (l), Lorillard sales manager; Mr. Hopewell, and Robert E. Kintner, ABC executive vice president; standing (l to r)—Ralph Dennis, WJZ sales manager; George Perkins, WJZ sales staff; Nick Keeseley, L & M vice president; Tom Doughten, L & M vice president; Morgan Ryan, ABC eastern program manager, and Alden James, Lorillard advertising director.

REPRESENTATION PROBE

Video Contracts Mulled

THE HEARING that may determine whether networks remain in the station representation business, or whether they must get out, was closed by FCC last Tuesday after a two-day session in which television came more than ever to the fore.

The principal adversaries—the National Assn. of Radio Station Representatives on one hand and the networks on the other—were given until March 1 to file summary briefs and argument, with March 11 set as deadline for replies. Oral argument may then be called.

Speculation on the outcome included a possibility that the Commission, if it accepts jurisdiction, may decline to set up hard-and-fast rules to keep networks out of the representation field but may, instead, elect to consider and pass upon cases individually.

Network Domination

It is NARSR's contention that networks which represent affiliates in the sale of national spot advertising are in a position to dominate the affiliates, their rate structures, and their program time.

The networks deny the charges, contending they are well qualified to serve affiliates as national spot representatives and that this service is in the public interest.

A carry-over from the five-day opening session more than a month ago [BROADCASTING, Dec. 6], last week's hearings put even more emphasis on television, with NARSR spokesmen charging that the networks' television affiliation contracts in some instances are actually representation contracts.

NARSR attorney James Lawrence Fly, former FCC chairman, won his fight to have the networks submit copies of their television affiliation forms—but in so doing he agreed not to press the questions he had raised about their propriety. He wanted FCC to see them, he said, because he thought they would help convince the Commission that "a simple rule" is needed to keep the networks out of the representation field.

Submit Forms

Counsel for CBS, NBC, ABC and DuMont agreed to prepare and submit copies of affiliation forms as requested, on the basis of Mr. Fly's commitment. Judge Samuel I. Rosenman, attorney for CBS, won the assurance of Acting Chairman Paul A. Walker that FCC would not take adverse action in connection with the affiliation agreements without giving all parties a chance to be heard. "You won't be taken advantage of," Mr. Walker pledged.

Meanwhile, representation contract forms employed by various NARSR members were put into the record by CBS as secured from NARSR by subpena.

The hearing was before Comrs. Walker, Rosel H. Hyde, E. M. Webster, Robert F. Jones and Frieda B. Hennock.

Participating attorneys included: General Counsel Benedict P. Cottone and Thomas H. Donahue for the Commission; Joseph A. McDonald for ABC; William R. Perdue of Cahill, Gordon, Zachry & Reindel, NBC counsel, and Thomas E. Ervin, NBC assistant general attorney; Thad H. Brown Jr., for DuMont Television Network; Paul D. P. Spearman, for Edward Petry & Co.; W. Theodore Pierson, for WCAU Philadelphia; Percy H. Russell Jr., for Mutual.

Highlight of the session included:

Monday

Carl J. Burkland, general sales manager of CBS Radio Sales, submitted statistics to show an increase in local live programming on stations represented by Radio Sales. In 10 major markets the CBS stations during a given period had more local live talent programs and devoted more time to them, than did the stations of all three other networks combined, he reported.

G. Bennett Larson, vice president and director of television of WCAU Philadelphia, which is represented by Radio Sales, said he had never experienced coercion from the network "in any respect" and that the representation contract would be dropped if Radio Sales didn't produce the results WCAU thought it should.

Prefacing the NBC presentation, Mr. Perdue told the Commission that NBC Spot Sales is a department of the network company, that it is independent of the network sales division, that affiliates have profited by national spot representation by Spot Sales, and that the network does not have control over station rates or station time by reason of its representation of affiliates.

NBC Represents

NBC Spot Sales, he said, represents one affiliate in the U. S. (WGY Schenectady) and three in the Philippines "as a matter of accommodation" (KZRH and KZMB Manila and KZRC Cebu), aside from the six NBC-owned stations. In television, Spot Sales represents five NBC-owned stations and four affiliates. The department represented five Westinghouse stations until last Dec. 31, when representation was moved to Free & Peters.

James V. McConnell, general manager of NBC Spot Sales, reported that in 1946 the national spot sales revenue of the one affiliate now represented by NBC was "about 7/10ths of 1% of the total 1946 national spot revenue of $82,917,000." This station, the five other affiliates then represented, and NBC's owned stations accounted for about 7.8% of the total spot revenue.

Mr. McConnell undertook to answer, point by point, the major charges which had been leveled by NARSR. He concluded:

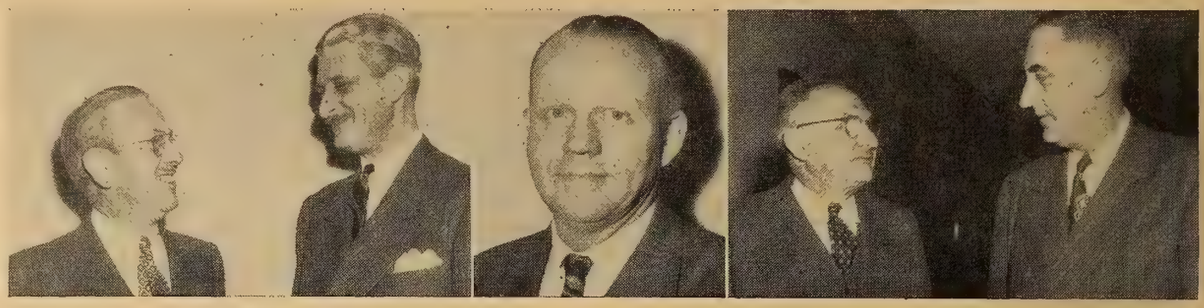
We are in the station representation business by virtue of the sale of national spot time for the NBC-owned stations, which represents an important source of revenue to NBC. We have and intend to maintain an adequate and well-trained staff for that purpose.

We are fully equipped and qualified to represent more than the NBC-owned stations and we are convinced that we can render a valuable service to independent stations of similar character.

We therefore desire to be free to accept representation for some of these stations who may also desire us as their representative. I say some because we do not want to dissipate our efforts and lower the quality of service by taking on stations of all types or too large a number. . . .

In answer to Comr. Walker, Mr. McConnell declined to put a ceiling on NBC's potential station representation. He said he preferred

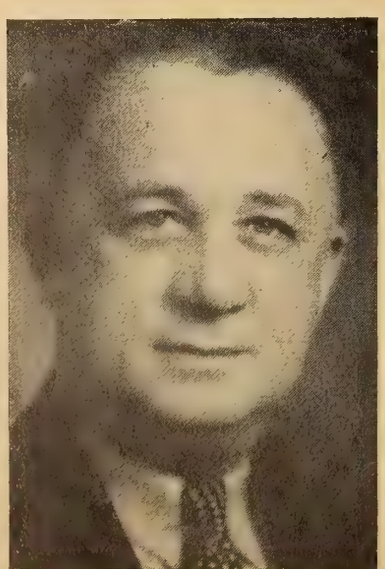
(Continued on page 56)



ON HAND for the final sessions of FCC's hearing on national spot representation activities were, among others: (l to r) Thomas F. Flanagan, managing director of the National Assn. of Radio Station Representatives, and Lewis H. Avery, president of Avery-Knodel Inc. and treasurer of NARSR; Emerson Markham, stations manager of General Electric's WGY, WRGB (TV) and WGFM (FM) Schenectady; C. T. Lucy, general manager of WRVA Richmond, and President R. O. Dunning of KHQ Spokane.

1883 Major Edney Ridge 1949

MAJOR EDNEY RIDGE, 65, president and general manager of the North Carolina Broadcasting Co., owner of WBIG Greensboro, and U. S. marshal since 1944, died early Thursday morning. He entered Wesley Long Hospital, Greensboro, a fortnight ago for a gall bladder operation.



Maj. RIDGE

A native of Greensboro, he enlisted in the Army at the age of 22 and worked his way up to the rank of major. In 1916 he participated in the Mexican expedition.

Following his military service, Maj. Ridge entered newspaper and advertising work on the *Greensboro Daily News*. In 1924 he became publisher of the *Greensboro Record*, selling his interest in the paper in 1927.

He then helped organize the North Carolina Broadcasting Co. and became operating head of WBIG, a position he held until his death. Under his direction WBIG developed into one of the leading stations in the South and a leader in civic affairs and program ethics.

When the Southeastern Broadcasting Co. bought WBT Charlotte from CBS in 1945, Maj. Ridge made the arrangements and was named secretary-treasurer of the firm. He subsequently relinquished that post.

In a region where the radio-press war raged, Maj. Ridge continually held that "radio is com-

(Continued on page 57)

TRANSITCASTING

More Plan Service

THE NATION'S CAPITAL this week will become the eighth metropolitan area to radioize its bus and trolley system, according to authoritative sources.

This and other developments promise to furnish American strapholders, in the near future, with almost 97 million musically-soothed rides each month in approximately 4,300 public vehicles equipped with special transit FM receivers.

Additional bus service with music is also in store for Washington workers residing in southeast D.C. and adjacent Maryland suburbs, as the result of permanent installations being made in busses of a suburban bus line.

The progress of transitcasting is no longer limited to the continental United States, it was learned last week. Plans are currently under way for inauguration of the radio service on a bus line in San Juan, Puerto Rico.

Cities in which contracts have been signed between stations, transportation companies and Transit Radio Inc. of Cincinnati include St. Louis, Cincinnati, Covington, Ky.; Houston, Wilkes-Barre, Huntington, W. Va.; Worcester, Mass., and Washington, D. C. Independent operations have been launched in Duluth, Minn., and Bradbury Heights, Md.

Announcements are expected soon that other major cities have joined the rapidly growing ranks of those providing radio entertainment on a regular basis for their transit customers.

Announces Plans

Ben Strouse, general manager of WWDC and WWDC-FM Washington, has called a news conference for today (Jan. 17), at which a contract between WWDC-FM, Capital Transit Co., and Transit Radio Inc. reportedly will be announced.

As in other cities, WWDC-FM, operating on Channel 266 (101.1 mc) with a power of 20 kw, is expected to offer daily programs of music, newscasts, weather reports, time signals and short commercials, tailored especially to the desires of the bus and trolley riders.

Plans of the Capital station, according to reliable sources, call for the start of installations, at the rate of 3 or 4 a day, Feb. 1. Twenty sets will be used initially and shortly thereafter 200 will be in operation. Later sets will be placed on all of Capital Transit's 1,023 busses and 729 trolleys, it was reported.

Records indicate that 780,000 rides are taken daily and 40 million monthly on the Washington system.

Surveys taken last March in Washington indicate that as high as 96% of the transit riders taking test rides favored the "home-to-store" entertainment.

The station will offer advertisers an additional bonus in the form of home listeners. There are an estimated 70,000 FM receivers in the Washington area. A substantial number of advertisers reportedly have already requested time for the bus broadcasts.

Advertisers and prospective advertisers of the southeastern Washington and adjacent suburban area became acquainted with transit FM last Wednesday during a demonstration by the Washington, Maryland & Annapolis bus lines.

Arrangements were under the direction of Leslie L. Altmann, president and general manager of WM&A and vice president and treasurer of Chesapeake Broadcasting Co., licensee of WBUZ-FM Bradbury Heights.

WBUZ-FM Service

Regular broadcast service from WBUZ-FM on Channel 244 (96.7 mc) will begin today to the one equipped bus, according to W. B. Kegel, assistant to the general manager.

Mr. Kegel disclosed that an order for General Electric FM receivers has been placed and the first shipments are expected within the next week.

Permanent installations will be made at a rate of about five busses a week until the fleet of 62 is fully equipped.

The line, which operates to a point about 40 miles from Washington, daily carries about 25,000 of the 260,000 residents in its service area. The station claims 25,000 listeners in the suburban communities.

WSJN San Juan, for which an FM construction permit has been issued to the Radio Americas Corp. of Mayaguez, has entered into a contract with a San Juan transportation company to install FM receivers in 400 busses.

In St. Louis installation of receivers in 1,300 of the transit company's 1,800 vehicles is under way. This line records about 45,300,000 rides monthly. Participating station is KXOK-FM operating on Channel 229 (93.7 mc).

A total of 7,500,000 rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April began equipping 100 of its vehicles for reception of program fare from WIZZ (FM) Wilkes-Barre, operating on Channel 277 (103.3 mc).

Sales messages and radio fare of KPRC-FM Houston will be furnished customers of the Houston Transit Co. who take more than 11,926,000 rides a month on the firm's 600 vehicles. Installation of sets on 200 vehicles has been completed and 400 more were scheduled to be equipped early this year. KPRC-FM is assigned Channel 275 (102.9 mc).

WCTS (FM) Cincinnati, on Channel 270 (101.9 mc), originates broadcasts to 300 of the 940 vehicles of the Cincinnati Street Railway Co., and 120 of the 150 vehicles of the Cincinnati, Newport & Covington Railway Co., serving Northern Kentucky. The remaining vehicles of the latter firm will be equipped later. The latter firm's vehicles carry passengers on more than 3,570,000 rides monthly. Records show that passengers of the Cincinnati line take more than 17,930,000 rides each month.

Huntington Serviced

WPLH (FM) Huntington, W. Va., on Channel 273 (102.5 mc), recently began installation of transitcasting equipment in 65 of the approximately 100 city busses, which carry passengers on approximately 2,400,000 rides monthly.

Broadcasts will be beamed by WGTR (FM) Worcester, Mass., to passengers of the Worcester Street Railway. Installation of FM receivers on 250 of the system's vehicles is expected to be completed in about 60 days. The Yankee Network station operates on Channel 256 (99.1 mc).

Regular transit broadcasts were started by WEBC-FM Duluth, Minn., last year on Channel 222 (92.3 mc).

To supply FM stations with suitable background music for Transit Radio, Muzak Wired Music Division, New York, announced last week formation of a new library for the purpose.

Selections have been taken from the master Muzak library, according to Charles C. Cowley, executive vice president of Muzak Corp., to provide non-irritating, noise-free music for FM stations broadcasting to public vehicles. The special library encompasses some 2,700 selections, sufficient for 15 hours of planned programming.

PROGRAM LISTS

Back in San Antonio Papers

SAN ANTONIO newspapers once more are carrying detailed program listings of local stations following a seven-month ban in which the publishers tried to force paid listings [CLOSED CIRCUIT, Jan. 10].

Lifting of the ban followed refusal of San Antonio broadcasters to submit to the newspapers' concerted effort to exact over $17,000 from each station for publication of the program listings, widely recognized as having high readership.

First word of the joint newspaper action was received by San Antonio stations last April 9 when they received letters from the *Express* and *Evening News*, locally owned morning and afternoon papers, and from the *Light*, Hearst-owned afternoon paper. The letters explained that as of May 1 publication of radio logs would be discontinued.

They Meant It

A luncheon was held by the papers a little later to which station executives were invited. At that time the newspapers announced they meant what they said, and proposed that the stations pay the general advertising rate for publishing of logs. Stations contended this would have cost each station over $17,000 a year for readable listings.

The San Antonio stations decided to resist. Logs were discontinued May 1, the papers explaining they had been giving radio a free ride and now wanted them to pay for log listings.

Reaction of readers was quick and extensive. The stations advised them to refer complaints to the newspapers, which were still receiving the logs from stations.

WOAI Announcements

WOAI, for example, ran announcements that the vast majority of large city newspapers carry logs as a service to readers. WOAI ran thrice-daily program resumes. A local weekly, *Tel-Type*, sprang up with program logs and quickly developed a circulation of about 18,000.

In early September a San Antonio advertising agency invited radio and newspapers to a meeting for discussion of the problem. The newspapers offered their original proposition, but at the lower retail rate instead of the general. They insisted that stations buy listings in all three papers.

The stations rejected the offer.

In November the newspapers offered to print logs free if each station would buy a one-inch, two-column ad in each paper, inserted in a strip in the log, at a cost of about $6,100 a year each. This too was turned down by all stations.

Finally in mid-December the newspapers offered to print the logs free if the stations would contract in all three papers for about $6,100 of display space. It was reported that all but one of the stations initially turned down the idea. Three more entered into similar contracts but three others held out.

Less than a fortnight ago one station operator visited the *Light* and offered to contract for display advertising if the paper printed the complete station logs and provided the advertising appeared on the same or adjacent page. This deal would not include the *Express* or *Evening News*.

No decision was reached at the conference but a few days later all three newspapers advised broadcasters that the logs would be reinstated without cost and without strings, and they would welcome any advertising from stations.

WSID TO TRIAL

In Baltimore Gag Suit

WSID Essex, Md., Baltimore suburb, must stand trial before the Criminal Court of Baltimore for its broadcasts covering a murder defendant. The trial is scheduled Jan. 26, with four other stations—WFBR WBAL WCBM WITH—cited for contempt of court in connection with the newscasts covering the case [BROADCASTING, July 26, 1948, et seq].

Judge John B. Gray, Jr., who will hear the Jan. 26 contempt citations, rules that WSID came within jurisdiction of the Baltimore city, despite its location outside city limits, because its radio waves passed over the city line and were available for reception within Baltimore City.

WSID was given five days to answer the citations against it.

The original contempt citations were handed down by the Baltimore court when the stations broadcast confessions of a defendant prior to his actual trial. The courts in Maryland follow the antiquated English common law contempt rule rather than that recognized by the U. S. Supreme Court. This rule forbids most types of statements that might influence in any way the outcome of a trial.

FOUR DIRECTORS

Join Journalism Council

FOUR directors were named last week by the Council on Radio Journalism, Washington, to serve three-year terms. The ten-man board consists of five members named by NAB and five by the Assn. of Accredited Schools and Depts. of Journalism.

New directors are Baskett Mosse, chairman, radio division, Northwestern U. School of Journalism; Eugene Carr, Brush-Moore Newspapers; Kenneth G. Bartlett, director, Radio Workshop, Syracuse U.; William Brooks, NBC vice president in charge of news, special events and international relations.

Prof. Bartlett and Mr. Brooks are serving second terms. Other board members are Prof. Mitchell V. Charnley, council chairman, U. of Minnesota; E. R. Vadeboncoeur, council vice chairman, WSYR Syracuse; Arthur C. Stringer, secretary-treasurer. NAB staff director; Floyd K. Baskette, Emory U.; Karl Koerper, KMBC Kansas City; Paul H. Wagner, Ohio State U.

New WCAE Studios

NEW STUDIOS and control room of WCAE Pittsburgh in the William Penn Hotel were put into operation Jan. 10. The studios previously were located on the 21st floor of the hotel, but with the addition of FM two new studios and a control room were added on the 22nd floor. WCAE is a 5 kw full-time ABC affiliate on 1250 kc.

FCC DECEMBER REPORT

FCC MONTHLY report for December shows that as of Dec. 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,127	966	124
Total on air	1,912	700*	50
Licensed (All on air)	1,865	222	7
Construction permits	262	699	116
Conditional grants	...	45	..
Total applications pending	1,300	481	378
Requests for new stations	472	134	311
Requests to change existing facilities	304	9	23
Deletion of licensed stations in November	1	...	...
Deletion of construction permits	5	18	...
Deletion of conditional grants	...	1	...

*** Includes 14 conditional grants and 464 construction permits.**

Following television stations during December were authorized to commence operations on dates named: Dec. 18, KPIX San Francisco and WDSU-TV New Orleans; Jan. 1, 1949, KTTV Los Angeles and KLEE-TV Houston, Tex.

NAB ENGINEERING

Conference Plans Discussed

PLANS for the third annual NAB Engineering Conference, to be held April 6-9 during NAB convention week in Chicago, were tentatively approved last week by the NAB engineering executive committee. Results of FCC research in use of FM for video instead of the present AM picture were discussed (see story page 21).

Attendance of 800 is expected, compared to some 450 at Los Angeles last May. The midwestern location is expected to bring the increased attendance.

Already plans are well under way for the annual equipment exhibit. Space in the Stevens Hotel has been tentatively allocated by Arthur C. Stringer, NAB staff director in charge of the project. All available space has been reserved.

Light equipment including transcription and program services and similar exhibits will be shown on the fourth and fifth floors of the hotel.

Some of the speakers for the Engineering Conference already have been scheduled. The committee reviewed results of an industry-wide questionnaire showing preferences in types of papers desired by delegates.

Magnetic Recording

Most interest was shown in magnetic recording, followed by such topics as TV coverage, 16mm film, microwave and coaxial relays, antenna icing and lighting, as well as related subjects.

Again featuring the conference will be an FCC-industry roundtable, with high FCC officials and broadcast executives giving their views on engineering, allocation and regulatory problems.

The Engineering Conference will open Wednesday, April 6, with a tour of a large Chicago plant, followed by an evening reception. Papers and demonstrations will feature Thursday and Friday programs, with TV emphasized at Thursday morning and Friday afternoon sessions.

The FCC-industry roundtable is scheduled Saturday morning. Another plant tour is scheduled in the afternoon, probably a television operation.

Meeting Monday and Tuesday of last week, the committee voiced alarm at recent NARBA developments. Developments along this line, as well as progress of the Mexico City high-frequency conference and other engineering topics, were reviewed by Royal V. Howard, NAB Engineering Dept. director; Neal McNaughten, assistant director, and Forney Rankin, special assistant to the president.

Attending the sessions were A. James Ebel, WMBD Peoria, chairman; Orrin W. Towner, WHAS Louisville; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; Jack R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; Everett L. Dillard, WASH Washington, board liaison. Attending for networks were William B. Lodge, CBS; Frank Marx, ABC; Raymond Guy, NBC, alternate for O. B. Hanson. Consultant advisers were George Adair, Dixie McKey and T. A. M. Craven.

PROGRAM IDEAS

Win Awards for 23

TWENTY-THREE stations received checks last week from the National Research Bureau, Burlington, Iowa, for winning entries in the firm's second bi-monthly radio ideas contest.

Winners in the November-December contest, with the amount of their awards, are: Harry B. Shaw, WSJS Winston-Salem, $50, "Your Laundry Programs"; Robert B. Morgan, WMBO Auburn, N. Y., $40, "Beat the Wife"; Carl Schindler, KOOS Koos Bay, Ore., $30, "Maritime News"; Richard C. Mosena, KBUR Burlington, Iowa, $20, "Infantile Show"; Mrs. Lucille Meyer, WJPA Washington, Pa., $10, "Breakfast With You." Roy E. Morgan, WILK Wilkes-Barre, Pa., was awarded three of the $5 honorable mentions.

Other honorable mentions—Joseph S. Simon, KICM Mason City, Iowa; Carl Fox, KGBX Springfield, Mo.; Owens F. Alexander, WOOF Dothan, Ala.; James A. Hartley, WGGA Gainesville, Ga.; Connie Dorland, WTIK Durham, N. C.; Bob Cummings, WIRK West Palm Beach; Mrs. Jackie T. Cies, WHOW Clinton, Ill.; Clifford S. Campbell Jr., WAML Laurel, Miss.; Wally Engelhardt, WVFD Ft. Dodge, Iowa; Mary Lucille Carter, WMBM Miami Beach; J. Marion Harman Sr., WTRR Sanford, Fla.; David Kent, KTBS Shreveport, La.; A. T. Shields, KRUL Corvallis, Ore.; Robert Wasdon, WLOW Norfolk, Va.; Edward P. Tibbits, WGAC Augusta, Ga.; Joseph Lentini, WESB Bradford, Pa., and R. W. Stach, KIEM Eureka, Calif.

TREASON TRIALS

Wartime Broadcasters To Be Prosecuted

PROSECUTION of American citizens for broadcasting activities over Nazi shortwave radio during the war is moving ahead, with two treason trials and one grand jury proceeding scheduled to begin this month, the Justice Dept. announced last week.

Latest to face prosecution is Herbert J. Burgman, former State Dept. employe, whose arrest the Justice Dept. announced last Wednesday. Mr. Burgman, who has been attached to the American embassy in Germany for 20 years, was arrested on charges of treason, specifically with making shortwave propaganda broadcasts for the Nazis between 1941 and 1945. Now in Army custody in Frankfurt, he will be returned to the U. S. later this month.

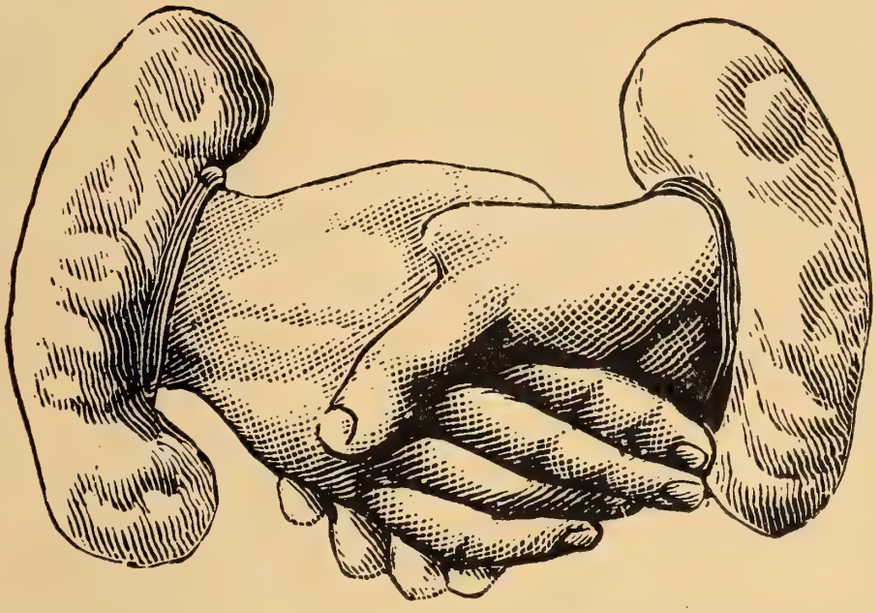
The Justice Dept. said that the cases of several other Americans, allegedly engaged in similar broadcasting activities, have been under investigation, and that during the coming year, it expected "several indictment" will be sought. It mentioned no names. Mr. Burgman was the first American civilian government employe, however, to face treason charges resulting from World War II activities.

The trial of Mildred E. Sisk, alias Gillars, identified as "Axis Sally" of Radio Berlin, is scheduled to begin in U. S. District Court for D. C. next Monday (Jan. 24). Martin J. Monti, also charged with having broadcast over the German radio, will be brought to trial in Brooklyn today. A two week delay in proceedings is expected pending arrival of witnesses from Germany. Hans von Richter, a high official of the German radio, who was brought to the U. S. to testify in the cases of Douglas Chandler and Robert H. Best, both convicted of treason for Nazi broadcasts, will also testify in the Gillars and Monti cases.

First of the treason cases against broadcasters over the Japanese radio involved Iva Toguiri D'Aquino, who was indicted in San Francisco last October. Her trial is expected to commence in the near future.

WOR

—and its hundreds of happy sponsors—
offers a hearty handshake



to

WOIC-TV

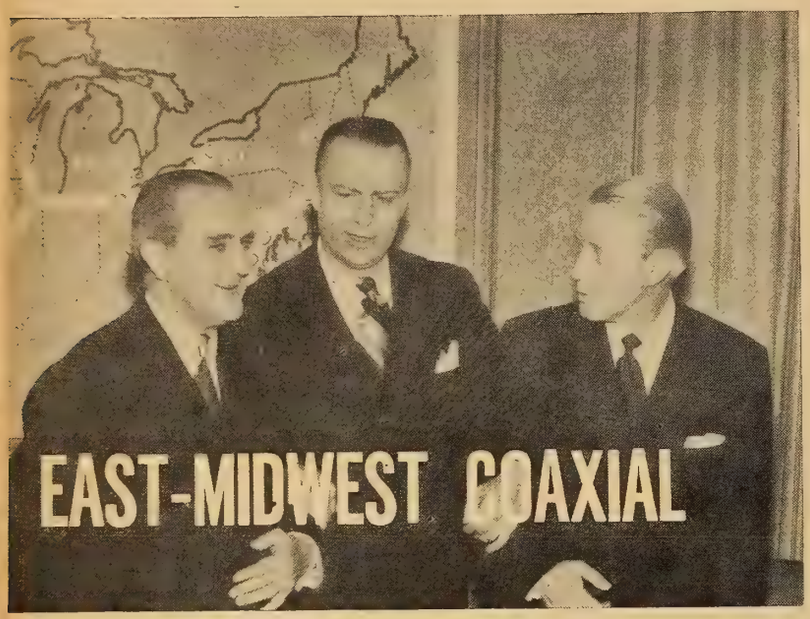
Channel 9
Washington, D. C.
on its opening broadcasts, January 16, 1949

WOIC-TV
is a powerful key in the Mutual Broadcasting System's
projected chain of TV stations

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 17, 1949



On hand for the "golden spike" ceremonies Tuesday (l to r); NBC President Trammell, AT&T President Wilson and CBS President Stanton.

ABC President Mark Woods before the camera Tuesday night.



FORMAL dedication of AT&T's Atlantic-to-Mississippi telecasting network facilities last Tuesday marked a triumph for the engineers who conceived, developed and put into operation the coaxial cables and radio relays circuits. By means of these cables and relays, television programs can now be broadcast simultaneously in 15 cities across the northeastern part of the country.

But the 90-minute ceremonial pooled program, broadcast simultaneously by more than 30 TV stations from Boston to St. Louis, won no laurels for television's program planners and producers.

Instead of combining forces to put on a single program that would live up to the midwestern TV set-owner's dreams of the video fare that New York can offer him now that connections have been completed, each network individually programmed its own time segment, apparently with no consideration of what the others were doing.

The result was a melange of good, bad and indifferent video entertainment which in total was less pleasing and impressive than an average evening's viewing in New York.

Early Part Best

Best part of the dedicatory telecast, by far, was the opening half-hour, which encompassed brief messages from FCC Chairman Wayne Coy, the presidents of AT&T and of the four networks, and the Mayor of Chicago and the acting Mayor of New York, as well as a ten-minute Bell System film explaining the way in which a program produced on a stage in New York is transmitted to viewers as far away as Waukesha, Wis., and points between.

Likening the new "electronic television highway" to such earlier "waves of progress" as the overland trails and roads, canals, the railroads, the telegraph, the telephone, the airplane, and the radio networks, Chairman Coy declared: "Tonight's linking of the East with the Midwest instantly opens up a vast new area of program resources for the television set-owners in each section—programs in the field of education, the arts and sciences, news and entertainment—programs that can deepen our understanding of democracy."

Leroy A. Wilson, AT&T president, congratulated "the people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective team-work."

Dr. Allen B. DuMont, president of the DuMont TV Network, after congratulating AT&T for its achievement and the other TV networks for their contributions to

(Continued on page 51)

WDTV STARTS

DuMont Outlet Debuts In Pittsburgh

OVER 5,000 persons jammed Pittsburgh's Syria Mosque last Tuesday night for the inaugural of the DuMont station WDTV, Pittsburgh's first TV station. The station operates on Channel 3.

It also marked the inaugural of DuMont's new $75,000 mobile studio on wheels, TV's modern counterpart of the Buck Rogers space ship.

The inaugural program featured a variety show produced by James L. Caddigan, DuMont's director of network programming, with brief introductory remarks by Dr. Allen B. DuMont, president, who announced that the station would operate from 6 a.m. to 10 in the evening and would carry the DuMont network sponsored shows.

Dr. DuMont presented "Pa Pitt" with a cathode ray tube as "Pittsburgh's window to the world." After the local presentation, the station tied in with the joint network coaxial cable opening program (see story this page).

* * *



AT OPENING OF WDTV, DuMont TV Network's Pittsburgh outlet, were (l to r): Lawrence Phillips, director of network; Dr. Allen B. DuMont, DuMont president; Donald A. Stewart, WDTV's general manager; Col. William A. Roberts, network counsel, and James Caddigan, programming and production director for DuMont.

Lawrence Phillips, director of the DuMont network, announced that the station opened with "more than enough business to cover operating expenses." Approximately six hours of local time have been sold.

The largest sponsor is Kaufman's department store, sponsoring the INS *Telenews Newsreel* a quarter-hour a day five days a week. The Joseph Horne department store is also sponsoring a quarter-hour newsreel three days a week. Other local accounts include Iron City Beer, Fort Pitt Brewery, Duquesne beer and the Fulton Theatre. Bulova watch has placed time signals.

Mr. Phillips also revealed that the station will operate four hours a day with daytime programming telecast off the cable from WABD, originating at WABD New York. This will be continued for a ten-day period on a trial run.

The station is managed by Donald A. Stewart, formerly of the DuMont transmitter sales staff in New York. Larry Israel has been added as publicity director and Ray Rogers as chief engineer. Both were formerly with WFIL Philadelphia.

L&M BASEBALL

Nat Deal Nearly Set

By JOHN OSBON

BASEBALL's Washington Senators may not be the greatest drawing card in the American League, but it appeared certain last week that vast sums of money would be expended so that radio listeners and televiewers might hear and see their efforts in 1949. For owner Clark Griffith the direct package purchase of AM and TV rights by Liggett & Myers (for Chesterfields) looms as pie in the sky.

Negotiations on the estimated $200,000 purchase, in progress for almost two months and stalemated over the holidays, are again being resumed. Contracts for AM station time, covering WWDC Washington and WPIK Alexandria, Va., over which the games will be aired, have already been signed. Signing of talent contracts pends ironing out of a few minor details, it was learned.

Newell-Emmett Co. (Chesterfield agency) and the DuMont TV Network have submitted a contract to WTTG, DuMont Washington outlet which will carry the telecasts. Again, talent details must be worked out. Probability is that overall deal will be consummated with the next two weeks.

Stadium Ad Rights

AM and TV rights to Senator games reportedly cost the cigarette firm in the neighborhood of $60,000 or $70,000—payable direct to Mr. Griffith. In addition, exclusive advertising rights within the Stadium are estimated to have added another $30,000 to Chesterfield's outlay. That combined figure, together with talent and other expenses, is expected to bring the overall total to about $200,000, with half of that from "in-the-park" expenses alone.

As part of the package purchase Chesterfield is engaging the services of three D.C. sports announcers who will operate as a crew on both AM and TV presentations. They are: Arch McDonald, Bob Wolff, and Howard Williams. All are understood to have agreed on terms but had signed no contracts at week's end.

Technical aspects—whether the crew will handle the games as simulcasts or rotate their chores among TV and AM—constitute another point of discussion among talent, agency and stations.

Without precedent in Washington circles, L & M went directly to Senator owner Clark Griffith, instead of Washington stations, and bought overall AM and TV rights as a package, eventually consisting of talent as well. Last December it reached a verbal agreement, now on contract, for all broadcasting rights.

The telecast privileges give Chesterfield exclusive "in-the-park" advertising rights similar to those it enjoyed on New York Giants games at the Polo Grounds last year [CLOSED CIRCUIT, Dec. 6, 1948]. To effect the deal, L & M had to "buy out" all other advertisers, save one, whose wares adorned the fence in Griffith Stadium, it is understood. This coming season, the wall will sport a coat of green paint—and Gruen Watch Co., which has a long-term contract, will be the only exception to the Chesterfield-Washington Senator rule of contract.

Talent-wise the cigarette firm early last year evolved a rotating plan whereby it would use the same sports announcers for both telecasts and aural broadcasts of New York Giants games (home) on WNBT (TV) and WMCA. That prospective format, to include one method or the other, was scrapped however, and Chesterfield signed Frank Frisch and Maury Farrell for AM and Steve Ellis for TV commentaries.

On the other hand, New York Yankee games were covered in such a fashion, with Mel Allen and Russ Hodges doing both the audio and video broadcasts for WINS and WABD (TV). A brewery firm (Ballantine's) sponsored the telecasts and shared the tab on the aural with a cigar firm (General for White Owls).

Last year WTTG (TV), DuMont outlet, carried the video version of home games under joint sponsorship of Chesterfield and Ford Motor Co. Aurally WWDC carried Sunday, and all night contests, while WPIK Alexandria, Va., covered all weekday (Monday through Saturday) daytime play-by-plays. Mr. McDonald, assisted by Ray Morgan, handled the announcing chores for both stations. Mr. Wolff did the aural chores for WTTG's video pickups.

L & M's continued penetration into the AM-TV baseball broadcasting fields—and particularly in New York—was assured last November when it signed once again to sponsor the video presentations of 1949 Giants home games on WPIX (TV). At the beginning of last season, NBC's WNBT (TV) carried the games. Because of network policy, however, WPIX agreed to take over the night games along about midseason.

Chesterfield also has renewed the Giants schedule on WMCA, replacing Frankie Frisch, now returned to coaching, with Russ Hodges [BROADCASTING, Nov. 29, 1948]. It also sponsors other AM and TV major league baseball coverage throughout the country.

WOIC OPENS

Capital Figures Take Part In TV Ceremonies

NEW television station in the Nation's Capital, WOIC on Channel 9, was inaugurated last (Sunday) night by Bamberger Broadcasting Service, also licensee of WOR New York and the upcoming WOR-TV.

Washington political and civic figures took part in the opening ceremonies. The station's first pick-up had been TV coverage of the Christmas Tree lighting ceremony at the White House Christmas Eve. First program feature was the coaxial cable ceremony Tuesday night.



Mr. Thomas

WOIC is a Washington outlet of CBS television network. When WOR-TV takes the air in the spring, WOIC will be an MBS TV affiliate.

Television debut of Theodore Granik's *American Forum of the Air* will take place Jan. 18 (10-10:30 p.m.), the 21st anniversary of the program heard regularly over MBS. Appearing on the program will be Rep. Emanuel Celler (D-N. Y.), who was moderator on the initial program. Sen Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will salute the forum and WOIC. The forum will feature Rep. Cellar in a debate with Sen. Karl Mundt (R-S. D.) on the topics, "Should the Un-American Activities Committee Be Abolished?"

Eugene S. Thomas, former sales manager of WOR New York, is WOIC general manager, with Theodore C. Streibert president of Bamberger. William D. Murdock is WOIC commercial manager.

WOIC's transmitter building is located in the upper Wisconsin Ave. business district on the highest ridge in the city. The site was approved by local officials after a long series of hearings.

Mr. Thomas announced last week that Bill Brundige, WOL Washington sports director, had been signed for a daily quarter-hour program.

WOIC FETED

Ad Club Holds Luncheon

(See Radiorama, page 38)

TELEVISION has no room for "arty" photography, Ed Sullivan, m.c. of *Toast of the Town*, told the Washington Ad Club Tuesday at a luncheon honoring WOIC, new capital TV station operated by Bamberger Broadcasting Service. WOIC made its debut Tuesday night, carrying the coaxial network program, with formal inauguration last night (Sunday).

Eugene S. Thomas, WOIC general manager, introduced Mr. Sullivan, who devoted the major portion of his address to excerpts from a television speech delivered to the Chicago Radio Management Club a few weeks ago by Sol Taishoff, editor and publisher of BROADCASTING.

TV Westward-Ho . . . . . AN EDITORIAL

TV MILESTONES continue to topple like tenpins.

Forging of the coaxial-UHF link from the Atlantic to the Mississippi last Tuesday brought a quarter of the nation's population within the video network orbit. TV now extends half way across the continent, with coast-to-coast transmission in the offing. To predict just when this will be achieved is to tamper with a time-table that has been consistently wrong—on the conservative side.

In the three postwar years TV already represents an investment of about two and one-half billion in plant, equipment, receivers and turnover. It is one of the most amazing success stories of all-time; certainly the most spectacular of the postwar era.

This week another TV record goes by the boards. The most colorful event in the American repertoire—the Inauguration of a President—will be telecast from Washington, and, of about 40 million people within eye-shot certainly one-fourth will view it. This will exceed the number of Americans who saw the swearing in of the 31 presidents since the inauguration of George Washington 160 years ago.

There will be perhaps a hundred million Americans—school children in their class rooms as well as adult America—who will follow the procession down Pennsylvania Ave. via word picture aural broadcasting. Most of them will hear the sound broadcasts four years and eight years hence.

There were few people—even the most ardent TV zealots—who a scant four years ago would have predicted that this inauguration would be telecast as far west as St. Louis. But there are few who doubt that when the next Inauguration occurs four years hence it will be eye-witnessed coast-to-coast.

Public demand instills in science and industry the inspiration to do the impossible. There can be no doubt that the public demands television, whatever the economic and social effects may be.

TV 'BOGEYMAN'

NCAA Seeks Protective Policy

By GEORGE VOIGHT

NATIONAL Collegiate Athletic Assn., in a convention which closed Jan. 9 at San Francisco's Hotel St. Francis, took a cautious and apprehensive look at what some members regard as its latest and most fearful bogeyman: Telecasting.

The "bogeyman" was described in a report presented by Jamison Swarts, athletic director of the U. of Pennsylvania; and most delegates found the description sufficiently frightening to agree that unless some unified protective policy toward TV was adopted they were "threatened with disaster."

At the same time, and only a block away at the San Francisco Press Club, a convention of the American Colleges Public Relations Assn. (ACPRA) was being told that, because of public demand and similar pressures, college sports are going to be telecast whether the colleges like it or not and they might as well face that fact.

Authority for the statement was Hal Deal, advertising executive of Tidewater-Associated Oil Co., which for 23 years has sponsored radio broadcasts of virtually every important football game in the West.

'To Your Own Interest'

"It is to your own interest," Mr. Deal advised the college representatives, "to get everything you can on television, every minor sport as well as major sport, every school activity the TV stations will take even if you have to turn the rights over free."

The report on TV presented to NCAA delegates by Jamison Swarts was based on a survey conducted last season in the New York - Philadelphia - Boston area, where the highest percentage of TV sets in the nation are located.

Mr. Swarts said the survey proves that football attendance definitely suffers as a result of television, particularly attendance at smaller school games within TV range of big school games.

TV "might well prove fatal" to these smaller schools, he said.

It was found, he said, that 80% of all TV set owners were football fans and that 50% of them preferred to watch a game on their TV sets rather than attend the actual game.

The findings of the survey disprove two major contentions of TV network officials, he said, that TV would increase, not decrease, football attendance and that current prices for TV rights are too high.

As a matter of fact, he said, present rates are not high enough to compensate for loss of attendance at games and the resulting loss of cash at the box office.

The report concluded with a recommendation that schools adopt, as an interim protective measure until more facts on the subject are known, three major restrictions on telecasting of sports events:

1—TV contracts should be made on a one-year basis only.

2—Radio and TV rights should be sold separately.

3—Filming of games for either newsreel or telecasting should be limited to three minutes of action.

A minority opinion was perhaps summed up by Tom Harmon, former All-American from Michigan now sports director of KFI and KFI-TV Los Angeles.

This opinion — identical, incidentally, to that voiced by Hal Deal at the ACPRA convention — held in brief:

TV would not prove a complete substitute for presence at a game itself even though many fans might at first stay home because of the novelty of telecasting; that while some fans undoubtedly will develop into permanent TV fans, many others, introduced by TV to sports events for the first time, will become active, participating fans at the games; and that a satisfactory working agreement can and must be reached with TV as soon as possible.

Representatives of two leading universities—Fritz Crisler of the U. of Michigan, and Father John Murphy of Notre Dame—said their home games were telecast last season with no loss of attendance at the games.

Further, Mr. Crisler said, even if Michigan wanted to discontinue the telecasts after the 1949 season, "I am afraid we would find it extremely difficult because of public protest."

Public Pressure for TV

Other delegates likewise conceded public pressure might force colleges to telecast their games despite their own antipathy to the idea.

With few exceptions, regional conferences around the country have been awaiting the NCAA report for direction.

This is true, for example, of the Pacific Coast Conference, even though some PCC teams had their games telecast last season and already have sold TV rights for the 1949 season.

Only one important school represented at the ACPRA convention's TV discussion—West Point—has completely accepted the new medium.

Lieut. Col. W. G. Proctor, the Academy's delegate, said West Point has, from the first, been interested in getting all its sports activities telecast.

"Our attitude in large part is due to our special position," he said. "We feel the people want our games telecast and therefore we are obligated to do so. As a result, price always has been our secondary interest in selling TV rights."

He said he did not know what effect TV has had on attendance at games but did not believe the gate had suffered seriously.

On the other hand, the U. of Utah's delegate to the convention said, "In view of the high prices for TV rights being quoted all over the country, we felt we should get every last dollar for our games."

The school sold rights to the local TV station for $500 per game for both football and basketball games during the coming season—23 games in all, he said.

He said when the contract was signed the station said there were no more than 200 TV sets in the area. There now are about 1,000 in the area, he said, but the station still has found no sponsor for the games—which, he said, was no concern of the University.

'Backward,' Says Deal

In his talk to the delegates, Hal Deal called such an attitude "backward," and said such prices were "ridiculous."

He said that advertisers would not pay such large sums to contact such limited audiences.

He said that the U. of Southern California and U. of California at Los Angeles jointly sold TV rights to KLAC-TV in Los Angeles for $75,000 for 13 home games.

KLAC, he said, admitted it paid the price for "prestige" reasons and resold the rights to the Philco Corp. at a "very sizeable" loss.

He said Tidewater-Associated, because of its long association with western football teams, was given first chance to buy TV rights from the two schools.

"But we weren't even talking in the same money bracket," he said. "There were only 67,500 TV sets in the LA area at that time and we wouldn't consider paying such a price to reach that size audience."

In defending TV in relation to its box-office effect on college sports, Mr. Deal said that TV will stimulate interest in sports, and thereby increase attendance, "more than anything in past sports history."

He said the objections now confronting TV are exactly the same

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KNBH (TV)

New NBC Outlet Is Sixth TV Station in L. A.

KNBH, Hollywood television outlet of NBC, made its debut last night (January 16). This marks the city's sixth operating station with only KECA-TV to come.

Two of the programs were nationally sponsored, namely Disney Hats ★ underwriting the *NBC Review of the News* and the kinescoped *Philco Television Playhouse*. Four other advertisers bought spots including BVD, Chevrolet Dealers, Bulova and Eastern-Columbia (department store).

KNBH went on the air with two hours of test pattern and music and launched its programming at 7 p.m. with a film called *Review of 1948*. This was followed by the Pickard Family in a quarter hour of folk songs. Program is expected to be syndicated via kinescope in other cities. Next came a film version of *One Man's Family* produced by Carlton Morse who also handles production on the radio program of the same name.

Charles R. Denny, network executive vice president, and Mayor Fletcher Bowron followed with dedications. Following was an all-star lineup of performers with Bill Goodwin as m.c., plus Art Linkletter, Hal Peary, Abe Burrows and Eddie Bracken among the performers. After this hour of stars came *Philco Television Playhouse* version of "Ramshackle Inn." Sign-off came at 10:40 with *Review of the News*.

KNBH operates on Channel 4 (66-72 mc). Equipment tests were begun last September and program tests got under way in November. The station will operate on a Sunday through Thursday schedule.

HOT AFTER HOOPER...?



Don't blame him if your present programming isn't building an audience rating. Capitol's Transcription Library does build audiences. Want to know how? Fill out the coupon.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B117
Hollywood 28, California

FREE — Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

CBS CLINIC

TV Sessions Start Friday

TELEVISION clinic to be held by CBS for agencies and advertisers will be on Jan. 25 and 26 at New York's Waldorf-Astoria. It will follow the network's second clinic for its station executives, Jan 21, 22, 23. Tuesday's session devoted to agencies is to be repeated for advertisers on Wednesday.

The network's station clinic, to which some 250 radio and television executives are expected, will also be held at the Waldorf. FCC Chairman Wayne Coy, industry leaders and top CBS executives will participate in the Friday-Saturday-Sunday sessions, theme of which is "Television Is a Going Business . . . Now."

Examining minutely every facet of the planning, construction and operation of a video station visiting executives will hear "the hard facts of the future of television," according to J. L. Van Volkenburg, CBS vice president and director of television operations. All talks, panels and demonstrations, he says, will be frank and concrete.

With Adrian Murphy, CBS vice president and general executive presiding at all sessions, President Frank Stanton will open the clinic Friday morning by outlining the conclave's objectives.

A brief talk by Mr. Van Volkenberg will follow, on the structure of television and what makes it practical, after which William B. Lodge, vice president in charge of general engineering, will discuss AT&T inter-city circuits, video recordings, TV station coverage, frequency allocations and CBS TV studios.

Storer to Speak

Speaking from his television experiences in Toledo, a relatively small market, George Storer, president of Fort Industry Co., Detroit, will follow with "Television—Where Does the Operator Get Off?" Friday morning's schedule will conclude with talks by G. Bennett Larson, director of television, WCAU-TV Philadelphia, on the Quaker City's video programming, and E. K. Jett, vice president and general manager of WMAR-TV Baltimore, on "Facilities, Programs and Policies of WMAR-TV."

Mr. Coy will speak informally at Friday's luncheon. His subject will be "The Present State of Television."

Friday afternoon's program will open with Charles Underhill, CBS-TV director of programs, speaking on programming for the new medium. His talk will be illustrated with CBS-TV recordings. Herbert V. Akerberg, vice president in charge of station relations, will follow with a discussion on the development of the CBS video network.

Friday evening will be devoted to a dinner and talent show, headed by Morey Amsterdam, at the hotel's Sert Room.

Saturday morning's session will open with Mr. Van Volkenberg outlining new techniques in production, scenery and lighting, illustrated with actual effects. Dave Sutton, CBS-TV sales manager, and George Moskovics, manager of television development, will follow with talks on "Selling Television for CBS," after which William C. Gittinger, vice president in charge of sales, will discuss "The AM Sales Outlook."

After the luncheon, Saturday's afternoon session will open with a panel discussion in which Messrs. Storer, Larson, Jett, Lodge, Van Volkenberg, Underhill, Sutton, Moskovics and Henry Grossman, director of CBS broadcasting operations, will participate.

A closed circuit television showing of postwar developments in air, auto and rail transportation as assembled by General Motors' forthcoming "Transportation Unlimited" will close Saturday's afternoon session.

Sunday afternoon will be devoted to a tour of the new CBS-TV Grand Central Station studios, where the visitors will study actual video operations. They also will see in operation the WCBS-TV transmitter atop the Chrysler Bldg. Too, WPIX New York, the *Daily News* station, has invited the visitors to check that station's operations on Sunday afternoon. In the evening, clinic members will attend the CBS-TV *Toast of the Town* telecast.

Additional days have been held open, following the clinic's close, for discussion between key CBS-TV executives and station officials on their individual plans. They also have been invited to observe operations at WCAU-TV Philadelphia, and WMAR-TV Baltimore, on Monday.

Agency Adv. Agenda

The agency-advertisers clinic on Tuesday and Wednesday, respectively, will consist of the following agenda, repeated in full for each session:

Production Fair — CBS craftsmen revealing some new techniques in scenery, lighting make-up and titling, to be illustrated with actual effects.

J. L. Van Volkenburg speaking on "The Structure of Television."

William B. Lodge, discussing "AT&T Inter-City Circuits, Television Recording, TV Station Coverage, Frequency Allocations, CBS Video Stations."

Oscar Katz, director of research, speaking on "Late Audience Research."

William C. Gittinger discussing "The AM Picture Today."

Charles Underhill on "Programming for Television" with film excerpts from CBS-TV recordings.

George Moskovics in a discussion on "Television Today."

Those who will attend the clinic include:

Harold E. Fellows, Wilbur Edwards, WEEI Boston; Earl Gammons, CBS Washington; G. Richard Swift, WCBS New York; Arthur Hull Hayes, CBS San Francisco; Merle Jones, WCCO Minneapolis-St. Paul; Harry Witt, KNX KTTV Los Angeles; Frank Falkner, WBBM Chicago; Eugene Thomas, WOIC-TV Washington; James C. Hanrahan, WEWS-TV Cleveland; W. A. Lee, KLEE-TV Houston; Palmer K. Leberman, KRSC-TV Seattle; James T. Milne, WNHC New Haven; Vernon Brooks, WGN-TV Chicago; T. A. Brooks, WTMJ-TV Milwaukee; Edward Lamb, WICU-TV Erie, Pa.; Hugh Terry, KLZ Denver.

G. Bennett Larson, WCAU-TV Philadelphia; E. K. Jett, WMAR-TV Baltimore; Hulbert Taft, WKRC-TV Cincinnati; Harry Wismer, WJR Detroit; Robert Moody, WHIO Dayton, Ohio; George B. Storer, Fort Industry Co.; William Quarton, WMT Cedar Rapids, Iowa; Gunnar Wiig, WHEC Rochester; Phil Lalonde, CKAC Montreal; Lawrence Leonard, WFMD Frederick, Md.; J. P. Wilkins, KFBB Great Falls, Mont.; C. T. Lucy, WRVA Richmond, Va.; J. C. Kellam, KTBC Austin, Tex.; C. E. Gatchell, WGAN Portland, Me.; William T. Knight, Savannah Broadcasting Co.; Samuel Woodworth, WFBL Syracuse; Richard Wolfe WBNS Columbus.

Edward Craney, KXLY Spokane, Wash.; Thad Holt, WAPI Birmingham, Ala.; Cecil Mastin, WNBF Binghamton, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Ben Ludy and K. G. Marquardt, WIBW Topeka, Kan.; Lee P. Loomis, KGLO Mason City, Iowa; F. E. Lackey, WHOP Hopkinsville, Ky.; Louis Saiff Jr., WWNY Watertown; John Kennedy and Howard L. Chernoff, WCHS Charleston, W. Va.; G. W. Covington Jr., Montgomery, Ala.; L. W. Milbourne, WCAO Baltimore, Md.; Merrill Lindsay, WSOY Decatur, Ill.; Allen L. Haid, WMMN Fairmont, W. Va.; John Fetzer, WKZO Kalamazoo, Mich.; Joe Bryan and C. Crutchfield, WBT Charlotte, N. C.; G. Pearson Ward, KTTS Springfield, Mo.

J. C. Burwell, WMBS Uniontown, Pa.; Henry B. Clay, KWKH Shreveport, La.; Earl W. Winger, WDOD Chattanooga, Tenn.; Harry M. Bitner, WFBM Indianapolis, Ind.; R. B. Westergaard, WNOX Knoxville, Tenn.; Harry Burke, KFAB Omaha, Neb.; W. P. Williamson Jr., WKBN Youngstown, Ohio; Robert G. Magee, WHUM Reading, Pa.; Ike Lounsberry, WGR Buffalo, N. Y.; William E. Rine, WWVA Wheeling, W. Va.; A. R. Hebenstreit, KGGM Albuquerque, N. M.; Joe Bernard, KOMA Oklahoma City, Okla.; Wilton E. Hall, WAIM Anderson, S. C.; Harry Buckendahl and Marshall Field Jr., KOIN Portland, Ore.; L. S. Mitchell and David E. Smiley, WDAE Tampa, Fla.; Frank King, WMBR Jacksonville, Fla.; John M. Rivers, WCSC Charleston, S. C.; Leo Fitzpatrick, WGR Buffalo, N. Y.; Ray P. Jordan, WDBJ Roanoke, Va.; Ralph R. Brunton, KQW San Francisco; Howard Lane, WJJD Chicago.

Among CBS officials who will attend are: Frank Stanton, president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; J. L. Van Volkenburg, vice president and director of television operations; William C. Gittinger, vice president in charge of sales; William Lodge, vice president and director of general engineering; Victor Ratner, vice president in charge of sales promotion and advertising, and Charles Underhill, director of television programs.

Upcoming

Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25-26: CBS Television Clinic for agencies and advertisers, Waldorf-Astoria Hotel, New York.
Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.
Jan. 31: ASCAP Field Force convention, New York.
Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.

'SCREEN TEST'

First Round of Court Fight to TV Show

FIRST ROUND in the $500,000 court fight between the 1944 radio program, *Screen Test*, and the television show, *Hollywood Screen Test*, was won last Monday by the video program. New York Supreme Court Justice Aron Steuer refused to prohibit *Hollywood Screen Test* from continuing on the ABC network pending trial of the action. The trial will start today (Jan. 17).

Significance of the action to radio and television is in part due to the fact that the suit is believed to be the first in which a television show is accused of invading the rights of a radio show.

The suit was brought by Robert Monroe and Latham Owens, owners of Screen Test Inc., who in 1944 broadcast the radio show, *Screen Test*, 130 times over an MBS 87-station network, under sponsorship of Metro-Goldwyn-Mayer.

They contend that *Hollywood Screen Test*, an ABC sustainer, Sundays 8-8:30 p.m., is a copy of their show and is preventing them from selling their own program. They ask: (1) A permanent injunction, (2) that profits derived from the TV show be paid to them, and (3) for the half-million dollars in damages.

The defendants are: Lester H. Lewis, the show producer, who trades as Lester Lewis Assoc.; Neil Hamilton, director and Hollywood actor, and American Broadcasting Co. ABC is a nominal defendant.

Plaintiffs contended that their program *Screen Test* was heard by millions, that the title became so well known as to amount to a "practical trademark," that the defendant by its program, which is similar in format and title, is deceiving and defrauding the public and is damaging the plaintiffs.

They said that their negotiations with MBS to revive their program on the network have been turned down because of the existence of the *Hollywood Screen Test* program—MBS stating it is its policy to have the first television rights on a program. These rights are now questionable, in the case of *Screen Test*, in view of the existence of *Hollywood Screen Test*.

Defendants countered that in January 1948, they conceived the idea of *Hollywood Screen Test* and didn't know of the existence of *Screen Test*. It had reputedly been off the air since 1944.

Paul Mowrey, director of television for ABC, submitted an affidavit on behalf of the defendants that ABC, before first airing the show April 15, 1948, had conducted a search on the title and format of the *Hollywood Screen Test* to make sure there was "no prior or conflicting use."



Doing BIG things in a BIG way is old stuff to Bill Macdonald, Farm Service Director of the BIG station KFAB. This month Bill Mac starts his 23rd year in radio farm service—doing more BIG things for all the folks in the BIG Middle West.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

Radiorama



IN APPRECIATION of "pleasant hospitality" during the 1948 NAB Convention in Los Angeles, Justin Miller (l), NAB president, presents an honorary certificate to Bill Ryan, general manager of KFI Los Angeles, who accepts it in behalf of Earl C. Anthony, station owner.



ATTENDING WOIC Day held by Washington Ad Club as TV station opened were (l to r) W. K. Trenor, research, Art Brown, m.c., and Jack Hardesty, publicity, all WOIC; Al Kelly, comedian; Ed Sullivan of *Toast of the Town;* Ben Strouse, WWDC Washington, club pres.; Gene Thomas, WOIC gen. mgr.



GUESTS at seminar on "TV and Its Progress" sponsored by Moser & Cotins, Utica agency, are (l to r) James Brown, Lyle Reigler and Laura Mang, Moser & Cotins; George Wallace, NBC; William Alford Jr. and Al Gillen, WSYR Syracuse, and Frank Chizzini, NBC.



DISCUSSING set production during radio and TV conference at International Homefurnishings Market in Chicago are I. E. Showerman (l), NBC v.p., and Max Balcom, RMA president.



RCA field men inspecting model TV studio at sales meet of Engineering Products Dept. in Camden are (l to r) C. M. Lewis, E. Frost, F. D. Meadows, Dana Pratt, Merrill Trainer, J. H. Keachie, A. Josephsen and A. R. Hopkins.

ALL CURLS when Beauty Factors Inc. initiated sponsorship of *Meet the Stars* on ABC for Insta-Curl are (l to r) Frank Samuels, ABC; George Gale, producer; Edgar Smith, Beauty Factors pres., and Bill Larimer, ABC.

WASHINGTON Music Guild president, Hirsh de La Viez (l), presents Cash Box Oscar for best band of year to Vaughn Monroe (center) with Eddie Gallaher, WTOP Washington disc m.c., representing "platter spinners."



JACK JACKSON (r) of KCMO Kansas City's *Hi-Noon Review* gets together with the sponsor, Lewis Selders (l), pres. of Spear Mills, and (l to r) Edgar Shooks, Ralph Walden and J. B. Pipes, Spear's representative.







KID STUFF! . . . program for parents who'd like a recess from reading comics to the children! . . . just park the progeny in front of the TV set and tune in Comics on Parade with mimic Danny Webb . . . 5:00 p.m. Monday to Thursday nights; 5:30 p.m. every Sunday night . . . adults admitted if they're quiet!

Program notes

(for TV prospectors!)

With twenty-four regularly scheduled shows . . . a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker . . . complete and comprehensive coverage of the news, on-spot reporting of special events . . . movies, drama, comedy . . . WPIX offers a variety of new vehicles for alert advertisers interested in TV—a new major market . . . big enough for attention now and growing so fast in New York, it rates room on any advertising schedule designed to create more conversation among customers, promote prestige, build business, better sales!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication—franchises of growing value in a growing market . . . just write, wire or phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX
NEW YORK CITY • CHANNEL 11

Editorial

Bows and Boos

TELEVISION engineers merit the highest praise for their achievements which last Wednesday linked 14 cities from the Atlantic to the Mississippi into a unified video network. It is regrettable that television showmen cannot be given equal praise for their pooled program commemorating this spectacular event.

Working together, the program heads of the four TV networks should have put on a video show surpassing anything previously presented to home viewers. It could have been a full-scale drama with an all-star cast, a variety bill with every act a headliner, a first-flight documentary. On many occasions the individual networks and stations have presented outstanding programs of all types. What a job they could have done in concert.

Instead, each network took its own quarter-hour for its own show, not even troubling to check with the other networks to produce a pleasing ensemble. One network did not even give its viewers the courtesy of rehearsing its program in advance, but let them watch while the actors hunted for the chalk marks on the floor which showed them where to stand to come into camera range.

The "Golden Spike" ceremonies were expected to have the largest audience ever to watch a video program. In failing to deliver a program worthy of the occasion, TV showmen missed a golden opportunity.

SINCE the days of the founding fathers, America has been the land of standardization. The narrow-gauge railroad went the way of the dodo; screws, nails, nuts, bolts, were all standardized. So were coins, pick-handles, bottle caps and left-hand drive cars. We have a National Bureau of Standards, which determines standards on everything from time (by the clock) to tensile strength of steel. Then why, an upheaval in the phonograph record standards? We now have in addition to the standard 78 rpm for home recordings, the 33⅓ long-playing development of CBS, and the newly announced 45 rpm of RCA Victor. Well, after all, we guess it's the free competition that counts. If the midgets produce better fidelity than the biggies the public will buy them. Anything the public accepts becomes standard.

Professional Immunity

REPORTERS are protected in only 11 states against legal and other reprisals if they refuse to reveal confidential news sources. Not one of the 11 laws, however, recognizes radio newsmen, because the original law was enacted by Maryland in 1896 and the other 10 states have copied it.

The need for inclusion of radio in these statutes is obvious. Still more obvious is the need of privilege laws in the other 37 states—laws with specific recognition that reporters are reporters, whether the means of publication is in print or on the air or on a TV or facsimile receiver.

A suggested model law has been sent by NAB to all state broadcasters associations, and to broadcasters in non-association states. This being a state legislative year, broadcasters should contact their legislators and submit the model law for prompt consideration.

Bare Bones BMB

SOME SEMBLANCE of order may now emerge from the chaos surrounding Broadcast Measurement Bureau. Acting with heartening alacrity, the BMB executive committee, made up of top men representing the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB, has devised plans for the 1949 coverage measurement, and has placed the production authority in the competent hands of Dr. Kenneth H. Baker, NAB research director.

The survey will proceed as scheduled in March, and under the research methods agreed to by the BMB technical committee. There will be no cutting of corners on the measurement itself, despite the tight financial condition of BMB. Results will be forthcoming in the fall. They may not be produced on slick paper, buckram-bound, but the grist will be there. Hugh Feltis, BMB president, hits the road to enroll enough new subscribers to pay the freight—a task he is well equipped to perform.

What happens to BMB after the 1949 study is problematical. Reorganization plans are under consideration. The task at hand is to meet current commitments in good faith. By acting promptly and summarily, the BMB executive committee has kept BMB alive. Now that all concerned are aware of the unvarnished facts, we think BMB will survive.

Broadcasters should remember that, in the publications field, the Audit Bureau of Circulation almost died, because of intramural controversy. After its false start, it enjoyed healthy growth. The same can, and probably will, happen with BMB, or its measurement successor.

"I'll Huff and Puff . . ."

STRAW indicating the direction of the radio log wind appeared last week as the lead CLOSED CIRCUIT in this journal.

Gist of the item was that all three San Antonio newspapers have capitulated to popular demand and restored program logs to their columns after stations had refused to pay for the space.

Although *Editor and Publisher*, newspaper trade journal, carried the full story of all the huffing and puffing of San Antonio papers when they were attempting to force stations to pay for the logs, the fact of their final capitulation barely made the magazine last week. There's a one-paragraph account tucked away on page 54.

The San Antonio story is significant when reviewed in detail (see story, page 29) as an indication of the course which will eventually be followed in other cities where publishers have charged for logs in a search for easy advertising revenue.

In every city where the plan has been attempted, as in San Antonio, there has been public demand that the logs be restored. In some cities, station management has been forced to capitulate to the newspapers. But the fact remains that in the vast majority of metropolitan centers large enough to support a daily paper, station logs still appear without charge as a part of the news content which readers have a right to expect.

Newspaper management is to be congratulated on this wise course. Newspapers have their responsibilities to their readers just as radio stations have to their listeners.

The siren song of possible easy revenue will never compensate for public loss of confidence which inevitably results when a paper or a station forgets its responsibility to its readers or its listeners.

Our Respects To —



JOHN NEIL REAGAN

SOME people push their way into radio. Others use pull. But J. Neil Reagan, newly appointed manager in charge of all operations for the McCann-Erickson Hollywood office, was literally pushed into radio.

It happened back in 1933 when he was visiting his brother Ronald, now a Warner Bros. picture star, but then announcer-sportscaster of WHO Des Moines.

"Moon" Reagan, as he is known to friends in and out of the industry, was then a cost accountant with plans to be a lawyer. The station program manager, seeing the young chap waiting around, assumed he was there for an audition. So without consulting him and over his protest, he was handed a script and shoved into the audition booth.

Believing it a gag instigated by brother Ronald, he went through with the audition. The legal profession lost a possible Clarence Darrow when "Moon" Reagan won the audition. And at $17.50 per week which to him was even more amazing.

But since those days Mr. Reagan has had a varied career. Besides announcer-sportscaster, he has been radio, stage and screen actor. His credits also include those of writer-producer, director and general trouble-shooter.

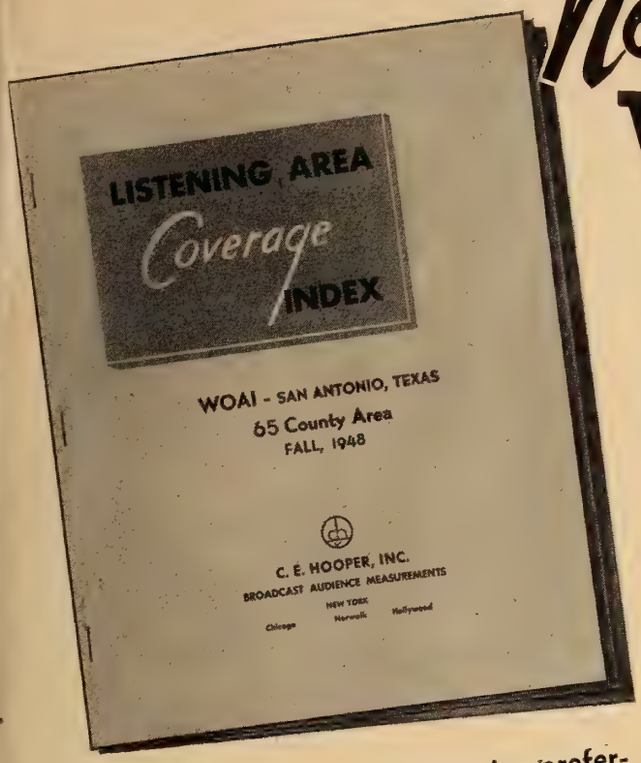
With the administrative responsibilities that go with being Hollywood manager in charge of all operations for McCann-Erickson in that city, Mr. Reagan has no time these days personally to engage in histrionics. But he does direct the weekly CBS *Dr. Christian* program (Chesebrough Mfg. Co.—vaseline hair tonic); and supervises production of Pillsbury Flour quarter hour segment of the five weekly ABC *Kay Kyser's Kollege of Fun & Knowledge* when that program originates from the West Coast.

Neil Reagan has similar duties on the weekly *Straight Arrow* show sponsored by National Biscuit Co. on Don Lee Pacific stations. When that series goes Mutual starting Feb. 7 it will be increased to thrice weekly and so will his supervising duties. He also writes West Coast originating commercials for the five weekly CBS *Godfrey Show* for National Biscuit.

Tampico, Ill., was his birthplace and the date Sept. 16, 1908. His given names are John Neil. The Reagan family did some moving around in those days. As result he received his early schooling in such Illinois cities as Chicago,

(Continued on page 45)

Now, MORE THAN EVER, WOAI STANDS OUT As "The Most Powerful Advertising Influence in the Southwest"



Returns are in from a brand new Hooper Survey of family listening habits in 65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI, both Day and Night (BMB Study No. 1).

●

Here is a camparison of listening preference for WOAI against other network and non-network stations located within the 65-county area:

MORNING—(6:00 AM to 12:00 Noon)

WOAI	29%
All ABC Stations	16%
All CBS Stations	14%
All MBS Station	7%
Non-net. Stations	11%

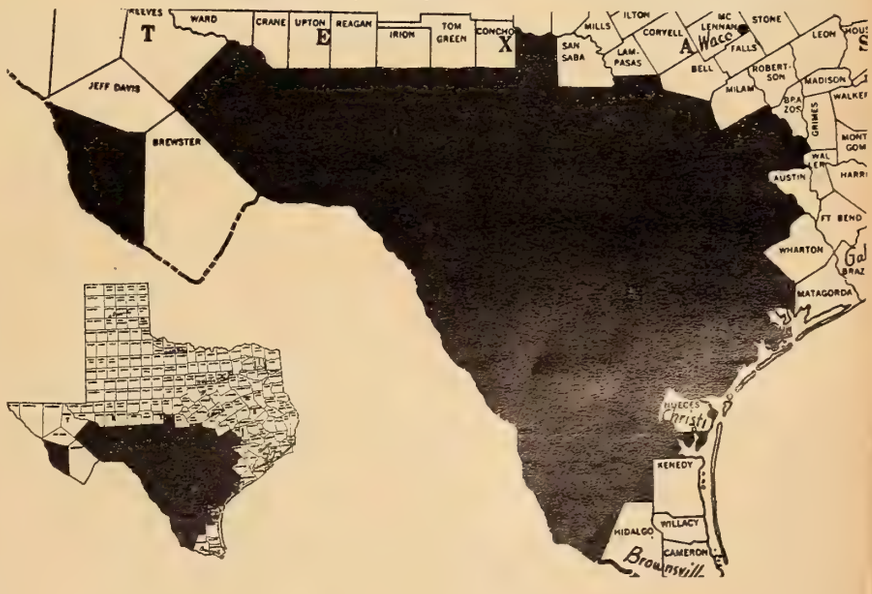
AFTERNOON—(12:00 Noon to 6:00 PM)

WOAI	30%
All ABC Stations	17%
All CBS Stations	12%
All MBS Stations	6%
Non-net. Stations	10%

EVENING—(6:00 PM to 12:00 Mid.)

WOAI	35%
All ABC Stations	14%
All CBS Stations	16%
All MBS Stations	4%
Non-net. Stations	2%

These are the 65 counties surveyed by Hooper (Total Radio Families, 320,940 — BMB 1948 estimate).



The Hooper Listening Area Index is based on a record of habitual family listening data obtained from mail ballots received from a cross-section of homes in the surveyed area.

This question was employed on the mail ballot: "To what stations do you and your family listen MOST FREQUENTLY, OR MOST OF THE TIME?"

WOAI San Antonio

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management

MRS. MARSHALL B. HANKS, wife of late MARSHALL BERNARD HANKS, president of KRBC Abilene, Tex., succeeds her husband as station's president. ANDREW B. SHELTON, national advertising manager of Abilene *Reporter-News*, has been appointed executive vice president. And GEORGE S. ANDERSON, business associate of Mr. Hanks, was elected chairman of the board and secretary of the publishing company which operates KRBC.

JOHN H. MITCHELL, WBKB (TV) Chicago business manager, has been appointed general manager of station. Mr. Mitchell was formerly with Balaban & Katz (licensee of WBKB) theatre operations.

CLIFFORD FOX has been appointed manager of KVSM San Francisco. He was formerly with station's Palo Alto, Calif., studio. FRANK M. CAMPBELL has been appointed program manager.

FRED G. GODDARD, manager of KXRO Aberdeen, Wash., has been elected president of Aberdeen Chamber of Commerce.

NORMAN LUKER, head of British Broadcasting Corp.'s Talks Dept., London, has been appointed North American representative of BBC, succeeding WILLIAM H. REID. Mr. Reid is returning to England after six and a half years in America.

PAUL H. MARTIN, formerly commercial manager of WISR Butler, Pa., has been appointed general manager of WSKI Montpelier and Barre, Vt.



Mr. Martin

J. LEONARD TAYLOR, formerly general manager of WCMW Canton, Ohio, has been appointed manager of WBUT Butler, Pa.

STANLEY JASINSKI, general manager of WWOL Lackawanna, N. Y., is the father of a girl, Marie Grace.

BOB McGALL, assistant manager of CJBC Toronto, has been promoted to assistant to manager of Dominion Network, in charge of CJBC. Mr. McGall replaces BOB KESTEN, former acting manager of CJBC, now freelancing in Toronto. BUD WALKER is manager of Dominion Network for Canadian Broadcasting Corp. Mr. McGall has been with CBC for two years.

WALTER ALBERT BUCK has been elected operating vice president of RCA Victor Division, Radio Corp. of America, Camden, N. J. He has served as president of Radiomarine Corp. of America, a service of RCA, since March 1948. He had previously been with the U. S. Navy, retiring as a rear admiral.



Mr. Buck

JOSEPH H. McCONNELL has been elected vice president in charge of finance of Radio Corp. of America, New York. Mr. McConnell joined legal department of RCA Mfg. Co., now RCA Victor Division, in 1941. He has been a vice president in charge of law and finance of RCA Victor since April 1947.



Mr. McConnell

SEYMOUR N. SIEGEL, general manager of WNYC New York, has been appointed radio chairman for New York for the "Gratitude Train," arriving from France on Feb. 2, as that country's "thank you" for the "Friendship Train."

DICK JOY, general manager, KCMJ Palm Springs, Calif., is currently on leave of absence from station to take up freelance announcing in Hollywood. ROLAND VAILE replaces him as acting manager.

Norfleet-Church

WILLIAM JAMES NORFLEET, chief accountant of FCC, and Mrs. Norfleet have announced the engagement of their daughter, Caroline Mason, to John Church, Washington. Mr. Church is the son of Mr. and Mrs. Durant Church and is a graduate of George Washington U., that city. Miss Norfleet is a graduate of Cornell U.

DAVID SARNOFF

In England for Hearings

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, sailed last Tuesday aboard the *Queen Mary* to appear before the British Arbitration Tribunal's hearings in the case of the Cable & Wireless Co.

The hearings, to be held in London, are to decide the price to be paid for the C & W properties which are being taken over by the British Government under the Nationalization Bill. Gen Sarnoff is to testify as an impartial expert. Neither he nor any RCA official or RCA itself, it was said, has any financial interest in the British company.

Gen. Sarnoff will later visit other countries in Europe on RCA business. He expects to return to United States early in March.

CHEVROLET

In Market for Radio Public Events Time

CHEVROLET will be on the lookout in 1949 for big public events radio time buys such as its purchase of NBC election newscasts last year, according to Thomas H. Keating, general sales manager. Chevrolet, he said, will spend more for advertising in the coming year than any other auto company in all history.

"We'll be in the market for any broadcast that will draw listeners by the millions," he told BROADCASTING at the press showing Tuesday of the 1949 Chevrolet in the Waldorf-Astoria Hotel, New York.

Earlier, he told radio, newspaper and advertising executives from Chevrolet's Atlantic Seaboard region that his company was happy about the 14-hour election night radio purchase.

He admitted that there was some "grousing" at the repetitive nature of the "Chevrolet is first" message that evening but added that he ascribed most of the complaints to "Republicans and competitors." The majority of critics, he said, believed it a "clever use of radio time."

Outlining the success of Chevrolet in 1948, when, he claimed, it outsold all other automobiles, he said that Chevrolet spent more money for advertising in the past 12 months than any other auto company.

"In 1949," he said, "the expenditure will be greater by far—and you can underscore 'by far'—more than any other auto company in all history.

"We'll really open all the stops this year. We do so because we are three years closer to the competitive market than we were when we opened production after the war."

He also revealed that the more conservative Chevrolet executives believe that at least a 10% production increase will be achieved in 1949. If that goal is reached, it will make the year the biggest in Chevrolet history. In 1948, he said, production reached 1,055,000 cars and trucks, third largest in its history.

In his talk, Mr. Keating praised Campbell-Ewald Co., Chevrolet's advertising agency, for its work in aiding the company achieve sales supremacy. "It is the only agency we have ever had and we are proud of that," he said.

CALIFORNIA LIBEL

Group Seeks Exemption Law

IN AN attempt to clarify radio's libel responsibilities on the state level, a group of California radio men on Jan. 8 conferred with Gov. Earl Warren in Sacramento. Harry Butcher, KIST Santa Barbara owner and president of California Broadcasters Assn., lead the group seeking support of a measure to exempt radio stations from libel responsibilities in political addresses and other spontaneous comment beyond control of stations.

Others who conferred with Gov. Warren were Calvin J. Smith, KFAC Los Angeles general manager and NAB district director; William Beaton, general manager of KWKW Pasadena and Southern California Broadcasters Assn. president, and Donn Tatum, counsel for CBA and SCBA.

AIEE Includes TV

AMERICAN Institute of Electrical Engineers has included a session on television in the program of its annual winter general meeting, to be held Jan. 31-Feb. 4 at New York's Hotel Statler. Set for 10:30 a.m., Jan. 31, the TV session will include P. C. Goldmark, CBS, speaking on "Brightness and Contrast in Television"; H. P. Steier, RCA, on "Development of Large Screen Metal Kinescope"; T. T. Goldsmith, Allen B. DuMont Labs, "Progress Report on Ultra High Frequency Television"; S. C. Spielman, Philco Corp., "Input Power Requirements of Television Receivers"; R. V. Little Jr., RCA, "Large Screen Projection Television."

WCPO REALIGNS

Executives in New Posts



Mr. Miller



Mr. Smith

PERSONNEL realignment involving three executive positions at WCPO Cincinnati became effective this month, M. C. Watters, vice president of Scripps-Howard Radio and general manager of WCPO, announced.

John Patrick Smith, formerly WCPO station director, has moved up to assistant general manager, and Glenn Clark Miller, who had been program director, is now station director. Earl Corbett has moved into the program director post.

Mr. Smith has been with Scripps-Howard for 21 years. Mr. Miller, who joined the organization five years ago, is president of Theatre Productions Inc., Fort Thomas, Ky. Head of Scripps-Howard Radio is Jack R. Howard, who is also general editorial manager of the Scripps-Howard newspapers. One of these papers is *The Cincinnati Post*, with which WCPO is affiliated.

RADIO THEATRE
Ford Theatre
INNER SANCTUM
THE Shadow
Adventures of Sam Spade
BOSTON BLACKIE
Suspense
The FAMILY HOUR
Mr. Chameleon
MYSTERY THEATRE

DRAMATIC

reasons why CFRB gets more listeners

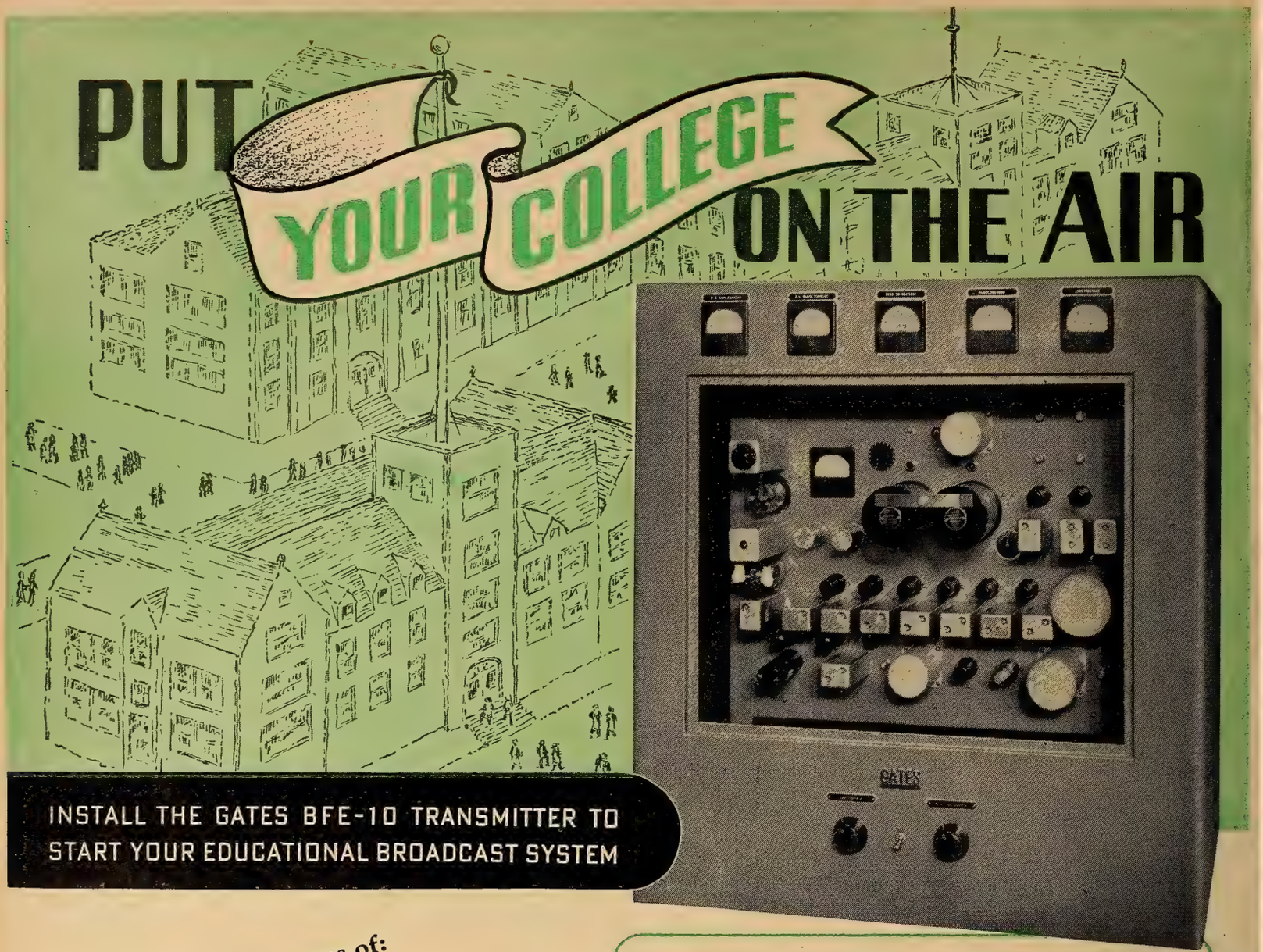
HERE are *more* reasons why more people listen to CFRB . . . a line-up of great drama shows, including the highest-rating drama show on the air!

These dramatic and mystery offerings are another phase of CFRB's *balanced* programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!

CFRB Your No. 1 buy in Canada's No. 1 market

REPRESENTATIVES United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited

PUT YOUR COLLEGE ON THE AIR



INSTALL THE GATES BFE-10 TRANSMITTER TO START YOUR EDUCATIONAL BROADCAST SYSTEM

You Get the Advantages of:

1. Low cost installation.
2. Basic FM transmitter for use in future power increase.
3. Low cost antenna requirements.
4. No expensive extras.

NOW any educational institution can have a fine broadcasting system at low cost,—easy to install and operate.

Gates BFE-10 Frequency Modulated ten watt transmitter is the ideal basic unit for such an installation. It, and a small amount of associated equipment, will assure you of giving a broadcast service to your community of unequalled quality; a service to bring your organization into the everyday life of all, to integrate the high intellectual standards of education with your public's thinking.

Send for information on this new way to further your school's advantages. A complete quotation on a system to fit your needs will be sent on request.

Gates Radio Company

Quincy Illinois

IN '49 IT'S THE GATES LINE

Respects

(Continued from page 40)

Galesburg and Monmouth.

With football his extra-curricular activity, he graduated from high school in Dixon, Ill., in the spring of 1926. At that time he earned the nickname of "Moon." He had his hair shaved off and the effect was "moon like," others decided.

Following high school, the next couple of years were spent as cost accountant for a few business firms. With monies saved to supplement a scholarship, in fall of 1929 he enrolled at Eureka (Ill.) College, majoring in economics and sociology.

Hashing for board in the girl's dormitory, Neil Reagan also managed the college print shop and took in much "outside work." And he also lettered in football as an end.

Taking an active part in college politics, he was president of the Booster's Club which ran the annual homecoming dance and other money-making campus events. During his senior year he was also chapter president of Tau Kappa Epsilon. Along with it he managed to teach freshmen classes in economics.

He was graduated with an A.B. in 1933 and a few weeks later he visited brother Ronald.

KFWB Next Stop

Remaining with WHO for balance of the year, "Moon" Reagan in early 1934 was transferred to WOC Davenport. He continued with that station seven years and was program director upon resignation in favor of the West Coast and the movies.

KFWB Hollywood was his next stop as a sports announcer. Later he was made newscaster and editor and production manager in fall of 1943. In the meanwhile he was also putting his acting ability to use, freelancing in several Warner Bros. and Columbia Pictures productions. Nor was radio acting overlooked.

He left KFWB in July 1944 to join CBS Hollywood as a senior director. With advertising agencies taking many of their key men from the networks, McCann-Erickson some six months later invited him to join its Hollywood production staff as a director.

First assignment was on the NBC *Westinghouse Show* with John Charles Thomas. Since then his duties have multiplied and Mr. Reagan has dropped his acting chores.

Heads Production

He sort of slid into handling all radio activity at the agency's Hollywood office, assuming the title of Hollywood radio production manager. Along with those duties he was made the agency's Hollywood manager in mid-November 1948, succeeding the late August J. Bruhn.

Whirlwind was his romance with Elizabeth Hoffman of Des Moines. On a blind date, they met in late July 1935 and were married Aug. 31, that year. The Reagans but recently moved into their new home in suburban Bel Air district.

Gardening Hobby

A philatelist, Mr. Reagan also lists gardening as a hobby. Other spare time is spent in his workshop. Denying that he is a joiner, admitted is a membership in Hollywood Ad Club.

Five feet 11½ inches with brown hair and hazel gray eyes, and 170 lbs., John Neil ("Moon") Reagan is always in a state of calm. "Take it easy, don't get excited and you can accomplish more," he says. And young Mr. Reagan maintains that philosophy in his daily life.



WTAG's transmitter building.

WTAG-FM POWER

Boost to 20 kw Effected

WITH tests completed on its new transmitter at Paxton, Mass., WTAG-FM Worcester, Mass., is operating with increased power of 20 kw, the station announced last week. All WTAG programs are being duplicated, 7:45 a.m.-11:15 p.m. daily.

WTAG-FM has been on the air since 1940 with limited power, operating from a unit in WTAG's transmitter at Holden, Mass. With its increased power the FM station will continue to operate on Channel 241 (96.1 mc).

The new transmitter and adjoining 200-ft. tower include the latest innovations in transmitter construction, WTAG-FM reports.

Because of the exposed and isolated location and 1,300-ft. elevation of the FM transmitter, provisions are kept on hand to last a stormbound operator for many days. Emergency power would be provided by a 50 kw gas generator, which would switch on automatically within five seconds should normal source of power be cut off.

FIGHTING FUND

Radio Guild Gives Pledge

THE RADIO GUILD, United Office and Professional Workers of America, CIO, has pledged $2,000 to the $100,000 Fighting Fund the union decided upon at a UOPWA National Conference held Jan. 8-9 in New York City. The money will be used for a new organizing drive.

On the floor of the conference, the Radio Guild was commended for its new contract with CBS, covering 650 white collar workers and providing for average increases of $4 weekly [BROADCASTING, Nov. 22].

The guild also pledged to repay $1,200 it owed the national office for aid in the CBS negotiations and then immediately raised $900 of this amount.

KTLA (TV) Hollywood children's show, *Judy Splinters*, has been awarded the 1948 Television Award of the Tenth District of the California Congress of Parents and Teachers.

Telespots Opens Office

TELESPOTS Inc., New York, producers and distributors of open end and package film television commercials, last week announced the opening of a Washington, D. C. sales office at 420 Victor Bldg. Al Sherman, president of the Sherman Plan Inc., Washington, distributors of industrial motion pictures, will head of the Washington office. He was formerly director of short subjects publicity and advertising for Columbia Pictures, New York.

FIRST FIFTEEN PACIFIC HOOPERATINGS

December 1948—Evening

Program	No. of Cities	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny*	6	American Tobacco (BBDO)	34.9	37.1	—2.2	1
Charlie McCarthy	6	Standard Brands (JWT)	24.9	28.1	—3.2	5
Fibber McGee & Molly	6	S. C. Johnson & Son (NL&B)	24.8	28.2	—3.4	4
Horace Heidt	6	Philip Morris (Biow)	23.1	14.1	+9.0	33
Bob Hope	6	Lever Bros. (Y&R)	22.9	29.7	—6.8	3
Bing Crosby	6	Philco Corp. (Hutchins)	22.7	21.2	+1.5	10
Phil Harris-Alice Faye	6	Rexall Drug Co. (BBDO)	21.1	22.2	—1.1	9
Dennis Day	6	Colgate-Palmolive-Peet Co. (Bates)	20.3	12.7	+7.6	42
Fred Allen	6	Ford Dealers of America (JWT)	20.0	26.5	—6.5	6
People Are Funny	6	B. & W. Tobacco Corp. (Seeds)	19.6	14.4	+5.2	32
Truth or Consequences	6	Procter & Gamble (Compton)	18.8	22.9	—4.1	8
Walter Winchell (2 mos)	6	Andrew Jergens Co. (Orr)	18.0	33.2	—15.2	2
The Whistler	6	Signal Oil Co. (Stebbins)	17.8	12.0	+5.8	46
Radio Theatre	6	Lever Bros. (JWT)	17.6	18.3	—0.7	14
Take It or Leave It	6	Eversharp (Biow)	17.0	16.2	+0.8	22

* Includes first and second broadcasts

CCNY RADIO MEET

Set for March 29-30

EXPANDED opportunities in radio and television will be the theme of the fifth annual City College of New York Radio-Television and Business Conference March 29 and 30 in New York's Hotel Roosevelt. On March 30, the annual CCNY radio and television awards will be announced. Deadline for filing award entries is Jan. 31.

The advisory committee planning the conference includes: Dr. Harry N. Wright, president of the City College of New York; Elon G. Borton, president and general manager, Advertising Federation of America; Earl Bunting, president, O'Sullivan Rubber Co. and managing director, the National Assn. of Manufacturers; Wayne Coy, FCC chairman; Augustin Frigon, general manager, Canadian Broadcasting Corp.; Carl Haverlin, president, Broadcast Music Inc., and president, Radio Executives Club of New York; William S. Hedges, NBC vice president; Ira A. Hirschman, president, Metropolitan Television Inc.; Bernice Judis, vice president and general manager, WNEW New York; Al Paul Lefton, president, Al Paul Lefton Co.; H. L. McClinton, vice president, N. W. Ayer & Son; Howard S. Meighan, CBS vice president; Thomas L. Norton, dean, City College School of Business; Vergil D. Reed, associate director of research, J. Walter Thompson Co.; Robert Saudek, ABC vice president in charge of public affairs; Theodore C. Streibert, member, MBS board of directors, and president WOR New York; Robert D. Swezey, and A. D. Willard Jr., NAB executive vice president.

MERGER

International, Universal Join

MERGING of International Recording Studios with Universal Recorders has been announced by Will H. Voeller, executive vice president of latter firm. Corporation will be known as Universal Recorders Inc.

All studio and recording activities of both companies are now concentrated at the studios of Universal Recorders, 6757 Hollywood Blvd. Those now occupied by International Recording Studios at 6700 Sunset Blvd. are closed for all recording activities. Dixon McCoy has joined Universal as vice president.

New FM Transmitter

A NEW 10 w FM transmitter said by its manufacturers to be the smallest, lightest, and least expensive of its kind and designed for use in educational radio, has been announced by Radio Engineering Labs, Long Island City, N. Y. The transmitter sells for $1,595. Its maximum coverage is five miles.

JOHNSTON, URIDGE

Elected by SPAC

ABC's Stations Planning and Advisory Committee has elected Henry P. Johnston, executive vice president of WSGN Birmingham, as representative for District 4, south-central states, Mark Woods, ABC president announced last week. Harold Krelstein, general manager of WMPS Memphis, is his alternate.



Mr. Johnston

ABC executives and officials from the network's stations in the Southwest, Middle Atlantic and Central states, will meet on Jan. 27, in Chicago's Ambassador East Hotel.

Owen Uridge, manager of WQAM Miami, Fla., was elected to represent District 8 of ABC's Stations Planning and Advisory Committee. Mr. Uridge was named at last week's meeting between southeastern station representatives and network officials in New Orleans.

Elected as alternate representative was Walter H. Goan, manager of ABC affiliate WAYS Charlotte, N. C.

Clear Breakdown

(Continued from page 23)

a 1938 resolution by Sen. Burton K. Wheeler (D-Mont.).

Meanwhile, on the House side of Capitol Hill, Rep. William Lemke (R-N. D.), resurrected another 80th Congress proposal. Congressman Lemke proposed that the Communications Act be amended to make decisions of the FCC appealable to the courts if it can be shown they were based on scientific or technical error.

The measure (H.R. 856) was almost identical with one introduced unsuccessfully in the preceding Congress.

Hopes of the FCC commissioners for earlier action on proposals to raise their pay to $17,500 were dashed last Thursday when amendments were made to the bill in which the pay raises were contained.

To expedite passage of the measure, which also included pay raises for the President, Vice President and Speaker of the House, the portion pertaining to agency heads was deleted. This was necessary in order to insure passage of the bill, approved last Wednesday by the Senate Civil Service Committee, by Jan. 20. President Truman would receive no benefits from the legislation during his new term unless the measure were passed before that date.

The Senate approved the amended bill last Thursday.

Sen. Johnson introduced two other bills last Thursday concerning radio.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK DEC. 5-11, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	32.2	—1.9
2	2	Talent Scouts	27.2	—1.0
3	4	McGee & Molly	26.6	+2.2
4	3	Bob Hope	25.0	0.0
5	7	My Friend Irma	24.7	+1.5
6	6	Jack Benny	24.3	+0.8
7	14	Harris-Faye	23.4	+1.4
8	5	Jergens Journal	23.0	—1.3
9	48	Suspense	22.5	+6.6
10	8	Duffy's Tavern	21.9	—1.0
11	24	This Is Your FBI	21.8	+2.1
12	10	Mr. D. A.	21.6	—0.7
13	15	People Are Funny	21.3	+1.4
14	18	Dennis Day	21.1	+2.9
15	37	Mr. Keen	20.7	+4.9
16	31	FBI, Peace, War	20.5	+3.9
17	13	Big Town	20.4	—0.2
18	33	Truth or Conseq.	20.2	+2.5
19	17	Charlie McCarthy	20.2	—0.5
20	11	Inner Sanctum	20.2	—2.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.6	+0.1
2	2	Beulah	13.7	—0.1
3	3	Edward R. Murrow	12.9	—0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Backstage Wife	12.2	+0.8
2	3	When a Girl Marries	12.2	+0.5
3	6	Right to Happiness	11.9	+1.8
4	5	Young Widder Brown	11.9	+1.1
5	1	Godfrey (Ligg. & Myers)	11.7	+0.4
6	4	Stella Dallas	11.3	+0.7
7	22	Helen Trent	11.0	+2.4
8	17	Our Gal, Sunday	11.0	+2.0
9	7	Portia Faces Life	10.7	+0.2
10	8	Pepper Young	10.6	+0.9
11	12	Lorenzo Jones	10.6	+1.0
12	13	Wendy Warren	10.6	+1.9
13	10	Ma Perkins (CBS)	10.2	+0.8
14	11	Big Sister	10.2	+1.0
15	24	Aunt Jenny	9.5	+2.0
DAY, SAT. OR SUN., 5-60 MIN.				
1	5	Detective Mysteries	15.0	+2.3
2	6	Quick as a Flash	14.0	+1.4
3	4	County Fair	13.7	+1.8
4	1	Armstrong Theater	13.3	+0.5
5	3	Grand Central	13.1	+1.4

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	24.6	—1.4
2	4	McGee & Molly	20.8	+0.5
3	3	Jergens Journal	20.4	—1.2
4	6	My Friend Irma	19.6	+0.3
5	2	Talent Scouts	19.5	—1.2
6	5	Bob Hope	19.5	—0.1
7	8	Jack Benny	18.9	+0.5
8	22	This Is Your FBI	18.3	+2.4
9	7	Mr. D. A.	18.2	+0.2
10	16	Harris-Faye	17.7	+1.0
11	9	Duffy's Tavern	17.6	—0.4
12	27	Mr. Keen	17.5	+4.5
13	17	Dennis Day	17.3	+2.8
14	11	People Are Funny	17.1	+0.1
15	39	Suspense	16.9	+4.2
16	15	Stop the Music (4th qtr.)	16.2	—0.4
17	12	Big Town	16.0	—0.3
18	29	Crime Photographer	16.0	+3.0
19	32	FBI, Peace, War	15.9	+3.4
20	25	Truth or Conseq.	15.7	+1.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	2	Lone Ranger	12.9	0.0
2	1	Beulah	11.8	+0.2
3	5	Jack Smith	10.1	+0.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Backstage Wife	11.0	+0.6
2	2	When a Girl Marries	10.9	+0.5
3	6	Right to Happiness	10.6	+1.6
4	5	Young Widder Brown	10.5	+1.2
5	3	Stella Dallas	10.2	+0.7
6	21	Romance of Helen Trent	9.7	+2.3
7	9	Pepper Young's Family	9.7	+1.4
8	4	Godfrey (Ligg. & Myers)	9.6	+0.7
9	7	Portia Faces Life	9.6	+0.4
10	13	Our Gal, Sunday	9.5	+1.5
11	8	Ma Perkins (CBS)	9.5	+1.1
12	17	Lorenzo Jones	9.2	+1.1
13	11	Big Sister	9.0	+0.9
14	18	Wendy Warren	8.7	+1.5
15	12	Guiding Light	8.5	+0.8
DAY, SAT. OR SUN., 5-60 MIN.				
1	4	Detective Mysteries	12.1	+1.6
2	1	Grand Central	10.4	+0.8
3	5	County Fair	10.3	+1.5
4	9	The Shadow	10.2	+1.1
5	3	Harding Counterspy	10.0	+0.3

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Another Johnson measure (S-443) would give legislative approval of one of the proposals in President Truman's budget message (see story page 27). It would authorize the construction and outfitting of a radio laboratory building for the National Bureau of Standards at a cost of $4,475,000. This will receive the attention of the Senate Commerce Committee.

The Senate last week approved assignments to its committees [BROADCASTING, Jan. 10].

Committee Members

Composition of the Senate Committees which may deal with legislation directly or indirectly affecting the radio industry, during the 81st Congress are:

SENATE INTERSTATE AND FOREIGN COMMERCE

Sens. Edwin C. Johnson (D-Colo.), chairman; Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.), Francis J. Myers (D-Pa.), Brien McMahon (D-Conn.), Herbert R. O'Conor (D-Md.), Lyndon B. Johnson (D-Tex.), Estes Kefauver (D-Tenn.), Charles W. Tobey (R-N. H.), ranking minority member; Clyde M. Reed (R-Kans.), Owen Brewster (R-Me.), Homer E. Capehart (R-Ind.), and John W. Bricker (R-Ohio).

EXPENDITURES IN EXECUTIVE DEPARTMENTS

Sens. John L. McClellan (D-Ark.), chairman; James O. Eastland (D-Miss.), Clyde R. Hoey (D-N. C.), Glen H. Taylor (D-Idaho), Herbert R. O'Conor (D-Md.), Russell B. Long (D-La.), Hubert H. Humphrey (D-Minn.), Joseph R. McCarthy (R-Wis.), ranking minority member; Irving M. Ives (R-N. Y.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Andrew F. Schoeppel (R-Kans.), and Arthur H. Vandenberg (R-Mich.).

LABOR AND PUBLIC WELFARE

Sens. Elbert D. Thomas (D-Utah), chairman; James E. Murray (D-Mont.), Claude Pepper (D-Fla.) Lister Hill (D-Ala.), Matthew M. Neely (D-W. Va.), Paul H. Douglas (D-Ill.), Hubert H. Humphrey (D-Minn.), Robert A. Taft (R-Ohio), ranking minority member; George D. Aiken (R-Vt.), H. Alexander Smith (R-N. J.), Wayne Morse (R-Ore.), and Forrest C. Donnell (R-Mo.).

Although both the Democratic and Republican Committee on Committees have selected nominees for committee posts in the lower body, appointments had not been announced late last Thursday.

Gates Booklet

GATES RADIO Co., Quincy, Ill., has just released through its engineering department a booklet entitled *Standing Wave Ratios in the FM Broadcast Band.* The booklet has been prepared by B. E. Parker, head of the FM section of Gates, and deals with the subject of standing wave ratios and their particular effect in the transmission of high frequencies, such as FM and TV. The booklet is being mailed to all station engineers. Gates will supply copies without charge to those interested.

AIMS MEET

Craney Gathering Same Day

FIRST meeting of the Assn. of Independent Metropolitan Stations will be held Jan. 28-29 at the Stevens Hotel, Chicago, according to a joint announcement by Patt McDonald, WHHM Memphis; Steve Cisler, WKYW Louisville, and Dave Baylor, WJMO Cleveland.

The AIMS meeting has no connection with a meeting Ed Craney, Northwest broadcaster, has called for Jan. 28 at the Palmer House, Chicago [BROADCASTING, Dec. 27].

The Craney meeting was called to set up an organization of stations to fight against clear channels. Invitations were sent to some 2,000 independent and non-clear channel broadcasters by Mr. Craney.

AIMS group will consider station operating practices, new applicants for membership, possible group purchasing of program materials, potential group selling and promotion of independent metropolitan stations and plans for a national meeting in conjunction with the NAB convention in April.

AIMS is composed of 21 independents in large metropolitan markets, and there are 24 new membership applicants, according to the announcement, which added:

"AIMS has been in existence since August 1948. It operates informally without any officers, constitution or dues, and serves as an exchange of operating ideas, programs, sales tips and other practical problems. It does not concern itself with any legislative matters."

GAB MEETING

Two-Day Session at Rome

PANEL DISCUSSION on selling and talks on FM and on radio's prospects for 1949 will feature the winter meeting of the Georgia Assn. of Broadcasters, Jan. 28-29 at Rome, Ga.

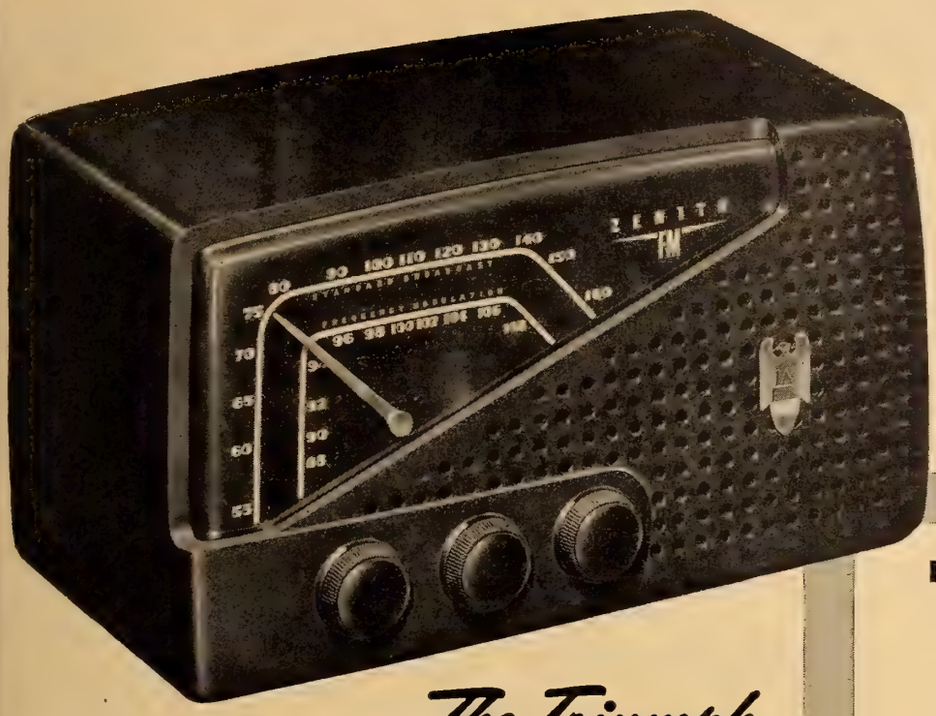
Meeting will open with a luncheon Jan. 28. Maury Long, business manager of BROADCASTING, then will discuss "Radio's Outlook for 1949," and Thad Holt, general manager of WAPI Birmingham and its FM affiliate, WAFM, will speak on "All Phases of FM Broadcasting."

The afternoon session will close with the discussion on selling. Panel members will be Mrs. C. C. Fuller, Tucker Wayne Agency, Atlanta, speaking from the time-buyer's viewpoint; James Ayers, Taylor-Borroff, Atlanta, speaking for radio representatives; Frank Gaither, WSB Atlanta, presenting viewpoint of the large stations, and Robert Rounsaville, WQXI Buckhead, Ga., small stations.

The Saturday morning program, according to an announcement mailed to GAB members by John Fulton, WGST Atlanta general manager and GAB president, will be devoted to a business meeting at which the association "will discuss the progress made on the libel law and your interest in Fifth District directorship of NAB."

FM BROADCASTERS:

Here's the answer to YOUR audience-building problem...



The Triumph

A Really Good FM-AM RECEIVER *with Genuine* ARMSTRONG FM

PRICED FOR VOLUME BUSINESS

$59.95

West Coast Slightly Higher

HERE'S HOW TO GET MORE OF THESE RADIOS INTO YOUR TERRITORY

Talk to your local Zenith dealer or distributor today. He's anxious to help you plan a program to make listeners as completely FM-conscious as possible! He has up-to-the-minute information, suggestions and sales promotion plans, designed to get more Zenith* Triumphs into your territory. Yes, your Zenith dealer or distributor is ready to help you develop an effective campaign—to sell Zenith Triumph radios, and to increase YOUR listening audience. Call him today!

Prices Subject To Change Without Notice

Ask Your ZENITH Distributor or Dealer to DEMONSTRATE IT!

Hear your own station, as you want your audience to hear it . . . crystal-clear and static-free, with genuine Zenith-Armstrong FM. The powerful Zenith built Alnico "5" speaker reproduces your programs in full, natural tone quality. See it, hear it, compare the value . . . and you'll agree that the low-priced Triumph is the answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for monitoring purposes. Your time salesmen will want them, too, for the "Triumph" is so small and compact. It's easy to carry about and to demonstrate—in the prospect's own office—the static-free, true-fidelity quality of FM. Zenith's patented Light-Line Antenna eliminates the need for a dipole in areas of primary signal strength—and connection is provided for outside antenna where terrain or distance reduces signal strength. Thus, the Zenith "Triumph" insures perfect reception almost anywhere.

Keep An Eye On



*Reg. U. S. Pat. Off.

ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

IN THE Unique SPOKANE MARKET

A Market Well Adapted to Test Campaigns Because It Excels in All Points Surveyed By Sales Management.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL
KGA
ABC AFFILIATE
Owned and Operated by Louis Wasmer
Radio Central Bldg.
Spokane 8, Wash.

MBS Billings

(Continued from page 26)

Advertisers (Cont'd):

3. Bayuk Cigars	1,346,461
4. Miles Labs	1,301,106
5. Carter Products	1,195,913
6. Serutan	1,165,487
7. General Motors	1,021,330
8. R. B. Semler	921,173
9. Kaiser-Frazer	889,996
10. Pharmaco	755,466
11. Mutual Benefit Health & Accident Assn. of Omaha	728,706
12. Quaker Oats	706,415
13. General Foods	704,871
14. Ronson Art Metal Works	648,448
15. Cudahy Packing	626,880
16. Williamson Candy	526,246
17. Wander	489,159
18. Helbros Watch	477,938
19. Johns-Manville	425,780
20. Shotwell Mfg.	389,084
21. Lutheran Laymen's League	387,874
22. Noxzema Chemical	327,674
23. Trimount Clothing	319,083
24. Radio Bible Class	289,401
25. Gillette Safety Razor	287,671
26. Voice of Prophecy	278,917
27. U. S. Tobacco	258,532
28. Coca Cola	247,583
29. Nat'l Council of Protestant Episcopal Churches	231,278
30. Christian Reformed Church	208,451
31. Piedmont Shirt	207,325
32. Appalachian Coals	203,349
33. Revere Camera	188,144
34. Mail Pouch Tobacco	181,828
35. Musterole	136,422
36. Barbasol	131,111
37. Young Peoples Church of the Air	123,123
38. International Milling	117,956
39. Philco	106,747
40. U. S. Army Recruiting	102,292
41. Armour	99,330
42. Democratic National Comm.	98,765
43. Delaware, Lackawanna & Western Coal	86,246
44. Fuller Foundations	69,002
45. Teen Timers	67,005
46. Peter Paul	64,217
47. Continental Pharmaceutical	60,802
48. Wilson Sporting Goods	59,089
49. P. Ballantine	56,298
50. United Electrical Radio Machine Workers of America	55,829
51. Hormel	53,905
52. Volupte	52,095
53. First Church of Christ Scientist	52,008
54. Curtis Publishing	51,717
55. H. C. Cole Milling	46,821
56. Republican National Comm.	45,147
57. E. J. Brach	37,917
58. Doubleday	36,022
59. Progressive Party	32,767
60. Universal Carloading & Distributing	31,200
61. R. J. Reynolds Tobacco	29,686
62. Conti Products	24,710
63. American Bird Products	24,057
64. Perfect Circle	17,335
65. Mississippi Tabernacle	12,944
66. International Ladies Garment Workers	11,397
67. U. S. Rubber	10,252
68. Pilot Radio	9,291
69. Shipstad & Johnson	5,215
70. Penn. Comm. for Stassen	2,295
71. CIO PAC	887
72. Grand Lodge of Free & Accepted Masons	656
73. Pepsodent Div.-Lever Bros.	80
Total	$22,769,464

MUTUAL 1948 AGENCY EXPENDITURES

1. Cecil & Presbrey	$2,049,850
2. Ruthrauff & Ryan	1,921,219
3. SSC&B	1,523,587
4. Wade Adv.	1,518,538
5. Gardner Adv.	1,381,800
6. Wm. H. Weintraub & Co.	1,362,531
7. Neal D. Ivey Co.	1,348,756
8. Kudner Agency	1,279,862
9. Erwin, Wasey & Co.	1,267,042
10. Roy S. Durstine Inc.	1,165,487
11. Benton & Bowles	704,871
12. Grant Adv.	626,880
13. Swaney, Drake & Bement	531,811
14. Aubrey, Moore & Wallace	526,246
15. Hill Blackett Inc.	489,159
16. J. Walter Thompson Co.	482,078
17. Gotham Advertising	387,874
18. Sherman & Marquette	355,614
19. Stanley G. Boynton Adv.	289,401
20. Maxon Inc.	287,671
21. H. B. Humphrey	283,286
22. Western Adv.	278,917
23. D'Arcy Adv.	247,583
24. Evans Assoc.	208,451
25. Haehnle Adv.	203,349
26. Roche, Williams & Clary	188,144
27. Walker & Downing	181,828
28. Brown & Bowers	175,168
29. C. Wendel Muench & Co.	171,652
30. BBDO	150,769
31. Crook Adv.	117,956
32. Hutchins Adv.	106,747
33. Foote, Cone & Belding	99,410
34. Warwick & Legler	98,765
35. R. H. Alber Co.	69,002
36. Buchanan Co.	67,005
37. Platt-Forbes	64,217
38. Arthur Meyerhoff & Co.	60,802
39. Ewell & Thurber Assoc.	59,089
40. Moss & Arnold Co.	55,829
41. Hirshon-Garfield	52,095
42. Alpha Adv.	44,787
43. Geo. H. Hartman Co.	37,917
44. Huber, Hoge & Sons	36,022
45. Fredrick Clinton Co.	32,767
46. Raymond Spector Inc.	31,200
47. Wm. Esty & Co.	29,686
48. Bermingham, Castleman & Pierce	24,710
49. Weston-Burnett	24,057
50. Henri, Hurst & McDonald	17,335
51. Marks & Neese	12,944
52. Furman, Feiner & Co.	11,397
53. Campbell-Ewald	10,252
54. Grey Adv.	9,291
55. Smith, Bull & McCreery	5,215
56. Kluger Adv.	887
57. Direct	656
Total	$22,769,464



AFTER 1,095 consecutive full-hour broadcasts on KCKN Kansas City, Lillard Guthrie (l), secretary-treasurer of Pla-Mor Inc., initiates another year's contract with Ben Ludy, general manager of the station. Pla-Mor, a dancing, skating and recreation center, has been sponsoring the Monday through Sunday strip for three years.

DON LEE PLEA

Asks FCC to Separate, Grant Renewals

FCC last week was pondering a petition filed by Don Lee Broadcasting System asking for separation of its long-pending renewal and related applications from what, in Don Lee's view, must be the forerunner of a general investigation of network practices.

The petition pointed out that Don Lee's renewal applications—five of them—have been tied up since Feb. 15, 1946, when the Commission called a hearing to determine whether the network had violated FCC's network option-time rules. The hearing was held in January 1947. Meanwhile, the petition noted, at least 11 other Don Lee applications have become tied up, either directly or indirectly, pending a decision on the hearing.

"The long delay," the petition said, apparently is "primarily the result of the fact that the record, although it may raise broad questions of regulation [and of] appropriateness of revision or modification of the Commission's network regulations, does not present any simple issues of violation of these regulations.

Extensive Information

"These questions are of such scope and character as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and national networks and, particularly, the competitive aspects of network operation."

The petition also contends that FCC's present policy, in handling complaints or other information relating to possible violations, is to institute formal or informal investigations to determine whether there is any basis for renewal or revocation proceedings. If this policy had been in effect in 1946, the petition asserted, Don Lee's renewal applications would not be involved in the pending proceeding.

The network asked FCC to separate the applications and grant them, the grants to be made without prejudice to "any appropriate action the Commission may . . . desire to take" if and when it completes a general network investigation.

"Petitioner recognizes that the complexity of the problems of network regulation may preclude an early report or decision with respect to such matters, but submits that the Commission cannot, consistently with its present policies and practices, longer defer action on [these] applications because of the pendency of an inquiry into network practices."

Weiss Affidavit

Don Lee President Lewis Allen Weiss said in an accompanying affidavit that he would "personally insure" that the company will comply with all FCC rules, particularly the network regulations. He said compliance will be "not merely with the letter, but with the spirit of such regulations as they are now written and as they may be interpreted by the Commission in the future."

Applications involved are renewal bids for KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ and KHJ-FM Los Angeles, and three CP applications: KGB San Diego and KFRC-FM and KFRC-TV San Francisco. In addition, action on eight other applications reportedly is being held up till the renewals are acted upon. Two transfer applications also are pending: One filed last June for approval of the transfer of stock from the estate of Donald M. Lee to Thomas S. Lee; and one filed in November for consent to transfer of control from Thomas S. Lee to Mr. Weiss and Willet H. Brown as guardians of the estate of Mr. Lee.

The petition was filed by Dempsey & Koplovitz, Washington counsel for Don Lee.

RAESE GRANT

Made Final for Cumberland

BY A 4-3 vote, FCC last week made final its proposed grant to Richard Aubrey Raese for a new 250 w full-time station on 1230 kc at Cumberland, Md. [BROADCASTING, July 26, 1948]. The application of Tri-State Broadcasting Co., seeking the same facilities, was denied.

The Commission majority preferred the Raese application over that of Tri-State on grounds of local ownership and integration of ownership and management. FCC Chairman Wayne Coy and Comr. Robert F. Jones, who dissented from the proposed decision, were joined by Comr. Frieda B. Hennock in voting for Tri-State in the final order. Miss Hennock had not participated in the proposed decision.

Mr. Raese, former basketball coach at the U. of West Virginia and now vice president of Greer Steel Co. at Morgantown, W. Va., is the son-in-law of Mrs. A. J. R. Greer, owner of WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh, Pa. He has been active in the affairs of these stations, having supervised construction of the Elkins and Pittsburgh outlets and participated in WAJR operations. He is to be manager of his Cumberland station and plans a Mutual affiliation. George J. Kapel, WAJR program director, is to hold the same position with the Cumberland station.

Tri-State Principals

Tri-State, the unsuccessful applicant, is owned by 47 stockholders. Charles A. Piper, Cumberland bank president, heads the company. Approximately 42% of the stock is owned by 27 persons who have 73.4% of WBOC Salisbury, including WBOC President John W. Downing; 13 of these have 25% of Capital Broadcasting, new-station grantee for Annapolis, while another group has a minority interest in WCAO Baltimore.

Paley

(Continued from page 25)

all of the singer's terms. He was said to have even retreated on the transcription question. The crooner owns a recording company in competition with CBS's Columbia Records.

James Carmine, vice president in charge of advertising for Philco, sponsor of the Crosby show, arrived late in the week. He and Mr. Paley exchanged notes relative to a shift from ABC to CBS.

It was also considered significant that Edgar Bergen left Hollywood last Wednesday bound for New York where it has been indicated he will examine CBS video programming operations. He further intends to study the medium in all its facets while in the East.

Why does **Broadcasting** *reprint local market data from* **Sales Management's**

Survey of Buying Power?

Broadcasting magazine secured special permission to reproduce, in its October 1948 Marketbook, the copyrighted 1947 estimates on retail sales by counties from SALES MANAGEMENT'S May 10, 1948 SURVEY OF BUYING POWER. Why?? Because *Broadcasting* (along with the National Association of Broadcasters, the F.C.C., the leading networks and hundreds of local radio stations) recognizes SM's annual SURVEY as the basic source of local market data used by national advertisers and agencies throughout the nation.

Now in the works is SALES MANAGEMENT'S *1949* SURVEY OF BUYING POWER —the product of 20 years' usage and refinement by national advertisers and agencies plus the combined thinking of 17 leading marketing experts on a special Board of Advisory Editors. Below are reduced sample tables (with dummy figures) showing what the 1949 SURVEY, to be published May 10th, will tell sales and advertising executives about your market. This 20th annual SURVEY OF BUYING POWER will give the following new and exclusive data on U. S. counties, on more than 1,000 cities and on the 138 metropolitan county areas:

SAMPLE STATE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
						FOUR STORE GROUPS (in thousands of dollars)									FARM			
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Drug	Furn.-House-Radio	SM Size	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	Size	Labor %	% of U. S. A. Potential	Quality of Market Index
Adams.....17	29.5	.0176	9.6	32,642	.0202	8,148	7,002	1,097	4,117	.....	72,811	.0261	1,453	4,517	A	62	.0257	113
Ashland.....92	25.0	.0153	8.5	29,818	.0184	7,926	5,919	697	3,892	.....	47,601	.0201	1,611	4,911	B	70	.0200	119
Arthur.....17	5,530.5	3.8372	1,583.7	6,327,881	4.3323	1,507,219	1,117,002	368,400	798,717	.....	9,841,700	4.6113	1,827	5,817	E	9	4.3121	136
Fort Blair.....	4,305.6	2.9443	1,221.1	5,552,001	3.7142	1,386,400	1,000,948	279,111	602,516	A	7,653,412	3.8172	1,911	6,002	.....	.....	3.6192	151
Waynesboro.....	116.2	.0861	41.6	118,203	.0919	27,812	17,001	4,117	13,802	C	149,600	.0863	1,807	5,517	.....	.....	.0813	129
Bleecker.....19	38.3	.0222	12.2	47,619	.0241	10,004	8,666	2,889	5,999	.....	61,004	.0237	1,200	3,917	D	41	.0212	91
Evanstown.....	17.1	.0101	5.8	20,038	.0112	5,617	3,811	542	3,727	E	29,816	.0132	1,113	3,796	.....	.....	.0109	89

(Tables reduced from 7" width)

The opportunity for Radio and TV Stations

SALES MANAGEMENT'S 1949 SURVEY presents your local station with an exceptional opportunity for effective tie-in advertising close to the above data on your market. Your SURVEY ad will not only keep your story before more than 17,000 advertiser and agency executives throughout the year, but it will give you authority to quote the SURVEY'S copyrighted figures in all your own printed media promotion. Closing date for reservations in the city-county section is February 18th and positions will be assigned on a first-come, first-served basis.

For complete details about SALES MANAGEMENT'S 1949 SURVEY OF BUYING POWER write for our "Brief on the 1949 Survey."

THE MAGAZINE OF MARKETING

ABP ABC **Sales Management**

386 Fourth Avenue, New York 16, N. Y. • 333 North Michigan Ave., Chicago 1, Ill. 15 East de la Guerra, Santa Barbara, Calif.

Coaxial

(Continued from page 32)

television, stated: "I want to extend my appreciation to the performers on television programs who are providing such fine entertainment; to the research engineers who are continually endeavoring to improve the medium; to the men and women who actually run the stations and do such a magnificent job. To all these I want to say: 'You are the pioneers in this great field and you deserve credit for its sensational progress.' "

Dr. DuMont appeared by "Teletranscription" on the round-up, enabling him to be in Pittsburgh where the new DuMont TV station WDTV was making its air debut concurrently with the opening of the new coaxial cable link.

Recalling that "a great flow of programming came out of the Midwest to set the pace for radio," NBC's president, Niles Trammell, said that "we here in the East look for the same fine contributions to develop in television."

He hailed the opening of the cable as "another tremendous stride towards better understanding among Americans, better communication and a better way of life."

Lauding the video progress signalized by the linking of the East and Midwest, Mark Woods, ABC president, pointed out that, "like all pioneering, television is expensive."

He continued: "In the true American tradition, television, like radio, must be self supporting. The radio industry and American business must make it self supporting. Ours is not the way of special taxation or government subsidy. I am confident that television—the greatest medium for the display of products—will in a few short years be paying its own way. Already, many of our industries and businesses are sponsoring some of our finest programs."

Dr. Frank Stanton, CBS president, pointed out that the true importance of the cable will lie in the kinds of programs it will carry "into the 14 great metropolitan areas which it serves and the 40 million people which they contain.

Program Need Emphasized

"I wish in no way to minimize the tremendous importance of the technical marvel of communication we are celebrating today. But I do wish to say that this great cable can only be as good as the pictures it carries. There is no substitute for good programming. And it is to that end now that I can promise you we will direct our best talents and energies."

The CBS quarter-hour which opened the TV network program showcase fell far short of Dr. Stanton's promise.

In essence, one of Arthur Godfrey's morning AM network programs with cameras added, the program opened with a puff of cigarette smoke and during its course, Mr. Godfrey got in plugs not only for Chesterfields and for his new TV program for them, but also for Nabiscos and Glass Wax, advertised with Chesterfields on his AM program.

Guest appearances were made by the cast of the CBS puppet program, *Lucky Pup*, and by Douglas Edwards, CBS video newscaster. Lacking sponsors, they kept plugging their programs to potential new viewers in the Midwest, Mr. Edwards managing to mention the time of his program three times during the minute or so he had on the showcase program.

The informality of a Godfrey program is a fine thing in the right place, but in the opinion of a number of viewers, the dedicatory program was distinctly not the right place.

Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant if not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytime star.

Berle Appearance

NBC offered Milton Berle who lived up to his introduction as "America's No. 1 television entertainer" both in his own routine and working with his guest, Harry Richman. This 15-minute segment was a thoroughly professional production and to any Berle fan, which rating records indicate is almost any member of the video audience, thoroughly enjoyable.

Final part of the pooled telecast was *Standby for Crime*, quarter-hour mystery program, presented by ABC from that network's Chicago TV station, WENR-TV, demonstrating that the cable works equally well in either direction. Program was typical of its kind, distinguished by some unusually effective camera work.

Technically, the program reception was excellent, with no observable difference in picture quality for pickups from New York, Washington or Chicago. Only reported trouble was a failure of the loop feeding CBS during the last quarter-hour, when that network got the audio signal only, without any video.

Cities and stations carrying the inaugural show were: New York — WABD WCBS-TV WJZ-TV WNBT; Boston—WBZ-TV WNAC-TV; Philadelphia—WPTZ WFIL-TV WCAU-TV; Baltimore—WBAL-TV WMAR-TV WAAM; Washington—WNBW WTTG WOIC WMAL-TV; Richmond—WTVR; Pittsburgh—WDTV; Buffalo — WBEN-TV; Cleveland—WEWS WNBK; Toledo—WSPD-TV; Detroit—WWJ-TV WXYZ-TV WJBK-TV; Chicago — WNBQ WBKB WGN-TV WENR-TV; Milwaukee—WTMJ-TV; St. Louis —KSD-TV.

Chicago hailed the joining of the East and Midwest coaxial cables Tuesday night as a "new era" for Chicagoland televiewers.

"It constantly amazes me that the image carried all those miles on the cable could be so good," said Frank P. Schreiber, general manager of WGN-TV, the *Chicago Tribune* station, associated with both CBS and DuMont networks.

"I was thrilled to be a witness to this great step forward in television," declared John Balaban, director of WBKB, operated by the Balaban & Katz theatre concern.

Jules Herbuveaux, television director for WNBQ and NBC's Central Division, praised the quality of productions emanating from the East but observed, "There is plenty of good talent in Chicago, Detroit, St. Louis and Milwaukee, too." He noted that sports and news "obviously aren't confined to one locality."

John H. Norton Jr., vice president in charge of ABC's Central Divison, whose WENR-TV fed the only West-to-East program on Tuesday's premiere, added:

"We will strive to provide programs which demonstrate that Chicago once again can stand with New York and Hollywood as a great production center."

The *Chicago Daily News* estimated that 500,000 persons viewed the special program. A *News* survey disclosed that pictures on home sets were "clear and strong." The *Chicago Tribune* said the event marked a "new era for Chicago area televiewers."

Only Chicago contributions to the program were remarks by Mayor Kennelly, telecast from WENR-TV's penthouse studios atop the Civic Opera Bldg., and the same station's presentation of *Stand By for Crime* which wound up the evening.

This week, Chicago stations will send more than 15 shows eastward, with WENR-TV contributing ten. Shortly, additional programs will originate at WGN-TV and WNBQ, increasing the Chicago output by one half. WBKB, however, will continue to operate as an independent station.

Mutual Admiration

IN AN EXCHANGE of congratulatory telegrams, J. R. Poppele, president of the Television Broadcasters Assn., saluted AT&T's president, Leroy A. Wilson, on behalf of the television industry for AT&T achievements in linking the East and Midwest by the coaxial cable, which was opened for use last Tuesday evening

Bell's Prediction

FRANCIS J. CHESTERMAN, president of the Bell Telephone Co. of Pennsylvania, predicted that the 6,000 miles of coaxial cables that made the TV linking of East and West possible "will have grown to more than 12,000 miles by 1950."





CONGRATULATING A. J. "Tony" La Frano (r), Don Lee network chief production supervisor, on his promotion to director of operations for network's AM, FM and TV, is Willett H. Brown, vice president and general manager of Don Lee.

Budget

(Continued from page 27)

as compared with its expenditures of $22,357,000 last year.

The 1950 estimate includes $70,000,000 for the 17th decennial census. President Truman proposed $15,000,000 be included for the Census Bureau to provide for a housing census, providing the necessary legislation is enacted.

If the census question on radio set ownership is to be asked in 1950, it will be included in the housing half of the project. The Budget Bureau proposed $11,000,000 additional for the business census, now under way.

An increase of $403,000 was requested for the Bureau of Standards over its preceding year's expenditures of $8,763,000. A 7% boost for the Bureau's Central Radio Propagation Laboratory was provided for in the bureau's 1950 estimate of $9,160,000.

"One of the most urgent programs of the Bureau," President Truman reported, "is its Central Radio Propagation Laboratory, which serves as a central agency for research and standards in the radio field. The 1950 estimates provide for a 7% increase in funds for this laboratory in keeping with the rapid technical developments in radio."

An additional $250,000, requiring legislative sanction, was included for the Bureau for preparation of plans for a radio propagation building.

An increase of $92,965—or 3%—was asked for the Federal Trade Commission in a budget recommendation of $3,739,000. That agency's revenue during the last fiscal year was $3,646,035.

A drop in sales of radio receiving sets, phonographs, records and musical instruments in the next fiscal year was forecast in the President's budget. In the current fiscal year, the government expects to receive $68 million in manufacturers' excise taxes from this source. But it anticipates receipts of only $58 million in the fiscal year starting July 1, 1950.

The miscellaneous tax section of the budget portends increases in revenue from telephone, telegraph, radio, leased wire and cable facilities, for which the radio industry is a heavy contributor. Current income from this source is $295 million, anticipated 1950 revenue is $300 million.

Rorabaugh Reports

N. C. RORABAUGH Co., New York, is now estimating dollar expenditures for television time and will make that material available on special order but will not publish them as part of the monthly Rorabaugh Report on Television Advertising. Beginning with January 1949, the company will compute from the one-week data provided by TV stations the monthly gross expenditures for TV time of local, spot and network advertisers by a statistical formula which will be adjusted quarterly to provide for earned discounts, etc.

WEWS Coax Report

A COINCIDENTAL telephone survey showed that 86% of TV receivers in the WEWS (TV) Cleveland viewing area were turned on for the East-Midwest coaxial cable inaugural and that 58% of them were tuned to WEWS, the station reports. The survey was made by the Bureau of Business Research, Cleveland College, Western Reserve U. Viewer response topped even the election night audience, when, according to WEWS, 78.7% of TV sets (estimated at 25,000) in the Cleveland area were in use and 63.8% of them were tuned to WEWS.

WFMJ Youngstown, Ohio, will hold its third annual Sportsmen's Banquet on Feb. 3. Dinner is held in connection with Youngstown District's "Outstanding Sports Personality" contest. This event was originated by Lee Leonard, WFMJ director of sports in 1947.

FM SESSION
Asked at NAB Meet

SPECIAL time for FM at the NAB Management Conference in Chicago April 11-12 was asked by the FM Subcommittee of the NAB Sales Managers Executive Committee. The subcommittee was named during the sales group's recent meeting [BROADCASTING, Jan. 10].

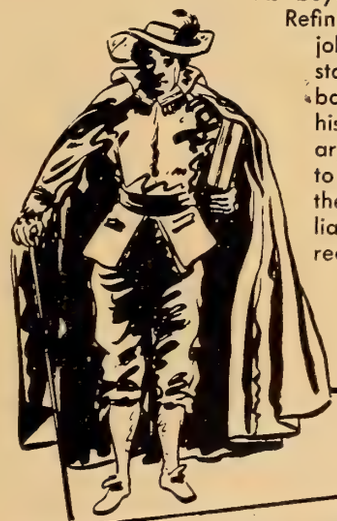
The subcommittee asked recognition of FM as a segment of the broadcasting industry with special problems and urged that FM stations be given special programming service along with research and sales. Board authority was asked for special services to FM by NAB departments.

The Patroon* of the week

JACK W. PURVES

Time Buyer, N. W. AYER & SON, INC.





As buyer of all time for the Atlantic Refining account, Jack has the tough job of setting up baseball on 60 stations, and 110 stations for football. Fellow Patroons—Jack received his membership scroll in the Honorary Order of Patroons and the deed to a tract of land in the heart of the Patroon country from the William G. Rambeau rep today—can really appreciate Jack's headaches.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

In the great Albany-Schenectady-Troy market, regional advertisers are selling more goods by using WPTR. Among the regional advertisers aired exclusively on WPTR are Sears Roebuck, Hershey Beverages, Empire Super markets, Original Super Markets.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

TV PATENTS

Consent Decree Entered Against Three Firms

A CONSENT JUDGMENT against three firms controlling television patents—Paramount Television Productions Inc., General Precision Equipment Corp., and Scophony Corp. of America—was entered in New York Federal District Court last Wednesday, according to the Justice Dept.

The judgment was greeted by Arthur Levey, Scophony president, as "a great victory for free enterprise." He said it will mean release to industry of the Scophony advances including patents and processes on the "supersonic" and "skiatron" systems of television transmission and reception.

The supersonic cell, he said, "will make available—both in homes and in theatres—large-screen video reception in varying sizes vastly superior in quality and substantially lower in cost than that now offered by the cathode-ray tube method."

Paramount Television Productions is a wholly-owned subsidiary of Paramount Pictures, one of the most active motion picture producers in the TV ownership field. Paramount owns KTLA Los Angeles and WBKB Chicago and is associated with several pending applications. In addition, FCC has issued a proposed finding that Paramount by virtue of a 29% interest controls Allen B. DuMont Labs, which has three TV grants [BROADCASTING, Dec. 20].

FCC Notation

When it issued the grant for KTLA, FCC took notice of the existence of the anti-trust suit but concluded that "the nature of the charge against applicant does not appear to be such as to require a denial of a grant on that ground" [BROADCASTING, Dec. 23, 1946]. If further proceedings in the suit should develop justifying grounds, FCC said at that time, then consideration could be given in passing on license-renewal applications.

In the complaint, filed in December 1945, the three defendants were charged with conspiring with Scophony Ltd., a British firm, to monopolize the manufacture and sale of television equipment embodying patents and processes developed by the British corporation. Scophony Corp. of America, the Justice Dept. said, was formed by the three other defendants to hold and license the U. S. and other Western Hemisphere rights under Scophony patents and processes.

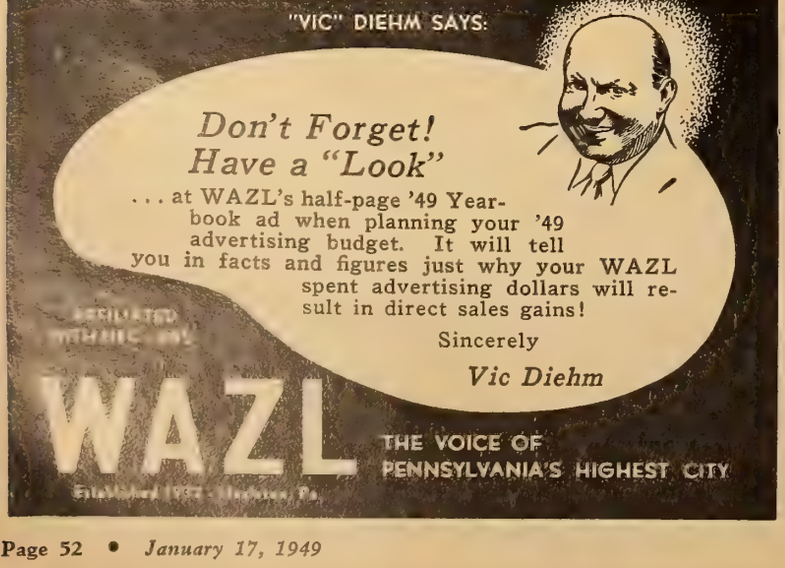
The complaint also charged that General Precision Equipment and Paramount Television Productions refused to exploit these patents and processes themselves, and that they kept Scophony Corp. of America from exploiting them. The consent judgment requires General Precision and Paramount Television to divest themselves of all stock interests in Scophony Corp. of America, and terminates the exclusive licenses involved.

Herbert A. Bergson, assistant attorney general in charge of the Justice Dept.'s Anti-trust Division, said "the system of television reception embodied in the Scophony patents is said to permit the use of large-size viewing screens suitable for homes, schools and motion picture theatres. Successful exploitation of these patents would therefore open up new possibilities in the entertainment and educational world."

The supersonic and skiatron television projection systems are methods differing from cathode ray picture tube methods. It is claimed that the supersonic TV system is cheaper, easier to produce, has longer life, can be operated at low voltages, does away with distortions found in curved cathode ray tubes. SCA also holds basic patents to a video subscription device which operates over the air without intervening telephone hook-ups.

The consent judgment was delayed until the defendants were able to work out cross-claims among themselves. SCA President Levey had asked treble damages aggregating $270,000 and SCA treble damages amounting to $1,500,000. Conferences held after the order of judgment, it is understood, resulted in General Precision turning over to Mr. Levey 660 B shares of Scophony Corp. and Paramount Television another 340 shares.

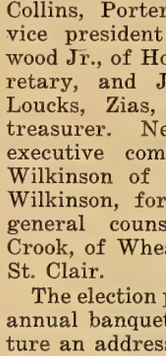
Still to be decided is the disposition of shares of SCA held by the British corporation. It obtained them in consideration for the patents granted to SCA use. It is expected that the Anti-Trust Division of the Justice Department in New York soon will proceed to take judgment against the British company, which has failed to file an answer in U. S. action against it.



FCBA ELECTION

Jameson Named President

GUILFORD JAMESON, Washington radio attorney, was elected president of the Federal Communications Bar Assn. at its annual election last Friday. He succeeds Carl I. Wheat of the Washington law firm of Wheat, May, Shannon & St. Clair.



Mr. Jameson

Other officers elected were Neville Miller of Miller & Schroeder, former president of NAB, first vice president; William A. Porter, of Bingham, Collins, Porter & Kistler, second vice president; Corwin R. Lockwood Jr., of Hogan & Hartson, secretary, and Joseph F. Zias, of Loucks, Zias, Young & Jansky, treasurer. New members of the executive committee: Vernon L. Wilkinson of Haley, McKenna & Wilkinson, former FCC assistant general counsel, and Omar L. Crook, of Wheat, May, Shannon & St. Clair.

The election preceded the FCBA's annual banquet, which was to feature an address by NAB President Justin Miller on "Functions of the FCBA." Members of the FCC, department heads and hearing examiners were guests of the bar association, along with notables from other local bar associations.

Mr. Jameson, the new president, was graduated from Georgetown U. Law School in Washington, D. C., in 1920 and has practiced law since that time except for the period from 1930 to 1933 when he served as commissioner of the U. S. Court of Claims. He was also clerk of the House Committee on the Judiciary from 1921-30, during which time he was also associated with special investigating committees of the House.

He is the author of several legal papers including "The Judiciary Committee of the House of Representatives, Its Origin, Jurisdiction and Procedure."

Members of the FCBA nominating committee were Frank W. Wozencraft, chairman, and Herbert M. Bingham, Eliot C. Lovett, Duke M. Patrick, Paul A. Porter, and Philip G. Loucks.

MEREDITH

Vies With CBS for WRTB

MEREDITH ENGINEERING Co. has offered to match CBS' $242,122 bid for WRTB (TV) Waltham, Mass., owned by Raytheon Mfg. Co. The broadcast subsidiary of Meredith Pub. Co., Denver, filed its application with FCC last Tuesday, AVCO deadline in the transfer.

The CBS application for purchase of the Channel 2 (54-60 mc) outlet was filed in November [BROADCASTING, Nov. 1 and 15, 1948].

Meredith Engineering is 100% owner of Meredith Syracuse Television Corp., owner of WHEN (TV) Syracuse, which is now on the air under interim operation authority. Meredith Engineering also owns Meredith Champlain Television Corp., TV applicant at Albany, and has minor non-voting interest in Champlain Valley Broadcasting Co., licensee of WXKW-AM-FM Albany. Champlain Valley in turn has minor non-voting interest in Meredith Engineering.

Parent firm, Meredith Pub. Co., publisher of *Better Homes and Gardens* and *Successful Farming* magazines, itself is television applicant at Rochester, N. Y. Meredith Pub. Co. is 95.97% owner of Meredith Engineering and has guaranteed all obligations of the subsidiary firm.

Reason for Purchase

Meredith Engineering in its application stated it wished to purchase WRTB because, in view of the TV freeze, the only way to "expand television operations is by the acquisition of outstanding licenses and permits." Application continued that "Boston (with its access to network programs) affords an ideal economic and 'geographical tie-in' with Meredith's present television operation in Syracuse" and with applications pending in Rochester and Albany.

It was stated that the installation and construction of the station would be under the supervision of Television Assoc. Inc.

KLAC-TV EXCLUSIVE

Angels, Stars Game Rights

SPORTS is the apparent program personality that KLAC-TV Hollywood is seeking to establish. Last week Don Fedderson, vice president and general manager, announced signing exclusive rights to the Los Angeles Angels professional baseball games.

In addition Mr. Fedderson expressed hope of obtaining telecasting rights to the Hollywood Stars baseball team. Station has also signed Kelvinator to sponsor 12 basketball games of USC and UCLA. Reported price is under $15,000.

AM or FM Video?

(Continued from page 21)

portant if these results can be obtained within a 6 mc channel, using 1 mc FM swing. He added that an FM picture signal may help solve some of the problems of generating enough power in the ultra-high bands.

FCC has not yet conducted experiments on multipath transmissions, the committee was told, but used a 200-foot cable to create delaying effects.

The artificially delayed signals produced a halo effect similar to that encountered in optics, Mr. Cowperthwait is understood to have told the committee. He added that with co-channel signal ratios of 10-1, picture transmission was perfect in the tests, according to NAB. This is equivalent to 300-1 ratios for AM. Closer location of ultra-high stations might be possible, he said.

NAB quoted Mr. Willoughby as inviting the industry to proceed with ultra-high field tests of FM picture transmission, taking them out of the laboratory phase.

Opinions Divided

While many engineers in the industry indicated Thursday that FM might ease the UHF power problem, many refused to accept FM as a complete solution. They agreed that the ability of tubes to generate adequate power is critical in high-band TV but disagreed as to the extent FM visual signals would help. They said FM would need from a fourth to a half as much power as AM.

In VHF, it was pointed out, the tube problem is not so serious though it becomes a factor in the upper half of the VHF band. One suggestion was that FM in the present TV visual signal might bring improvement in synchronizing pulses, besides taking advantage of FM's ability to reject unwanted signals if the ratio is more than 2-1.

Few engineers could recall specific experiments on the use of FM for the television picture. Some reminded that FM experience has shown adjacent interference can be as bad as co-channel cross talk. Some FCC engineers thought FM might experience less adjacent channel interference. They said co-channel interference is the worst VHF problem in this field.

Among engineers there was considerable agreement that the FM picture tests will take at least a year, perhaps several years, of experimenting before they are ready for field tests. There was disagreement on suitability of the UHF band for television, regardless of whether the picture is AM or FM.

The tube problem in UHF experiments conducted at WNBW Washington by NBC was serious, finally forcing a shutdown of the transmitter when the tube supply was exhausted. In reply, several engineers scoffed at the problem, terming it a mere "state-of-the-art" matter that can be worked out. They felt the value of the UHF band should not be judged by the experience in using one type of tube.

One aspect of the FM battle that furrowed brows was the chance of adapting present TV receivers to the UHF band should the UHF picture be FM. In the case of UHF tests in Washington, the results at the receiver were good in many cases. One engineering consultant said his UHF pictures were better than those on VHF, using the converter supplied by RCA.

These converters merely shift the signals from VHF to UHF. Should the UHF picture standard be FM, the conversion problem would be a tough one. One high-placed industry executive said all that could be used in present TV receivers would be the picture tube and knobs.

Another said it might be possible to tune converters off to the side. Thus the set would become an FM receiver because the signal would be detuned and the response would be on a slope. In any case the solution would be makeshift. Furthermore, automatic volume control would interfere, and many current TV sets have this feature. One solution might be to design a converter changing the FM picture signal to AM before entering the present circuit, it was proposed.

WGN-TV

CBS television network will feed *Cross Question* weekly dramatic jury trial program on WGN-TV Chicago to the East Coast starting Tuesday in competition with the *Milton Berle Show* on NBC 7-8 p.m. CST.

TV Bogeyman

(Continued from page 34)

as those raised against radio in the early days.

When Tidewater-Associated first began broadcasting football games in 1925 over a single station in Los Angeles and one in San Francisco, the company was forced to pay big fees for the radio rights, he said, because schools feared attendance would drop off.

A few years later, when NBC had organized a six-station network on the Coast and began airing the T-A sponsored games, rates had dropped in comparison to the radio audience reached. College officials had grown enthusiastic about mounting gate receipts.

Today, he said, Tidewater-Associated uses 143 stations to air its sponsored games. No one seriously questions the healthy effect radio has had on the boxoffice.

Schools, if they were forward looking, would recognize that television can prove an equally valuable boost, Mr. Deal added.



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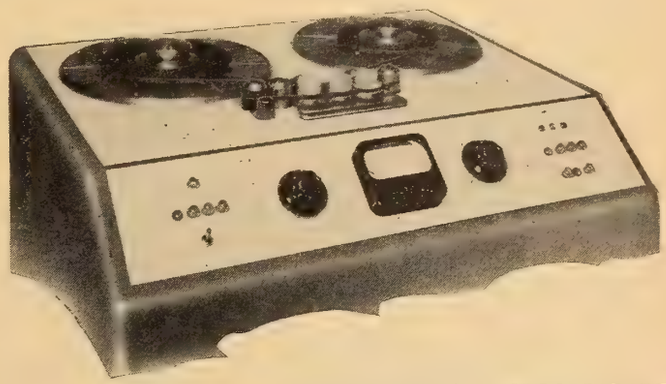
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'MADAME X'

RCA Introduces 45 rpm Record

RCA last Monday revealed its "Madame X" 45 rpm 6⅞" record and changer in a high-powered showing in New York at which Frank M. Folsom, RCA president, denied that there "is any warfare or feud between CBS and ourselves" over the two companies' new microgroove records.

He admitted, however, that what would ensue was "a normal, commercial, competitive job that people do every day in business."

Wallerstein Statement

Almost as if to take immediate issue with Mr. Folsom, was a statement released the same day by Edward Wallerstein, chairman of the board of Columbia Records Inc., who said of the new RCA development:

"We are unable to fathom the purpose of the records revolving at 45 revolutions per minute which we understand are to be released some time in the spring."

With the differences between the two record giants thus expressed, the issue was ready for the public.

Both companies were now out with small-size, microgroove records and Columbia additionally was marketing long-playing discs. Buyers would decide in the market place which record would be supreme: The RCA 45 rpm records, the Columbia 33⅓ discs, or the present 78 rpm records used by 16 million owners of record-playing machines.

The RCA development was described to newsmen who came in two shifts (white carnations first, red carnations next—carnations courtesy RCA) as an entirely new system for reproduction of recorded music—not just as a new record.

Mr. Folsom said it was the best system RCA knew about. He declared RCA had participated in meetings with Columbia before the latter introduced its 33⅓ records. RCA decided not to go along, he said, because in past years RCA tried such a record and had decided that the "Madame X" development was superior.

Stressed at the conference was the "revolutionary" character of the automatic changer mechanism. It has a 1½-inch red plastic-capped center spindle which houses a "trigger-fast" drop mechanism. It holds up to eight records.

Like the Columbia record, introduced a day earlier, the RCA disc is unbreakable. It also is lightweight and paper thin. Raised areas on the non-playing surfaces prevent the playing surfaces from touching. It can play up to 5 minutes and 15 seconds per side. The new changer, loaded with eight records, plays 42 minutes.

Joseph B. Elliott, vice president in charge of the RCA Victor home instrument department, said the new system would be ready for distribution by April. He added that 12 other set manufacturers were already in the same field—with plans, specifications and models made available by RCA on a free basis. Prices of records and sets, he said, have not yet been established but would be "competitive."

In his statement criticizing the 45 rpm development, Mr. Wallerstein stressed the fact that Columbia was producing not only the 7" microgroove record but also the long-playing disc which delivers up to 22 minutes' playing time per side, both at 33⅓ rpm.

He also emphasized that 33⅓ rpm has been standard in the professional recording industry, is used by broadcasting stations and that scores of radio stations already have installed equipment to play the microgroove record.

"In other words," said Mr. Wallerstein, "the Columbia Microgroove system, because of its universal qualities, contains maximum flexibility for both classical and popular recordings. We do not see what additional advantages a 45 rpm record can offer to compensate for the unfortunate conflict it appears to be creating in the minds of both the public and the industry."



RCA Victor's new 45 rpm phonograph and record.

KXLW TROUBLE

Ordinance, 'Saboteurs' Harass Stations

KXLW Clayton (St. Louis), Mo., already involved in litigation with the village of Olivette, Mo., where its antenna is located, had troubles of a different kind Sunday, Jan. 9. Station was knocked off the air for six and a half hours by "saboteurs" who short-circuited the antenna, according to Guy Runyon, KXLW general manager.

The short circuiting was accomplished, Mr. Runyon said, by a person or persons who "apparently scaled a six-foot-high barbed wire span at the base of the tower" and then wound together two wires of a lightning arrestor device.

KXLW's transmitter was damaged as a result of the short circuit, and the station was forced off the air at 7:30 a.m., an hour after it had signed on. It was back on again at 12:34 p.m., Mr. Runyon reported. After another off-the-air interruption from 1:40 p.m. to 3:08 p.m., KXLW completed the day's schedule without interruption.

Mr. Runyon said "someone thoroughly familiar with radio broadcast equipment and most likely the KXLW installation in particular" was responsible for the short circuiting.

In addition to its latest troubles and the legal scrap with the village of Olivette, KXLW lost a day and a half on the air when International Brotherhood of Electrical Workers engineers struck—without notice, according to Mr. Runyon—on Dec. 6. The IBEW engineers were still on strike when the latest incident occurred.

The *St. Louis Globe-Democrat* last Monday quoted the president of the St. Louis local of IBEW, Robert W. Stetson, as saying that "our men" had not been at the KXLW transmitter-antenna site since the strike began. He said no pickets had been assigned to the area of the Olivette tower but only to the site of KXLW's proposed new tower in Brentwood and to the studios in Clayton.

The short circuiting incident followed by four days the arrest of Mr. Runyon and two of his station engineers, William Grant and Roy Roberson, by the marshal of Olivette on charges that they violated a village zoning ordinance by erecting the tower in a residential area.

KXLW reportedly had agreed in circuit court to remove the transmitter and tower by Jan. 1, but was unable to comply because work on a new transmitter in Brentwood had been halted by pickets. Mr. Runyon appeared before Circuit Judge Amandus Brackman in Clayton last Monday to report on KXLW's attempts to comply with a court injunction of June 28, 1947, to remove its installation from Olivette.

Mr. Runyon has charged officials of the village with an attempt "to harass the station and interfere unjustly with its operation." Clarence W. Miller, head of the village's board of trustees, countered with a statement that the transmitter had been erected without a building permit and that resulting litigation the past two years had cost Olivette $3,000. The station reportedly replied that the zoning law lacked enforcement power.



BMB Solution

(Continued from page 23)

Engineering Advisory Committee to aid the Research Committee in evaluating nighttime listening. These measures failed to satisfy the broadcaster critics who pursued their demands for more decisive changes.

Mr. Churchill's "resignation" is BMB's latest answer.

Whether that will quiet the complaint remains to be seen. The degree of success of BMB's drive for additional station subscribers will probably provide the best test for the present. Station reception of the findings of the second study next fall may provide a more positive long-term answer.

Unknown Quantity

Meanwhile, the reactions of advertisers and agencies to NAB's apparent seizure of the BMB reins is another unknown quantity. Neither Paul West, ANA president, nor Frederic Gamble, AAAA president, would comment on the current BMB situation beyond the statement released by the Executive Committee, of which they are both members.

At BMB, Dr. Baker will be in full charge of the 1949 study, from the printing and mailing of the ballots, through the checking, following up and analyzing the returns from each county and measured city, to the publication of the reports. Mr. Churchill will remain at BMB as long as necessary to acquaint Dr. Baker with the details of the operation. He has not announced his future plans.

It may be remembered that when BMB was first organized in 1945, Mr. Churchill joined the organization—which already had appointed a research director who subsequently resigned—only after a great deal of persuasion had overcome his reluctance to sever a long-time connection with CBS, where he was then research director.

The feeling of the BMB board at that time was that as originator of the technique to be used by BMB, which he had already applied to CBS audience studies, Mr. Churchill was the man best qualified to direct BMB's research operations. Essentially this same technique will be used for BMB's second study this year.

The BMB Executive Committee comprises J. Harold Ryan, Fort Industry Stations, chairman; Mr. Gamble; Mr. West; Mr. Miller; Mr. Feltis; Joseph Allen, Bristol-Myers Co.; Leonard Bush, Compton Adv.; Roger Clipp, WFIL Philadelphia. All attended last week's meeting except Mr. Allen.

Text of Judge Miller's statement follows:

Every enterprise as large in scope and technical in nature as the BMB must survive occasional critical tests. Measurement devices employed by other media are replete with historical instances confirming this fact.

BMB, now four years old and presently engaged in preparing its second nationwide study, is no different from the others. The continued success of the operation depends, largely, upon these factors:

A sound scientific plan of measurement;

Sufficient subscriber funds to carry out the job;

Full cooperation and understanding upon the part of the sponsoring groups.

Last Tuesday, the Executive Committee of BMB reviewed carefully BMB's present situation. It found that the broadcasters who already have paid two-thirds of their subscription fees into BMB's treasury assure the practical completion of that study, provided that they continue their financial support and presuming careful control of bureau expenses, supplemented by a concentrated selling campaign.

BMB must have additional subscribers if it is to grow and prosper. In order to obtain those subscribers, the Committee has asked Hugh Feltis, the bureau president, to concentrate his efforts, presently, on a selling campaign among potential broadcaster subscribers, in addition to executing his managerial functions. It was Mr. Feltis who originally sold the service to the broadcasters in 1945.

The Executive Committee accepted the resignation of John Churchill, who had pioneered the BMB research plan. As a step toward insuring completion of the 1949 Study, in this instance, Dr. Kenneth Baker, NAB director of research, will be loaned to BMB to complete the current measurement.

Those who have already subscribed to the service should be assured that BMB still has sufficient vitality to do the job in 1949, and do it according to specifications, despite some unfounded reports to the contrary. Doing it depends upon careful management within the bureau, intelligent selling, and full understanding among the bureau sponsors.

Every possible step is being taken by the Executive Committee and BMB management to accomplish these goals. The 1949 study will be even more satisfactory and useful than the last, according to present plans. Non-subscriber data will be available to subscribers. There will be full reports on average daily audience, as well as the total weekly audience.

The BMB Executive Committee is so convinced of the importance to the entire industry of an accepted uniform measurement that it is exerting every effort toward successful completion of a valid 1949 study.

Miller at CRMC

JUDGE JUSTIN MILLER, NAB president, will speak at the regular bi-weekly luncheon meeting of the Chicago Radio Management Club in the Tavern Club Wednesday, Jan. 26.

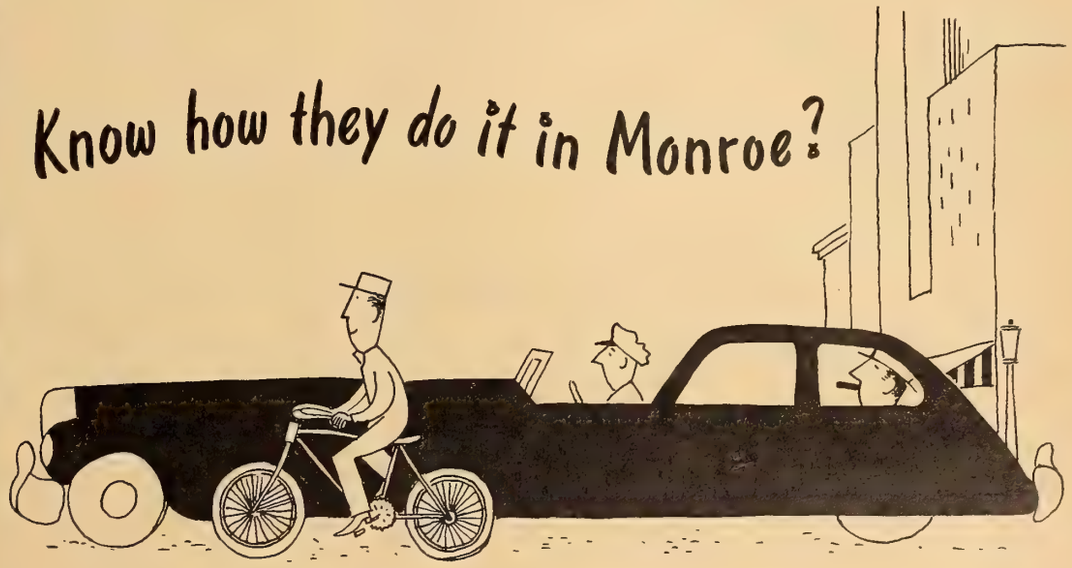
CONTINO

Denies Heidt Issues

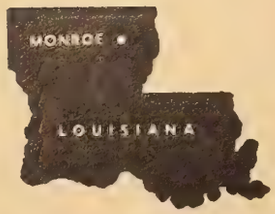
ACCORDIONIST Dick Contino last week contested the issues of breach of contract raised by suit of Horace Heidt, conductor of the weekly youth talent program on NBC, Sunday 7-7:30 p.m., for Philip Morris Co. Ltd.

Mr. Contino said, "Mr. Heidt tried to tie me up to a seven year contract with him, under which he would take 60% of my earnings over and above the regular salary which he was required to pay me. This salary is nothing like the amount stated in Mr. Heidt's suit."

The youth also said that under the contract Mr. Heidt had turned down movie, radio and television offers without consulting him. "Horace Heidt hasn't in any way kept the promises he made to me before I won the 1948 grand finals on his radio program last Dec. 12," the accordionist declared.



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Representation Probe

(Continued from page 28)

to say only that NBC would never expand beyond its ability to serve effectively.

Upon completion of Mr. McConnell's testimony a controversy developed over NARSR counsel's request that the networks bring in "typical" TV affiliation contracts.

Mr. Fly contended that affiliation contracts with unconnected stations —where "network" service must be provided by film—are actually contracts for national spot representation. Mr. Fly argued the networks thus control unconnected affiliates' time via affiliation agreements.

Mr. Spearman said unconnected stations obviously must have films, but that networks should not be allowed to become film brokers or to tie up the sources of film supply so that independent stations would have to "beg" the networks for films. If that is being done, he said, it should be prohibited.

Network counsel protested the request for TV affiliation forms, Judge Rosenman contending that the request raised a wholly new issue which could be handled only in a new hearing. Comr. Walker ruled, however, that the networks should bring in the contracts so FCC could have a look.

Mr. Brown, counsel for DuMont, presented a statement by DuMont TV Network Director Lawrence Phillips declaring that DuMont neither has a national spot sales representation division nor plans to establish one.

Murray B. Grabhorn, ABC vice president, said the spot sales revenues of WMAL Washington—only affiliate represented by ABC Spot Sales—increased 170% from 1942, when ABC Spot Sales representation was started, to 1948.

To show that ABC didn't "play favorites" with its own stations, he noted that the network's three owned outlets in that same period experienced a somewhat less gain in spot time sales: 108%. Further, he said, WMAL's network revenues increased 155%.

Tuesday

R. O. Dunning, president of KHQ Spokane, testified at FCC request as result of NARSR witnesses' charges, at the December session, that KHQ accepted three quarter-hours of sponsorship arranged by NBC in place of eight quarter-hours of national spot which would have meant substantially more money for the station.

NARSR had cited this as an example of "pressure" that networks may apply on affiliates and also had called attention to a telegram sent by Sidney N. Strotz, NBC vice president, expressing surprise at the "horse trading" and suggesting that NBC would like to know about it if KHQ wasn't satisfied with its NBC affiliation.

Mr. Dunning said the episode originated with disclosure that the *Richfield Reporter*, very popular with KHQ listeners, was to be moved from NBC to ABC. He said KHQ asked the Katz Agency to see if the program could be continued on a spot basis on KHQ, KOMO Seattle, and KGW Portland in addition to being on ABC.

Mr. Strotz' telegram, he said, came the same day he was advised that Richfield Oil Co., sponsor of the program, did not consider his plan practicable. He said the station "ignored" the Strotz wire.

Had Replacement

He said NBC worked up a replacement for the *Reporter* at KHQ's request. The network offered a news show six days a week, sponsored three days by Mennen and available the rest of the time for cooperative sponsorship. Mr. Dunning said he accepted this offer four days before the *Reporter* was to leave the network. On that day, he said, the Katz Agency had asked him to give first refusal to Phillips Petroleum, but made no firm offer.

The Phillips account, Mr. Dunning said, would have meant $15,600. In comparison he said KHQ would receive $3,000 a year for the Mennen portion of the program, and that chainbreak announcements were sold which would mean $7,000 more. In addition he said he had hoped to sell the co-op portions for $9,000, which would run the station's total to $19,000. (Ultimately, Mennen cancelled, KHQ refused another network offer, and Phillips has occupied the time period since Jan. 3.)

Under questioning by Mr. Perdue, the KHQ executive said he had no fear that the station would lose its NBC affiliation for exercising the right of decision.

Mr. Russell, counsel for Mutual, offered a statement that MBS does not engage in any of the practices involved in NARSR's charges. Mr. Fly, on behalf of NARSR, agreed.

Emerson Markham, stations manager of General Electric's WGY, WGFM (FM), and WRGB (TV) Schenectady, appeared on behalf of NBC. "We have not found that our interests were in any way jeopardized by association with the NBC network on the one hand and NBC station representation on the other," he declared.

Ben B. Baylor, assistant general manager and director of sales of WMAL-AM-FM-TV Washington, said his stations were "extremely pleased" with ABC representation.

Mr. McConnell, under cross-examination, told Comr. Hennock that NBC had not "tried harder" to secure the representation of additional affiliates because "We don't believe in long lists," and because, in AM, he had recommended against expansion until after the spot hearing has been decided.

He was questioned at length by Mr. Cottone on the decision to hold off expansion in AM but not in TV. He contended the AM and TV situations are "very different," that television is in its formative period and that video stations have great need for help in securing all the revenues they can get.

Mr. Grabhorn, under cross-examination, said ABC had no thought of soliciting additional TV stations for representation. He conceded that President Mark Woods previously had indicated plans for expansion.

But, he said, television is moving so fast that policies can change overnight, with the result that the present plan is against expansion. That too might change, he added. He denied the hearing had anything to do with the change of plans.

As the hearing wound up, Mr. Fly said he still thought it desirable for FCC to see the networks' TV affiliation contracts. But because of TV stations' need for any revenues they can get, he said, NARSR will not now push the questions it had raised about these contracts.

Judge Rosenman told FCC that if it intended to take the contracts and perhaps rule that they are contrary to public interest, then CBS would insist on adjournment of the hearing to permit the network to call "many" witnesses to show that the contracts are neither improper nor illegal. Comr. Walker assured all participants they would be given a chance to be heard if the Commission should decide on any adverse action.

MEMO to:
ED JOHNSTONE, Redfield-Johnstone:

WCKY's 1948 mail on its famous JAMBOREE program was 34% greater than 1947's. The Jamboree audience, a BUYING audience, is constantly growing. Can we give you more facts and figures?

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

NEW SPONSORS *Created by TV, Smith Tells Chicago Club*

MORE THAN 60% of the time sold on NBC's television network has gone to advertisers who are not currently using the network's sound broadcasting facilities, Carleton D. Smith, NBC director of television operations, told 500 Chicagoans Wednesday at a Radio Management Club luncheon.

Mr. Smith delivered an address preceding a half-hour NBC television "salute" to the club from New York and Washington via the newly opened East-Midwest coaxial cable. The gathering, in Chicago's Palmer House, was the largest in the history of the radio management group.



Mr. Smith

"Forty percent of our commercial TV schedule has been purchased by current NBC advertisers, but with new money—not from their NBC sound appropriations," Mr. Smith reported, observing that this points up the fact television is a new advertising medium—not simply a replacement of radio or any of the older forms of advertising.

Creating New Ad Dollars

"TV is creating new advertising dollars, just as radio did. And in our country's entire economic history, no good advertising medium has ever been put out of business when another good advertising medium came along."

Mr. Smith noted that for the first time since before the war, a period of intense competition for the consumer's dollar is approaching and the "backlog of consumer demand is beginning to evaporate."

★

He predicted that the television manufacturing industry itself will do much to create new demand and give employment to "hundreds of thousands."

"Even more important may be television's contribution to the economy of the nation by stimulating the movement of billions of dollars worth of merchandise and services," he asserted. "Only by mass distribution do we get mass production. The economic base of television is its already proven ability to increase and speed up distribution."

Not only are the nation's largest advertisers "naturally turning to television as a new arm of distribution, but the not-so-big advertisers are finding that network TV is paying off for them," he added.

The New York portion of the East-to-West show featured Tex and Jinx McCrary in sidewalk interviews outside Radio City with ice skaters on nearby Plaza rink forming the background. An airline pilot, a professional skater and a well known illustrator were among those interviewed.

In Washington announcer Morgan Beatty interviewed Illinois' new Senator Paul Douglas, and other Congressional leaders in the shadow of the Capitol dome amidst construction work on President Truman's Inaugural rostrum. Climax of the half-hour show was the first Chicago demonstration of the split-screen technique in television, with Mr. Beatty in Washington shown conversing with announcer Ben Grauer in New York.

In addition to Mr. Smith, out-of-town guests at the luncheon were Charles R. Denny, NBC executive vice president, and Walter Damm, general manager of the *Milwaukee Journal* stations. Heads of Chicago TV stations, leading advertising agencies and station representative firms, as well as officials of the Illinois Bell Telephone Co. also were introduced.

Maj. Ridge

(Continued from page 28)

plementary to the newspaper and there is no fight between the two." However, after years of differences with the local papers over policy, in 1947 Maj. Ridge and the North Carolina Broadcasting Co. bought 16⅔% interest in the Greensboro News Co., publisher of the *Greensboro Daily News* and the afternoon *Greensboro Record.*

Active in public and political life, Maj. Ridge served one four-year term as U. S. marshal for the middle North Carolina district and was confirmed by the 80th Congress for a second term. In 1938 he ran for Congress on a "100% New Deal" platform, but was defeated. During the recent national elections he was one of the few people who early in the campaigns picked President Truman to win and stuck by his prediction until it came true.

In 1916 Maj. Ridge married Lorraine Procter of Durham, N. C., who survives him.

Funeral services were held Friday afternoon. Burial was in Greensboro.

HOOVER

Approves State Streamlining

THE HOOVER Commission last week gave its approval to "task force" suggestions which would streamline the State Dept. but simultaneously turned thumbs down on the proposal to divest it of "Voice of America" operations.

The task force previously had recommended that the State Dept. confine itself solely to policy matters and relinquish actual "Voice" operations, as well as other overseas information activities [BROADCASTING, Dec. 6, 1948].

A spokesman for the commission, headed by Herbert Hoover, disclosed last Wednesday that it was the feeling of the commission that the State Dept. should retain control of "Voice" broadcasts shortwaved to Europe, especially the U.S.S.R., as a matter of policy rather than operation.

The commission was also said to have frowned on the idea of a corporation, which would absorb "Voice" operations, as out of line with its overall purpose to curtail Government expense through more efficiency and economy.

The commission reportedly agreed on the following proposals which, if enacted, would herald wide administrative changes in the State Dept.:

(1) Two deputy Undersecretaries, one each for administrative and policy, would aid the Secretary of State and Undersecretary.

(2) The Department's domestic and foreign service personnel should be unified at the top levels, thus providing safeguards for career personnel that should, according to commission feeling, be divorced from Civil Service.

(3) The Department should confine itself primarily with policy or advisory matters, relinquishing actual foreign aid program operations wherever feasible.

Hallicrafter TV Cut

ANOTHER drastic cut in television set prices was reported Wednesday when William J. Halligan, president of Hallicrafters Co., Chicago, announced that the company's seven-inch receiver would be cut $50 to $139.50. Commenting on a slowdown in demand for such sets, Mr. Halligan predicted all prices would be down from the 1948 level.

ALLIED RADIO Corp., Chicago, has announced release of low-priced wire recorder-phonograph combination.



TV COSTS

Operations Analyzed in Study

FLEXIBLE formula for calculation of annual operating costs of television stations is provided in Chapter 3 of the NAB's continuing study of TV. Titled "Basic Economics, Operating Costs," the chapter is part of a project titled "Television: A Report on the Visual Broadcasting Art" [BROADCASTING, Nov. 1, 1948].

Charles A. Batson is in charge of the study, authorized by the NAB board. His first chapters were completed last summer and were reviewed at the series of NAB district meetings [BROADCASTING, July 26, 1948].

Cost components for two types of transmitters and four program sources are detailed by Mr. Batson in Chapter 3, which carries forward the first two chapters on construction costs.

Minimum Cost

Average minimum operating costs are calculated for a mythical TV station. The costs total $356,000 a year for metropolitan stations using film, network, studio and remote program sources 31½ hours a week plus test pattern transmissions, a total of 50 hours.

A "two-by-four" formula, similar to formulas for construction costs, can be used to show annual operating costs slightly over $100,000 but this is a highly restricted operation with a community class transmitter and no program source other than network. Maximum operating costs are calculated in detail as high as the individual broadcaster may wish.

One major formula and a supplemental labor cost chart are provided by Mr. Batson for calculation of operating costs. The major formula, which can be extended by adding the time factor not present in construction tables, provides a detailed method of figuring in advance what any type of television will cost without reference to income.

General, administrative and sales costs are prorated among departments and program sources. The specimen calculation of $356,000 a year is based on these items (average annual minima):

Transmitter (50 hours per week)	$55,000
Studio-Transmitter Link	3,000
Program Nucleus	13,000
Network (14 hours per week)	80,000
Film (7 hours per week)	65,000
Remote (7 hours per week)	60,000
Studio (3½ hours per week)	80,000
Annual Total	$356,000

Chapter 3 of the study consists of 22 pages of text. It points out that TV operating costs as high as $1,000 a day are not uncommon, with some twice that amount and even higher.

Future chapters of the study will cover building stations, operating stations and programming, among other topics.

This operation is a metropolitan class station employing all four program sources as indicated by this table, the 50-hour schedule comprising 31 hours programming and the rest test patterns.

Specimen operating costs are listed herewith for the transmitting plant and the programming plant:

OPERATING COSTS

A Specimen of Annual Expenses

TRANSMITTING PLANT

COMMUNITY (500 W)

Depreciation	$12,500
Maintenance Supplies	3,500
Personnel	6,500
Power and Water	1,500
Miscellaneous	1,000
Total	$25,000

50 Hours Per Week

METROPOLITAN (5 KW)

Depreciation	$29,000
Maintenance Supplies	13,000
Personnel	8,000
Power and Water	3,000
Miscellaneous	2,000
Total	$55,000

50 Hours Per Week

STUDIO-TRANSMITTER LINK

Depreciation	$2,200
Maintenance	800
Total	$3,000

PROGRAMMING PLANT

And Prorated Expenses for General, Administrative and Sales Purposes

NETWORK

14 Hours Per Week Woven into 28 Hour Schedule

Connection Charge*	$42,500
Sustaining Features	22,500
Program Total	$65,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$80,000

FILM

14 Hours Per Week Woven into 28 Hour Schedule

Depreciation	$6,000
Maintenance Supplies	1,500
Personnel	15,000
Film Rentals and Purchases	73,000
Rent and Power	2,500
Miscellaneous	2,000
Program Total	$100,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$115,000

7 Hours Per Week $65,000

NUCLEUS

Depreciation	$2,000
Maintenance	500
Personnel	10,000
Miscellaneous	500
Total	$13,000

STUDIO

7 Hours Per Week

Depreciation	$14,000
Maintenance Supplies	10,000
Personnel	40,000
Production (other than staff)	55,000
Rent, Power & Miscellaneous	6,000
Program Total	$125,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$140,000

3½ Hours Per Week $80,000

REMOTE

14 Hours Per Week

Depreciation	$12,000
Maintenance Supplies	10,000
Personnel	33,000
Telecasting Rights	36,000
Vehicle Operation, Maintenance & Storage	2,000
Program Total	$93,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$108,000

7 Hours Per Week $60,000

*Under the NBC Contract, on which these network computations are based, this is not a cash expense. The network is given thirty free hours of commercial time per month in lieu thereof. However, since this practice is not necessarily followed by all networks, a sample figure, based upon an hourly rate of $300, is shown here for illustrative purposes.

†Assumes joint operation with an existing aural station.

WARREN SALE

Approved by FCC

ACQUISITION of WRRN and WRRN-FM Warren, Ohio, by the Tribune Co., publisher of the Warren daily *Tribune-Chronicle*, at a purchase price of $300,000, was approved by FCC last Thursday.

The stations were established and have been operated by Nied & Stevens Inc., owned in equal shares by Perry H. and Lucy S. Stevens, and Frank T. and Evelyn A. Nied.

FCC was told that Mr. Nied, manager of the station, is ill and unable to continue the operation and that the other stockholders are not available to take over direct management.

WRRN, founded in 1941, is on 1400 kc with 250 w but has a construction permit for 1440 kc with 5 kw fulltime. It is affiliated with Mutual. WRRN-FM is slated to take the air in June.

The Commission had designated the transfer application for hearing to determine whether control had already been transferred without FCC approval [BROADCASTING, Jan. 10]. On its own motion last Thursday, however, the Commission reconsidered and approved the transfer.

WHEN Paul Dixon, WCPO Cincinnati disc m.c., became ill just before a broadcast of his *1230 Club* Sammy Kaye, who was to be Mr. Dixon's guest, volunteered to do the program. Mr. Kaye went on the air and proceeded in true disc jockey style.





CALL LETTERS

FM, TV Suffix Edict Issued by FCC

COMMONLY-owned AM, FM, and TV stations using common base call letters but located in different communities were given until July 1 to change the FM or TV calls, under a policy statement issued by FCC last Thursday.

The Commission said common call letters may be used (with FM or TV suffixes) only if the stations are in the same community and are commonly owned or controlled. They may not be used even if the stations are in different cities of the same metropolitan district.

FCC said "the vast majority" of commonly owned AM, FM and TV stations already comply with this policy. A preliminary search of FCC records revealed only five instances which do not, although FCC authorities said there may be other cases. The five cases, with the common owner in each case, were:

Associated Broadcasters, Inc.—WEST Easton and WEST-FM Bethlehem, Pa.

★

Johnston Broadcasting Co.—WJLD Bessemer and WJLD-FM Birmingham, Ala.

Radio Anthracite Inc.—WHWL Nanticoke, Pa., and WHWL-FM Scranton.

San Bernardino Valley Broadcasters—KCSB San Bernardino and KCSB-FM Colton, Calif.

May Broadcasting Co.—KMA Shenandoah, Iowa, and KMA-TV Omaha, Neb.

As an example of its policy, FCC said:

A standard broadcast station using the call letter WXXX, located in City X, will be permitted to use the call letters WXXX-FM or WXXX-TV for its FM or TV stations only if the FM and TV stations are also located in City X. Similarly, an FM station (where the licensee does not also operate a standard station) located in City Z using the call letters WZZZ of WZZZ-FM will be permitted to use the call letters WZZZ-TV for its TV station only if the TV station is located in City Z.

The policy, FCC said, should help avoid "some of the confusion which has arisen in the past with regard to assignment and use of call letters."

WSON TRANSFER

Hecht Lackey Would Control

APPLICATION was filed with FCC last week for consent to transfer of control of WSON-AM-FM Henderson, Ky., to Hecht S. Lackey, general manager and part owner of the station. Stock held by Pierce E. and Montana L. Lackey and WPAD Paducah, Ky., is retired by WSON for $57,800.

The 4% interests held each by Pierce E. Lackey and Montana L. Lackey are retired as treasury stock by Henderson Broadcasting Co., WSON licensee, for $3,480 each. The 58⅔% holding of WPAD is acquired for $51,040. WPAD is owned chiefly by Pierce E. Lackey. Hecht S. Lackey becomes sole owner of WSON following transaction. WSON is assigned 500 w daytime on 860 kc.

Pierce E. and Montana L. Lackey and WPAD recently withdrew from WHOP Hopkinsville, Ky., leaving F. E. Lackey as sole owner [BROADCASTING, Jan. 3]. Pierce Lackey also is president of WCIF Madisonville, Ky.

CLARENCE LEA

Joins Transportation Assn.

CLARENCE F. LEA, a former chairman of the House Interstate and Foreign Commerce Committee, will assume duties in Washington March 1 as director of governmental relations for the Transportation Assn. of America, the group's board of directors announced last Wednesday.

Mr. Lea, a Congressman from California for 32 years, retired from the House of Representatives at the close of the 80th Congress. He was author of the Lea Act, which imposed certain curbs on the AFM and other unions.

Donald D. Conn, executive vice president of the association, announced that in the new job, Mr. Lea will "seek to harmonize opinions among the many trade groups so that a common understanding can be resolved regarding these fundamental transportation policies which are necessary for the nation's economy and national defense."

WBEN-TV TO CBS

Makes 29 for Network

THE ACQUISITION last week of WBEN-TV Buffalo as an affiliate of CBS-TV brings that network's video outlets to a total of 29, Herbert V. Akerberg, vice president in charge of station relations announced. Outlet is also affiliated with NBC-TV.

WBEN-TV, assigned Channel 4, is owned and operated by WBEN Inc. General manager is C. Robert Thompson.

WGR Buffalo continues as the CBS AM outlet in that city.



Artist's conception of new skyscraper transmitter site for WBKB (TV) and WBIK (FM) now being erected atop the American National Bank Bldg. in Chicago.

NEW WBKB SITE

Installation Work Starts

WORK on the new transmitter site of WBKB (TV) Chicago atop the American National Bank Bldg., 33 N. LaSalle St., was begun fortnight ago. First step was the hoisting of 20 tons of steel to reinforce the top of the building for installation of a 5 kw TV and FM transmitter.

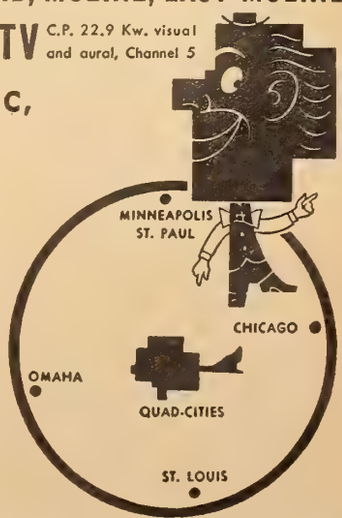
Estimated cost of the project, including remodeling of studio and office space, is $250,000. Transmission equipment weighing 85 tons is to be installed at the new location, four blocks from WBKB's present studios and offices in the State-Lake Bldg. A 68-ft., five-section antenna will be erected atop a 135-ft. tower.

Work is expected to be completed sometime in April, according to WBKB executives. The move to the new location also will involve WBIK (FM). New quarters for the stations, both owned by Balaban & Katz, will be on the 39th floor of the bank building. WBKB is on Channel 4 (66-72 mc) and WBIK is on Channel 242 (96.3 mc).

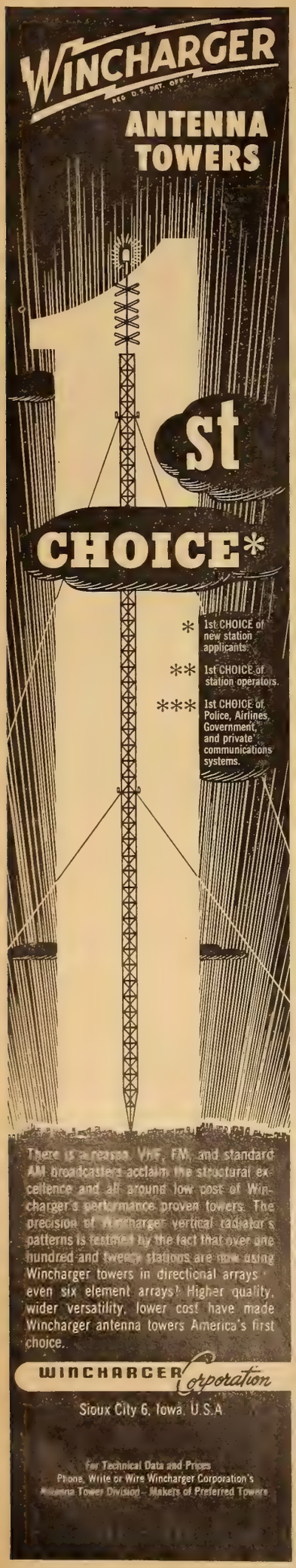
WTTG Morning TV

WTTG (TV) Washington, DuMont outlet, starts morning telecasts today (Jan. 17) with most of the additional programs originating from WABD New York, another DuMont affiliate. The new schedule, which calls for program telecasts from 10 a.m. through 3:30 p.m., is in effect Monday through Friday, according to Walter Compton, WTTG general manager.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

WOC
FIRST IN THE QUAD Cities
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5
Basic Affiliate of NBC, the No. 1 Network
WOC advertisers reach the biggest and richest industrial center between Chicago and Omaha, Minneapolis and St. Louis . . . get extra coverage of the prosperous Iowa-Illinois farming area on WOC-FM without additional cost. With complete duplication both stations deliver the entire NBC Network schedule and local programs to this rich farming area.
Col. B. J. Palmer, President
Ernie Sanders, Manager
DAVENPORT, IOWA


FREE & PETERS, INC., National Representatives



BOXING

Farley, Eagan Declare TV Doesn't Hurt

TELEVISION will not be detrimental to boxing according to both James A. Farley, ex-Postmaster General and former chairman of the New York State Athletic Commission, and Col. Edward F. P. Eagan, present commission chairman.

They spoke Wednesday evening at the Boxing Writers Assn. annual dinner in New York. Their opinions were diametrically opposed to that of Abe J. Greene, national commissioner of the National Boxing Assn., who the week before stated television was a threat to the ring industry [BROADCASTING, Jan. 10].

Said Mr. Farley:

"Ultimately it will be found that television is not detrimental."

Col. Eagan suggested that television might actually be "the morning star" that points the way to future prosperity for the ring sport. He explained that the widespread advertising job television is capable of performing might bring boxing to many who never saw a contest and make them enthusiasts who would come to the arenas.

★

Col. Eagan traced the constantly increasing flow of revenue to the commission from radio and television. Radio in 1947, through a 5% tax on boxing and wrestling promoters' grosses, gave the commission $9,685, whereas in 1948 the amount rose to $14,132.50.

Television's increase was, considering the newness of the medium, even more spectacular. In 1944 it gave the commission $1,275; in 1945, $4,725; in 1946, $5,000; in 1947, $8,492, and in 1948, $13,265.

TV HOOPERS

To Cover Ten Cities

HOOPER TV audience measurements will jump from one to ten cities as of Feb. 10. On that date information on evening TV viewing will be available for Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Philadelphia, St. Louis and Washington, in addition to New York, on which Hooper TV reports have been available since February 1948.

Reports will be based on the regular random coincidental telephone sample in each city. They will provide station audience indexes and station Hooperatings by 30-minute and 60-minute periods for all evenings of the week, and will be published as section 11 of the regular city Hooperatings reports.

TV INAUGURAL

Films Ready in 24 Hours

A FILM recording of the first telecast of a Presidential Inauguration will be available within 24 hours after the ceremonies Thursday to stations in every television city, it was announced last Thursday by representatives of four networks.

The networks will record two negatives of the telecast, one a master from which prints will be made, and the other a projection copy. The master will be rapid-processed, edited, printed and positives will be offered at cost to all affiliated network stations.

Those who concluded the arrangements were: Larry Ruddell, ABC television director of recording; Robert Wood, manager of CBS television network operations; Edward Carroll, manager of DuMont Teletranscription department, and N. Ray Kelly, assistant director of NBC television's film division.

BRITISH VIDEO

Government Handicaps Cited by Fisk

TELEVISION growth in the United States is leaving British TV service far behind, according to Sir Ernest Fisk, deputy chairman and managing director, Electric & Musical Industries Ltd. He attributes this lag to the handicaps imposed by Britain's government-operated system as against the U. S. system of free competitive enterprise in radio.

Addressing EMI's 17th annual meeting, he reminded that BBC established the "first public television in the world at London in 1936," using EMI's system. "That service was closed during the war and reopened in 1946," he said. "We expect the second station in England to be opened in Birmingham some time in 1949.

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind.

"There are already more than 30 TV stations operating in the United States [as of early December]. Ignoring the war period, England will have provided two stations in seven years against the United States providing 30 stations in two years.

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"Even more startling is a forecast recently made by the FCC chairman [Wayne Coy] that there will be 400 TV stations in the U. S. by 1950 (that is about the time we shall have completed our second station in England) and that within seven or eight years, there will be 1,000 TV stations in operation in the United States.

"The same amazing difference shows in the manufacture and sale of TV receivers. After six years operation in England, 100,000 TV sets have been manufactured and installed in English homes." He compared this with the million sets installed in the United States, and the prediction of 17 million set in use by 1955.

He contended the English TV image of 405 lines is providing better pictures than the higher 525-line U. S. standard because of superior use of facilities.

Toy Council Sponsors

NEW VIDEO program for children and parents, *Hurray for Play*, will debut on March 6 over 20 ABC-TV stations on the network's eastern and midwestern networks, as well as stations now beyond cable or relay range. The first program on ABC's video recording to stations not served by cable will be televised on March 13. Featuring songs, games and children's parties, and stressing functional toys, *Hurray for Play* is scheduled for Sundays, 6-6:30 p.m., EST and PST, and 5-5:30 p.m., CST. It is sponsored on a 52-week basis by the Toy Guidance Council, New York, through Reiss Advertising, New York.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

IT'S A BIG WIDE WONDERFUL WORLD

On Records: Buddy Clark—Col. 38370; Nancy Noland—Int. 132; Ness Coulon—6M946

On Transcriptions: Evelyn Knight—Associated; Monica Lewis—World; Cy Walter—NBC Thesaurus

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

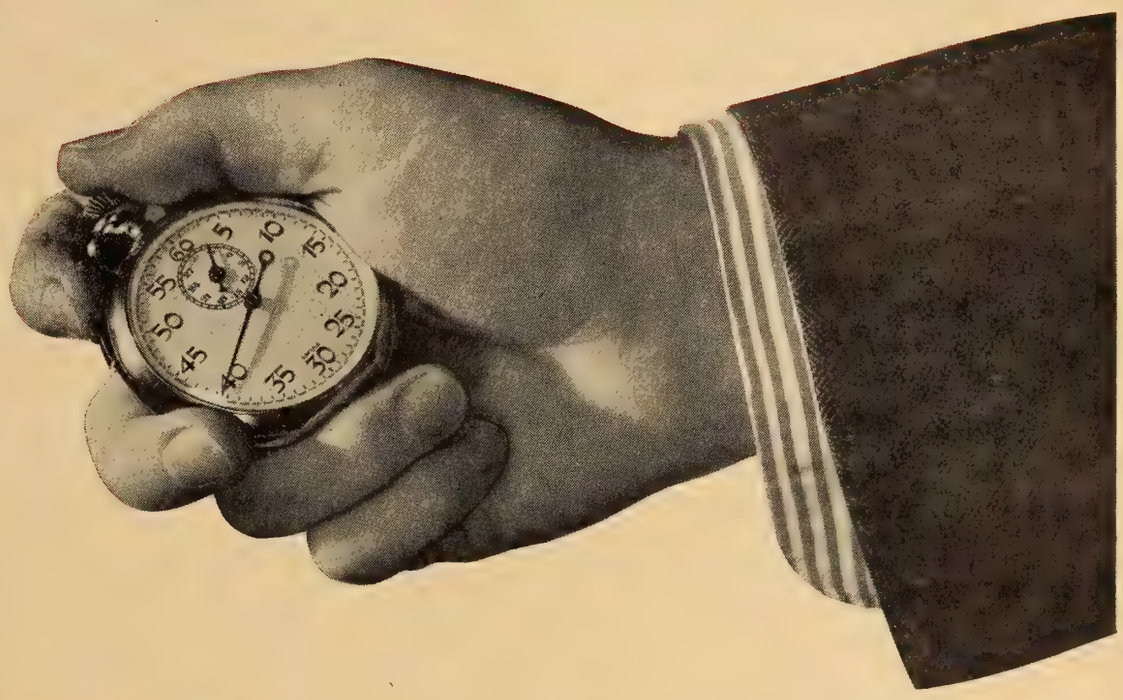
January 17, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 9

Baltimore



The 3 minutes that must pay for it all

You can put on a symphony or a slug fest. You can have millions sit back and have a good time. But those three minutes of commercial in that half hour must pay for it all.

Your Hooper can be way up—and your sales way down.

This agency keeps its eye on the ball—results!

On this basis it has an excellent record in radio and television.

Won't you invite us in to tell you more?

The Joseph Katz Company

BALTIMORE Advertising NEW YORK

Member American Association of Advertising Agencies

Ninth of a Series



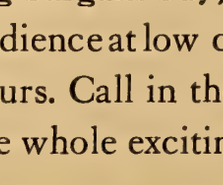
Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson. The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.



W-I-T-H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed



By J. FRANK BEATTY

BALTIMORE is a geographer's nightmare and a businessman's dream.

Located on the deepwater Patapsco estuary near the northern tip of Chesapeake Bay, it is the South's northernmost port and city.

As the southern terminus of the Chesapeake & Delaware toll-free canal, it is the North's southernmost port and city.

And just to keep the compass spinning, it is the westernmost seaport of the industrial East and thus the closest ocean connection for the Midwest.

The pre-radio plantation owners who chose this bay-head site as an outlet for their products flaunted the finest maritime traditions of the early 18th century. None lived to see the fruition of his daring and wisdom in picking the farthest inland port location in the East.

All the marvels of the mechanized era have fit into Baltimore's geographical blessings. Steamboat, railroad, airplane, telephone, electricity, motor transport and electronic communication — each has added to the city's commercial and industrial well-being and each has helped clinch its high place in the nation's economy and its sixth place in population.

This metropolitan area of 1,300,000 citizens enjoyed a 25% population boom as it added human tools to keep its wartime factories and shipping facilities operating. Most of the families stayed on, attracted by job availability and low-cost living, and a $150,000,000 program of residential building in 2½ years has eased their housing problem.

Like their fellow home dwellers —for Baltimoreans are extremely home-minded—they are settled citizens who go back to the fireside after work is done, and stay there.

Careful Buyers Are Brand Conscious

Such families provide a seller's paradise. They buy carefully and are highly brand-conscious. As home-loving citizens they naturally spend much of their time listening to the radio, and 97% of families have at least one set around the place.

At the moment this rather staid and steady city is going slightly television crazy. Its row upon row of row houses are studded with dipoles. A sparrow's quick scanning of an unweighted sample of the vast residential expanse would reveal one TV antenna to every 10 chimneys.

Though the bite of the television bug generally causes some degree of hysteria for the moment, Baltimore's broadcasters aren't especially alarmed. Their AM stations did a $4,000,000 business last year and the first scattered returns indicate the 1949 figure will be even higher.

True to the city's character, Baltimore's AM growth has been steady. Up to about a year ago it had only five AM outlets—WBAL, WCAO, WFBR, WCBM and WITH. Two AM daytimers—WBMD and WSID—are barely a year old and one already is over the hump. One straight FM station, WMCP, claims it is just shy of the break-even point. Another FM outlet, WMAR, has the powerful *Sunpapers* behind it. They have been showing more than casual interest in transit FM and their exciting WMAR-TV is in the black. Several other FM stations duplicate programs of their AM parents.

Of the three TV stations in Baltimore, only one—WBAL-TV—has an AM outlet in the family. WAAM is TV only, but has an AM grant and an FM application. WAAM has been too busy launching TV to do much about its AM permit. WMAR-TV had an AM grant but television was about all it could handle except for a part-time FM schedule, so the newspaper firm turned in its AM permit last November.

Would Like More TV Channels

Should the FCC happen to find two or three extra video channels lying under an allocation engineer's blotter, eager Baltimore AM stations will bump heads at the Commission's front door. Meanwhile, slighted Baltimoreans are wondering why their more fortunate Washington neighbors latched on to four TV channels.

Channels 2, 11 and 13 are assigned to Baltimore, leaving the whole center of the TV dial wide open. The city's television appetite

(Continued on Baltimore 4)

Baltimore

(Continued from Baltimore 3)

had been whetted by signals from Washington, over 30 airline miles away and even before any local stations were on the air there were 3,000 video receivers around the city.

Luckily for Baltimore viewers the TV programming is excellent as the three stations vie for attention. One station, WBAL-TV is on the air a minimum of 60 hours a week. All three are highly creative and the keen competition is bringing the public plenty of studio and remote programming.

For years agencies have spoken of Baltimore as a good radio town. After a year of telecasting, Baltimore looms as one of the nation's better TV cities. With two separately programmed FM outlets along with the FM affiliates of AM stations, the city's dialers have a full ration of electronic entertainment.

Baltimoreans Proud of Radio

Baltimoreans are proud of their diversified radio service and have granted it a place in the municipal heart right alongside such institutions as Johns Hopkins, Maryland Rye, Pimlico, Chesapeake oysters, Peabody conservatory, the B&O, white marble steps, Joe Katz, the *Sunpapers*, its 600 churches and Henry Mencken.

Those who do business in Baltimore need not be reminded that it is the sixth largest city in the United States. And those who know the city's history know how it reached that population point and why it is smug about the future.

From a business viewpoint nothing is more important to Baltimore than its central position on the Atlantic coast. With an inland location close to the tip of Chesapeake Bay, Baltimore is nearer the large interior producing areas and cities than any of the other Atlantic ports.

Chicago, for example, is 767 rail miles away from Baltimore compared to 814 from Philadelphia and 890 from New York. This provides critically important freight rate advantages on both foreign and domestic traffic, stimulating the business and industrial growth of the city.

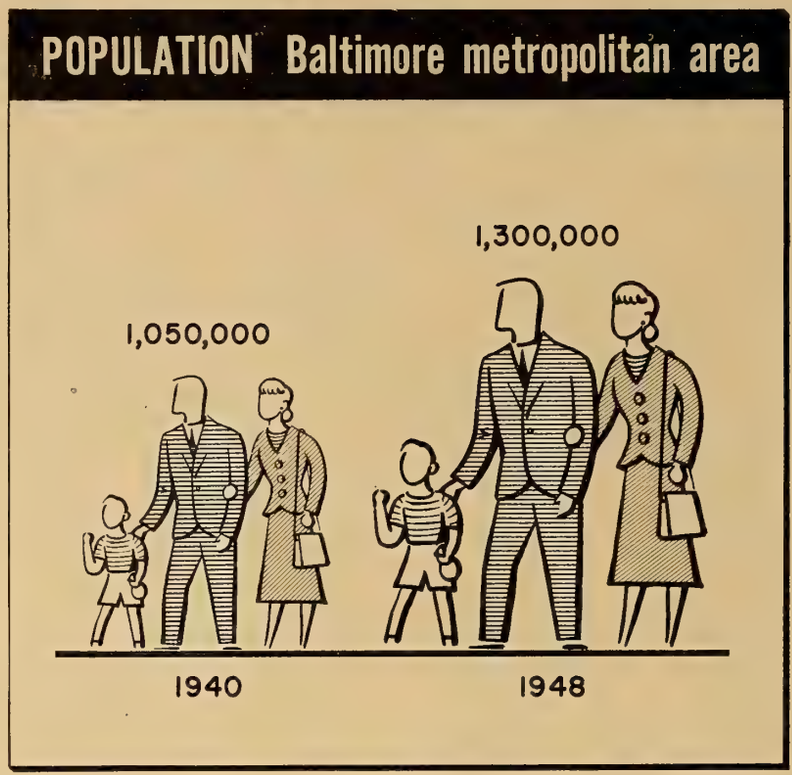
Blessed with a fine natural harbor, the city is focal point of international trade. The harbor, with 40 miles of water frontage, is the city's top business asset, with manufacturing industries operating extensively at waterside sites.

Harbor First In Export Trade

That's why Baltimore is the No. 1 U. S. port in export trade and No. 2 in total commerce.

Baltimore became a factor in world trade at the turn of the 18th century when settlers started sending grain and tobacco to British ports. Soon "Baltimore Clippers" became world-renowned, plying the seven seas, and the city became Maryland's first metropolis.

Shortly after the Revolutionary War groups of Baltimoreans started financing the construction of fast clippers that sailed empty into the Atlantic and returned a few months later with fine cargoes provided by reluctant British skippers. This profitable profession aroused the aggrieved Britishers but the two nations worked out a satisfactory solution in the War of 1812 and the clippers were put into more conventional types of commerce.



During that war Francis Scott Key, Georgetown lawyer, penned his immortal "Star Spangled Banner" as the British prepared to launch an unsuccessful attack on Baltimore.

Met Challenge In Transportation

Within a decade the city faced a new crisis as the Erie Canal was constructed across New York State. Products from the West started to move into New York harbor. Baltimore accepted the challenge, coming up in 1827 with the Baltimore & Ohio Railroad, and its commerce has thrived uninterrupted.

Darkest days in Baltimore's history followed a fire in 1904 that razed the downtown area. For a decade the city reeled, but plodded steadily at the reconstruction task.

The rebuilding was well done, with brick and masonry structures predominating. Quarries and clay abound in the region, and no eastern city is more substantially constructed. Business and residential structures were built to stay, for Baltimore does not think in temporary terms.

Came the war—World War I—and Baltimore got the shot-in-the-arm that started a new era of commercial and industrial growth. The pace has never slackened, though casual historians occasionally drape the city with gustatorial and social mantles while ignoring the arrival or departure of a heavily laden freighter every hour-and-a-half.

Every Freighter Means More Commerce

The city is blessed with culture and traditions galore, but it is more interested in the drab freighter whose arrival means $15,000 to $25,000 will be spent for provisions alone. The freighter unloads valuable cargoes for local and inland industries and commerce, and departs with goods and raw materials from these same areas.

That ship is the symbol of Baltimore's prosperity and its steady expansion during the last three decades.

Baltimoreans are port-minded. They point out that the port is closer to South America's eastern ports than New Orleans. They know that the sea-level Chesapeake & Delaware canal provides a northern outlet to the sea, and that one of every five ships entering the port uses this convenient and toll-free ditch.

Major Industries Locate on Waterfront

Nearly 100 major industrial plants are located along the 40-mile waterfront. Among the list are Bethlehem Steel Co., American Sugar Refining Co., McCormick & Co., Western Electric Co., Glenn L. Martin Co., Procter & Gamble, American Smelting & Refining Co., National Gypsum Co., Locke Inc. and Esso Standard Oil, to name a few. They employ 180,000 workers, and their anual output is nearly $2 billion.

Entirely aside from employment at these plants, the port's shipping and related maritime activities provide work for over 30,000. Port facilities include four railroad marine terminals, 270 piers, wharves and docks; three grain elevators; eight ore cranes; 30 public general merchandise warehouses; four coal piers; 14 ship repair yards.

The port facilities involve a capital investment of over $200,000,000, including ship channels. A $40,000,000 port development fund has been raised to modernize and expand the facilities at this all-weather ice-free harbor.

Leads Nation In Export Tonnage

As leading U. S. city in export tonnage, and second-place port in total foreign-trade volume, Baltimore moves over 45,000,000 tons of cargo, including nearly 25,000,000 in overseas commerce.

Bethlehem's Sparrow's Point plant, largest tidewater steel mill in the world, employs 22,000 workers and is the country's second largest plant. The adjoining Bethlehem shipyard has seven shipways. During the war the yard topped all others in ship construction, including 383 Liberty and 93 Victory ships. Besides it built large numbers of other craft and handled a heavy conversion and repair program.

Western Electric produces nearly all of its rubber-covered wire and coaxial cables at the Baltimore plant, where it employs 5,500. Crown Cork & Seal, dominating the bottle-cap field, employs 5,000.

Westinghouse Electric Corp. has two plants operating under direction of Walter Evans, vice president and also president of Westinghouse Radio Stations Inc. The Industrial Electronics Division and X-Ray Division employ over 2,000 persons. During the war they turned out products valued at over $400,000,000, including the radar set that gave the unheeded warning of the Japs' approach to Pearl Harbor.

Bendix Produces TV in Baltimore

Bendix Aviation Corp. has a Baltimore plant employing 3,000. Last autumn it added a TV line to its receiver output. The TV unit is said to have 350 persons working on the production line.

Koppers Co. hires 3,000 workers for its insulator plant. Davison Inc. has at least a third that many for its insulator plant and Davison Chemical employs about 1,500.

Two railroads—Baltimore & Ohio and Western Maryland—headquarter in the city. The B&O has been a Baltimore institution for 122 years. Nearly every citizen bought stock when the line was conceived as a means of meeting the Erie Canal menace. The original Mt. Clare station is still in use.

Other railroads serving the city include the Pennsylvania and two short lines. Some 65 scheduled shipping services used the port in the month of June, 1948, and 4,389 deep-sea vessels arrived in the 12 months of 1947.

Aviation in Baltimore will enter a new era this year with completion

of Friendship International Airport eight miles southeast of the City Hall. Largest municipal project in the nation, it involves a cost of $18,000,000.

The 3200-acre site is a mile from Route 1, main East Coast highway from North to South. It is 22 miles from Washington's district line and a new highway will provide swift service to the nation's capital.

Friendship is expected to ease the international and domestic air load at National Airport in Washington. Located 125 feet above sea level, it has good air drainage with fewer than 10 foggy days a year compared to New York's 30 to 40. Three trans-Atlantic airlines and nine domestic lines will use the port. The present municipal airport will be used mainly as a seaplane base.

Elaborate Facilities To Be Included

To be completed next Dec. 31, Friendship will have a railroad siding; hotel roomettes in the terminal runway; runways up to 10,000 feet in length; access to the new Chesapeake bridge to the Eastern Shore, with the bridge just seven miles away; provide the best airport in the East for blind landings. Runways are about complete, work having been started in spring of 1947.

Baltimore is air-minded. On the outskirts the big Martin plant provides employment for thousands in turning out military and civilian aircraft, and the area isn't even ruffled at the weird screech of something supersonic that the engineers are testing.

Though 60% of Baltimore's income is port-derived, it is a city of diversified interests. This diversity carried it through the depression of the '30s with minimum discomfort and accounts for the confidence with which businessmen contemplate the future.

With its fine land and water transportation, the city is one of the nation's leading wholesaling and jobbing markets. This activity traces back to the early Colonial days when the city first became a commercial center. The primary wholesale influence is felt all over Maryland, District of Columbia and parts of Virginia and West Virginia, an area of 20,000 square miles. The secondary wholesaling area extends from Maine to Florida and as far away as Tennessee, Kentucky and Ohio.

Baltimore's wholesale business exceeds $2 billion a year, with employment provided some 25,000 persons. The 15,000 retail stores do a business of more than $1 billion and give work to 75,000.

Business Financing Important Enterprise

Financing of business enterprises has long been a Baltimore activity of major importance, tracing back to the day when its bankers personally knew the credit possibilities of Colonial planters. First major project was the B&O in 1827 and the city's financial houses have provided service for all types of enterprises. Baltimore is the largest banking center south of Philadelphia and east of the Mississippi.

Commercial Credit Located in Baltimore

Commercial Credit Co. headquarters in the city. It is one of the largest sales finance companies in the world and is high in the bonding and casualty insurance fields. Four of the leading companies writing casualty insurance and surety bonds have home offices in the city.

All this hard-bitten business and industrial activity provides the lifeblood that keeps Baltimoreans happy with their lot and permits indulgence in the art of pleasant living.

Baltimore is a city of culture. Its famed Johns Hopkins Hospital and Medical School and similar U. of Maryland institutions are among the best known in the nation. The U. of Maryland dental school is the first in the world. Johns Hopkins U. has undergraduate and graduate departments and Maryland U. has law, pharmacy and other schools in the city.

Museums and libraries abound. The city supports a municipal symphony orchestra. Peabody Conservatory is nationally known in the musical world.

Home of 600 churches, Baltimore has been a leader in religion since its founding by the Lords Baltimore 300 years ago after a grant by the English king to the Calvert family. U. S. Methodism was organized in the city in 1784. The nation's first Cathedral was built by the Catholic Church in 1806. A third of the city's residents are Catholic.

Baltimoreans claim their percentage of home ownership is highest in the nation, even above that of Philadelphia. The city is slumless, though it has poorer sections.

Availability of brick and marble along with a peculiar local system of ground rents were important in the home-owning trend. Under these ground rents, most Baltimore homes were sold without the land beneath them. The developments were of the row-house variety and $50 down would buy a comfortable $2,000 or $3,000 six-room home complete with white marble stoop.

Having bought the place, the homeowner generally had the choice of buying the land after five years or continuing to pay the rent and taxes. Development companies sold the houses at cost or thereabouts in order to collect ground rents.

Though an airplane view of the city reveals miles of block-long piano-box edifices, Baltimore's residents are well housed. They are famed as housekeepers and the basic morning occupation of housewives is a careful manicuring of the marble stoop.

Being well housed, Baltimoreans are stay-at-homers. They do most of their entertaining at home. While downtown Baltimore has several renowned dining places, the city is known for its eating at home. Few night clubs are able to exist. The city's night life, however, supports several burlesque theatres.

Set Ownership And Tune-In High

The stay-at-home citizens buy more than their share of food and other merchandise, guided by the sponsored messages of radio and television stations as well as newspaper advertising. The local radio tune-in and set ownership are high and the newspapers are perhaps read more carefully than those of most large cities.

Visitors quickly catch the hometown feeling of the metropolis. The mass media are naturally alert to the phenomenon, and a local-flavor broadcast is sure to pull a heavy audience. Feeling runs high at sports events and a riot was barely averted a few weeks ago when the pro football Colts were nosed out of the eastern championship. The Naval Academy plays its home games in Baltimore's big stadium.

Sports provide a major business in the city. The mid-May Preakness at the old Pimlico track is the second ranking racing event of the year. The tracks draw a heavy amount of transient business to the city. Within motor distance are Bowie, Laurel, Bel Air, Havre de Grace and Timonium. The rolling Maryland hills support a horse-breeding industry.

These hills also support a lush agricultural industry just as the Chesapeake provides extensive seafood enterprises.

Marylanders Loyal To Home Products

Marylanders are loyal to their Chesapeake oysters, and to their Maryland Rye whose subtle charms are ascribed to choice grains, deep limestone wells and skilled processing. Baltimore consumers contribute substantially to the support of the rye and beer industries, though much of the consuming is done at home.

Taking a powerful role in Baltimore's steady commercial growth have been its advertising agencies, many of them decades old. Unlike many other cities, the agency business is calm and steady, lacking the wild scramble for clients so familiar to advertisers. The city's advertising counsellors work carefully and skilfully, and their client lists vary slightly from year to year other than to reflect healthy growth.

Generally rated as the largest agency is Joseph Katz Co., with headquarters in the city and a large working organization in New York. Sparked by Mr. Katz, the agency has guided the expansion of many radio-using companies such as the American Oil, Maryland Pharmaceutical, Ex-Lax, Arrow beer, Gaby sun tan lotion and stations WITH and W M A R Baltimore, WWDC Washington and WLEE Richmond.

And encouraged by Mr. Katz, the agency has gone into television seriously. American Oil Co. sponsors the Washington Redskins football games on WMAL-TV Washington. Arrow beer sponsors telecasts of fights on WMAL-TV and WMAR-TV.

Obviously Mr. Katz believes in television. He feels, however, that AM and FM are being sold short in the TV excitement. "If television has the best story in costs and sales, it will beat out the other media," he says. "But my guess is that they'll all be here, competing for the ears and eyes of the listener."

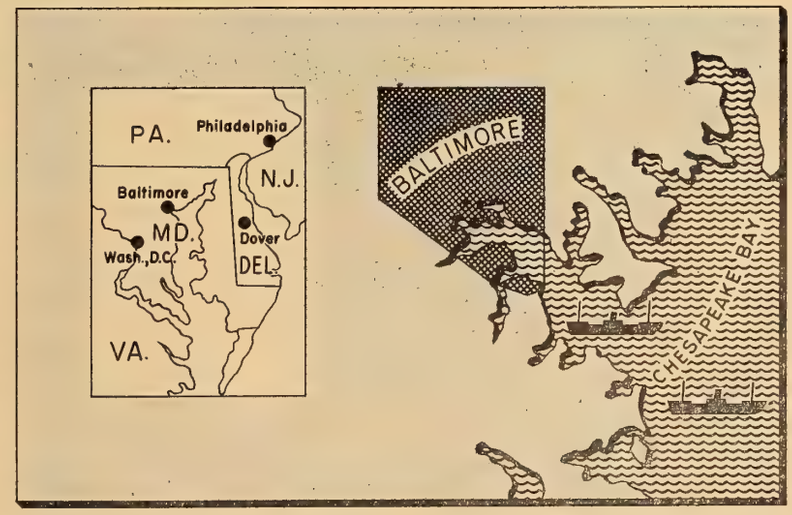
Joseph Katz Co. Effective with Spots

The story of Rem and that of Ex-Lax are classic examples of the effective spot technique used by the agency.

Among the Katz media executives are John McHugh, Robert Swann, Evans Rodgers and Beth Black (New York).

Another active radio agency is Van Sant, Dugdale & Co., with Daniel Loden as director of radio and television. Sherwood Bros. Inc., regional gas station chain operating in Maryland, is a heavy broadcast user and Mr. Loden says radio has carried a substantial share of the Sherwood advertising burden. The company uses newscasts in

(Continued on Baltimore 6)



Baltimore

(Continued from Baltimore 5)

leading cities, U. of Maryland football, Baltimore symphony concerts, special Christmas music and other programs.

Rice's Bakery places through Van Sant, Dugdale in Baltimore and Wilmington, using a good deal of spot radio.

Large Baltimore meat packer, William Schluderberg-T. J. Kurdle Co. (Esskay), markets regionally. It has used a lot of radio in the past but is weak at the moment. Return to the medium is expected this year. When Esskay celebrated the fifth anniversary of *It's Fun to Cook*, heard on WFBR, it hired a theatre but ran out of tickets before it announced requests would be received.

Variety of Business Handled by Van Sant

Glenn L. Martin Co. buys radio to announce entrance of new planes into service. A national radio user is York Wall Paper Co., via dealer co-ops. Fram Corp., maker of oil filters, is buying the MBS *Sports Thrill of the Week*. Montco coffee, marketed in the Philadelphia area, will probably use radio this year.

Mr. Loden subscribes to the theory of many other timebuyers that radio is not doing a good merchandising and promotion job. Radio salesmen often fail to give the basic facts, he says, making it difficult for radio buyers to sell account executives on use of the medium.

Van Sant, Dugdale has used little TV but the new medium will appear in three or four budgets this year. The agency is studying video and has some campaigns in the planning stage. It's a bit concerned at the moment over the cost-per-thousand. A new network show starting in late January is in the final planning stage.

In supervisory charge of radio at Theodore A. Newhoff Adv. Agency is Marx S. Kaufman, vice president. A former Washingtonian, he now is a confirmed Baltimore resident and points out that the city is a leader in the field of new and space-annihilating industries such as aviation, electronics and plastics. He sees business benefits in the nation's defense program.

Among Newhoff radio accounts is Food Fair Stores Inc. The Baltimore segment of the chain has sponsored *Dialing for Dollars* nine years. It is one of the early telephone programs. The agency handles local radio for the chain but does all of the national advertising in other media. Another Newhoff radio account is Better Ice Cream. Samuel S. Strouse is Newhoff radio director. WCBM is a Newhoff account.

Head of the Ruthrauff & Ryan branch office in Baltimore is T. Hamlin Reese. Principal account is Gunther's beer, marketed in Maryland and District of Columbia, Virginia, West Virginia, Pennsylvania and California.

The California angle, a sort of merchandising freak, stems back to Baltimore's shipping activity. A demand for Gunther's originated in San Francisco and Oakland marine circles and the beer is shipped by boat.

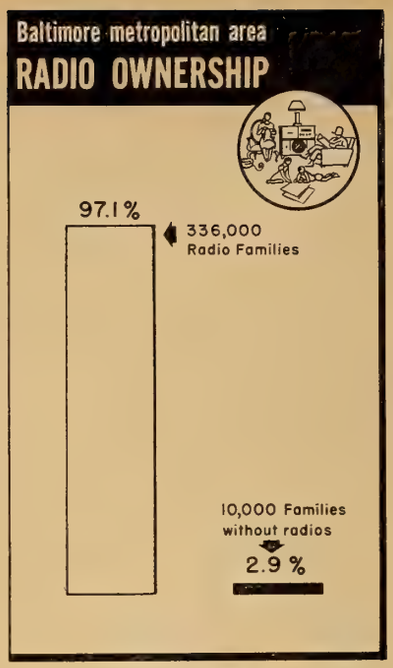
Gunther's sponsors Baltimore Bullets and Washington Capitols basketball on AM and television. The football Colts are sponsored in Washington on WINX and in Baltimore on WITH. Arch McDonald does a regular record-sports series on WTOP Washington. Special events and elections are telecast on WMAR-TV Baltimore and WTTG Washington. Racing was telecast on WNBW Washington and WBAL-TV Baltimore. Amateur fights and other sports are carried. A two-hour sports series has been carried nearly eight years on WITH Baltimore. The Washington Capitols basketball is sponsored on WWDC and WWDC-FM and WTTG (TV) Washington. The Bullets basketball is carried on WITH and WMAR-TV in Baltimore.

In its 11th year is the famed *Gunther's Quiz of Two Cities*, with Washington and Baltimore contestants connected by land line and appearing on the program simultaneously. The program is heard on WFBR Baltimore and WMAL Washington.

Baltimore has developed into a fine television city, according to Mr. Reese. He believes TV will have a terrific advertising impact, perhaps cutting into the AM audience but not replacing AM.

Frank L. Blumberg Adv. Agency is interested in television but Mr. Blumberg believes AM radio will remain strong. Television is opening up and will find its place alongside other media, he feels. "Television presents an active market to the advertiser," he says. "The TV business we have placed has not replaced any other medium."

The agency broke into TV when WMAR-TV opened over a year ago, telecasting a football game for the local Crosley distributor. A five-minute package show is sponsored by a local Chevrolet dealer.



The Blumberg agency has the Klein Chocolate Co. account and used spots successfully to promote Nick-L-Nut candy bar. Horace J. Elias is radio director. The agency places WFBR advertising.

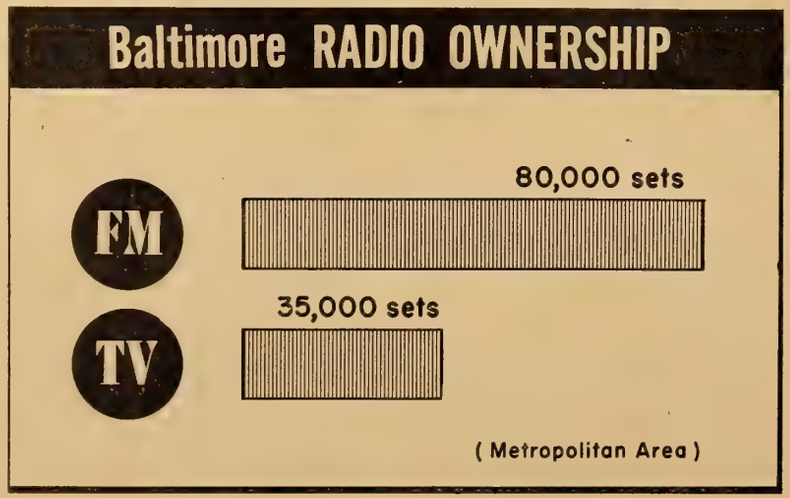
Cahn-Miller Inc. handles a number of regional accounts, with George Gettman as secretary and media buyer. Louis F. Cahn, president, directs some of the accounts personally. The agency places spots for Central National Bank of Richmond. For Diamond State Brewery it places a sports show and play-by-play baseball in Wilmington, Del.

Fidelity Trust Co. of Baltimore, old-line financial house, uses FM only, catering to the Charles St. families. Jarman Motors uses spots and a 15-minute news series.

Cahn-Miller is agency for WCAO.

The agency has used some special events television and right now is working on a TV series for a client.

Another agency head who sees a bright future for both television and sound broadcasting is I. Harold Kuff, head of Kuff & Feldstein. Hecht Bros., a leading department store, sponsors televised news on WMAR-TV twice daily along with institutional AM broadcasts.



The agency buys TV spots for American beer, in cooperation with Elmer Free, radio specialist. Among other accounts are University Motors, R. C. Heller, bedding manufacturer, and WBAL and WBAL-TV.

Mr. Kuff sees TV most effective at night and AM in the daytime. Women must stop work to watch television, he reminds, but they can do housework and listen at the same time. Many women plan their day around one or two AM dramatic programs, says Mr. Kuff. He is satisfied television won't replace AM. Baltimore, he claims, is one of the best radio cities in the country.

Among national and regional agencies having branches in Baltimore are St. Georges & Keyes, New York; McManus, John & Adams, Detroit, servicing the Bendix account, and Courtland D. Ferguson Inc., Washington. Some of the other leading agencies are A W & L Adv. Agency, Azrael Adv. Agency, S. J. Lichtman Co., S. A. Levyne Co., Frank D. Webb Adv. Co. and Justin Funkhouser Adv.

Department Stores Watching Television

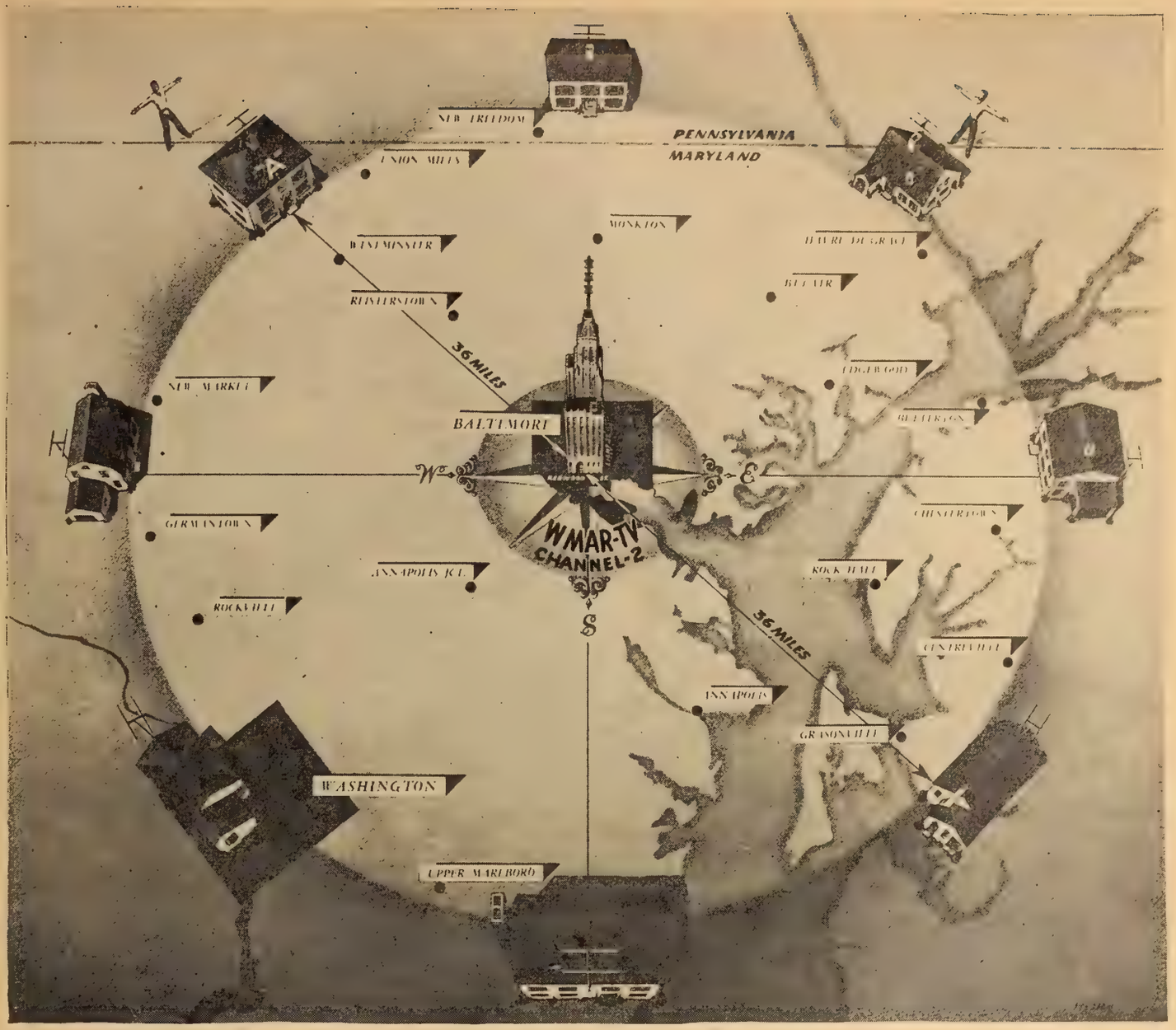
Baltimore has its share of important department stores. They are not overly radio-minded but are watching television closely. Hutzler's is described as the most consistent radio user, with Hochschild-Kohn showing interest in the medium. Hamburger's men's clothing store, buys spots and programs. The Hub likes announcements.

The city's heavy industries are not radio-minded, as a rule, nor do the garment or liquor makers embrace the medium. In the field of consumer goods, however, the story is different. Emerson Drug Co. consistently sponsors nationwide radio for its Bromo-Seltzer, as does Maryland Pharmaceutical for Rel and Rem. Some of the manufacturing drug houses aren't radio minded, however, especially those not promoting brand names.

This haven of freedom, where the national anthem's lyrics were spawned, hangs its municipal head in shame at mention of the "Baltimore Gag."

The gag is a juridical freak traced to the city's English forebears. In essence it is a warped contempt-of-court rule laudably designed to protect indicted persons but maliciously ineffective in that it operates as a cancer on the vitals of democracy.

Several Baltimore stations face early trial for contempt because they carried press association reports that a suspect had confessed to the sex murder of two little girls, along with statements made by high police officials. The city's newspapers have quaked in fear of reprisals from the bench, but broadcasters are standing on their constitutional rights. If they lose in the local court, the fight will be carried to the U. S. Supreme Court which long ago branded the antique common-law rule as outmoded and unconstitutional.



This is a picture of WMARyland

Throughout Maryland and the rich Chesapeake Bay area, televiewers rely on good reception from Channel Two. They know that only on WMAR-TV, The Sunpapers television station in Baltimore, can they enjoy the programs with that special Maryland flavor.

Only WMAR-TV gives its loyal audience a daily motion picture newsreel of the news events of Baltimore and Maryland. Only WMAR-TV gave the Maryland audience the Baltimore Orioles baseball games; the Baltimore Bullets basketball games; the Baltimore Colts professional football games; and the daily feature races from historic Pimlico and Laurel race tracks.



Add to these distinctive "local" programs on WMAR-TV the outstanding entertainment presented by the Columbia Broadcasting System's television network, and there's little wonder that television aerials in Maryland are turned to Channel Two.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



two are always better than one

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.



Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

STATION HISTORIES

Background, Data on Baltimore Outlets

WAAM (TV)
3725 Malden Ave.
Mohawk 7600
26,100 w (TV) 13,800 w (audio)
Channel 13

WHEN WAAM took to the air last Nov. 1 it was completely sold out for the day. The next day it was on 23 hours without a mishap in covering election returns.

The station claims another first in a simultaneous telecast of the Hochschild, Kohn & Co. *Quiz Teen Time* with WFBR. Both outlets carried the program commercially.

Officers include Ben Cohen, president; Fred Allman, executive vice president; Norman C. Kal, general manager, and Armand Grant, commercial manager. Mr. Kal is president of Kal, Ehrlich & Merrick, Washington agency.

WAAM has everything under one roof, with no department more than 75 feet from any other department, including executive, commercial, program and engineering. The station is located away from the heart of the city.

Just six weeks after taking the air the station moved into daytime programming with a 4 p.m. five-a-week film program sponsored by Joseph M. Zamoiski Co., local Philco distributor.

WAAM is a television affiliate of ABC and DuMont. It is represented nationally by Free & Peters. Basic hourly rate is $300. Radio-Television of Baltimore Inc. holds a CP for AM station (WTLS) with 1 kw daytime on 1010 kc but has not started construction. The company has a Class B FM application pending at the FCC.



Mr. ALLMAN

* * *

WBAL; WBAL-TV
2610 N. Charles St.
Hopkins 3000
50,000 w 1090 kc
32,600 w (TV) 17,200 w (aural)
Channel 11

ESTABLISHED in November, 1929, by Consolidated Gas, Electric Light & Power Co., WBAL was purchased by Hearst Radio Inc. in January, 1935. It was on NBC Blue network until Sept. 30, 1941, moving to the Red (now NBC). Power was increased that year to 50,000 w and frequency was shifted from 1060 to 1090 kc.



Mr. BURKE

"New World of Tomorrow" studios and offices were occupied in 1947 at 2610 N. Charles St., just north of the business center. The station has spent a million dollars on its new AM and TV facilities. It has no FM outlet but is an applicant.

Operating hours of the TV station exceed those of any operation outside of New York, according to Harold C. Burke, Hearst Radio vice president in charge of WBAL and WBAL-TV, with a minimum of 60 hours on the air since last Oct. 18. The TV station was opened March 11, 1948. Daytime programs begin at noon Monday through Friday. Harold P. See is TV director and acting chief engineer of both stations. Kenneth Carter is sales manager.

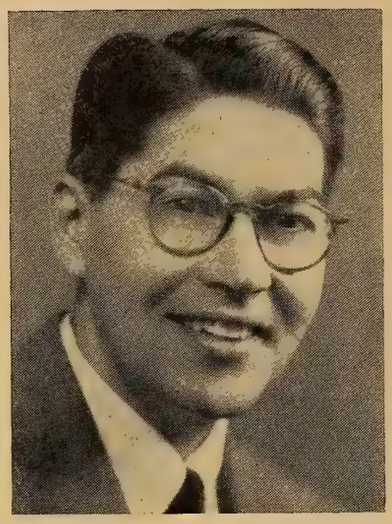
As of last December the TV station had 28 network and 50 local advertisers. Studio facilities are elaborate, with the main large studio equipped for a large variety of programs and filmed productions.

Basic WBAL AM rate is $500 an hour. TV rate is $350. Edward Petry & Co. represents both stations. Station slogan is, "WBAL and WBAL-TV mean business in Baltimore."

* * *

WBMD
2 W. Eager St.
Mulberry 7095
1000 w D 750 kc

THOUGH WBMD just celebrated its first anniversary last Dec. 7, it has been out of the red for some time, according to the owners. Twelve stockholders, mostly Baltimoreans, founded Key Broadcasting Corp., operating the station. President is George Hull, in the automotive business.



Mr. EARP

H. Shelton Earp Jr., formerly of WTOP Washington, took over management last February. He built the programming around several personalities. Ralph Powers was hired from another station for a 7-10 a.m. morning program. He is said to command a wide following. From 11 a.m. to 1 p.m., proceedings are in charge of Barry Kay. In the afternoon Happy Johnny presides from 1 to 5.

A daily noon participation program is said to be popular with listeners who fill the station's auditorium studio. WBMD's director of women's activities, Polly Dorsey, has a 10-10:15 a.m. program.

WBMD carries the Washington Redskins games under sponsorship of American Oil Co. and U. of Maryland games for Sherwood Bros., regional gasoline concern.

The station's basic hourly rate is $100. National representative is Joseph Hershey McGillvra Inc.

Merrill Carroll is sales manager of the station, with Thomas O'Connor as program director.

* * *

WCAO; WCAO-FM
1102 N. Charles St.
Mulberry 0600
5000 w 600 kc
10,000 w 102.7 mc

EVER since it took the air May 8, 1922 WCAO has had the same 600 kc assignment. Originally it was licensed to Sanders & Stayman, Baltimore music store, later being acquired by Brager-Eisenberg, department store, from which it was purchased in July 1926 by Monumental Radio Inc. Officers of Monumental were R. V. O. Swartout, George Eckhardt and William Atkinson.

WCAO joined CBS Sept. 18, 1927 as one of the original 16 basic affiliates. The ownership was transferred April 15, 1931 to the present Monumental Radio Co. Original officers were Lewis M. Milbourne, president; J. Thomas Lyons, executive vice president; Clarence W. Miles, secretary; L. Waters Milbourne, assistant treasurer. Mr. Lyons died in December 1938, L. Waters Milbourne becoming general manager in early 1939.

Power has increased from the original 250 w to 500 w and 500-1000 w, with the present 5,000 w fulltime granted Nov. 28, 1942. WCAO-FM was started experimentally Jan. 23, 1948, with 3 kw power on 102.7 mc, going fulltime with 10 kw the following Feb. 1. It duplicates the complete AM program schedule.

WCAO is an applicant for a television CP should Baltimore receive additional TV channels. It originally applied for TV last March 8. The station has occupied its own modernized building in the center of the city since Aug. 4, 1947. Transmitter is located on Park Heights Ave. extended. National representative is Paul H. Raymer Co. Station slogans are "Maryland's Oldest Radio Station" and "The Voice of Baltimore." WCAO claims to have originated the morning musical clock and likes to recall that A. D. (Jess) Willard Jr., NAB executive vice president, was an announcer on its staff.



Mr. MILBOURNE

Station's basic hourly rate is $375.

* * *

WCBM; WCBM-FM
Harford & North Aves.
Belmont 8400
250 w 1400 kc
(CP 10,000 w D 5,000 w N 680 kc)
15,000 w 93.1 mc

ORIGINAL WCBM license was issued in May, 1924 in the name of Charles Swartz, with 250 w day and 100 w night on 1370 kc. Baltimore Broadcasting Corp. was formed in

(Continued on Baltimore 12)

MORE POWER AND A BETTER PLACE ON THE DIAL!

In 1949 we move to



KILOCYCLES

with

10,000 watts—and that

means more SELLING POWER for advertisers using

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President* George H. Roeder, *General Manager*

Exclusive National Representatives **WEED & COMPANY**

NEW YORK • CHICAGO • BOSTON • DETROIT • ATLANTA • HOLLYWOOD • SAN FRANCISCO

(Continued from Baltimore 10)

1929 and the present management began operations the same year.

The station went to 250 w full-time in 1939, moving to 1400 kc in 1941. The FCC has granted a CP for a regional facility in the drawn-out 680 kc litigation and the station is preparing to move into the new assignment as soon as possible.

President of WCBM is John Elmer, well-known industry figure and president of NAB in 1937. He is still active in NAB affairs and has been on the board of Broadcast Music Inc. since its formation. George H. Roeder is general manager and program director of the station.



Mr. ELMER

WCBM is the Baltimore outlet for MBS network. Weed & Co. is national representative. Basic hourly rate is $200.

The station emphasizes the city's port-derived aspects, and is identified on every station break as "WCBM, the Port of Baltimore." Musically it reaches the non-extremist listener, "pleasing the middle-minded person while not sloughing off either long-hair or cat."

News policy stresses local events. Newsroom effort is geared to processing of national and international events for Baltimore listening, based on this theme: "The news of the world as it applies to our town."

Several teams operate in news broadcasting. Outstanding is the *Ian & I* 10:30-11 p.m. broadcast by Ian Ross MacFarlane and Charles A. Roeder, brother of George. The half-hour is completely ad-libbed, being tape-recorded to handle a heavy volume of post-broadcast queries. The two newsmen talk over their respective news experiences of the day and kick around controversial and political topics too hot for formal programs. Both men travel widely and fly in wire spools from remote points.

* * *

WFBR; WFBR-FM
10 E. North Ave.
Mulberry 1300
5000 w 1300 kc
20,000 w 101.9 mc

PIONEER Baltimore station, WFBR took the air June 9, 1922, as WEAR. Call was changed to WFBR in 1924 when officers of the National Guard took over operation. Studios were moved to the Fifth Regiment Armory. In 1927 studios were moved to 711 St. Paul St. Facilities were purchased in 1931 by the present owners, Baltimore Radio Show Inc., the station opening its present studios in 1939.

Among milestones was the June 14, 1922 speech by President Harding at Fort McHenry, claimed to be the first Presidential broadcast.

In recent years WFBR has featured studio-audience programs with both eye and ear appeal, with 100,000 persons visiting the studios every year. Special events are featured. The station has had exclusive rights to the Maryland State Fair, Baltimore Food Show, Maryland Pharmaceutical Assn. events and Chesapeake Bay Fishing Fair Assn. annual fair.

WFBR is the ABC outlet in Baltimore. Basic hourly rate is $375. John Blair & Co. is national representative.

The present staff numbers 66, with R. S. Maslin as president and chairman of the board. Other officers are J. H. L. Trautfelter, vice president and treasurer, and acting manager since the death of Hope H. Barroll Jr.; L. O. Groves, secretary; Robert S. Maslin Jr., assistant secretary and treasurer.



Mr. MASLIN



Mr. TINSLEY

Engineering facilities are under direction of William Q. Ranft. AM transmitter is located at Waterview Ave., Westport, and FM transmitter at Edmonson Ave. extended. The FM transmitter went into operation last Nov. 28.

* * *

WITH; WITH-FM
7 E. Lexington St.
Lexington 7808
250 w 1230 kc
20,000 w 104.3 mc

WITH'S policy since it went on the air March 1, 1941 has been music, news and sports, with no straight talking programs or stories. News is broadcast every hour on the hour 24 hours a day. Principal executives of the station, operated by Maryland Broadcasting Co., are Thomas G. Tinsley Jr., president, and Robert C. Embry, vice president.

WITH takes its sports seriously. Mr. Embry is president of the Colts, pro football team, and Bullets, pro basketball team. Their games are broadcast play-by-play as well as the Orioles baseball games. Ted Husing handles football, aided by Bill Dyer, and Mr. Dyer does basketball and baseball.

The station opened with a musical bang in 1941, ASCAP sending down a songwriter show. NAB was feuding with ASCAP at the time. The debut was extensively promoted by Joseph Katz Co. WITH has handled Miss Maryland contests and in 1942 staged the event at Camp Meade for the benefit of the soldiers.

All types of music are carried, from swing to classical, along with outstanding public events.

An experimental FM operation was started late in the war with call letters W3XMB. First Maryland FM license was granted the station in September 1946. The FM station, now WITH-FM, duplicates the AM program. Power was increased last September to 20,000 w.

National representative is Headley-Reed. Basic hourly rate is $195. Under the same ownership is WLEE Richmond, Va., which has an FM grant. WITH has applied for television.

* * *

WMAR-FM; WMAR-TV
Sunpapers Bldg.
Lexington 7700
20,000 w 97.9 mc
17,100 w Channel 2

ALL the facilities of the Sunpapers are available to newspaper's FM and TV outlets, directed by Ewell K Jett, radio vice president of A. S. Abell Co. A former FCC



Mr. JETT

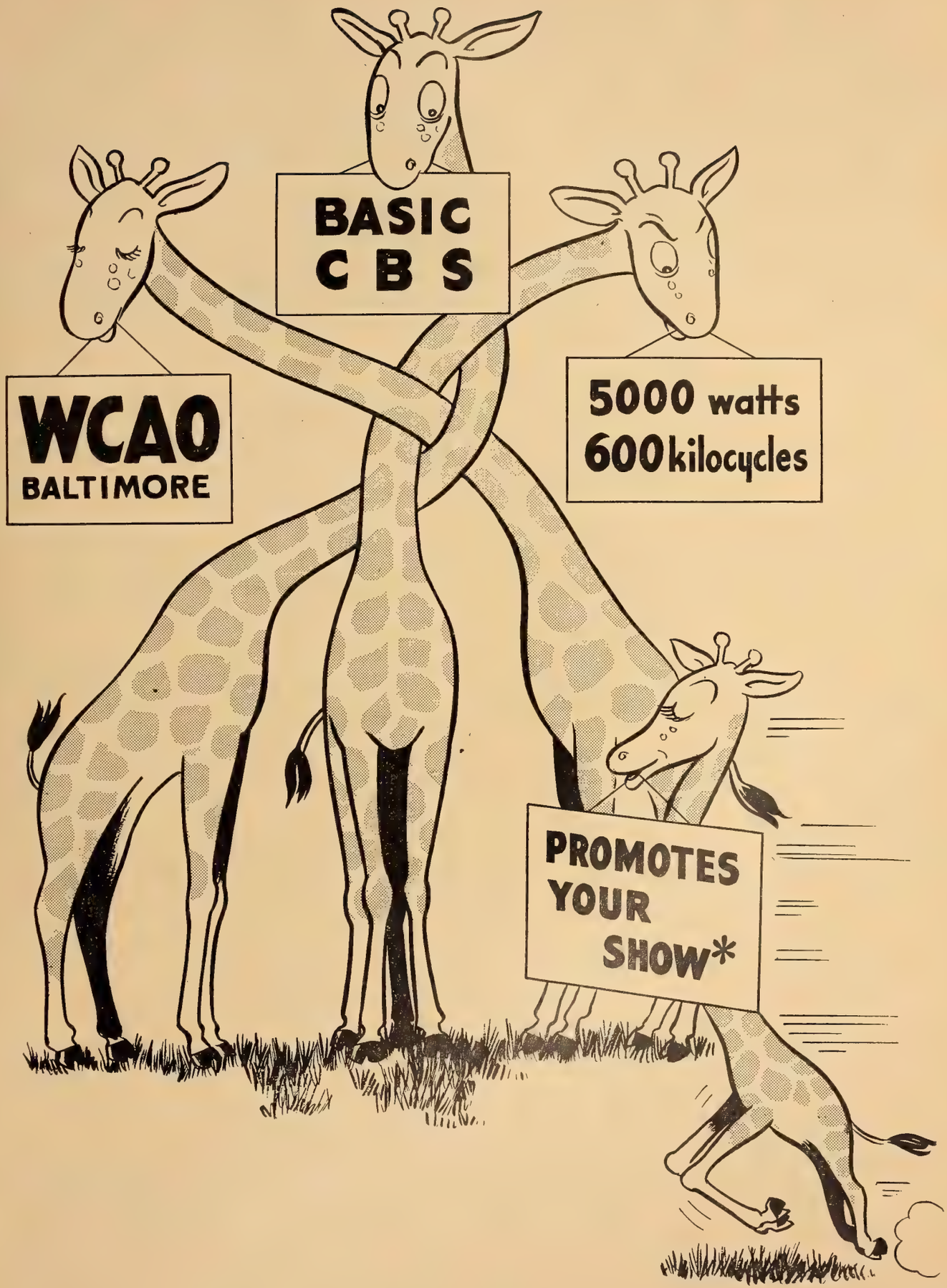
Commissioner, Mr. Jett long was a Baltimore resident. He has brought to the office long experience in the engineering side of broadcasting.

WMAR-TV celebrated its first anniversary last Oct. 27. Its newsreel operation uses seven cameramen, three director-writers, two film editors, two laboratory technicians and is an around-the-clock operation. Film documentaries carried on WMAR-TV have been taken by the CBS eastern TV network. A daily man-in-the-street program is telecast with the aid of the station's elaborate remote equipment.

Basic TV rate is $350 an hour. The station has over 50 TV sponsors. It carries the CBS network television services. Regular mail is said to come from points as far distant as Harrisburg, Pa., with

(Continued on Baltimore 14)

WBMD
BALTIMORE
750 KC. • NON-DIRECTIONAL • 1000 WATTS
For Complete Coverage of
AMERICA'S SIXTH LARGEST MARKET
plus most of Maryland—plus parts of Delaware, Pennsylvania, New Jersey & Virginia
BUY:—RALPH POWERS, BARRY KAYE, HAPPY JOHNNY
Represented Nationally by Jos. Hershey McGillivra



*Just ask your
Raymer representative

Stations

(Continued from Baltimore 12)

occasional mail from the New York area.

President of A. S. Abell Co. is Paul Patterson. Assisting Mr. Jett are Ernest A. Lang, sales manager; Philip Heisler, chief of film department; R. B. Cochrane, production director, and Carlton G. Nopper, chief engineer.

The FM station is on the air 42 hours a week. It features good music and some popular numbers, with religion dominating the Sunday schedule. Basic hourly rate is $50. The Katz Agency Inc. represents the stations nationally.

Officers and studios are in the Sunpapers building. Across the street atop the O'Sullivan Bldg., highest south of Philadelphia, is a two-pylon FM tower supporting a three-batwing TV antenna. It is 591 feet above the sidewalk.

* * *

WMCP (FM)
5718 Reisterstown Rd.
Mohawk 4400
20,000 w 94.7 mc

OPENED shortly after the war by Thomas F. McNulty, WMCP has fought the good FM fight and is understood to be near the break-even point despite the fact that it had no AM, TV or newspaper affiliation. Seventeen local businessmen put up the money and named Mr. McNulty president. He had conceived the project while serving as director of the Maryland War Emergency Radio Service, pattern for similar services he helped set up in other states.

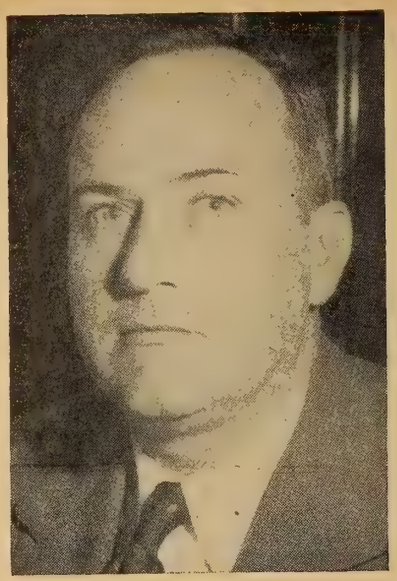
An ex-ham and ex-legislator, Mr. McNulty abandoned the insurance business to get the station under way. Good music is featured by WMCP, with no sports at all. News is kept to a minimum on the theory that listeners also read newspapers.

Out to build prestige, Mr. McNulty handles only quality accounts, he points out. Only programs are sold—no spots. The station feeds programs via air relay to WINC (FM) Winchester and WCHA (FM) Chambersburg.

At first WMCP was on the air 12 hours a day, but increased the time to 13 hours—10 a.m. to 11:15 p.m.—and now broadcasts 18-hour service.

Dinner music is sponsored 6-8 p.m. by Arrow beer. Commercials are kept non-irritating on all station programs, according to Mr. McNulty. Only two of its 30 sponsors have been lost since the station opened. Located six miles from the center of town, it has an auxiliary studio setup downtown in Stieff Hall. The transmitter is on the highest ground in the region.

Mr. McNulty's main aide is Martin J. Porter, ex-managing editor of *American Weekly*. The station has no disc jockeys and claims a heavy following among Baltimore's erudite population. Advance program schedules are said to be in heavy demand. Sponsors include Cadillac, Oldsmobile dealers, Fidelity Trust and others of the type. The basic hourly rate is $50.



Mr. McNULTY

* * *

WSID
136 Eastern Ave.
Peabody 8150
1000 w D 1570 kc

ONLY suburban outlet in the Baltimore area, WSID is located in the rapidly growing residential and industrial community of Essex, east of the city, but claims coverage of the entire metropolitan area.

The station was founded by Sidney H. Tinley Jr., Baltimore, head of a real estate and insurance business. Just a few weeks ago Mr. Tinley sold the station to United Broadcasting Co., Washington, operating WOOK Silver Spring, Md., Washington suburb. Price was $80,000. At this writing the transfer awaits FCC approval. Richard Eaton, president of United, has indicated that public service features of both stations will be given increased emphasis.

WSID has stressed community flavor in its programming. Its basic hourly rate is $90. Representative is Forjoe & Co.

Last year Mr. Tinley placed operation of the station under Howard S. Frazier via a management contract. Mr. Frazier is associated with Paul Peter in the radio management consultant firm of Frazier & Peter, Washington. The station took the air Thanksgiving Day, 1947.

The *Essex Spotlight* program features merchants along the Philadelphia road. Another local feature is the teen-age talent show for Bond Bread. A sports parade starts at 1 p.m., lasting to signoff. It includes race results and scores of games. Five-minute newscast is carried just prior to the hour.

Baltimore's Newest TV Station

Proves Its Performance

WAAM

CHANNEL 13

14 COMMERCIAL SHOWS WEEKLY

In just two short months WAAM has established a record of acceptance with important advertisers: Basketball (Arrow Beer)—Fashion Show (Isaac Hamburger)—Wrestling (Ford Dealers)—Quiz-teen Time (Hoschild Kohn Co.)—Movie Matinee (Philco Dealers)—Film Musical (Parker Co.)—Entertainmentime (Reuben Enterprises).

- ***Bulova Watch Time Signals***
- ***Chesterfield Cigarettes***
- ***Host of Local Spot Advertisers***

ABC AFFILIATE	DUMONT NETWORK SHOWS

FREE & PETERS — NATIONAL REPRESENTATIVES

Surveys of Other

MAJOR Radio Markets

Are Underway

Watch For

- San Francisco
- Buffalo
- Seattle
- Detroit
- And Others

Publication Dates

To Be Announced

STILL first*



in the morning (8-12 a. m.)



in the afternoon (12-6 p. m.)

and **in total rated periods**

*October-November Hooper Ratings.

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest—audience *loyalty*, too!

Witness: recently one of our M.C.'s mentioned that he had some studio tickets available. He mentioned it *just once*—and Uncle Sam's harassed mailmen brought requests for 113,952 tickets.

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ, modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

. . . . . always the advertising leader

BROADCASTING CARRIES MORE RADIO LINEAGE ANNUALLY THAN ALL OTHER TRADE PUBLICATIONS COMBINED.

Because BROADCASTING enjoys the highest degree of reader interest of any trade publication . . .

Because time buyers have repeatedly made it their first choice for station advertising . . .

Because its carefully-edited, painstakingly-prepared columns inspire confidence in the news it brings and the advertising it displays . . .

Because in its 17 momentous years of publication, it has relentlessly espoused the cause of free, competitive radio in the best interests of the art and industry and the free people it serves . . .

BROADCASTING has consistently been the most effective, result-producing medium in the entire field.

January 7 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized CPs for three Class A and one Class B FM stations; CPs issued for three Class B stations also to holders of conditional grants and CPs in lieu of previously assigned facilities were issued for seven FM outlets (For details see story page 86, BROADCASTING, Jan. 10).

Waiver Denied

WENY-FM Elmira, N. Y.; WHDL-FM Allegany, N. Y., and KWK-FM St. Louis—Denied requests for waiver of Sec. 3.261 governing minimum hours of operation of FM stations. In letter to stations Commission stated: "The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that FM stations should maintain operations at least during the hours specified in Sec. 3.261 wherever possible. In the past, where for financial reasons FM stations have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases. However, it is felt that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the program of an affiliated AM station 100%, and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations."

TV Construction

In reply to request of WSAZ Inc., Huntington, W. Va., for declaratory ruling whether an application for additional time to construct its TV station will be granted in event that permittee undertakes no further construction during the course of present television freeze, Commission issued policy statement that TV permittees must pursue construction with diligence (see story page 86, BROADCASTING, Jan. 10).

Modification of CP

May Bcstg. Co., Omaha, Neb.—Granted application in part for mod. CP new ant. site and height to 590 ft. and reduce power to 11.7 kw vis., 8 kw aur.

KRON-TV San Francisco—Granted extension of time to July 18 in which to complete construction. Also granted application for mod. CP to change trans. location, decrease ERP to vis. 16 kw, aur. 8 kw and make changes in ant.

Assignment of License

WBBZ Ponca City, Okla.—Granted assignment of license and CP (for new trans.) from Adelaide Lillian Carrell to The Ponca City Pub. Co., for $115,000.

WKBC No. Wilkesboro, N. C.—Granted voluntary assignment of license from John T. Cashion and Doris B. Brown d/b as Wilkes Bcstg. Co. to Wilkes Bcstg. Co., new corporation, composed of two present partners and new partner, Roland B. Potter.

Hearing Designated

KPMO Pomona, Calif.—Designated for consolidated hearing application for renewal of license and application for assignment of license to Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co.

WRRN WRRN-FM Warren, Ohio—Designated for hearing application for consent to transfer of control of license by sale of 100% of outstanding stock by Nied & Stevens to Tribune Co.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

ACTIONS OF THE FCC

JANUARY 7 to JANUARY 13

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

AM—1580 kc

Crest Bcstg. Co., Pascagoula, Miss.—Granted CP new AM station 1580 kc 250 w D; estimated cost: $12,072, exclusive of land and buildings.

AM—1410 kc

Victoria Bcstg. Co., Victoria, Texas—Granted CP new AM station 1410 kc 500 w D; engineering cond.; estimated cost: $20,800, excluding land.

BY THE COMMISSION

Renewal of License

KPFM Portland, Ore.—Granted renewal of license for FM station for period ending March 1, 1950.

License Extension

WMLN-FM Mt. Clemens, Mich.—Granted temp. extension of FM license to March 1 pending receipt and processing of renewal application.

Hearing Changes

Ordered that hearing on renewal application of Portorican American Bcstg. Co. Inc. (WPAB Ponce, P. R.), be continued from Jan. 10 to Feb. 21 at Ponce; scheduled Feb. 24 as hearing date for hearing on order revoking license of Jose E. del Valle (WIBS Santurce, P. R.), at Santurce; assigned Comr. Paul A. Walker to preside at these hearings and to prepare and issue initial decisions.

ACTION ON MOTIONS

(By Commissioner Jones)

Scenic City Bcstg. Co. Inc., Middletown, and WRIB Providence, R. I.—Commission on own motion continued to Jan. 31 at Washington consolidated hearing presently scheduled Jan. 26 on these applications.

The Ensley-Fairfield Bcstg. Co., Ensley, and Bessemer Bcstg. Co., Bessemer, Ala.—Granted petition of Ensley-Fairfield Bcstg. Co. for dismissal without prejudice of its application, and Commission on own motion removed from hearing docket application of Bessemer Bcstg. Co.

WIRE Indianapolis—Granted petition for withdrawal of appearance in proceeding re application of Glenn West, Portland, Ind.

WTMV East St. Louis, Ill.—Granted petition for extension of time to Feb. 2 in which to file exceptions in proceeding in re Doc. 7844 8652 8704.

Continental Bcstg. Co., Toledo, Ohio—Granted petition to dismiss without prejudice application.

James Madison Bcstg. Corp., Orange, Va.—Commission on own motion cantinued hearing scheduled Jan. 10 at Orange to Feb. 14 at that place.

Harrisonburg Bcstg. Co., Harrisonburg, and County Bcstg. Service, Mount Jackson, Va.—Commission on own motion continued indefinitely consolidated hearing scheduled Jan. 12-13 at Harrisonburg and Mount Jackson in re application.

Fairfield County Bcstg. Co., Norwalk, and The Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued consolidated hearing presently scheduled Jan. 10-11 at Greenwich and Norwalk, Conn., to Feb. 10 at Greenwich and Feb. 11 at Norwalk.

WRC Washington, D. C.—Granted petition for continuance of consolidated hearing scheduled for Jan. 5 on applications of WHWL and WILK to Jan. 17 at Washington.

Troy Bcstg. Co. Inc., Troy, N. Y.—Granted petition for leave to intervene in consolidated hearing in re applications of WILK Wilkes-Barre and WHWL Nanticoke, Pa.

Yankee Network Inc., and Radio Enterprises Inc. — Granted petition of Yankee Network Inc. and Radio Enterprises Inc. to amend their application for assignment of licenses of WAAB Worcester, Mass. and WMTW Portland, Me. to add additional information regarding financial qualifications of Radio Enterprises.

January 7 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WIBC Indianapolis—Acquistion of control of Indianapolis News Pub. Co. Inc. (parent firm) by Adelaide F. Causey, individually and as trustee for Robert Fairbanks, through retirement of 664 sh common stock to treasury.

Assignment of License

KSCB Liberal, Kan.—Assignment of license from Alf M. Landon, William Lee Larrabee, Wilbur Vernon Griffith and Ralph Edward Colvin d/b as Seward County Bcstg. Co. to The Seward County Bcstg. Co. Inc.

License for CP

WCLT Newark, Ohio—License to cover CP new AM station.

AM—1480 kc

KBRC Mount Vernon, Wash.—CP change from 1430 kc to 500 w D to 1480 kc 500 w unl. DA-N.

License for CP

WENR-FM Chicago—License to cover CP new FM station.

WXYZ-FM Detroit—Same.

Modification of CP

WNIQ Uniontown, Pa.—Mod. CP new FM station for extention of completion date.

Assignment of CP

WBNT Columbus, Ohio—Assignment of CP new commercial TV station from TV Inc. to The Dispatch Printing Co.

January 10 Decisions . . .

DOCKET CASE ACTION

AM—1230 kc

Announced decision granting application of Richard Aubrey Raese for new station in Cumberland, Md., 1230 kc 250 w unl. subject to cond. that applicant within 60 days from date of grant file application for modification of CP specifying trans. site and ant. system meeting requirements of Commission's standards. Application of Tri-State Bcstg. Co. for same facilities was denied.

BY COMMISSION EN BANC

AM—900 kc

Rollins Bcstg. Inc., Georgetown, Del.—Granted CP new AM station 900 kc 1 kw D DA; estimated cost $43,127.

AM—1080 kc

KSCO Santa Cruz, Calif.—Upon petition Commission removed from hearing docket and granted mod. of CP to change power and hours of operation from 1 kw D to 500 w-N 1 kw-D unl. DA-N; engineering cond.

AM—950 kc

WXGI Richmond, Va.—Granted CP change frequency from 740 to 950 kc; cond. upon applicant accepting any interference which might occur from granting of applications of WGBG Greensboro, N. C. and WINC Winchester, Va.

Hearing Designated

WELI New Haven, Conn.—Designated for hearing application for increase in D power from 1 kw to 5 kw and install new trans., and made WAAT Newark, N. J., and WBOC Salisbury, Md., parties to proceeding.

AM—1320 kc

KOLT Scottsbluff, Neb.—Granted CP increase D power from 1 kw to 5 kw employing DA-DN (DA-2) and install new trans.; engineering cond.

Modification of CP

KCOK Tulare, Calif.—Granted mod. CP to change type trans., change trans. location, make changes in DA and for extension of commencement and completion dates; engineering cond.

Waiver Granted

WMUL Mullins, S. C.—Granted waiver of Sec. 3.30(a) of rules to allow permittee of WMUL to locate main studio at trans. site outside of city limits of Mullins.

(Continued on page 62)

When you think of
REPLACEMENTS





RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

FCC Actions

(Continued from page 61)

Applications Cont.:

Hearing Designated

Palmetto Bcstg. Co., Kingstree, S. C.—Designated for hearing application for new station 1220 kc 1 kw D and made WOLS Florence, S. C., party to proceeding.

SSA Denied

KXRN Renton, Wash.—Denied request for SSA to operate unl. with 250 w (or 100 w as alternate proposal), for duration of regular license period ending May 1, 1951, because request violates Sec. 3.22(b), 3.25(d) of rules and terms of NARBA with respect to both Canada and Mexico.

Petition Granted

All Oklahoma Bcstg. Co., Tulsa, Okla.—Granted petition to reopen record in consolidated proceeding in re its application and that of KUOA Inc. and accepted stipulation submitted with petition and made it part of record and closed record.

Argument Set

Ordered that oral argument on exceptions filed in proceeding involving Booth Radio Stations Inc., Federated Publications Inc. and Saginaw Bcstg. Co. (WSAM), be scheduled Feb. 4 before Commission en banc; further that petitions filed in this proceeding by WSAM be scheduled for oral argument on same dates, together with exceptions filed in proceeding, and that parties be afforded opportunity to address themselves not only to proposed decision and exceptions filed, but to issues raised in foregoing petitions.

Scheduled oral arguments for Feb. 4 on following proposed decisions: Sioux Falls Bcstg. Assn. Inc. (KSOO); Inter-City Bcstg. Co., and Rhode Island Bcstg. Co.; and United Bcstg. Corp. Pittsburgh. Scheduled oral argument for Jan. 28 in re proposed decisions in following cases: KONO San Antonio and Texas Star Bcstg. Co.; Desert Bcstg. Co., KPHO and KRUX Phoenix; Northeast Georgia Bcstg. Co., Gainesville, Ga.; and Batesville Bcstg. Co. Inc. and White River Valley Bcstrs Inc., Batesville, Ark.

January 10 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

WMBH Joplin, Mo.—CP to change from 1450 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N unl. DA-N.

AM—1150 kc

WORA Mayaguez, P. R. — CP increase power from 1 kw to 5 kw, install. DA-DN.

CP to Reinstate

KYLE Intermountain Bcstg. Co., Alamogordo, N. M.—CP to reinstate CP new AM station 1230 kc 250 w unl.

Transfer of Control

WABZ Albemarle, N. C.—Transfer of control from G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow to W. E. Smith, T. E. Wolfe and M. M. Palmer.

Acquisition of Control

WMMT McMinnville, Tenn.—Acquisition of control from Oliver M. Albritton and Claude W. Haston to Sam J. Albritton.

Modification of CP

KGIB Bremerton, Wash.—Mod. CP new AM station for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: WDEC Americus, Ga.; WIRB Enterprise, Ala.

Modification of CP

WJIZ Hammond, Ind.—Mod. CP new FM station for extension of completion date.

KBUR-FM Burlington, Iowa—Same.

WHIO-FM Dayton, Ohio—Same.

KTRH-FM Houston, Tex.—Same.

License for CP

WOC-FM Davenport, Iowa—License to cover CP new station.

Modification of CP

WRGB Schenectady, N. Y.—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1330 kc

WFBC Greenville, S. C.—CP change from DA-N to DA-DN, install new trans. and change site.

January 11 Decisions . . .

BY THE SECRETARY

WAAT-FM Newark, N. J.—Granted license for new FM station Channel 234, 13.5 kw, 540 ft.

Paramount Television Productions Inc. Area Los Angeles—Granted CP and license for new exp. TV relay W6XLC.

WKY-TV Oklahoma City—Granted mod. CP for extension of completion date to 7-1-49.

Following were granted mod. CPs for extension of completion dates as indicated: WKNY Kingston, N. Y., to 3-29-49; WJPF-FM Herrin, Ill., to 3-31-49; WPRO-FM Providence, to 4-12-49; WGCM-FM Gulfport, Miss., to 3-1-49; WLOX-FM Biloxi, Miss., to 3-28-49; KBOA-FM Kennett, Mo., to 2-18-49; WBYS-FM Canton, Ill., to 3-28-49; KGW-FM Portland, Ore., to 2-1-49; WJAX-FM Jacksonville, Fla., to 4-25-49; KISS San Antonio, to 8-1-49; WOAI-TV San Antonio, to 6-25-49; WSEE St. Petersburg, Fla., to 6-26-49; WOC-TV Davenport, Iowa, to 8-2-49; W8XRF Detroit, to 7-1-49; W8XRG Detroit, to 7-1-49; KMA-TV Omaha, to 6-1-49.

WCNX Middlestown, Conn.—Granted license for new station, 1150 kc 500 w D., and to specify studio location.

KFAM-FM St. Cloud, Minn.—Granted license for new FM station, Channel 284, 50 kw, 425 ft.

WGBG-FM Greensboro, N. C.—Granted license for new FM station, Channel 262, 37 kw, 395 ft.

KUGN Eugene, Ore.—Granted CP to reinstate CP which authorized making changes in vertical ant.

WIFM Radio New Rochelle Inc., New Rochelle, N. Y.—Granted request to cancel CP for new FM station.

WCYB-FM Appalachian Bcstg. Corp., Bristol, Va.—Granted request to cancel CP for new FM station.

Following were granted mod. CPs for extension of completion dates as shown: KCRA-FM Sacramento, to 3-30-49; WHKC-FM Columbus, Ohio, to 3-28-49; KOMB Los Angeles, to 4-1-49; WQDI-FM Quincy, Ill., to 4-6-49; WRXW Louisville, to 5-1-49; WMCF Memphis, Tenn., to 2-1-49; WAPO-FM Chattanooga, to 7-21-49; KWGD St. Louis, to 6-30-49; WSOU So. Orange, N. J., to 3-1-49; WBEZ Chicago, to 2-1-49; KWKH-FM Shreveport, La., to 6-15-49; WDLB-FM Marshfield, Wis., to 4-1-49; KWK St. Louis, to 1-15-49; WHDH Boston, to 3-14-49; WEAM-TV Birmingham, Ala., to 6-30-49.

January 11 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

The Greenwich Bcstg. Corp., Greenwich, Conn.—CP new AM station 1490 kc 250 w unl. AMENDED re stockholders.

AM—1320 kc

Moseley Bros., Picayune, Miss.—CP new AM station 1320 kc 250 w D AMENDED to request 1 kw D.

AM—1470 kc

The Midwestern Bcstg. Co., Toledo, Ohio—CP new AM station 1470 kc 1 kw unl. DA AMENDED re officers, directors and stockholders.

AM—1280 kc

XYZ Bcstg. Co., Charlottesville, Va.—CP new AM station 1280 kc 1 kw D AMENDED to change name of applicant from Frank T. Parker Jr. and Marion M. Parker d/b as XYZ Bcstg. Co. to Charlottesville Bcstg. Corp.

AM—990 kc

KFDX Wichita Falls, Tex.—CP increase from 1 kw-N 5 kw-D to 1 kw-N 10-kw D, make changes in DA-DN AMENDED to change name of applicant from Darrold Alexander Cannan tr/as Wichtex Bcstg. Co. to Wichtex Radio and Television Co.

Modification of CP

KXLA Pasadena, Calif.—Mod. license to remove limitations imposed by Commission on license AMENDED to request CP to change DA-D and make changes in trans. and change trans. site.

KXOA Sacramento, Calif.—Mod. CP change frequency, increase power etc. for extension of completion date.

KING Seattle, Wash.—Mod. CP increase power etc. for extension of completion date.

License for CP

KSUM Fairmont, Minn.—License to cover CP new AM station and specify studio site as 306 N. Park St.

KFDM Beaumont, Tex.—License to cover CP increase power etc.

License Renewal

License renewal applications were filed by following AM stations: WBHP Huntsville, Ala.; WIRB Enterprise, Ala.

Assignment of CP

WNAB-FM Bridgeport, Conn.—Assignment of CP from Harold Thomas to WNAB Inc.

Transfer of Control

WCMW-FM Canton, Ohio—Transfer of control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope.

WIBC-FM Indianapolis—Acquisition of control of Indianapolis News Pub. Co. Inc., parent firm, by Adelaide F. Causey, individually and as trustee for Robert Fairbanks through retirement to treasury of 664 sh common stock.

Modification of CP

KXEL-FM Waterloo, Iowa—Mod. CP new FM station for extension of completion date.

WWOL-FM West Seneca, N. Y.—Same.

WSLB-FM Ogdensburg, N. Y.—Same.

WSAN-FM Allentown, Pa.—Same.

WSVA-FM Harrisonburg, Va.—Same.

WGNB Chicago—Mod. CP changes in FM station for extension of completion date.

License for CP

WOMI-FM Owensboro, Ky.—License to cover CP which reinstated CP for new FM station.

WCAE-FM Pittsburgh—License to cover CP new FM station.

License Renewal

License renewal applications were filed by following FM stations: WMLN Mt. Clemens, Mich.; WNDR-FM Syracuse, N. Y.

TENDERED FOR FILING

AM—920 kc

WTNT Augusta, Ga.—CP to switch from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA-DN.

AM—790 kc

KNEW Spokane, Wash.—CP change from 1430 kc to 790 kc, change DA-DN to DA-N.

SSA—1540 kc

WJMJ Philadelphia—SSA for 1540 kc 1 kw D for period not to exceed 6 mo.

Assignment of CP

KEYE Perryton, Tex.—Assignment of CP from North Plains Bcstg. Co. to Great Plains Bcstg. Co.

WMFI Memphis, Tenn.—Assignment of CP for FM station from Fanny B. Wilson to WMFI Bcstg. Co.

(Continued on page 77)

In High Gear

THE FIRST Walter Winchell broadcast under the banner of his new sponsor, Kaiser-Frazer, through William H. Weintraub & Co., netted the commentator a 29.7 Hooper rating Sunday, Jan. 2, whereas his rating the week before under Jergen sponsorship was 23.6. Sponsor identification for the first Kaiser-Frazer show rated a 64.3 while the last show for Jergens after 16 years rates a 67.8.





FM DELETIONS

Five Withdrawals Approved

DELETION of five FM stations was authorized last week by FCC on request of the respective applicants. Three outlets indicated their withdrawals were for economic reasons and one cited television plans as basis for dropping FM. Deletion of nine FM stations has been authorized to date this year.

WJIM-FM Lansing, Mich., owned by WJIM Inc. which is licensee of AM outlet WJIM there, turned in its construction permit because of TV. According to FCC, applicant said it has "concluded that it can best serve this area by concentrating upon the installation of its television station in Lansing." WJIM-TV holds CP for Channel 6 (82-88 mc).

Fayette Broadcasting Co., licensee of WKLX and permittee of WKLX-FM Lexington, Ky., turned in the CP for WKLX-FM. Firm indicated it was not in a financial position at this time to complete construction of an FM station, FCC reported.

WIFM (FM) New Rochelle, N. Y., was dropped by Radio New Rochelle Inc., permittee, for economic reasons. Commission reported firm said its move was "due to re-evaluation of FM development with particular regard to the local situation, which now indicates a prolonged period of unprofitable operation, and also minimum overhead would not be achieved."

Riverside Broadcasters, Riverside, Calif., turned in its CP for KRCN (FM) there. Firm explained the "partnership has become inoperative by reason of inaction" and therefore is "unable to secure needed support to pursue these matters," FCC said.

WRVA Richmond, Va., presented its first annual Sports Award to Tommy Thompson, of William & Mary, voted by Virginia's "Big Six" players as the outstanding lineman of 1948 in the Old Dominion. Cadet Bobby Tomason of VMI received the award as outstanding back of the year.





ACCEPTING certificate of appreciation for NBC's cooperation during recent Forest Fire Prevention Campaign is Sidney N. Strotz (r), vice president in charge of NBC Western Division. Wallace I. Hutchinson, chief of information, U. S. Forest Service, San Francisco, makes award. Network was lauded particularly for special fire prevention programs, *Forests Aflame*, broadcast during campaign as well as for "continued support" of Forest Service.

TELEGRAPH MEET

Webster Heads U. S. Group

EDWARD M. WEBSTER, FCC commissioner, has been named chairman of the U. S. Delegation to a preparatory meeting to discuss international telegraph regulations, scheduled to open today (Jan. 17) at Geneva, the State Dept. announced last Monday. T. H. E. Nesbitt, assistant chief, Telecommunications Division, Dept. of State, was appointed vice chairman of the delegation.

Others appointed to serve as members are: Marion H. Woodward, assistant, chief engineer, FCC; Jack Werner, assistant chief, Common Carrier Division, FCC Bureau of Law; and William J. Norfleet, chief accountant, FCC. Ronald M. Ayer, Division of International Conferences, Dept. of State, is secretary of the group.

WGH UPS POWER

Now 5 kw and on 1310 kc

WGH Newport News, Va., was scheduled to increase power from 250 w to 5 kw fulltime and to move from 1340 to 1310 kc last Saturday at 7 p.m. On the same day the public was invited to inspect the WGH studios in the Warwick Hotel and station's new transmitter plant and three-tower antenna array on Route 258 in Elizabeth City County.

Slated to give the opening remarks as WGH switched frequency and boosted its power were Gov. William M. Tuck of Virginia, Lieut. Commdr. Raymond B. Bottom, president of Hampton Roads Broadcasting Corp., the WGH licensee, and Edward E. Bishop, WGH vice president and general manager.

AD CLUB CLINIC

In Grand Rapids Jan. 21

ADVERTISING Club of Grand Rapids (Mich.) will have as principal speaker at banquet session of its Forum for '49 Edgar Kobak, president of MBS. The forum, a one-day clinic on new trends in advertising and merchandising, will be held Jan. 21 in the Pantlind Hotel, Grand Rapids.

Attending will be advertising and sales executives from Michigan, Ohio, Indiana, Illinois and Wisconsin. Advance registrations ($15 fee includes breakfast, luncheon, banquet) are to be mailed to A. William Honecker, secretary, Advertising Club of Grand Rapids, 145 Franklin St., S.W. General chairman of the forum is Wesley Aves, vice president of the club.

Mr. Kobak will speak on "A Year of Challenge to Advertising." Other clinic session topics and speakers are:

"The Big Job Ahead for Advertising," William N. Connolly, board chairman of Assn. of National Advertisers; "New Trends in Advertising," G. E. Simons, advertising manager, Major Appliances Div., General Electric Co.; "New Patterns in Sales Promotion," H. Ford Perine, merchandising director, *Life*; "Advertising's New Responsibilities," Thomas d'Arcy Brophy, board chairman, American Assn. of Advertising Agencies; "New Problems in Marketing," Sherwood Dodge, vice president in charge of media and research, Foote, Cone & Belding, and "A Consumer's Viewpoint," Dr. Colston E. Warne, president, Consumer's Union of the U.S. Elton G. Borton, Advertising Federation of America president, will be toastmaster.





To
One
Million
People
CBS
Means
WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC



PAUL H. RAYMER, REP.

On All Accounts

(Continued from page 16)

"This seemed the best way to get the most out of two sides."

After transcribing a special NAR birthday show, using the same talent but with the added fillip of birthday greetings to reservists from Rear Admr. Edward C. Ewen, then chief of the command, Commdr. Kimmell went to bat for a radio budget.

By November 1947 he had the $22,000 grant, and work on the first 26-week series was started. Progress was slow due to limited studio availability preceding the record ban, but early last year (1948) activity picked up when AFM Czar Petrillo cleared the project. The 15-minute show presented Jim Ameche as m.c., the Honey Dreamers, the George Barnes instrumental octet—plus a guest spot featuring name stars who chanced to be in Chicago, 18 miles from the Glenview base.

"The show was built first for the broadcaster and listener and second for the Navy," Commdr. Kimmell says. "This paid dividends as later reports indicated the show not only captured but *held* attention. Our one plug per show, with an occasional boost from the guest artist as to the importance of a strong air reserve, was designed to be attractive to the listener."

The first 26-week series was followed by a spot announcement project featuring movie actors who had served in the Navy and Marines (Robert Montgomery, Robert Taylor, Tyrone Power, Buddy Rogers, Gene Kelly, Wayne Morris). Also participating were actress Janis Paige, who had been "Miss Naval Air Reserve" when the command was activated in 1946, and baseball stars Johnny Mize, Walker Cooper, and Mel Ott. Five hundred stations now are using the spots.

Casting for Series

Basic casting for the new 1949 series is the same as last year but "certain weak spots have been beefed up," the commander reveals. The Barnes octet has become a 16-piece orchestra, and these guests stars already have been signed: Skitch Henderson, Skip Farrell, Frankie Masters and Phyllis Myles, the King's Jesters, Georgie Goebel, Andy Roberts and Nancy Reed, Julie Wilson, Jerry Colonna, Jack Carson, and Marion Hutton.

Walt Kimmell, who is 36 years old, entered radio following his graduation from Wichita Falls Junior College in 1933. His first job was on KGKO, then located in his native city. By 1938, he had added flying to his talents, and this landed him in the Navy in 1942 as a primary flight instructor at Dallas and Memphis Naval Air Stations. After V-J Day he became a Navy public information officer and has been attached to the NARTC staff at headquarters ever since, with the exception of several months in the Hollywood area.

In addition to his radio work, he travels extensively for and with his boss, Rear Admr. R. F. Whitehead, present commander of NARTC, acting as advance representative for annual inspections of reserve activities. During last years' tour, 70 live broadcasts were produced, each featuring the admiral but pointed toward the local NAR operation. On such trips, he instructs local PIOs in the use of radio.

Son of a Texas oil operator, Commdr. Kimmell is married to the former Ruth Brannon of Amarillo, whom he met while at KFDA.

COMEDY RATING

New High in Decency—RAP

COLLEGE students of all creeds rated radio comedy as hitting a new high in decency in the Oct. 17-Nov. 13 period. The students, comprising the Radio Acceptance Poll, represented 63 colleges and universities.

Scoring programs on the basis of "good taste and all-around family acceptability," they rated the *Life of Riley* and Jack Benny shows at the top of the list as "highly acceptable." Eddie Cantor and Fred Allen programs tied for third with high "acceptable" ratings.

Close behind the top four, according to the college pollsters, were: Red Skelton, Burns and Allen, *Charlie McCarthy*, Bob Hope, Phil Harris and *Duffy's Tavern*. All were adjudged "acceptable." *Duffy's Tavern*, which placed tenth in the ten-program list, was rated well above the halfway mark between "barely acceptable" and "highly acceptable."

The Radio Acceptance Poll is conducted by the National Federation of Catholic College Students through its press commission, with headquarters at St. Joseph's College, Collegeville, Ind.

In 30 weeks of balloting last year *Fibber McGee and Molly* was the only comedy program to win a "highly acceptable" rating for the entire season. The college pollsters said that Fibber and Molly have been "graduated" from RAP this year and will not be monitored.

Ratings for the Oct 17-Nov. 13 period, with figures indicating composite scores for the four weeks, were:

(1) "Life of Riley," 78; (2) Jack Benny, 75; (3) Eddie Cantor, 68; (3) Fred Allen, 68; (5) Red Skelton, 65; (6) Burns and Allen, 63; (7) "Charlie McCarthy," 61; (8) Bob Hope, 60; (9) Phil Harris, 59; (10) "Duffy's Tavern," 56.

Hot Interview

A HOT time was experienced by the staff of WRNL Richmond, Va., Jan. 6 when a two-alarm fire threatened the second floor studios. The blaze, which was brought under control after a two-hour battle, forced operation from the transmitter when smoke became too thick for the station's announcing staff. When studio operation was resumed, announcer Al Reynolds interviewed Richmond's Fire Chief Finnagan who took time out from his fire fighting duties to appear on the air.

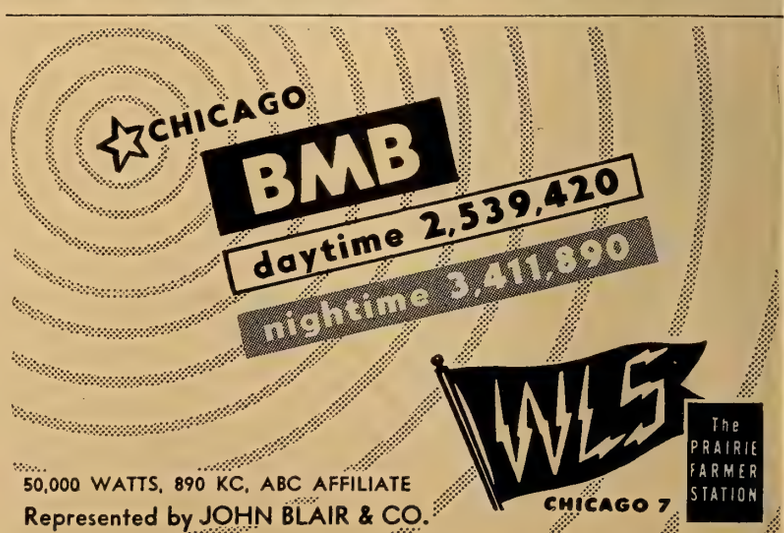
RADIO AS MEDIA

Seattle Ad Club to Study

RADIO'S place among the major media of Seattle advertising was described last Thursday in Seattle Advertising and Sales Club's winter course, "Media of Advertising." The classes started Jan. 10.

An outline of the media to be studied was given by L. J. Johnson, account executive with Ruthrauff & Ryan and associate coordinator of the course. Tom Jones Parry of Western Agency gave a discussion of general magazines. Ray Baker, commercial manager of KOMO Seattle, is conducting the radio session this week.

The present course is part of a series, with "The Production of Advertising" scheduled for the spring semester and "General Advertising" planned for fall. Harry Pearson, partner in Pearson and Morgan Adv. Agency, is chairman of the course planning committee, which is guided by the Ad Club's educational advisory board, with H. O. Stone, secretary of Pacific National Adv. Agency, as chairman.



Programs

AT WDRC Hartford, Conn., dreams are becoming realities. Each Saturday at 1:15 p.m. station personnel and invited guests will put on their "dream shows"—15 minutes of anything they want to put on the air. Guests will include newspaper columnists and prominent personages who will be given a chance to put on their idea of a "dream" radio show.

Salute to Citizens

A SALUTE to prominent pioneer citizens of Warren, Ohio, is object of WRRN Warren's newest program, *Warren's Appreciation Hour*. The life and history of these prominent citizens is told by someone who has known them throughout their years of achievement.

'Vocational Guidance'

WKBC North Wilkesboro, N. C., is cooperating with local Kiwanis Club in presenting its new program, *Vocational Guidance*. During 30-minute program a group of high school students and a local professional man meet for round-table discussion on careers. The speaker brings out the "how" and "why" of his chosen career, and the cost and time involved in preparing for it, plus advantages which it offers. Following this 10-minute presentation students take over and a question period follows. Program is aired in classrooms of local high schools, so that those not participating for the week may take advantage of each career discussion.

Disc Show on Tv

NEW YEAR brought a new disc show to WSB-TV Atlanta. *Reel Roundup*, uses typical disc jockey format with short musical film subjects, and WSB disc m.c., Bob Watson injects bits of information concerning the recording artists. Quarter-hour show is telecast each Saturday night.

Sex Education Series

WGAR Cleveland, in conjunction with Cleveland Welfare Federation, has launched new six week series on sex education. Titled *Sex Guidance for Youth*, series has been prepared by health educators and social workers. Programs present well known Clevelanders in discussions of following topics: "Giving Your Baby a Good Start; The First Six Years; Questions Children Ask and Don't Ask; Those Teen Age Years; Dating Do's and Don'ts, and What is Love?"

On the Feminine Side

DORIS LOCKERMAN, associate editor of the Atlanta (Ga.) *Constitution*, and author of a daily column in that paper, is now columnist of the air. She is heard Mon.-Fri. on WCON Atlanta on her own program, *Let's Hear Now*. Show features comments and news items from a woman's viewpoint on news of interest to women. WCON is owned and operated by the *Constitution*.



Mrs. Lockerman

'Bring Home the Bacon'

RESIDENTS of Newark, N. J. and surrounding communities are invited to *Bring Home the Bacon*. New quiz show on WNJR Newark is aired direct from the Tantleff Beef Co., in Newark, sponsor of program. Contestants vie for prizes with "meat in it"—hams, steaks, a leg of lamb, bacon, chickens and sausages, plus eggs and butter. If they fail to answer a question correctly they still win—each contestant gets a pound of bacon. WNJR airs the show each Tuesday at 12:05 p.m.

Synagogue Services

REGULAR Friday night broadcasts of Jewish Sabbath Eve services direct from Herzl Congregation in Seattle have been launched by KING Seattle. Services are aired by transcription at 10 p.m. and include sermon of Rabbi Samuel Penner, who stated that "In these broadcasts, we seek to lift the veil of secrecy which too frequently surrounds the Synagogue and to spread knowledge about Judaism—its religion, literature, ethics and folklore."

Operation—TV

DURING the seminar held in Buffalo for 6,200 urologists WBEN-TV Buffalo televised operations for their benefit. Operations were performed at Millard Filmore hospital 2½ miles from the hotel and carried over short-wave radio link to WBEN-TV and via coaxial cable from station's control room to the hotel. Seven operations were telecast during the seminar.

What Do They Know?

NEWEST program on KOMO Seattle, is *Quizdown*—a straight-out contest of knowledge. Two students from the fourth, fifth and sixth grades, with one alternate from each grade, compete against youngsters of same level from another local school. Questions have been prepared which "require thought by the student while at the microphone, and not a simple recitation of isolated facts." Half-hour quiz is conducted each Saturday at 11 a.m., in the auditorium of the Seattle *Post-Intelligencer*, sponsor of the show, and is transcribed for broadcast on KOMO at 4:30 p.m. the same day. Special feature of the half-way "intermission" on each show is introduction of a special studio guest. Prizes are awarded to schools and students submitting questions, and program participants receive medals.

'Mid-America Sings'

NEWEST program on KCMO Kansas City, Mo., is *Mid-America Sings*. Each Sunday half-hour program is broadcast direct from colleges and universities in "Mid-America," and features choral groups from one of these schools.

Appeal for All

SLANTED toward youngsters, teenagers, and news-loving adults is new show on WMTR Morristown, N. J. Program is divided into three segments—a half-hour "Kiddiedisc" show, featuring records and chatter for moppets—a five minute newscast—and a teen-age disc show. Program is sponsored by Morristown branch of Oppenheim-Collins, New York department store. During last portion of program, a junior miss disc jockey, selected from a high school in the area by votes of students who must ballot in the Oppenheim-Collins store, presides.

Top Comedians

MILTON BERLE, star of NBC television and ABC radio programs, and Dean Martin and Jerry Lewis, NBC's new comedy team, have been honored by a readers' poll conducted by *Comedy World* magazine. Poll results, announced by National Laugh Foundation, rate Mr. Berle "Comedian of the Year" and the Martin-Lewis team "New Comedy Stars of the Year." Mr. Berle emcees the video *Texaco Star Theatre*, Tuesdays, 8-9 p.m., NBC-TV and the ABC radio show of the same name. Both shows are sponsored by The Texas Co., New York, through Kudney Agency, New York.

KWK Power Boost

KWK St. Louis increased its nighttime operating power from 1 kw to 5 kw Jan. 6, making use of two new directional antennae at transmitter. To promote new signal strength, station has adopted slogan "KWK, Your Signal for Good Listening," according to Robert T. Convey, president and general manager.



THE PICK OF THE NEW HITS!
on special "DJ" platters*



Once in Love With Amy and You Was
DJ-626

★★★★★



Brush Those Tears From Your Eyes and The Man on the Carrousel
DJ-627

★★★★★



Bewildered and Corn Bread
DJ-628

★★★★★



Lavender Blue and FREDDY MARTIN So Dear To My Heart
(Both from Disney's "So Dear to My Heart")
DJ-629

★★★★★

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!



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52 WEEKLY ISSUES AND 1949 YEARBOOK

• YEARBOOK Special

News

BOB PROVENCE has been appointed public service director of WKNA Charleston, W. Va. He rejoins station after serving for a year as public relations director of Elk Refining Co.

JOEL CHASEMAN, WAAM(TV) Baltimore sports announcer, has been signed by Joseph Katz Co., Baltimore, to handle Loyola basketball games for Arrow Beer, same city, on WAAM(TV).

WALTER CRONKITE, former United Press foreign correspondent, has been signed by nine midwest and southwest stations as permanent Washington correspondent. He will do a short daily news spot and two quarter-hour programs weekly for WOW Omaha; KSO Des Moines; KSCJ Sioux City; WMT Cedar Rapids, Iowa; KMBC and KFRM Kansas City, Mo.; KTUL Tulsa; KOMA Oklahoma City, and KWK St. Louis.



Mr. Cronkite

KEITH ROBERTS, formerly of the Wisconsin State Journal, has joined the news staff of WKOW Madison, Wis.

JACK MORAN has joined WMON Montgomery, W. Va., as sportscaster. He was formerly with WNOP Newport, R. I.

CARL UHLARIK, news writer and publicity man, has joined news staff of KFAB Omaha, Neb.

BILL NOONAN has joined news department of KXOK St. Louis.

JULIAN PIERCEFIELD has joined sports department of WCSI Columbus, Ind.

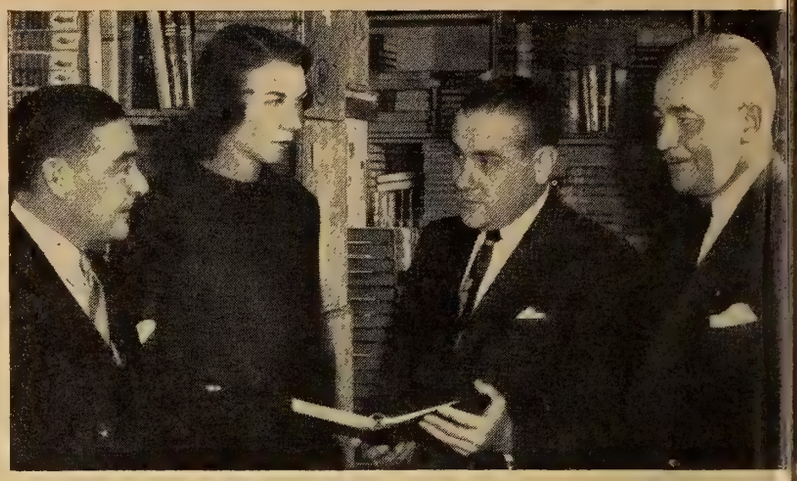
ERNIE KOVACS, special events director of WTTM Trenton, N. J., is the father of a girl.

JOHN K. CHAPEL, news chief at KROW Oakland-San Francisco, has been presented by the Shriners with a life membership certificate in Shrine Hospital for Crippled Children. Award was for his radio service to the hospital.

DON DAHL, KDAL Duluth, Minn., sports director, is the father of a girl, Pamela.

WNYC Vacancies

TO FILL vacancies at WNYC, New York City's municipally owned station, the city's Civil Service Commission, at 299 Broadway, is accepting applications for two continuity writers, one radio dramatic assistant and one traffic assistant. Jobs pay $2,710 a year to start. A bachelor's degree and six months actual experience, or a high school diploma and two years actual experience, or the equivalent, is required. Applications may be made in person or by mail. Qualified applicants will be given examinations in about a month.



BOOKS contributed to United Hospital Fund by listeners to Phil Cook (r) on WCBS New York are presented to the fund's president, Roy E. Larsen (l), president of *Time*, by G. Richard Swift (holding notebook), assistant general manager of WCBS. Mr. Cook's Thanksgiving-to-Christmas "Send a Book to Cook" campaign had netted a total of 87,721 books by Jan. 4. Watching the presentation is Catherine Heinz, librarian for fund.

N. Y. CAB BAN

Taxis Must Remove Radios

ALL New York taxicabs were ordered to remove radios from their vehicles last week by the city Hack Bureau in an effort to reduce accidents.

Harold de Wolfe, managing director of the League of Mutual Taxi Owners, which represents the bulk of individual cab owners, denied that radio playing by taxis was responsible for accidents.

"If it were true that radio playing distracts a driver or causes accidents," he asserted, "then every radio in every automobile throughout the nation should be removed."

Six months ago the Hack Bureau reported fewer than 200 radios remained in New York's 11,500 cabs. Before the war, 95% of New York's taxis had radios, said Mr. de Wolfe. New York's police have campaigned in recent years to have all radios removed from cabs, citing a 1934 regulation requiring sets to be operated from the passenger seat only.

The law also makes it illegal for a cab operator to go into the back of the cab to turn it off.

OU RADIO MEET

National Committee Named

PLANS for the Annual Radio Conference of the U. of Oklahoma, to be held March 3-5, moved ahead last week as the new national committee was partially named. Function of the committee is to advise on policy and to assist in the selections of topics and speakers, according to Sherman P. Lawton, O. U. director of the meeting.

Members of the committee to date include: George Biggars, WLS Chicago; Para Lee Brock, WNOX Knoxville; Rowland Broiles, Rowland Broiles Advertising, Fort Worth, Tex.; Robert Enoch, KTOK Oklahoma City; Ray K. Glenn, Glenn Advertising, Los Angeles; Leslie S. Hauger, Watts-Payne Advertising, Tulsa; George Jennings, Board of Education, Chicago; J. Soulard Johnson, WBBM Chicago; Harold W. Kent, Kamehameha Schools, Honolulu; Ben Ludy, WIBW Topeka; Monty Mann, Tracy-Locke Co., Dallas; Robert K. Richards, NAB, Washington; Robert Saudek, ABC, New York; P. A. Sugg, WKY Oklahoma City; John W. Tinnea, KWK St. Louis, and Herbert True, Carter Advertising, Kansas City.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

U.S. PAYROLL

Dept. of Commerce Total Over $20 Billion

IN MARCH of 1947, 34,494,168 people were employed in the United States. Their taxable income during the January-March 1947 period was $20,607,734,000.

These figures have just been released by the Dept. of Commerce in a report headed "Business Establishments, Employment and Taxable Pay Rolls, Under Old-Age and Survivors Insurance Program."

The report, made up of four tables, presents statistics on reporting units for March 1947 employment and January-March 1947 taxable wages covered under the Old Age and Survivors Insurance Program.

Classifications are broken down into 168 separate industries under nine major headings. Major break downs are: Agriculture, Foresty and Fishing; Mining; Contract - Construction; Manufacturing; Public Utilities; Wholesale Trade; Retail Trade; Finance, Insurance & Real Estate, and Service Industries.

Unit Breakdowns

The number of reporting units are shown with breakdowns covering seven different sized establishments ranging from 0-3 employes to 500 or more employes.

Data on the county level also is available with Table 3 covering 415 selected large counties and Table 4 giving information on smaller counties.

Price for Part 1 is 40c and it includes state summaries. Part 2 which consists of 50 separate bound bulletins, one for each state and one for Alaska and Hawaii, is $7.00. Separate state bulletins are available and range in price from 5c to 30c. They may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington, or any Dept. of Commerce field office.

The report points out that only the first quarter of 1947 is covered and the figures listed include only those covered by old-age and survivors insurance.

On a state-by-state basis the figures for mid-March 1947 employment and total payroll for the January-March 1947 period are as follows:

State	Employment Mid-March 1947	Taxable Pay Rolls Jan.-March 1947 ($000)
Alabama	484,261	225,902
Alaska	15,716	11,204
Arizona	112,380	63,556
Arkansas	199,420	83,461
California	2,340,333	1,623,396
Colorado	239,233	128,456
Connecticut	682,628	434,737
Delaware	87,767	58,673
D. C.	214,463	127,200
Florida	507,843	256,740
Georgia	590,397	269,709
Hawaii	84,399	54,343
Idaho	80,324	42,841
Illinois	2,624,340	1,690,291
Indiana	991,101	587,564
Iowa	420,213	210,189
Kansas	289,136	146,246
Kentucky	420,287	214,156
Louisiana	407,889	204,411
Maine	204,754	104,639
Maryland	535,176	303,226
Massachusetts	1,425,192	848,537
Michigan	1,769,739	1,186,302
Minnesota	571,749	315,717
Mississippi	220,909	86,720
Missouri	901,012	487,253
Montana	86,723	46,057
Nebraska	200,548	97,363
Nevada	36,805	23,624
N. Hampshire	141,401	72,971
New Jersey	1,362,348	891,319
New Mexico	79,506	40,014
New York	4,590,015	3,109,156
North Carolina	681,047	313,540
North Dakota	55,066	24,818
Ohio	2,218,359	1,393,531
Oklahoma	318,780	168,687
Oregon	314,015	202,736
Pennsylvania	2,903,465	1,732,974
Rhode Island	257,323	146,680
South Carolina	336,331	149,131
South Dakota	67,606	30,060
Tennessee	561,633	274,450
Texas	1,347,276	685,228
Utah	113,334	63,744
Vermont	75,974	38,380
Virginia	554,251	271,484
Washington	485,040	306,563
West Virginia	416,620	251,787
Wisconsin	791,486	456,013
Wyoming	44,363	25,472

TRANSIT RATES

Issued by KXOK-FM

RATE CARDS for transitcasting have begun to make their appearance on the American advertising scene. Card No. 1 issued Jan. 1 by KXOK-FM St. Louis offers Class A time from $18 for one time to $13 on a frequency discount for 260 times.

Class A announcements, aired on the radio-equipped vehicles, are limited to 50 words or 25 seconds. Class A time is 6:30-8:30 a.m. and 4-6:30 p.m. Monday through Friday.

Class B rates begin at $9.50 for one time to $7 for 260 times. This time period is from 6 to 6:30 a.m. and 8:30 a.m. to 4 p.m. Monday through Friday and 6 a.m. to 6:30 p.m. Saturday and Sunday.

The Class C time, from 6:30 p.m. to 6 a.m. Sunday through Saturday, costs $7 one time and $5.50 for 260 times. Other rates are:

Two-minute news and sports summaries, with a maximum of 50 words of commercial copy plus sponsor identification in introductions, in the Class A bracket cost $23.50 one time, $17.50, 260 times; in Class B, $12.50 and $9.50, and Class C, $9 and $6.75.

A maximum of 50 words of commercial copy is also allowed with service features such as time, temperature, weather, scores and other features. For one time the rates are: Class A, $19.75; Class B, $10.50, and Class C, $7.75.

Stockton Ad Club

HERB FERGUSON, manager of KXOB Stockton, Calif., has been elected president of the Stockton Advertising Club. Other radio men named to offices were Jimmy Fox, KWG Stockton salesman, treasurer, and Keith Pinion, KXOB account executive, member of the board. The new officers will be installed Jan. 29 during a dinner dance meeting.

Commercial



HERMAN M. PARIS has been appointed general sales manager of WWDC Washington, and HELEN K. MOBBERLY becomes commercial manager of WWDC-FM.

WMGM New York has appointed Radio Representatives Inc., New York, to handle national sales.

JOSEPH GOODFELLOW, former resident manager and vice president of KSJB Jamestown, N. D., appointed account executive at WHLI and WHLI-FM Hempstead, L. I. Mr. Goodfellow has also been with KIOA Des Moines as account executive.



Mr. Goodfellow

GEORGE FOLTS, formerly of WSRS Cleveland, Ohio, has joined sales staff of WRRN Warren, Ohio.

KSJO and KSJO-FM San Jose, Calif., has appointed the Friedenberg Agency, New York, as its eastern representative.

FTC VS. HERB

Radio Advertiser Charged

A COMPLAINT alleging false and misleading advertising of Vim Herb, medicinal preparation, has been issued against Herb Products Co., Anderson, S. C., by the Federal Trade Commission.

The representations, according to the complaint, are contained in written and broadcast advertisements disseminated by A. P. Durham, trading under the above firm name. Stations over which advertisements were aired include WORD Spartanburg, WAIM Anderson, WFBC Greenville (all S. C.), and WRLC Toccoa, WRDW Augusta, Ga.

GEORGE E. INGHRAM, former vice-president and general manager of WMAW Milwaukee, Wis., has been appointed sales manager of WISN, AM and FM Milwaukee.

PETER ROBECK, merchandising manager for KNX Hollywood and Columbia Pacific Network for three years, has been appointed KTTV (TV) Los Angeles sales manager.

VERN PHILIPS has joined WCSI Columbus, Ind., as salesman.

BUD FREIERT has been appointed sales representative at WAAM Baltimore. He held same position at WFBR Baltimore for seven and a half years, before assuming his new post.

FRED L. VANCE and TOM FRANDSEN have joined KMPC Hollywood as account executives. Mr. Vance was commercial traffic manager with WEEK Peoria, Ill., for two years; Mr. Frandsen until recently was with Tower Productions, Los Angeles radio and television packagers.

WEXL and WEXL-FM Royal Oak, Mich., has announced appointment of Friedenberg Agency, New York, as its representative. WIDE Biddeford, Me., has also appointed Friedenberg as its national representative.

TED COOPER has joined KHAS Hastings, Neb., advertising sales department as time salesman. He has been in radio since 1938.

IRVING HACKMEYER and WALTER KINGSLEY, WCOP Boston sales staff, are the fathers of boys, Michael Alan and Samuel John, respectively.

WOL Honored

MBS' WOL Washington has been cited by the Commissioners' Traffic Advisory Board, District of Columbia, as a primary factor in helping the Nation's Capital achieve the lowest traffic fatality toll in its history. The board voted a special resolution, during its Jan. 3 session, commending WOL.

soon

WHBQ • 56

FIRST ON YOUR RADIO



W. H. Beecue

Your Mutual Station in Memphis Tenn.

NOTICE:

Contracts made NOW at present rates receive full year's protection

Represented by The Walker Company

Agencies

(Continued from page 8)

DAVID D. BROWN, former account executive with Foote, Cone & Belding, Chicago, heads new Chicago office of Kastor, Farrell, Chesley & Clifford, New York, at 333 N. Michigan Ave. **RUTH ANDERSON,** formerly of Dancer-Fitzgerald-Sample, Chicago, is his assistant.

RILEY JACKSON joins Mogge-Privett, Los Angeles, as radio and television director. Mr. Jackson was at one time producer of *Quiz Kids* for Wade Adv., Chicago, and television director of WABD New York.

JOHN H. BERLING will retire March 31, as media director of Russel M. Seeds agency, Chicago, after 32 years with the firm. Mr. Berling plans to open his own agency, Berling Adv., in Indianapolis, late in the summer.

MARCIA HACKERT of Young & Rubicam, Hollywood, radio commercial department announced her engagement to Byron Griffith.

E. C. SCHMIDT joins Caples Co., Los Angeles, as advertising and public relations counsel. He was formerly executive assistant with Union Pacific Railroad, Omaha.

WALTER C. HUGHES Jr., formerly copy chief for Madison Adv., Beverly Hills, Calif., joins Jordan Co., Los Angeles, in same capacity.

STUART BART INC. New York advertising firm, is to be known as Stuart Bart & Getschall, according to an announcement made by Mr. Bart of the inclusion of the name of his associate, **BUDD GETSCHALL,** in the agency's title. Company celebrates its tenth anniversary this year.

MILT ROSEN joins Dean Simmons Adv., Los Angeles, as account executive.

JEREMIAH B. LIGHTER, formerly with G. M. Basford Co., New York, joins Federal Adv., New York.

FLOYD VANDWART, formerly with Newell-Emmett Co., New York, joins copy staff of Cecil & Presbrey, New York.

GEORGE KIRBY CULVER, formerly with Geyer, Newell & Ganger, New York, joins McCann-Erickson, New York, as assistant account executive on the Puerto Rican Rum account.

DOROTHY KENNEDY, formerly with Kudner agency, joins New York copy staff of Maxon Inc., to work on agency's food accounts.

IRA SHERMAN joins public relations department of William H. Weintraub Adv., New York.

ROLLO HORWITZ Adv., St. Louis, announces change in name to McMahan-Horwitz Co. Agency's address, staff and services remain the same.

LEE TURCHIM, timebuyer for Dean Simmons Adv., Los Angeles, is the mother of a boy.

LEONARD M. SIVE & Assoc., Cincinnati, announces change in name to Sive & Rosenfield. Change occurred in order to give public recognition to fact that Mr. Rosenfield is full partner in agency.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING



MR. FETZER dedicates new WKZO Radio City studios.

* * *

WKZO STUDIOS

Dedicated by John Fetzer

OPENING of WKZO Kalamazoo's new studios took place Jan. 1 when John E. Fetzer, president and general manager of Fetzer Broadcasting Co., dedicated the newly completed Radio City on an hour broadcast. Officials and stars of CBS, with which the station is affiliated, participated.

Program traced the growth of Kalamazoo and WKZO from the latter's start 18 years ago to the present. CBS greetings came from President Frank Stanton, Donald W. Thornburgh, CBS vice president and KNX Los Angeles general manager, and such personalities as Edward R. Murrow, Lowell Thomas, Amos 'n' Andy, Marie Wilson and Jack Benny.

SALES HIGH

WTMJ-TV Sets New Record

PERIOD between Christmas and New Year's was the biggest spot week for WTMJ-TV Milwaukee since station began commercial operations in December 1947. Plankinton Packing Co. signed a contract for spots for 39 weeks through Cramer-Krasselt Agency, Milwaukee. Contracts for 26 weeks were signed by Trubilt Trailer Co. and the Milwaukee Co., investment securities concern, through MacDonald Cook agency, South Bend, and Cramer-Krasselt, respectively.

Thirteen-week contracts have been started for: John P. Hanser Soap Co.; Waukesha Roxo, soft drinks; W. P. Hammond & Son, pest exterminators; Mrs. Drenk's Foods Inc.; Howard B. Stark Candy Co., Snirkle Bars, and Mammy's Foods Inc., restaurant (all Stone-O'Halloran agency); John Graf Co., soft drinks, and Pate Oil Co. (Al Herr agency); Independent Milwaukee Brewery (Allen Reiselbach agency); and United Coal & Dock Co., Wisconsin Telephone Co., and York-Wagner, ice cube makers (no agencies involved).

Feature of Week

(Continued from page 16)

represented the Sunflower state in the Miss America Pageant at Atlantic City last September and finished fifth in national competition. WHB sponsored her appearance which resulted in her selection as "Miss Bathing Suit of 1948."

Her first appearance on the famous WHB swing was made this month [BROADCASTING, Jan. 10] in advertisements.

Just in case anyone is interested —and what red-blooded man isn't? —the vital statistics are: 18 years old; weight, 117 pounds; 5′ 5″ tall; bust, 37½″; waist, 23½″ hips, 35½″; thigh, 19″; ankle, 8″.

S. C. ASSN.

Station Executives Meet

TALKS by two NAB executives and two visiting station executives featured the South Carolina Broadcasters Assn.'s first annual membership meeting last Thursday and Friday at Hotel Wade Hampton, Columbia.

Speakers included: J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton); Irving Abeloff, manager of WLEE Richmond; A. D. Willard, NAB executive vice president, and Miss Lee Hart, retail coordinator of the NAB Dept. of Broadcast Advertising.

WIS WCOS WKIX and WNOK, all in Columbia, were hosts at the meeting. Presiding at the sessions was G. Richard Shafto, WIS general manager. Election of officers for 1949 was scheduled for the Friday session.

ADVERTISING

Most Important PR Tool

"ADVERTISING is the most important tool in the public relations kit-bag," C. C. Carr, director of advertising and public relation for Aluminum Co. of America, said Jan. 4 in Seattle. Speaking to the Advertising and Sales Club there, he urged the need for acceptance of public relations thinking at the top levels of American business management.

Mr. Carr, who is currently touring the Pacific Northwest and demonstrating films on the value of advertising to regional representatives of Alcoa, emphasized that ad men have a two-fold challenge: To secure acceptance of their own professional services, and to sell free enterprise.

*Member AFCCE

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D .C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SAXON & WINSTON
Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ELLIOTT-HAYNES

'Radio Theatre' Is First

THERE is little change in the national rating reports in Canada for December, from those of the previous month. The Elliott-Haynes national program ratings for December listed in first place *Radio Theatre* with 35.2 rating, followed by Fred Allen 35, *Charlie McCarthy* 33.5, *Fibber McGee & Molly* 32.8, Bob Hope 25.8, *Amos 'n' Andy* 25.6, *Ozzie & Harriett* 24.5, *Album of Familiar Music* 24.1, *My Friend Irma* 21.6, and *N.H.L. Hockey* 21.3 (Canadian program).

Leading daytime programs in December were *Ma Perkins* 17.7, *Big Sister* 17, *Pepper Young's Family* 17, *Happy Gang* 16.9 (Canadian program), and *Right to Happiness* 16.6.

French language evening programs were led by *Un Homme et Son Peche* 40.5, *Radio Carabin* 32.7, *Metropole* 32.5, *Ralliement du Rire* 32.4, *Enchantment de la Vivoir* 31.3.

French language daytime programs were led by *Jeunesse Doree* 28.7, *Rue Principale* 27.6, *Les Joyeux Troubadours* 21.3, *Tante Lucie* 21.1, and *Grande Soeur* 20.5.

WOV New York, has distributed the English and Italian scripts of an interview granted in Paris by H. E. Pietro Quaroni, Italian Ambassador to France, to M. Paolo Ulpia of the Italian Division of the French Radio. WOV aired the interview on Jan. 1.



WATL STRIKE

Announcers, Engineers Of AFL Go Out

THREE-YEAR battle between WATL Atlanta, Ga., and the American Federation of Radio Artists (AFL) has flared into a strike of union announcers and engineers, with opposing camps buying newspaper display space to state their cases.

A central figure in the prolonged scrap is Lawrence J. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946, to make way for the return of the man who had held Mr. Mellert's job before entering military service.

Upholding the earlier findings of one of its trial examiners, the National Labor Relations Board last September [BROADCASTING, Sept. 27] ordered the Atlanta Broadcasting Co., WATL licensee, to reinstate Mr. Mellert and pay him back wages.

An AFRA advertisement on the radio page of *The Atlanta Journal* Jan. 7 declared all of WATL's union announcers and engineers were on strike and that "strike-breakers are keeping the station on the air." It made an appeal to "help the WATL employes earn a decent living . . . protest low pay and worse working conditions." It declared: "We have filed charges with the NLRB, FCC and health authorities."

WATL, in an ad on the same page and same issue of the *Journal*, said "requested wage increases have been in effect for weeks" and "there is no dispute involving wages." It added: "Written contract setting out agreed-on wage scale and terms of employment was arbitrarily rejected by union. The station has bargained in good faith with the union and the strike occurred without notice. WATL is operating fulltime and will continue to do so in the public interest."

Technical



ARTHUR A. AVERY has been promoted to supervisor of broadcast technicians at WGN-TV Chicago. Other promotions: **ELMER F. CAWTHON**, assistant supervisor in charge of master control; **WOODROW R. CRANE**, assistant supervisor in charge of the transmitter, and **CHARLES J. ROTHERS**, assistant supervisor in charge of mobile unit.

KENDRICK H. LIPPITT has resigned from firm of George C. Davis, Washington consulting engineers, to join Technical Appliance Corp., Sherburne, N. Y., as chief engineer.

R. W. WASSENBERG, formerly with sales staff of KSFO San Francisco, has been transferred to station's TV affiliate, KPIX, as operations manager.

EVERITT BEAVERS has been transferred to engineering staff of KYW, Philadelphia Westinghouse station, from WSBA York, Pa.

ROBERT LAY Jr. has joined WCSI Columbus, Ind., as technician.

J. R. DUNCAN, chief engineer of WLWT (TV) Cincinnati, Ohio, has resigned. He has announced no future plans.

CAMERON PIERCE, ABC Hollywood television operations supervisor, has been elected president of the Society of Television Engineers of Los Angeles.

NEW AM STATION

Improvements Granted 3

NEW DAYTIME standard station for Georgetown, Del., was granted last Monday by FCC to Rollins Broadcasting Inc. and improved facilities were awarded by the Commission to three existing AM outlets.

Rollins Broadcasting, locally owned, was given a construction permit for 1 kw daytime on 900 kc, directional. Estimated cost of $43,127 was cited.

KSCO Santa Cruz, Calif., licensed to Radio Santa Cruz, received CP to switch from 1 kw day on 1080 kc to 500 w night, 1 kw day, fulltime on that frequency. Directional antenna at night was specified.

WXGI Richmond, Va., licensed to Radio Virginia Inc., was granted switch in frequency from 740 kc to 950 kc on condition it accepted any interference which might occur from granting facility changes to WGBG Greensboro, N. C., and WINC Winchester, Va. WXGI is authorized to operate daytime with 1 kw.

KOLT Scottsbluff, Neb., operated by Hillard Co., was granted increase in daytime power from 1 kw to 5 kw, using directional array both day and night. KOLT would continue with 1 kw night on its assigned frequency, 1320 kc.

Ownership of Rollins Broadcasting includes the following: John W. Rollins, Lewes, Del., auto dealer, president and 29⅙% owner; his wife, Katharine E. Rollins, treasurer 4%; Orville Wayne Rollins, general manager of Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, Salisbury, Md., secretary ⅙%; Rollins Motors Inc., Princess Anne, Md., 33⅓%.

Church TV Center

A TELEVISION center is being opened by the First Presbyterian Church, New York City, in the hope of keeping youngsters out of Greenwich Village bars and grills. With approval of the church's pastor, Rev. Clarence Boyer, the parents' class of the church school bought the TV receiver. At the formal opening of the center Jan. 19, door charges will be assessed to help pay for the television set. A spokesman for the church said: "We hope it will inspire a pattern for many communities."

PHILCO PROMOTES

Seven in Engineering

PALMER M. CRAIG has been appointed director of engineering, electronics division of the engineering department of Philco Corp., Philadelphia. With Philco for 15 years, Mr. Craig was named chief engineer of the company's radio division in 1943.

David B. Smith, vice president in charge of research and engineering, also announced the appointment of six chief engineers responsible for major product development in this division. They are:

Sterling C. Spielman, television receiver development; Luke E. Closson, home radio development; Arthur V. Nichol, auto radio development; Dr. James F. Koehler, design of specialized government and industrial electronics equipment; Bertram P. Haines, mechanical engineering development for the electronics division; W. Linton Getz, development of television and radio cabinets.



SCHOOL GUIDE

Lists Radio-TV Courses

A DIRECTORY of College Courses in Radio and Television for 1948-49 has been published by the Federal Radio Education Committee in cooperation with the Federal Security Agency's Office of Education. It will soon be ready for distribution.

The information is intended for use as a guide to students in locating institutions which are most likely to meet their needs.

While no attempt is made to accredit or approve the work of any institution, an effort is made to give a fair picture of the extent of radio and television training in each one, the introduction points out. Directory shows a range of courses in proportion to the size of each teaching staff and the amount of equipment available for laboratory purposes.

The directory, prepared by Gertrude G. Broderick, the Office's executive secretary and radio education specialist, is based on data submitted by college and universities which appear on the list of accredited institutions in the annual *Educational Directory—Higher Education*, issued by the Office of Education.

SPORTS AWARDS

Network Directors Name

AWARDS to outstanding athletes and the naming of the "Athlete of the Year" will be the feature of a special MBS broadcast Jan. 19, 10-10:30 p.m. Bill Slater, Mutual commentator, will be m.c. *Sport* magazine is making the awards.

Board of selectors, making final choices, is headed by Grantland Rice, *Boston Herald* columnist and MBS commentator. Others included on the board are the network sports directors, Harry Wismer (ABC), Walter (Red) Barber (CBS), Paul Jones (MBS), and Bill Stern (NBC).

The "Athlete of the Year" award will go to Lou Boudreau, player-manager of the 1948 World Series champion Cleveland Indians.

Production

A. J. (Tony) LA FRANO, chief production supervisor of Don Lee Network, in Hollywood, has been appointed director of operations for the network's AM, FM and television stations. Mr. La Frano, who joined Don Lee in 1937 with KDB Santa Barbara, Calif., had been production supervisor since 1939.

ED STUDNEY has been appointed chief announcer at WOL Washington, succeeding **STEVE McCORMICK,** who has been appointed news editor [BROADCASTING, Jan. 10]. He has been with station since 1943. **RAY L. HUTCHINSON,** formerly of WARL Arlington, Va., has joined WOL's announcing staff.



Mr. Studney

DAVE CROCKETT, former partner in the Seattle radio production agency, MacPherson & Crockett, has been appointed program director of KING Seattle.

ROY NEAL, video producer and m.c., has signed an exclusive contract as producer with WPTZ (TV) Philadelphia.

JOSEPH LOWE, radio writer-producer, has been appointed production coordinator at KLAC-TV Hollywood.

ARTHUR CHURVIS, former announcer at WKMO Kalamazoo, Mich., has been appointed an assistant production director of NBC Central Division television department. **KENNETH GUGE** and **ROBERT HALEY** have been added to the department's engineering staff.

WES GRIFFIN and **BOB MITCHELL** join CBS *G. E. House Party* as pianist and organist respectively.

JOSEF BONIME has been signed as orchestra director for ABC's *Little Herman* show.

WED HOWARD, formerly of WFAA Dallas, Tex., has joined announcing staff of KMOX St. Louis.

KITTY LEWIS has joined continuity department of WIS Columbia, S. C. She was formerly with WGAC Augusta, Ga.

OWENS F. ALEXANDER, formerly general manager of WOOF Dothan, Ala., has been appointed program director of WSAV Savannah, Ga.

EDWARD WESTON, news editor of WCCC Hartford, Conn., has been appointed program director. **BARBARA HINES,** formerly with WONS Hartford, has joined WCCC to handle traffic.

JACK BRAY, formerly with WADC Akron, Ohio, has joined announcing staff of WRRN Warren, Ohio. Other new WRRN announcers include: **DICK LINGLE,** formerly of WATG Ashland, Ohio, and **BOB RAFFERTY,** formerly with WROK Rockford, Ill.

ALLEN McCABE has joined traffic department of KXOK St. Louis.

JOHN GRAY, "RED" GOLD, MARTY WAYNE and **BOB WHITE** have joined WGAT Utica, N. Y., as disc emcees.

ED GILBERT, NBC Chicago musician, and **MARY BOLINGER,** formerly with ABC Chicago's music library, have announced their marriage.

JIM McCANN, KYW Philadelphia staff announcer, is the father of a boy.

JEAN HOLLOWAY, freelance writer, has joined writing staff of ABC's *Railroad Hour.*

G. THOMAS MARSHALL, continuity manager at WNJR Newark, N. J., has been appointed director of public relations for New Jersey Amputation Chapter of the Disabled American Veterans. An Army veteran of World War II, Mr. Marshall was wounded in action in France.

DAVE SCHWARTZ, ARTIE STANDEER, JOE YOUNG have been signed as writers for new NBC *Alan Young Show.*

CAROL REED, of WPTZ(TV) Philadelphia's *Handy Man* program, is now conducting her own participation show on the station.

HENRY HICKMAN, m.c. of *Club 1300* on WFBR Baltimore, has been appointed chairman of the March of Dimes Card Committee during 1949 campaign.

HAL SHORE, formerly music director of WLEA Hornell, N. Y., has joined WMDN Midland, Mich., as announcer-salesman.

DAVE BIGLEY, program director of WJOI Florence, Ala., is recuperating from an emergency appendectomy.

WAYNE THORNTON Jr., program director at KSUE Susanville, Calif., has been elected a member of board of directors of Susanville 20-30 Club.

OMAR WILLIAMS, WBOW Terre Haute, Ind., announcer, and Janice Jones have anounced their marriage.

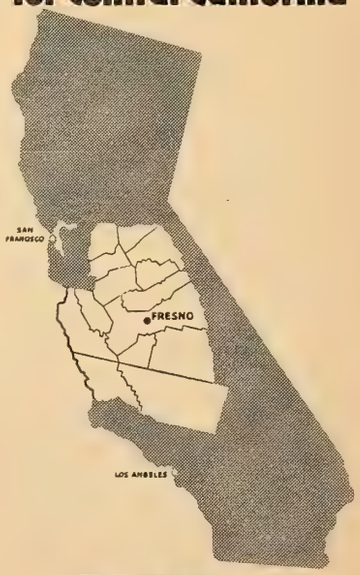
JACK GROGAN, production manager and senior director of WNEW New York, and Blythe Miller have announced their marriage.

WILLIAM DANCH, radio and television writer, is the father of a boy.



10,000 WATTS IN KANSAS CITY
WHB AM FM
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JOHN T. SCHILLING, Gen. Mgr.
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More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Assistant manager for local network station, medium sized town in California coastal area. Prefer experienced all-round radio man, accent on sales. Announcing and MC ability a help. Excellent opportunity to man who can deliver. Reply Box 781, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Wanted: Manager with proven sales and programming ability for 250 Louisiana station. Box 829, BROADCASTING

Sales manager-salesman, FM experience preferred, large southern city. A challenge and an opportunity for the right man. Box 820, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Salesmen

Salesmen—Two young, alert salesmen wanted by daytime independent in Virginia. $70 weekly draw against 15% commission. One will be promoted to sales manager of station. Write or wire Box 789, BROADCASTING.

Permanent sales position open for time salesman. Independent operation in midwestern market of 25,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter, references and photo. Box 793, BROADCASTING.

Progressive radio station in good southern market desires salesman. Salary plus commission. Write Box 771, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Radio salesman who can be our sales manager. Experienced radio salesman with good record to sell and service accounts. A good station in a good but competitive market. Vacation, life insurance plan, harmonious working conditions. Population 50,000 to 100,000, excellent market in progressive North Carolina city. Good climate, schools, colleges, churches. If you like to sell radio and service accounts, answer today. Many men are looking for the opportunity we offer. Tell all about yourself, education, experience, references. Send photo if available. Salary commensurate with ability. Our employees know about this opening so answer with complete confidence. Box 833, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 30 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Help Wanted (Cont'd)

Announcers

Announcer with first class ticket for midwest metropolitan daytimer. Must be good versatile, experienced announcer. $60.00 for 40 hours start. Send disc and announcing background. Box 783, BROADCASTING.

Announcer-engineers, good voices, first class license. Call or write WPOE, Elizabeth, N. J.

Announcer wanted. ABC station in progressive southern city desires announcer who can adlib, read news well and make commercial sparkle. Write Box 770, BROADCASTING.

To meet with its expansion program a solid 5000 watt fulltime Mutual outlet needs two experienced men. One should have announcing and news experience, the other should have announcing and copywriting experience. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status. We want two permanent men content to settle down in a midwest community of 12,500. No floaters, bottlechasers or boy wonders should apply. Real opportunity for right man. We prefer men from this section of country, but will consider any ambitious young men. Pleasant working conditions with young congenial staff. Write Grover Cobb, KVGB, Great Bend, Kansas.

Announcer-salesman by southwestern CBS affiliate with emphasis on selling. Salary $200 month plus liberal commission and bonus. Car allowance. Don't wire. Tell all in letter and send disc. Harold Welsh, KSIL, Silver City, New Mexico.

5,000 watt CBS regional station needs reliable, steady announcer. Emphasis on news, straight commercials, no disc jockeys. Send complete information, including experience, salary expected, references, photo and disc to Mort Cohn, WCHS, Charleston, W. Va.

Immediate opening for combination announcer-engineer. Salary open. Send disc and qualifications to WFLB, Fayetteville, North Carolina.

Experineced announcer with first class license. Write Fred Wamble, WTYS, Marianna, Florida. Full details first letter.

Technical

Engineer—Give full information in first reply. WLEX, Lexington, Kentucky.

Wanted, first phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and supplementary announcing. Good operation, good city, $42.50 base, plus overtime, and regular raises. WWGS, Tifton, Georgia.

Wanted—radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Mutual station in small but progressive Georgia market desires engineer-announcer with experience in handling morning shows, also opportunity for selling and enjoying good income. Write Box 772, BROADCASTING.

Combination man—Needed at once. Good announcer, qualified technician with first class ticket. Progressive network affiliate. Send details, disc to Manager, Box 1932, Butte, Montana.

Help Wanted (Cont'd)

Combination engineer-announcer, first class license. Contact John M. Spottswood, Radio Station WKWF, Key West, Florida. Send photo, disc and references.

Wanted: Engineer for WFNC, Fayetteville, North Carolina. AM-FM operation. Wire if interested.

Sales engineers. Leading manufacturer of mobile communications equipment needs licensed men for sales and technical field work. Officer veterans preferred. Good appearance and technical experience with communications equipment is essential. Unlimited opportunity with salary, commission and expenses. Send complete resume to Box 794, BROADCASTING.

Production-Programming, others

Combination man with initiative, talent, to settle in southern town. Local network station with future. Apartment. Good pay. Box 778, BROADCASTING.

Girl with exceptional voice, also able to handle office routine. Call or write WPOE, Elizabeth, N. J.

Need immediately experienced newsman capable editing for local slant and has personality. Send disc, photograph. Berney Burleson, WETB, Johnson City, Tennessee.

News director: Take complete charge of livewire newsroom, placing heavy emphasis on local news. Must be top-flight newscaster with pleasing air personality, thoroughly experienced in compiling and editing local wire news. 5,000 watt midwestern network affiliate. Give full particulars about yourself, attach small photo, and include previous experience and salary expected. Confidential. Box 736, BROADCASTING.

Wanted—Livewire program director. Position now open on progressive NBC affiliate in the Intermountain region. Must have full knowledge of good programming and be a source of new shows. Send full particulars in first letter and include photograph. Box 821, BROADCASTING.

Situations Wanted

Managerial

Six years experience in all phases including managerial and sales. Interested in position and salary commensurate with experience. Married. Box 762, BROADCASTING.

Experienced successful manager available. Came up through the ranks. Know all phases. 32, married, good references, present employer and others. New president of corporation taking over here soon. Don Grantham, WCRA, Effingham, Ill.

First class station manager, now employed, with fourteen years experience in management, sales and programming, desires connection with a good station. Sober and reliable. Box 759, BROADCASTING.

Combination manager - sales manager available February 15. Fourteen years experience, 5 as manager-sales manager, 3 as program director, 6 as announcer, straight, play-by-play baseball and football and commentary. Prefer small or medium station in south, Gulf Coast or California. Minimum $6000 on any combination mentioned abilities. Excellent trade references. Box 721, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

Topnotch stations: 26 year old manager and special events man in 250 watt wants play-by-play sports post or be assistant to TV sports director. Available March 1. Box 757, BROADCASTING.

Currently employed assistant station manager, 250 watter, desires change to north, near city, emphasis announcing, writing, programming. Well grounded in all phases of station operations. Commercial manager. Have held positions of chief announcer, program director. Transcription, sample copy, photo available. State offered salary first letter. Box 749, BROADCASTING.

Situations Wanted (Cont'd)

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production backgound desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Attention: Owners, agencies, networks, metropolitan indie's. In eight years I've climbed from announcer, disc jockey, program director, production manager, assistant manager, also successful free lance account executive of agency. In twelve months programmed a new station in competitive market to 40% Hooper. Know thoroughly sales, program, production, promotion, managerial problems. Highest references. Want move to future unlimited. Beginning salary $8000.00 or comparable. Box 798, BROADCASTING.

Salesmen

Sales executive—Radio and television, last 15 years NBC national network salesman with headquarters New York City. For further information please write Box 756, BROADCASTING.

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 753, BROADCASTING.

Built two stations, got them licked. Aggressive, college educated chief engineer knows he can sell any quality product related to broadcasting. What's yours? Box 823, BROADCASTING.

Announcers

Topnotch announcer—Eight years radio, 4 years in Georgia wishes position with a small station. 28 years, married, excellent adlib, pop and hillbilly plus news. Experienced on any console, all libraries. Disc and photo available. Box 777, BROADCASTING.

Young New Yorker, 2 years experience DJ and staff announcer, seeks job with progressive station eastern seaboard area. Trained at NBC, NY. Production experience WOR, NY. Familiar program direction. Robert Murphy, 236 W. 56th St., New York 19, NY.

Announcer, experienced play-by-play baseball and football. Also news, commercials, man-on-the-street and audience participation. Reply Box 780, BROADCASTING.

Kelton & Waskow versatile combination announcing-writing team. Announcing: commercials, news, music, sports, dramatics, interviews, adlib, dics jockey. Writing: commercials, continuity, dramatic, comedy. Veterans: ambitious, dependable with ideas. Need experience. Contact Waskow, 930 Emerson St., N.W., Washington 11, D. C. Georgia 9146.

Versatile announcer, 23. Sportscasting, newscasting, commercial message, acting while in training at top radio school, Radio City. College graduate. Disc on request. Box 784, BROADCASTING.

Sportscaster, play-by-play all sports, 10 years experience. Both live and wire recreation baseball. Veteran, college, capable disc jockey, news, commercial, MC and adlib. Prefer specialize in sports but will go anywhere, do anything if offer is right. With present employer 2½ years, desirous advancement. Salary plus talent. Kim Shelton WMOX, Meridian, Miss.

Situations Wanted (Cont'd)

Veteran employed sportscaster desires change. California, Oregon, Washington. Poll winner. High Hooper. Proof of exceptional ability all sports description. Also announcing, news, special events. Credit, character references. Must be permanent. Not floater. Legitimate reasons for change. Available for interview. Box 775, BROADCASTING.

Mail pull and hillbilly group MC available. Ten years experience. Best references. Phone Indianapolis, Wabash 9113 or write Box 773, BROADCASTING.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Top calibre hillbilly disc jockey and all-round top announcer. Mail and audience puller can make money for you. Family man, 30, sober, dependable, plenty experience. Box 758, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. AFRS experience. Same station desired, but not required, work well as writer-announcer team. Box 704, BROADCASTING.

Experienced announcer, single, good worker, wants position southern station. Box 707, BROADCASTING.

Sportscaster — Wants station handling professional baseball play-by-play. Single. College degree. Available on notice or in Spring. Box 712, BROADCASTING.

Sportscaster. Fully experienced all play-by-play, baseball, football, basketball, etc. Employed large metropolitan center with top following. Produce, direct sports shows. Available for 1949 baseball season. Base pay, talent discussed. High personal, professional references. Box 719, BROADCASTING.

Combination announcer-engineer, accent on announcing. First class phone, BEE Degree. Experience, three years' announcing, six months' operating. Specialties, sports, disc jockey work. Young, single. Will travel, but prefer midwest. Disc, photo on request. Box 743, BROADCASTING.

Experienced announcer, news, disc jockey. Sell; write. Plenty of ideas. Box 1011, Twin Falls, Idaho.

Announcer: 2 years experience in all phases of staff work. Operate board. Veteran, married. East preferred. Box 788, BROADCASTING.

Experienced news - announcer wants position with progressive station near Chicago. Presently employed. Good knowledge, correlation and delivery of popular and classical music. Conscientious. Can operate own controls. For disc or personal interview write Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Sportscaster—Build a large sports following with a proven sportscaster. Accurate, exciting, play-by-play the year-round. Make your nightly sports review an attractive radio must. Call B. E. 2-5994 NYC, or write Box 761, BROADCASTING.

Announcer — Experienced. Presently employed NY network affiliate. Console, news, commercials, disc jockey. Single. Northeastern stations only. Disc on request. Box 764, BROADCASTING.

Announcer, young, single veteran. Experienced. Prefer midwest, but will travel. Photo and disc. Box 747, BROADCASTING.

Newsman-announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Announcer, sports, all phases, 1 year experience play-by-play all sports. Personal interview New York, Chicago vicinity. Disc all others. Ed Silver, 4342 Drexel Blvd., Chicago 15, Ill.

Experienced woman announcer, operator, writer would like foreign radio opportunity. Hawaii, Europe and points east or west. Box 768, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Experienced announcer, married, wants position in progressive station. Box 696, BROADCASTING.

Experienced young announcer, presently employed, wishes opportunity with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 1000 watt station looking for permanent position. Will travel. Box 830, BROADCASTING.

Announcer—Now employed, four years' experience, graduate University of North Carolina, married, pre-war English instructor, permanent position with future. South only. Box 828, BROADCASTING.

Announcer—Young, ambitious. Musical and radio experience. Willing to travel anywhere for right position. Have disc. Don Keating, 2419 St. Paul Blvd., Rochester 5, New York.

Staff announcer experienced sports play-by-play prefer east, midwest. Box 835, BROADCASTING.

Newscaster. Ability to double as program director or assistant manager. Seven years experience. Midwest only. Box 825, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago. Irving 8-1681.

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7763.

Announcer desires permanent position. Two years experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Juniper 8-5744.

Newscaster-announcer. Single, 23, recent graduate state university, radio degree. Announce, news, dee-jay, run panel. Prefer Ohio or Western Pennsylvania opening. Short experience. Will work first month free for experience, if living wage guaranteed thereafter. Box 500, Strongsville, Ohio.

Sports announcer. Outstanding Hooper sportscast, play-by-play, nine years. Box 819, BROADCASTING.

Announcer—Want a staff announcer? Young, radio school graduate, good voice. Go anywhere, salary no object. Good news man, adlib, special events. Photo, disc on request. Box 818, BROADCASTING.

Girl newscaster, vibrant clear voice, experienced dramatic shows wants staff position. Prefer Texas. Box 817, BROADCASTING.

All night disc jockey desires deejay-emcee-interview or programming position. Four years experience including announcing, news and acting. Available now. Box 816, BROADCASTING.

Staff announcer currently employed one kw, central New York regional station, desires change. Minimum fifty dollars. Box 815, BROADCASTING.

Announcer, 25, capable all-round staff man, experienced, middlewest preferred. Box 814, BROADCASTING.

Hillbilly disc jockey, knows business, musical background, selling style, 2 years experience. Desires job in large, progressive station. Presently employed. Box 813, BROADCASTING.

Whoa! Right here! I'm your man. Absolutely tops in sports, news, commercials and special shows. Am presently employed with network affiliate. Believe me sir, I got it. Box 811, BROADCASTING.

Newsman, University of Wisconsin journalism graduate, 24, married. Reporting experience. Box 808, BROADCASTING.

Eight year disc jockey seeking permanent show with station in big city which wants a saleable rating. Box 804, BROADCASTING.

Announcer, 23, would like to work with a young, up and coming station. Two years college, some announcing experience. Prefer east or south. Box 803, BROADCASTING.

Announcer, single, vet, 23, college background in journalism. Some announcing experience, lively news delivery. East only. Box 799, BSOADCASTING.

Radio announcer, six months experience. 250 w SE indie. Graduate Columbia College of Radio, 24, single, references. Don Devitte, 1911 E. 74, Chicago. Fairfax 4-1628.

Announcer, young, hard working. Nine months experience. Can make up for shortcomings in experience by willingness to attempt anything that comes my way. Have play-by-play experience and can handle baseball and football broadcasting if necessary. Prefer sports, but will take staff job. Bill Gardner, 5506 Kenwood, Chicago.

Do I hear a bid for an all-round good man? Deep, resonant voice. Experienced small station, desires larger market. Can write copy. Will travel. Joe Greco, 2643 S. Trumbull, Chicago. Bishop 7-8247.

Announcer—3 years experience college and small stations. Married. Seeks position larger station. Play-by-play sports, control op. Box 841, BROADCASTING.

I'm employed in the south, but would prefer change to cold, cold north. Experience in all typs of announcing. Young and versatile. Disc and particulars on request. Box 840, BROADCASTING.

Experienced announcer, 24, two years commercial radio, college graduate. Presently employed as special events and news director. Experienced all phases of staff work. Heavy on news, disc work and special events. Box 839, BROADCASTING.

Announcer—Experienced in all phases of radio. Specialty, sports. Desires position in east or New England, with opportunity. Disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Technical

First phone — Engineer, veteran, 28, married. Some experience. Midwest preferred, available immediately. Earl Davis, 1004 Mill St., Henderson, Kentucky.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Engineer-announcer, first phone, 12 years experience construction operation, console, copy. Interested Texas or southwest. Box 786, BROADCASTING.

BS Television Engineering. First class ticket. Three years experience on high power transmitters. Trained in operation and maintenance of RCA image orthicon, Dumont equipment and microwave technique. Age 28. Married. Desires position in broadcast or television station or development work. Paul M. Jenkins, 629 Ferry Street, London, Tennessee.

Chief engineer BS EE. Assume full responsibility for engineering department. Married. Require housing. Box 782, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

Engineer, first phone, married veteran, 26. Four years radio and electronics experience, 20 months broadcasting. Desires location in southwest. Box 748, BROADCASTING.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation, and maintenance. Box 792, BROADCASTING.

Engineer, first phone, experienced combination announcer-operator. Will consider any reasonable offer. Box 751, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Broadcast engineer, married, veteran. Experienced all phases. Chief engineer major network stations. AM-FM directional experience. Desire position in east. All offers considered and answered. Box 796, BROADCASTING.

Constructing? Chief engineer with ten years background. Been through it twice, know all your problems. References. Box 824, BROADCASTING.

Engineer position west, by first phone vet, married. No experience broadcasting, but graduate good technical school and willing to learn. Box 827, BROADCASTING.

Combination engineer-announcer would like job with network affiliate. Experienced. Married. Available immediately. Good references. Cleon LeMont, 3737 16th Ave. S., Minneapolis, Minnesota.

Engineer, 1st class, experienced, studio and remote work preferred, midwest only. Skippy, 3326 Lincoln, Chicago, Illinois.

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Veteran with first phone desirous position with future in broadcast station. Have xmtr. experience, can also do part-time announcing. Two years instructing experience. Box 802, BROADCASTING.

Engineer, age 22, single. Transmitter, studio and remote experience with 250 watt station. Desire position with no announcing in midwest station. Have car. Box 800, BROADCASTING.

Production-Programming, others

If a fella needs a gal who can write, conduct all types of programs, announce and operate board, here she is. Experienced, enthusiastic, available. Box 767, BROADCASTING.

Young man, 23. Former prop coordinator and stage manager for radio-television vaudeville audience participation show. Seeks production position in radio or television. Will travel. Box 755, BROADCASTING.

Radio personality that has attracted large followings in the midwest and east. This personality has been endorsed by famous names in network radio. Full data and disc will be sent upon request. 3 years experience. Box 710, BROADCASTING.

Six years experience in all phases, interested in position as program director and news announcer in small market. Married. $75.00 a week minimum. Box 763, BROADCASTING.

Program director — Experience, highly successful record, reputedly pleasing personality, ability to handle personnel, looking for a real opportunity for professional and financial advancement. Can program for sales, build listening audience. Top quality anouncing voice, news, remotes, record shows, own singing show. Minimum salary requirements $400 per month. Details, references, disc on request. Box 787, BROADCASTING.

Sports, news, farm or what have you. 2 years experience. Ambitious, energetic, hard work hasn't killed me. 16 months on 1000 watt independent. Desire net affiliate in 200 mile radius of Chicago. Personal interview preferred. Available now. Box 776, BROADCASTING.

News editor, commentator, public relations. Distinctive voice. High Hooper rating. Newspaper background. 7 years radio, 250 to 50,000 watts. Will prove asset to any station appreciating proper news coverage and presentation. Box 714, BROADCASTING.

Experienced woman's program director, copywriter, music director, announcer-operator, disc jockey desires opportunity in New York-Jersey area. Box 766, BROADCASTING.

Women's activities director, commentary and continuity. 5 kw radio, magazine, newspaper background. $60 minimum. Box 826, BROADCASTING.

Continuity writer. Single, reliable, hardworking. Modest requirements. Have 32½ synonyms "gorgeous." Go anywhere. Box 797, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Woman's director—continuity editor. Experienced. Creator of shows and copy that have built following for leading independent in area. Young. Excellent voice and air personality. Videogenic. Wants larger opportunity. Prefer vicinity of Washington, D. C. Salary $65.00. Box 834, BROADCASTING.

Staffer and DJ presently employed at top 50 kw located in major eastern market desires opportunity in television. Young, single, college graduate stage experience, dependable. Proven ability and results backed up with the finest references. Box 801, BROADCASTING.

Will invest $5,000 CP or progressive going operation. Active participation. Program director-announcer, 6 years experience. Well recommended. Box 806, BROADCASTING.

Musical director, 1st class ticket, good announcer. Experience: network, recording, major symphony, dance, writing. Accomplished violinist. Available May 1. Want position utilizing any or all talents, minimum $100.00 week. Age 32, W9HUN, 2505 Greenwood, Wilmette, Illinois.

Two top commercial and news men heading west. Interested in Denver or Los Angeles and vicinity. State salary. Box 822, BROADCASTING.

Program director available February 1. 14 years in radio, seven as PD, net and independent, capable directing and doubling announcing, traffic, continuity, promotion. 6 years play-by-play and wire baseball, football, commentary. Speciality, creating saleable low cost shows. Know how to work with and get results program staff. $100 weekly. Minimum plus talent. Box 722, BROADCASTING.

After twenty odd years in the radio-motion picture producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of know-how and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly, produced and directed four motion films in 1948. Details and interview at your convenience. Box 726, BROADCASTING.

Newsman wants to locate southwest. Associated Press radio experience. Missouri University graduate. Box 730, BROADCASTING.

If you're play-by-playing beaucoup organized baseball, here's an employed, experienced sports editor, copywriter, announcer. Detailed writing, casting knowledge all sports. Box 754, BROADCASTING.

News director, 28, newspaper journeyman, versatile writer, sound and am well informed. Leaving station for legitimate reasons. Prefer New York area. Box 750, Broadcasting.

School

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Employment Service

Station managers — We can furnish trained personnel for all types of radio work. Prompt service from our convenient central location. Tell us your needs. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

For Sale

Station

Radio station regional daytime exclusively serving New England community of 60,000 profitable, $35,000 cash. Box 791, BROADCASTING.

For Sale (Cont'd)

Equipment

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

New Presto 6N recorder in 1B case with slightly used 87B amplifier. Both for $650. 713 Cascade Bldg., Portland, Oregon.

FM antenna, 6-ring Collins type 37M. Factory assembled, complete with deicing heaters and clamps to mount of Lingo pole. $1500, FOB, Peoria, Illinois. WIRL.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition, $1200. Write Radio Station KAMD, Camden, Arkansas.

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

2 latest design RMC arms, equalizers and 3 lateral, 1 Universal RMC heads. Make offer. Box 774, BROADCASTING.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

Complete A3 tower lighting equipment including Crouse Hinds flasher beacon and flasher, $375.00. WGCM, Gulfport, Mississippi.

Complete Presto Y3 disc recorder. Excellent condition. Only slightly used with six sapphire stylus, $525 delivered. Box 807, BROADCASTING.

Sacrifice complete equipment of transcription studio including recorders and vacuum systems, recording and monitor amplifiers, mixing console, transcription turntables, microphones, booms, speakers, tape recorder, and all supplies —sell separately or as a lot. Write for list and full information. Box 832, BROADCASTING.

Practically new portable 540 type Fairchild recording amplifier complete with equalizer. 539 type recorder with improved 542 PL pick up cartridges. One high fidelity dynamic Fairchild cutter head, complete with two carrying cases —one for amplifier and one for recorder, 30% off list price. Box 854, BROADCASTING.

Available for immediate delivery 3 each Blaw-Knox towers, type SGN. Height 400 feet. Brand new. Galvanized, complete with insulators and lighting equipment. Properly warehoused. Intended for AM series fed, but may be used to support FM or TV antennae if proportionately shortened. Reasonably priced. Box 855, BROADCASTING.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Wanted to buy: Electronics engineer managerial experience interested in buying controlling or complete interest 1kw or smaller station. Box 752, BROADCASTING.

Miscellaneous

For personnel—for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and refences in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

Salesmen

OPENING FOR
RADIO TIME SALESMAN
IN MAJOR SOUTHERN MARKET
Sales ability and initiative to produce radio times sales in competitive market. Must have at least three years successful experience in radio advertising. Excellent opportunity and future for the person who can qualify. Send personal history, present and past employment, records and other qualifications. Confidential. Prompt reply. Box 790, BROADCASTING.

WANTED
A Station Relations Representative

To travel extensively throughout the United States for leading New York transcription firm. This gentleman who owns his own car must be sales, radio and music conscious.

Your salary is regular and is not based on commission and while you are on the road your expense account will be guaranteed. There is an immediate opening for the right gentleman and we'd like him to submit a complete letter of application with salary desired.

BOX 838,
BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

WROK's DIXON

Contributes to Speech Book

HOW TO SPEAK—Here, There, and On the Air. By John Dixon. 256 pp.. New York: Abingdon-Cokesbury Press. $2.75.

"A PRACTICAL manual for all public speakers" is the description given by the publisher of Mr. Dixon's new book, released Jan. 10. A veteran in the teaching of public speaking and administration in the educational field, the author shows step by step how vague and incoherent ideas can be sharply defined and fitted into their proper sequence and discusses other factors that contribute to an effective public address.

Chapter IX, "When You Speak on the Air," was written by Mr. Dixon's son, John J. Dixon, commercial manager of WROK Rockford, Ill. This chapter is divided into sections: "Modern Methods," "Be Yourself," "Watch the Details," "Voice Appeal" and "Writing Your Script." In conclusion the younger Mr. Dixon lists six "Things to Remember When Speaking on the Air" and four "Things to Remember When Writing Your Radio Speech."

ROBERT J. McANDREWS, promotion manager, Hollywood office, Young & Rubicam, has been appointed Hollywood contact for Los Angeles Chamber of Commerce "Business Outlook for 1949" conference at Ambassador Hotel, that city, Jan. 20.

For Sale

Station

FOR SALE—
LOCAL NETWORK STATION
Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.
Write Box 853,
BROADCASTING

Equipment

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

Gates limiter, type 28-CO-factory reconditioned, $175.00. Two WE 109-A reproducer groups, new filters, one extra 109-B head, $325.00. Two Presto 10-A turntables $225.00. One Presto turntable cabinet, new, 109-A armrest $100.00. One uniform cross section guyed tower 175 ft. with guys and guy insulators, but less lights and base insulator, best offer.
Radio Station WRHI,
Rock Hill, S. C.

LATE LISTENING

The Pulse Reports on N. Y.

RADIO listening increases at midnight over the previous hour and listening at home accounts for 89.5% of all post-midnight tuners-in, according to a special survey conducted for WNEW New York by The Pulse Inc., in November 1948, in ten counties in Metropolitan New York.

Pulse studies showed that 39.3% of homes listen to the radio after midnight once a week. *The Milkman's Matinee* with Art Ford on WNEW drew top preference. In a single week, 21.6% of all homes and 55% of once-a-week listeners heard the show at least one time weekly.

Sets-in-use at midnight were 16.3 for the period, The Pulse reported. For the hour before, the average was 12.0, falling to 7.4 at 11:45 p.m. and then bouncing back after the midnight hour. Sets-in-use figures for other post-midnight hours: 12 a.m., 5.7; 2-3 a.m., 1-9; 3-4 a.m., 0.8; 4-5 a.m., 0.7, and 5-6 a.m., 0.5.

The post-midnight audience, the survey showed, averaged 176 listeners in 100 average listening homes. Most such listeners are young, 65.6% being under 40. The largest age group is between 30-39, comprising 36.5% of the listeners. The 20-29 year group comprises 22.8% of the audience while the 40-49 category makes up 26%. In contrast with the usual predominance of women in radio audiences, more than half—55.7%—of the post-midnight listeners are men.

The survey was made by home interviews of 2,000 radio families at the dinner hour.

KBUR-FM Ups Power

KBUR-FM Burlington, Iowa, on the air since last July on Channel 225 (92.9 mc), was scheduled to begin operating with increased power, 53 kw, last Saturday. The station and its AM affiliate, KBUR, 250 w ABC outlet on 1490 kc, are owned and operated by the Burlington Broadcasting Co. Gerard B. McDermott is general manager.

Allied Arts



GEORGE E. BLECHTA, Nielsen Radio Index, New York, account executive, has been elected a vice president. He has been with Nielsen Co. since 1936, and has been identified with the index operation in New York for six years. **WILLIAM S. AHRBECK** of the NRI eastern sales division has also been elected a vice president.

TERRY P. CUNNINGHAM has been appointed director of advertising and sales promotion for Sylvania Electric Products, New York. He will direct advertising and sales promotion for Lighting Fixture, Lamp, Radio Tube and Electronics Division and Wabash Corp., Sylvania subsidiary. Mr. Cunningham joined Sylvania in 1942.



Mr. Cunningham

W. C. JOHNSON has been appointed to fill new post of vice president in charge of sales at Admiral Corp., Chicago. He has served as general sales manager, Midwest regional sales manager and director of field activities since joining Admiral in 1944.

JOHN FULTON, formerly of KTLA (TV) Hollywood programming department, joins radio-television section of William Morris Agency, Beverly Hills, Calif.

ROBERT E. MOE has been appointed division engineer for electronic receiving tube product line of General Electric Co.'s Tube Division, Syracuse, N. Y.

WARREN C. WRIGHT, former U. S. Navy publicist, has joined James J. McGuinn & Assoc., Chicago public relations firm, as account executive.

ROBERT BURTON, resident counsel and vice president in charge of publisher relations of Broadcast Music Inc., will be instructor of new course in copyright practices in spring term of New York City College School of Business.

MURRAY FEIL, associated with William Morris Agency, Beverly Hills, Calif., for past 18 years, resigned Jan. 15 to open his offices in personal management in same area.

NORTH AMERICAN PHILIPS Co., New York, has distributed a booklet describing the history and activities of its work in manufacturing electronic equipment.

JOSEPH P. WIEGERS and **WARREN GERZ,** publicists, have opened public relations office at 52 Vanderbilt Ave., New York.

BROADWAY - EDISON TECHNICAL SCHOOL, Seattle, a unit of Seattle public school system, has inaugurated classes in radio and television speaking in cooperation with local radio stations.

WELK & POLZINE, personnel counselling service, has been formed by GENE WELK and POLLY POLZINE at 509 5th Ave., New York. Miss Polzine was formerly with Foote, Cone & Belding, New York, and Mr. Welk was assistant to publisher of *Tide* magazine.

Equipment

RADIO Corp. of America, Tube Dept., Harrison, N. J., has announced distribution of a "miniature test-point adapter," which permits radio servicemen to make tube base tests on the tube side of radio chassis, without removal of chassis.

Television

HERBERT BAYARD SWOPE Jr., formerly chief remote director of CBS television, has formed his own television producing firm, with headquarters at 745 5th Ave., New York.

DUDLEY D. EARLE has been elected vice president in charge of sales for Television Features Inc., New York. **PAUL MARQUEZ** has been appointed vice president in charge of production for the company.

ARNOLD MARQUIS, head of Arnold Marquis Productions, named dean of Maren Elwood School of Radio & Television, Hollywood.

DAVID SIEVERS, radio producer, has joined live television department of Larry Finley Productions, Hollywood, as head of a production unit.

LEE GREEN, owner of Hollywood commercial photography studio, and publicity photographer for ABC Hollywood, has formed Caravan Productions Inc., to make commercial films for television. Offices will be at his present studio at 1103 El Centro Ave. Associated with him are **DICK CUNHA, JAMES TERRY** and **WILLIAM TILLISCH.**

Reed Chapman

REED CHAPMAN, 50, newscaster of CKWX Vancouver, died at Vancouver on Jan. 4, after suffering for a long time from arthritis. He had been in radio since 1933, prior to which he had had a career in Hollywood.

Controlling Interest In Midwest Regional

Fulltime regional facility located in an excellent and growing midwest market. Will sell controlling interest to qualified individual or group capable of assuming management.

This is an outstanding opportunity to acquire a majority ownership at an unusually low price. Down payment as low as $25,000 to right party. Quick action necessary.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

A PAYING PROPOSITION

KLZ DENVER

Ask the Katz Agency

CBS 560 kc.

TESTED... PROVED SUCCESS

the "GREATEST of the GREAT"!

...WILL MAKE MONEY FOR YOU

Sponsor or prospect . . . here is a dynamic show that will work. It's proved its punch on a gamut of products from A to Z. A Terrific Sports Program . . . 5 minutes . . . 5 times a week.

Famed Jack McLean, "The Man About Sports" at his dynamic best.

The "Greatest of the Great" is a proved money maker for others, will pay out for you.

Send for Audition disc and low rates for your station.

SEND FOR FREE TRIAL

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 117
CHICAGO 10. ILLINOIS.

Please send me without obligation Free Audition platter and low rates. On the "Greatest of the Great."

Name.....
Address.....
City..... State.....
Station.....

Promotion



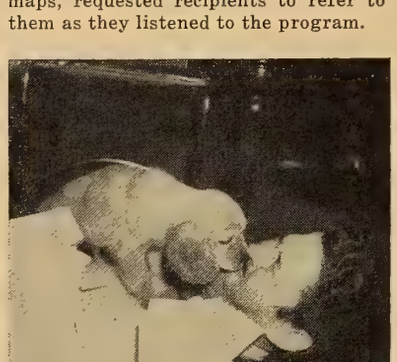
WHCU Ithaca, N. Y., has slated its third annual "Operation Polio" promotion for the March of Dimes, to begin on Jan. 28. On that day ambulant patients and a few alumni of the Ithaca Reconstruction Home take over WHCU and WHCU-FM for a full day's broadcasting. Some 30 patients at the home will take over the station from 7:30 a.m. to 6:15 p.m., and serve as its staff. These "staffers" will make no appeals for money on the air; they will perform just like professional radio people, demonstrating, by their efforts what those "marching dimes" can do toward reconstructing bodies twisted by polio.

Are You Hungry?

RESTAURANT booklet is newest promotion piece of WCBS New York. Compiled from local restaurants recommended by Bill Leonard on his *Restaurant of the Week* feature on WCBS, the booklet classifies a selected list of 100 places to eat according to menu type, such as: American, French, Italian, Chinese, etc. Listings also include price information.

'The Berlin Story'

BRIGHTLY-COLORED maps of Germany, with the four sectors heavily outlined, were mailed nationally by ABC as a prelude to its broadcast of *The Berlin Story* documentary Jan. 10. The 8-9 p.m. CST show stressed the role Germany has played in Russian-American relations, first as the common enemy in World War II, and also as the subject of a "Cold War." Robert Saudek, vice president, in sending the maps, requested recipients to refer to them as they listened to the program.



JUST for publicity, Don Bell of KRNT Des Moines, had to lie on the floor, covered with mail and receive a "gooey" kiss from a small puppy. Mail was the 7,200 entries in Mr. Bell's "Name-the-Puppy" contest. Winner got a $300 electric range, a copy of this photo—and the puppy.

'Uncle Bruce's Nursery'

HAPPY are Cleveland mothers who want to shop on Saturday morning, and don't have to have the children tag along. Fifty-two youngsters, all WJW Cleveland can handle, have their own private "picnic" at the studio's "Uncle Bruce's Nursery." From 9 a.m. until 12 noon they play, get fed and raise Cain with station procedure. Between 9 and 10 a.m. they "scramble" through a radio show. A registered nurse and Girl Scouts safeguard the children, but to date WJW itself has no such special caretakers.

Imaginary at That

THREE $1 investments pulled over 111,000 letters from five Pacific Northwest states, three Canadian provinces and Alaska—and they were mythical dollars, according to KIRO Seattle. Mail pull was result of three contests on station's *Pass the Buck* program. Jack Douglas, m.c., hid an imaginary dollar bill, and then gave one clue each night as to where it could be found. After ten clues listeners were asked to send in guesses. Result was 29,000 letters before first winner was found; the second hiding place, U. of Glasgow, Scotland, evoked 49,000 and the third about 33,000. All for an imaginary $1 bill.

Television Courses

TWIN CITY Television Lab, Minneapolis, has distributed an informative folder on the courses which it offers in television training. Folder contains information courses offered in every phase of TV, list of teachers and staff, type of curriculum and requirements, and pictures illustrating the work which is done.

PERSONNEL

CHARLES SPENCE, promotion manager of Oakland, Calif. *Post-Inquirer*, has been appointed KTTV (TV) Hollywood sales and program promotion manager.

TOM STEWART, formerly of station production staff, has been appointed publicity and promotion director for WSM Nashville, Tenn. Prior to joining WSM he was with advertising agency and previously did newspaper work, and served with other radio stations.



Mr. Stewart

WALTER V. BENNETT Jr., former reporter for the White Plains, N. Y., *Reporter Dispatch*, has joined publicity staff of WOR New York.

VIRGINIA NOWELL has been appointed to publicity post at WCOP and WCOP-FM Boston. She replaces **CAROLINE HARRISON**, who resigned to become special assistant to Bradford Washburn, director of Boston Museum of Science.

HANLON'S PET
Duck Promotes WGN Shows

WHEN Jim Hanlon, public relations director of WGN Chicago, won a white duck at a church picnic last summer, little did he think that the pet might become a "personality" like Disney's Donald. Yet that is what Chicagoans were saying Dec. 29 after viewing "Sir Francis Drake" on the *Little Bordy* show on WGN-TV.

Sir Francis was pressed into service when Mr. Hanlon got the idea he might help promote the Harold Teen disc jockey program *Swinging at the Sugar Bowl.* In the show, a take-off of the Harold Teen comic strip, a sound effects man does the quacking for Sir Francis.

Gloria Workmaster, WGN publicity assistant, designed a complete outfit for Sir Francis, so Mr. Hanlon decided to send his duck around the country publicizing *Swinging at the Sugar Bowl.* Within a few days he was on a plane for Miami, where he was feted for several days. While there he found time to visit the beach in a striped jersey bathing suit. His appearance on the *Little Bordy* show heralded his return to Chicago.

LORAN
Cross Conference Chairman

PRESIDENT TRUMAN has approved the appointment of John S. Cross, assistant chief, Telecommunications Division, Dept. of State, as chairman of the U. S. delegation to the Special Administrative Conference on Long Range Radio Navigation Aids (Loran). Marvin A. Price, radio engineer, Federal Communications Commission, is also a member of the delegation.

The conference, which opens in Geneva today (Jan. 17), will try to minimize interference from Loran transmissions to other services operating in same or adjacent frequency bands. International Telecommunications Union called the meeting at the request of countries interested in radio navigation suitable for the Northeast Atlantic area.

Eric Aylen

ERIC AYLEN, 43, manager of CJAT Trail, B. C., died on Dec. 27 from a heart attack. He started with CJAT in 1932, as an engineer. He is survived by his wife and one son.

Mr. H. H. Kynett
Aitken Kynett Co.
Philadelphia, Pa.

Dear H. H.

People round 'n' bout Charleston, West Virginia sure wuz sur-prized when they turned on th' 580 CLUB Monday mornin'. same ole' name—BUT a difernt an' new MISS 580 —a new theme song, new format, a new everything . . . Th' new MISS 580 is Jane Ruoss. Sam Poland is still th' 'nouncer. You kin bet more an' more o' them people is a-goin' t' listen' to them 5000 watts at 580 once-t they git word o' th' new 580 CLUB. 'an with WCHS promotion bein' what it is. don't see how they kin' help but git word o' it.

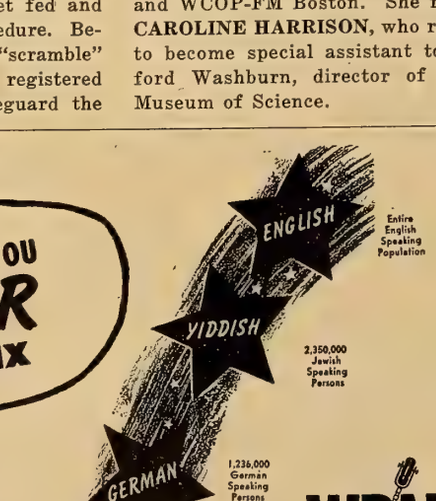


Yrs,

Algy.

WCHS
Charleston, W. Va.

1 GETS YOU FOUR ON WBNX



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

FCC Actions

(Continued from page 62)

January 12 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WMEX Boston—Transfer of control from John E. Reilly, Charles A. Coughlin, George Kaplan, Fred Randazzo to Alfred J. Pote, William S. Pote and Antoinette Iovanna AMENDED re stockholders.

WLBG Laurens, S. C.—Relinquishment of control from J. C. Todd to John Wells Todd.

Assignment of License

WKIN Kittanning, Pa.—Assignment of license from Julian Louis Liebman to WKIN Inc.

Assignment of CP

KTXN Austin, Tex.—Assignment of CP from Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey to Radio KTXN Inc.

License Renewal

WPTZ Philadelphia—License renewal TV station.

TENDERED FOR FILING

Assignment of License

WSON-AM-FM Henderson, Ky.—Assignment of license from Henderson Bcstg. Co. Inc. to H. S. Lackey d/b as Henderson Bcstg. Co.

January 13 Decisions . . .

BY THE COMMISSION

Transfer of Control

WRRN WRRN-FM Warren, Ohio—On Commission's own motion, rescinded and set aside its action of Jan. 7 designating for hearing application for consent to transfer of control; granted without hearing said application for transfer of control of Nied & Stevens Inc., licensees of WRRN and permittee of WRRN-FM, by sale of 100% of outstanding stock by Nied & Stevens to Tribune Co. for $300,000.

January 13 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new AM station 850 kc 1 kw D AMENDED to change frequency requested to 910 kc, and make changes in officers, directors and stockholders.

Assignment of License

WEGO Concord, N.C.—Assignment of license from Wayne M. Nelson to the Concord Tribune Inc.

WGTC Greenville, N.C.—Assignment of license from J. J. White tr/as Greenville Bcstg. Co. to Carolina Bcstg. System Inc.

Modification of License

KLTI Longview, Tex.—Mod. license to change main studio site from Mobberly Highway Extension on Highway 149 to 2120 Mobberly St.

Modification of CP

KNAK Salt Lake City—Mod. CP change frequency, increase power etc. for extension of completion date.

License Renewal

License renewal applications were filed by AM stations KTRF Thief River Falls, Minn., and WHTB Talladega, Ala.

Retired to Files

License renewal applications of following AM stations were retired by FCC to files: KAKE Wichita, Kan.; KFJZ Fort Worth, Tex.; KHBC Hialo, Hawaii, and WIBX Utica, N.Y.

Modification of CP

WDUN-FM Gainesville, Ga.—Mod. CP new FM station for extension of completion date.

WMUR-FM Manchester, N.H.—Same.

WCMW-FM Canton, Ohio—Same.

WKAR-FM East Lansing, Mich.—Mod. CP new noncommercial educational FM station for extension of completion date.

KWGS Tulsa, Okla.—Same.

KTOY Tacoma, Wash.—Same.

WBML-FM Macon, Ga.—Mod. CP new FM station to change ERP from 50 kw to 15.3 kw, ant. height from 260 ft. to 350 ft.

WWJ-FM Detroit—Mod. CP new FM station to change ERP from 8.7 kw to 249.1 kw, ant. height from 685 ft. to 565 ft.

Assignment of CP

KHCO Houston, Tex.—Assignment of CP for FM station from Earl C. Hankamer to The Houston Baptist Missionary Union.

License for CP

WDWS-FM Champaign, Ill.—License to cover CP new FM station.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 12

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,918	1,865	265	--	520	280
FM Stations	704	225	694	41*	90	31
TV Stations	56	7	116	--	313	181

* 14 on the air.

TV APPLICATION

Springfield, Ill.—Sangamon Valley Television Corp., Channel 8 (180-186 mc), ERP 25.1 kw vis., 12.55 kw aur., 296 ft. antenna; estimated cost $145,000, first year operating cost $50,000, revenue $30,000. Firm is owned 35% by WTAX Inc., operator of WTAX-AM-FM Springfield, and 35% by Commodore Broadcasting Inc., operator of WSOY-AM-FM Decatur, Ill. Commodore is owned by Decatur Newspapers Inc., publisher of Decatur Herald and Review. Ownership of WTAX is headed by Oliver J. Keller, former president-general manager of Pittsburgh Post-Gazette Pub. Co. and vice president of WWSW Pittsburgh, controlled by Post-Gazette. He now is president-general manager of WTAX.

Officers, stockholders and others having indirect interest in Sangamon Valley Television include following: Mr. Keller, president; F. M. Lindsay Jr., vice president-treasurer WSOY, vice president; H. B. Bartholf, president, Illinois National Casualty Co., treasurer 2.5%; Oliver J. Keller Jr., WTAX commercial manager, secretary; Gladys McGrew, assistant secretary-treasurer; C. H. Lanphier, vice president and stockholder of Sangamon Electric Co., electrical instrument manufacturer, 2.5%; his brother, R. C. Lanphier Jr., also vice president and stockholder of electrical firm, 2.5%; L. F. Gillespie, attorney and part owner WTAX, 1.25%; George W. Bunn Jr., banker, 2.5%; Stanley C. Myers, general manager Myers Bros. department store, 2.5%; T. J. Dirksen, general manager-partner A. Dirkson & Sons, retail home furnishings, 2.5%; A. C. Schlipf, attorney, 1.25%; H. L. Robinson, general manager-partner Faultless Milling Co., 2.5%; Isabel W. Robinson, 1.25%; C. W. Campbell, insurance, 1.25%; J. H. Davis, president Abraham Lincoln Hotel, 2.5%; Frank W. Young, attorney, 1.25%; Hugh J. Dobbs, attorney, 1.25%; D. S. Funk, president of Sangamon Electric, 2.5%; Noah M. Dixon, part owner WTAX; Frederick W. Schaub, president of WSOY. Filed Jan. 10.

AM APPLICATIONS

Bowling Green, Ohio—Bowling Green State U., noncommercial educational AM station, 730 kc, 250 w, daytime; estimated cost $15,874. Sidney Stone is director of radio for university. Filed Jan. 10.

Cullman, Ala.—The Voice of Cullman, 910 kc, 500 w, daytime; estimated cost $12,220. Applicant is co-partnership of L. E. Duffey, owner Duffey Electric Co. and one-third owner Pruett-Duffey Electric Co., retail sales and service firms, and B. C. Eddins, former general manager of WKUL Cullman. Filed Jan. 11.

Delano, Calif. — Charles Herman Johnes, 1010 kc, 1 kw, daytime; estimated cost $7,808. Applicant is CBS engineer at Delano, Calif., and 50% owner of Radio-Sound, Sales and Service, McFarland, Calif. He has part of equipment on hand. Filed Jan. 11.

Hamtramck, Mich.—Atlas Broadcasting Co., 1540 kc, 1 kw, daytime; estimated cost $40,000. Principals: Stephen S. Skrzycki, mayor of Hamtrammck since 1942 and physician, president; Casimer Zbierski, social work supervisor, Wayne County Dept. of Social Welfare, secretary-treasurer, and Stanley A. Formaniak, analytical chemist and pharmacist and owner of drug store in Detroit, vice president. Each holds one-third interest. Filed Jan. 13.

FM APPLICATION

Pittsburgh—Dusquesne U., noncommercial educational FM station on Channel 201 (88.1 mc) with power of 10 w; estimated cost $12,550. Filed Jan. 7.

License Renewal

License renewal applications were filed by following FM stations: WEDC-FM Superior, Wis.; WFBL-FM Syracuse, N.Y.; WIP-FM Philadelphia; WLET-FM Tacoma, Ga.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP new commercial TV station to make ant. changes AMENDED to make ant. changes and change ERP from 1 kw vis., 0.5 kw aur. to 476 w vis., 341 w aur.

WNBK Cleveland—Mod. CP new commercial TV station to change ERP from 18.8 kw vis., 9.6 kw aur. to 39.22 kw vis., 20.26 kw aur., and changes in ant.

KDTV Dallas, Tex.—Mod. CP new commercial TV station to change site and decrease ERP from 35 kw vis., 18.5 kw aur. to 19.5 kw vis., 13.8 kw aur. AMENDED to specify studio and trans. site as M & W Tower Bldg. and change ERP to 20.5 kw vis., 14.7 kw aur.

TENDERED FOR FILING

Competitive Bid

WRTB Waltham, Mass.—Competitive bid filed for purchase of commercial TV station WRTB by Meredith Engineering Co. Permittee is Raytheon Mfg. Co. Original bid filed by CBS.

AM—1450 kc

KIND Independence, Kan.—CP to change from 1010 kc 250 w D to 1450 kc 250 w unl. (Contingent on WMBH change in facilities).

News Protection

(Continued from page 27)

tana, New Jersey, Ohio and Pennsylvania.

An important part of NAB's model statute, as introduced in New York, is a provision by which a defendant may prove mitigating circumstances, including sources of information and grounds for his belief, where libel or slander suits are brought.

The newspaper protection bill has been introduced several times in New York, but without the radio clause. It has never hurdled barriers imposed by special interests.

Soon in One State

Legislation providing protection of the type proposed by NAB is being introduced shortly in at least one other state. Early action in all parts of the nation is expected by state associations. In states where there is no association the NAB model bill has been submitted to NAB board members.

In taking up the rights of radio reporters, the Law Revision Committee said "the same considerations would justify a similar privilege to other organizations and individuals engaged in the dissemination of news. If a privilege be granted, it should extend to newspapers, periodicals, newsreels, broadcasters by wire, radio, television or facsimile, and to press associations, and to newsmen regularly engaged in the business of collecting or writing news for publication through such agencies."

Text of the identical bills introduced in the New York Legislature follow:

The enactment of the following new Section 354-A of the Civil Practice Act:

354-A. Privilege of reporters of news organizations. 1. For the purposes of this section "Reporter" shall mean the individual proprietor of a news organization, or any partner, officer or employe of a news organization conducted by a partnership, a corporation or other association, or by an individual proprietor, or any person regularly engaged in the business of collecting or writing news for publication through a news organization. The term "reporter" shall include all such persons, whether or not personally engaged in the collection, editing or dissemination of news.

"News organization" shall include (A) any individual, partnership, corporation or other association regularly engaged in the business of (I) publishing any newspaper or other periodical issued at regular intervals and having a paid general circulation, or (II) providing newsreels or other motion-picture news for public showing, or (III) broadcasting news to the public by wire, radio, television or facsimile; and

(B) any press association, or other association of individuals, corporations, or associations described in (I), (II), or (III) hereof, engaged in gathering news and disseminating it to its members for publication.

2. No reporter shall be compelled to disclose, in any action or proceeding, civil or criminal, in any court of this state, whether of record or not of record, or before any referee or other official thereof; or before any grand or petit jury, or at any coroner's inquest, or before any other judicial or quasi-judicial tribunal or any officer thereof; or before the state senate or assembly or any committee, member, officer or employe thereof, or any commission created thereby, or before any state, county, municipal or other body or officer, the source of any information procured or obtained by him, while he was a reporter, from another person.

3. The privilege conferred by subdivision two of this section shall also apply to any person who was formerly a reporter as to information procured or obtained by him while he was a reporter.

4. In any case where a reporter claims the privilege conferred by this section, the body, officer, person or party seeking the information may apply to the Supreme Court for an order divesting the reporter of the privilege. Such application shall be made in the judicial district in which the reporter resides. In case the reporter does not reside within the state, the application shall be made in the judicial district where he has an office or other place of employment. If he has neither residence nor place of employment in the state, the application shall be made in the judicial district where the hearing, action or proceeding in which the information is sought is pending.

Application for such an order shall be made by verified petition, setting forth reasons why the disclosure is essential to the protection of the public interest and on due notice to the reporter, including the service of all papers upon which the application is made. The order shall be granted only when the court, after hearing the parties, shall find that disclosure is essential to the protection of the public interest. Any such order shall be appealable under the provisions of article forty-one of the Civil Practice Act and shall be subject to stay as wherein provided.

5. When any reporter shall have claimed the privilege conferred by this section and the reporter shall not have been divested of such privilege by order of the Supreme Court, neither he nor the news organization by which he is employed, or of which he is an officer, associate, partner or proprietor, shall thereafter be permitted to plead or prove the sources of information so withheld, unless the informant consents in writing, as circumstances in mitigation of damages in an action for libel or slander based on the publication of the matter as to which the sources of information were so withheld.

The following amendment of Civil Practice Act, Section 338:

338. Proof in action for libel or slander. Subject to the provisions of Section 354-A, (in) an action for libel or slander, the defendant may prove mitigating circumstances, including the sources of his information and the grounds for his belief, notwithstanding that he has pleaded or attempted to prove a justification.

At Deadline...

FREEZE EXEMPTS BOSTON CBS TV APPLICATION

EXISTENCE of current TV licensing freeze exempts CBS' Boston TV application and its bid for WRTB (TV) Waltham from requirements of FCC rule banning multiple applications, FCC said Friday.

Boston Metropolitan Television Co., another Boston TV seeker, had asked FCC to dismiss network's Boston bid after application for WRTB was filed. FCC conceded it had required Scripps-Howard Radio to choose between its WCPO Cincinnati application and its bid for purchase of nearby WVLK Versailles, Ky. [BROADCASTING, Dec. 13]. But in current case, FCC said, Boston TV applications aren't available for consideration because of current freeze. FCC denied Metropolitan Television's request, but said: "Should the Commission resume processing television applications prior to action on the [CBS-WRTB] application, Columbia would then be required to elect which of these applications it would prosecute."

Comr. Jones dissented and Comr. Hyde said he didn't want to express view now on what FCC's course should be when licensing resumes. Meanwhile Meredith Engineering Co. filed competing bid for acquisition of WRTB (see story page 52).

FCC LISTS APPEARANCES FOR OWNERSHIP HEARING

ORDER of appearances for today's (Jan. 17) FCC hearing on proposed new rules governing multiple ownership of broadcasting stations [BROADCASTING, Aug. 23] was announced Friday. Rules would set common ownership limit in AM at 7 stations, in FM at 6, in TV at 5. They would also impose ceilings on minority interests according to number of controlling interests held. FCC said oral arguments will be presented in following order:

Balaban & Katz, Gulf Theatres, New England Theatres, Paramount Pictures, Paramount Television Productions and United Detroit Theatres (all Paramount interests), represented by Washington law firm of Hogan & Hartson; CBS; Fort Industry Co., by Dow, Lohnes & Albertson; WIND Chicago, by Pierson & Ball; KMMJ Grand Island, Neb., KALL Salt Lake City, Trans-American Television Corp., and WISH Indianapolis, by Haley, McKenna & Wilkinson; NBC, by Gustav B. Margraf; Pacific Northwest Broadcasters ("XL" stations); and Arthur W. Scharfeld, attorney.

REVISED TELEVISION TARIFFS ARE FILED BY AT&T

AT&T on Friday filed with FCC new television tariffs, to become effective March 1. Chief changes relate to provision for connection of Bell System intercity TV networks with intercity facilities of other companies where telephone company does not have facilities; allocation of intercity channels on quarterly instead of monthly basis, where there are not enough to go around; general expansion of local channel rate areas by including channels where exchanges serving TV customers are not more than 25 miles apart.

REAM DENIES WGN-TV DEAL

REPORTS THAT CBS would acquire financial interest in WGN-TV Chicago unqualifiedly denied last week by Joseph H. Ream, vice president and secretary of network. Reports were "nonsense," said Mr. Ream.

4 AM, 2 FM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations, fulltime facilities for KRDU Dinuba, Calif., and two new Class B FM stations authorized in FCC actions Friday.

Three new AM stations authorized in non-hearing grants: PRESTONBURG, KY.—Kentucky Mountain Broadcasting Co., 960 kc, 1 kw, daytime, estimated cost $17,500; NEW BRAUNSFELS, TEX.—Comal Broadcasting Co., 1420 kc, 1 kw, daytime, estimated cost $28,873; COLDWATER, MICH.—Twin Valley Broadcasters Inc., 1590 kc, 1 kw, daytime, directional, estimated cost $26,750. WAFB Baton Rouge, La., granted switch from 1 kw day on 1460 kc to 1 kw fulltime on that frequency, directional night.

FCC also made final its earlier proposals to (1) grant application of KRDU Dinuba for switch from daytime on 1130 kc with 250 w to fulltime on 1240 kc with 250 w (when KCOK Tulare moves from 1240 to 1270 kc), and deny rival application of San Joaquin Broadcasters, Fresno; (2) grant Jorama-Fer Radio Corp.'s application for 1240 kc with 250 w at Caguas, P. R. (when WKVM Arecibo moves from 1230 to 1070) and deny Caguas Radio Broadcasting's request for 1230 kc [BROADCASTING, Nov. 29].

In another case FCC entered default denial of application of F. L. Thornhill and D. R. Johnson, doing business as Western Washington Broadcasting Co., for 630 kc with 250 w day at Puyallup, Wash. FCC held they failed to prosecute application or to follow up on indicated plan to amend.

Construction permits for two new Class B FM stations granted: GEORGETOWN, DEL.—Rollins Broadcasting Co. (New AM grantee.) Channel 268 (101.5 mc), ERP 19 kw, antenna 500 ft.; BLOOMSBURG, PA.—Bloom Radio Inc. (WLTR), Channel 293 (106.5 mc), ERP 20 kw, antenna 230 ft. Class B CPs in lieu of conditional grants awarded following: WTBC-FM Tuscaloosa, Ala.—Channel 239 (95.7 mc), ERP 14 kw, antenna 330 ft.; KNOE-FM Monroe, La.—Channel 277 (103.3 mc), ERP 1.8 kw, antenna 340 ft.; WNOE-FM New Orleans—Channel 222 (92.3 mc), ERP 310 kw, antenna 420 ft.; WDEF-FM Chattanooga, Tenn.—Channel 275 (102.9 mc), ERP 17 kw, antenna 970 ft.; WOAY-FM Oak Hill, Va.—Channel 231 (94.1 mc), ERP 19 kw, antenna 340 ft.

CPs in lieu previous conditions granted following FM stations: WJLD-FM Birmingham, Ala.—Change ERP 40 to 23 kw, antenna from 750 to 590 ft.; WBIK Chicago—Change ERP from 17 to 19 kw, antenna from 665 to 650 ft.; KSCJ-FM Sioux City, Iowa—Change ERP from 280 to 360 kw, antenna from 515 to 450 ft.; WAZL-FM Hazleton, Pa.—Change ERP from 8.7 to 7.6 kw, antenna from 680 ft. to 670 ft.; WCAC Anderson, S. C.—Change ERP from 33 to 41 kw, antenna 395 to 375 ft.; KECK-FM Odessa, Tex.—Change ERP from 1.7 to 8.6 kw; KTRN-FM Wichita Falls, Tex.—Change ERP from 28 to 30 kw. Radio Broadcasting Co. Inc., Memphis, Tenn., was denied request for reconsideration of FCC Secretary's action of Nov. 1, 1948, which dismissed application for extension of time to complete construction of new Class B FM station there. FCC said it is not intent of law to allow applicants "passively to hold their FM construction permits against future determinations in other branches of the radio field."

FCC also upheld motions commissioner's action permitting Video Broadcasting Co. to amend its TV application for San Diego, after hearing was held, to show revised construction and operation estimates. Television Broadcasting, competing applicant, had asked motions commissioner's action be rescinded.

'PUBLIC INTEREST' RADIO LAUDED BY WILLARD

RADIO commercials constitute a "great public service" and stations should feel "fiercely proud" of part they have played in development of new products, A. D. Willard Jr., NAB executive vice president, told South Carolina broadcasters at Columbia Friday. Radio's public interest programs and campaigns, such as those for war bond sales and recruitment of student nurses, were also praised by Mr. Willard.

Disputing belief that advertising is merely a "money-maker," Mr. Willard added: "Advertising has made millions of capitalists in America, and when a man is a capitalist, he isn't going to be a Communist."

COSSE LEAVING McGILLVRA

CLAYTON J. COSSE, vice president of Joseph Hershey McGillvra Inc., station representative, resigned effective Feb. 15.

WE SEPARATION WOULD HURT SERVICE, SAYS AT&T

TELEPHONE users would suffer rather than gain if government's demand that AT&T sell manufacturing subsidiary, Western Electric Co., is pushed through. This was reaction of Leroy A. Wilson, AT&T president, to anti-trust suit filed by Justice Dept. Friday in Federal Court at Newark, N. J.

Government contends AT&T's control of Western Electric constitutes a monopoly in this respect: WE manufactures equipment for AT&T. AT&T, in turn, controls all Bell telephone companies, which buy WE equipment. Therefore, Justice Dept. suit asserts, AT&T also controls Bell companies' only source of supply. Absence of competition in manufacture and sale of telephone equipment results in higher telephone rates, government contends.

Mr. Wilson countered with statement that "telephone calls go through faster, people hear each other better and service is more dependable" because of quality of Western Electric equipment. He added: "It is, of course, in the interest of everyone that telephone equipment continue to be the best obtainable and that it be bought at the lowest possible prices. The Western Electric relationship makes these objectives possible . . ."

Suit asked the courts to compel Bell System operating companies to buy equipment under competitive bidding from three firms which would be created out of Western Electric. This would reduce prices for telephone equipment, cut operating costs for Bell and provide basis for lower prices, according to Assistant Attorney General Herbert A. Bergson, Justice Dept. Anti-Trust Division head.

Mr. Bergen's superior, Attorney General Tom C. Clark, said suit does not seek to interfere with AT&T except to divorce it from Western Electric. Efficiency of telephone service would not be reduced, he asserted.

Closed Circuit

(Continued from page 4)

holder, was at Sea Island, Georgia, for ten-day outing. And, it was added, nothing of that magnitude would be done without Mr. Noble's presence. [It was learned authoritatively that Spyros Skouras was not member of Sea Island party.]

FORMAL papers for transfer of WINX Washington to ownership of Billy Banks, operator of WHAT Phila., slated for filing with FCC today (Jan. 17) after two months of preparation. AM independent transfers for $130,000 while FM adjunct is sold to newly-formed WTOP Inc. for $160,000. WTOP Inc. is owned 55% by *Washington Post* and 45% by CBS. Action paves way for final transfer of WTOP's control from CBS to *Post* and for CBS acquisition of full ownership of KQW San Jose-San Francisco in which it heretofore has owned 45% [BROADCASTING, July 12].

RCA LABS, Princeton, developing new ultra-high frequency video transmitter embracing circuit which it hopes will be effective in reducing tube failures occasioned during UHF experiments with its Washington TV transmitter during past several months [BROADCASTING, Dec. 20].

DECISION on who gets Federal government recording contract expected Wednesday from Bureau of Federal Supply, Treasury Dept. Unofficial report is dozen bids are tight and couple of firms still appear neck and neck. Bids opened Jan. 10 but with some 100 price categories, four recording cities and dozen firms participating, choice is delayed.

OPERATION:

KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



MICHIGAN'S GREATEST ADVERTISING MEDIUM*

WJR

C.B.S.

50,000 WATTS

760 ON YOUR DIAL

*Attention Time Buyers and Advertising Managers: Talk about POWER AND RESULTS—one program pulled 17,129 letters at one o'clock in the morning. We would be glad to give you the particulars. Write to us.

Represented by PETRY

THE GOODWILL STATION, INC. FISHER BLDG. DETROIT

G. A. RICHARDS, Chairman of the Board

FRANK E. MULLEN, President

HARRY WISMER, Asst. to the President

JANUARY 24, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Another

MILLION

Letters in 1948!

WLS

WLS

Every year for the past 19 years WLS listeners have dropped more than a million letters into mail boxes . . . addressed to their old friend—WLS. In 1948 these loyal listeners sent 1,053,341 pieces of mail to their family station!
Twenty million letters in 19 years addressed to one station! Here's tangible evidence that WLS moves people to act . . . generates response—in short, that WLS Gets Results!

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.
REPRESENTED BY JOHN BLAIR AND COMPANY.

FOUND!

The Missing Link

KMED - NBC

WHY KMED?

1 KMED is located in Medford, Oregon, the central city of the famous Rogue River Valley, hub of business activity for southern Oregon and three Northern California counties—vacation land and sportsman's paradise. KMED has an effective coverage area with a population of 350,000 people, with an effective buying income of $271,000,000 derived from lumbering, dairying, beef ranching, fruits and nuts.

2 Bank deposits in Medford banks on December 15, 1948, totaled $35,209,000, attesting to the economic security of the wage earners and farmers. Eighty-five per cent of the farms in this area are operated by the owners. Jackson County payrolls for the second quarter of 1948 totaled $7,024,802.64, a gain of $1,037,795.90 over the same period in 1947.

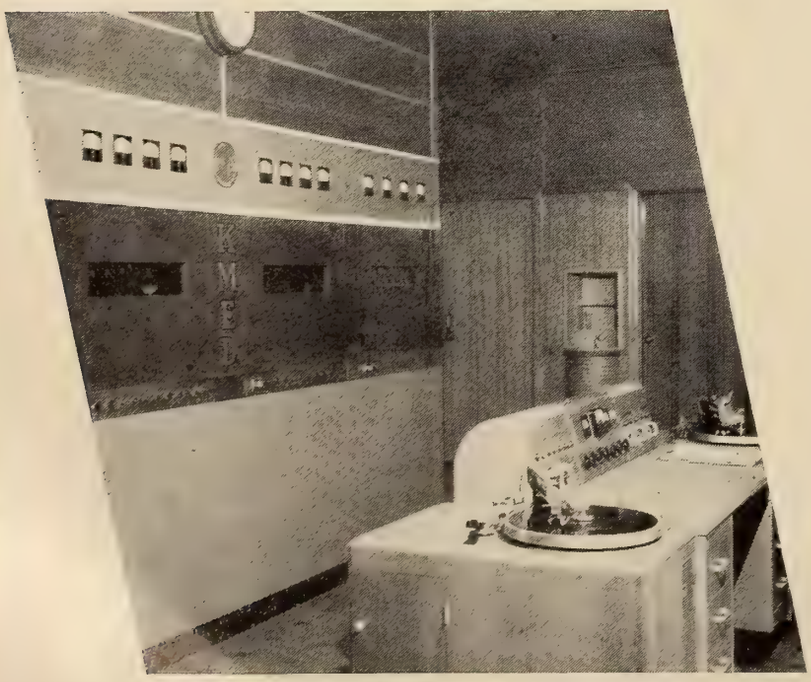
3 OPPORTUNITIES are legion for the time buyer on KMED—the only 5,000-watt regional station in Oregon outside of Portland

4 —the only NBC station between Sacramento and Portland—the pioneer station with more than 22 years of service to southern Oregon and northern California.



KMED *Links* THE WEST COAST with THE PACIFIC NORTHWEST

5,000 WATTS DAY



5,000 WATTS, NOW

1,000 WATTS NIGHT

K M E D

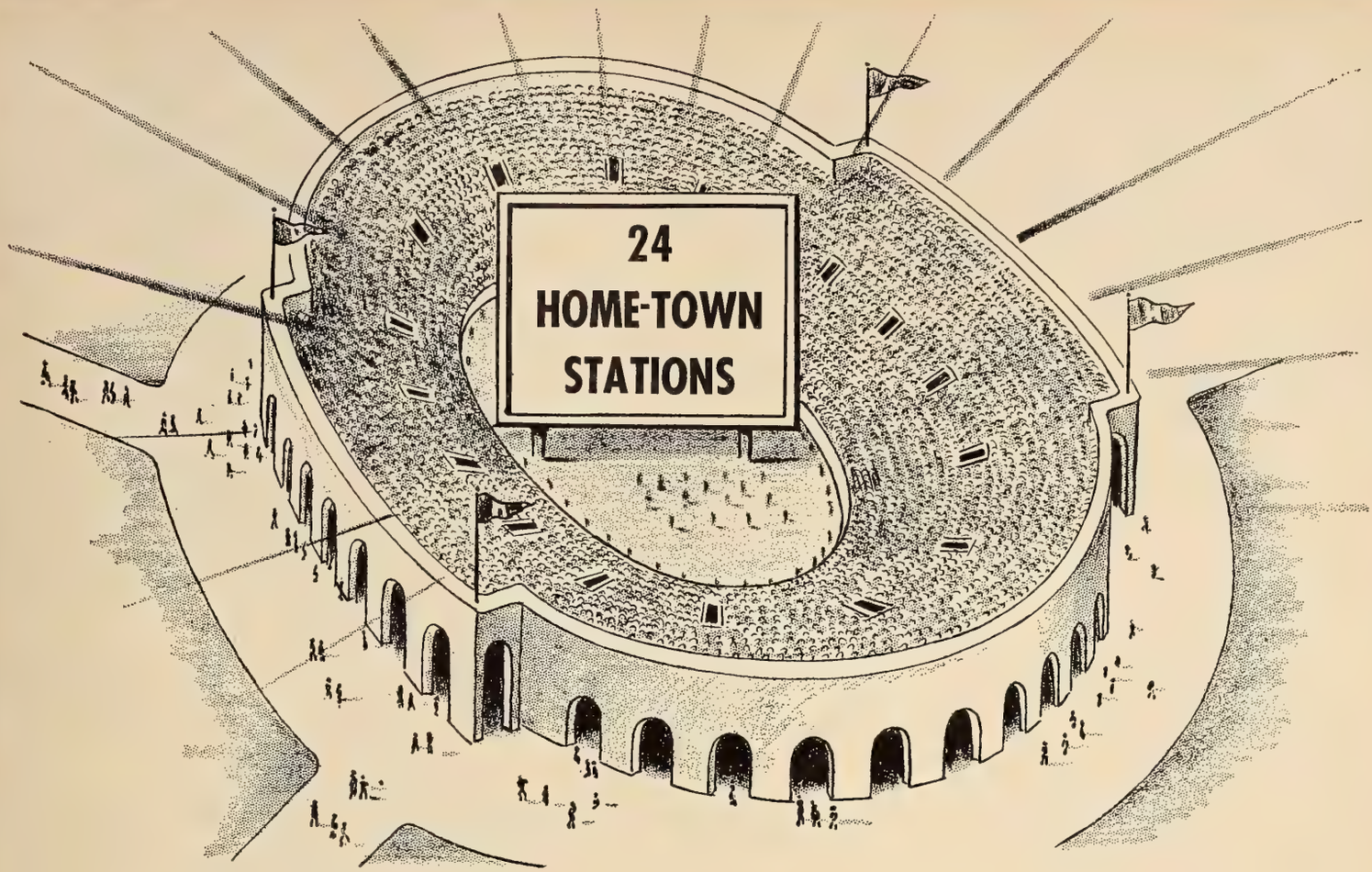
Lifts the NBC Parade of Stars over the mountain ranges between San Francisco and Portland

K M E D

Pushes these network shows, together with outstanding local and regional programs, into dozens of thriving, bustling communities surrounding the famous Rogue River Valley, in southern Oregon and northern California

K M E D

With the outstanding NBC shows as company, will enable your message to reach a large, consistent listening audience, when carried by its new high-powered signal.



How to buy MASS AUDIENCE for MASS SELLING in New England

Direct approach through Yankee home-town stations — the stations local merchants use regularly and successfully — is the way to obtain complete, more intensive coverage of this great mass market.

The greater effectiveness of this direct, smashing local impact over hit-or-miss coverage from a distance is not debatable. You are bound to make more progress and faster progress and more easily consolidate your gains with Yankee.

With 24 Yankee home-town stations you can carry your campaign to all New England at one time — reaching more people everywhere.

For more thoroughly co-ordinated selling and merchandising, more penetrating coverage in every city zone and suburban shopping center, choose New England's mass medium — The Yankee Network.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

"TELEVISION has ended the era of the stuffed shirt." That quote, under Washington's unwritten journalistic code, cannot be attributed to its author. But if his identity were revealed, it would have reverberations up and down historic Pennsylvania Avenue.

FIBBER McGEE & Molly (Jim and Marion Jordan) have been approached by CBS. Their attorney, Loyd Wright, refuses to confirm or deny they are considering switch from NBC. Mr. Wright is also Jack Benny's counsel.

SUCCESSFUL use of radio by AFL unions in last national elections will be reflected in increased tempo of labor's use of radio in ensuing months. High level pow-wow of union heads with newly-elected pro-labor Senators held in Washington last week was counseled by Morris Novik, who headed AFL radio and appears slated for radio directorship, if he wants it. Novik "local cut-in technique" was credited in no small measure for election upset in getting out local pro-Truman labor vote.

FCC HAS DECIDED to call hearing starting Feb. 28 on three-way rivalry for $1,925,000 acquisition of *Louisville Courier-Journal* and *Times'* WHAS Louisville and associated AM and FM properties. Crosley Broadcasting bought stations, subject to FCC approval; Fort Industry Co. and Bob Hope each matched Crosley's bid under AVCO Rule. Because hearing may take several days and Commissioners' workload is heavy, tentative plans are to designate examiner to hold hearing.

NBC NEGOTIATING with U. S. Steel in attempt to entice the advertiser's *Theatre Guild of the Air* from ABC, where it is heard Sundays, 9:30-10:30 p.m. BBDO, New York, agency for U. S. Steel, asserts no decision made.

FEB. 20 is moving day in Fresno, Calif. KARM, old-line CBS affiliate, moves to ABC as KFRE, nation's newest 50,000-watter, shifts from ABC to CBS.

SUMMER HIATUS will be taken by *Philco Playhouse* sponsored by Philco Corp. through Hutchins Adv., New York, on NBC-TV Sundays 9-10 p.m., beginning perhaps as early as March. Decision whether show will return in fall to be made in June, when company annually sets radio and television schedules.

PORTENTS of greater turn-over in larger station properties seen in calls from investment houses seeking appraisals of stations in larger markets, based on network affiliations, gross receipts, net income and other factors unfamiliar to ordinary banking circles.

TOP-LEVEL talks between IATSE and IBEW to settle television jurisdiction now current. IATSE President Dick Walsh and IBEW President B. W. Tracy in consultation, with report

(Continued on page 82)

Upcoming

Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.

Jan. 25: Academy of Television Arts & Sciences award banquet and seminar, Athletic Club, Hollywood.

Jan. 25-26: CBS Television Clinic for agencies and advertisers, Waldorf-Astoria Hotel, New York.

Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.

Jan. 28: Anti-Clear Channel Broadcasters meeting, Palmer House, Chicago.

(Other Upcomings on page 54)

Bulletins

CBS announced Saturday it obtained 15-year loan of $5,000,000 at 3½% interest with Prudential Insurance Co. of America. Network said closing of the long-termer was subject of many months negotiation and was sought to insure continuation of strong cash reserves in view of possible big expenditures for television development.

C. F. PARSONS appointed general manager of Zenith Radio Distributing Corp., wholly-owned sales subsidiary of Zenith Radio Corp. He has been sales manager of subsidiary organization since 1945 and replaces William W. Boyne, who recently became general manager of Zenith Radio Corp. of New York.

CHEVROLET Division, General Motors Corp., will include Midwest in hookup for NBC TV series *Chevrolet on Broadway* when coaxial cable is available. Time changed from Monday 8-8:30 p.m. to 8:30-9 p.m. Agency, Campbell-Ewald Co., New York.

Business Briefly

TWO SIGN FOR SPOTS • Block Drug Co., Jersey City, has signed with WGN Chicago for 6:45-7 p.m. (CST) news spot Tuesdays and Thursdays for 13 weeks from Feb. 1. New York Mail Order House renewed *Ben Sweetland* Saturdays, 9:15-9:30 a.m. (CST), same station for 13 weeks from Jan. 22. Agency, Huber Hoge & Sons, New York. Block Drug's agency, Redfield Johnstone, New York.

DOG SHOW ON TV • National Biscuit Co., New York (dog biscuits) will sponsor telecasts of dog show from Madison Square Garden, New York, evenings of Feb. 14 and 15 on CBS eastern TV hookup. Agency, McCann-Erickson, New York.

'NORA DRAKE' OFF NBC • Toni Co., Chicago, announced Friday that *This Is Nora Drake*, formerly on both CBS and NBC, will be heard exclusively on CBS at 2:30 p.m. (EST). Strip was carried on both networks experimentally during past eight months.

OH HENRY RENEWS • Williamson Candy Co., Chicago (Oh Henry candy bar), renews *True Detective Mysteries* on 485 MBS stations, Sun. 4:30-5 p.m. (EST) Agency, Aubrey, Moore & Wallace, Chicago.

WILM NAMES BOLLING • WILM Wilmington, Del., names Bolling Co., New York, as national representatives effective immediately.

MARCH OF DIMES OPENING

OPENING of March of Dimes collection week will start with special broadcast tonight (Monday), 9:30-10 p.m. on ABC, featuring Don Ameche. Jimmy Durante, Nelson Eddy, Dinah Shore, Robert Armbruster orchestra and others. Show to be produced by Phil Cohan and written by Glen Wheaton.

Coy Foresees TV Thaw by April or May

FCC hopes to unfreeze processing of TV by April or early May, Wayne Coy, FCC Chairman, told CBS Television Clinic in New York Friday afternoon. He said Commission hopes it can provide for utilization of ultra-high band before end of year, with many applicants shifting from present band to UHF.

Chairman said UHF band offers hope many applicants can start construction this year, especially in cities where no provision has been made for stations in the present band. He indicated manufacturers can build sets capable of giving good reception on both bands.

Frank Stanton, CBS president, told opening day's session of three-day clinic that only war or major economic crisis can halt phenomenal rate of TV's growth. He warned against preoccupation with technical expansion in TV at possible expense of program content. He termed growth of TV audience in numbers and in discrimination "the greatest challenge broadcasting has ever faced."

Highlights This Issue

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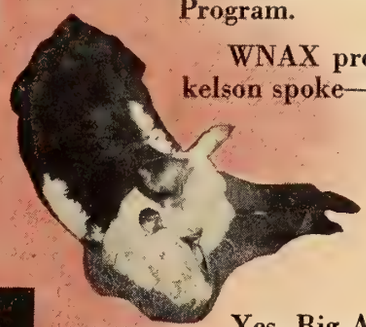
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Governor George T. Mickelson, left, congratulates Hendricks, winner of WNAX's $1000 award.

Brookings County is part of SOUTH DAKOTA So is BIG AGGIE

BILL HENDRICKS and his family got $1,000 in merchandise and the thrill of their lives on October 14 when 6,000 persons jammed Brookings' Pioneer Park to honor them as South Dakota winners in the WNAX 5-state Farmstead Improvement Program.



A 4-H lad risks his neck and that of the baby beef he's winning in the exciting calf scramble.

WNAX presented the award — Governor Mickelson spoke—4-H boys scrambled for prize calves —The State College Military Band played—A free barbecue was served — and the WNAX Barn Dance Gang staged a 90-minute show to wind up the day's festivities.



Food, too! More than 1300 pounds of beef were barbecued for the hungry celebrants.

Yes, Big Aggie is part of South Dakota just as she is part of Iowa, Minnesota, Nebraska and North Dakota where 1,043 families from 203 counties are participating in WNAX's 3-year campaign to encourage improved farm living conditions. Here's another example of how WNAX continues — serving the Midwest Farmer!



Represented by the Katz Agency.

Coming Events



In Indianapolis

CAST THEIR SHADOWS BEFORE

In the Spring, events of the future will start coming to WFBM'S big area by television!

● Already the antenna has a standing reservation for an altitude penthouse atop the Merchants Bank Building, the tallest building in Indianapolis. Equipment has been delivered—the needed steel is on the way.

No wonder WFBM, Indiana's oldest radio station, is blushing with pioneering pride. We're naturally proud to be first again—first in Indiana with Television!

So—if you're after eyes, as well as ears, to keep those sales coming—look to WFBM-TV for another famous first. And, as always, WFBM will continue to be first in promotion, first in merchandising and first in performance.



First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING
*

Published Weekly by Broadcasting Publications, Inc.
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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CEntral* 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

STATION PREFERENCE FOR WICHITA STATIONS



Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The "Listened to Most" ratings given here are for District IV representing the area surrounding Wichita. It includes 12 counties and a population of 404,233.

KFH is TOPS in the Wichita market. This fact is verified by every study of radio listening habits conducted in this area. There are definite reasons for this listener preference and advertisers with a radio message for the Wichita market will do well to consider the KFH audience — it's TOPS by every standard.

5000 Watts - ALL the time

KFH

CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

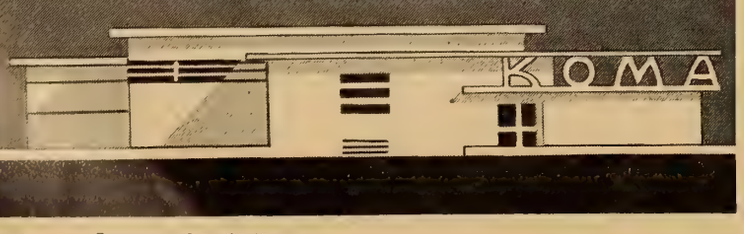
HERE'S WHY farm market advertisers select KOMA . . . because KOMA is the only station which *completely dominates* the rich Oklahoma farm market during the farm market periods—5 to 7 a.m. and 12 noon to 1 p.m.

And this is but a glimpse of our success, for KOMA, with its 50,000 watt primary coverage, attracts 60% of *all* the Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies



ROBERT JACOBY promoted to vice president of John W. Shaw agency, Chicago. Formerly with Fiduciary Trust Co., New York. Mr. Jacoby assumes added responsibility for personnel administration, and will continue as agency treasurer.

DALE ARMSTRONG, formerly vice president in charge of public relations for Trans World Airline, joins Foote, Cone & Belding International as European public relations director. He will headquarter in agency's London office.

DONALD F. THERKELSEN appointed radio director of Minneapolis office of Erwin, Wasey & Co.

HOWARD K. EATON, formerly head of his own public relations company in Chicago, joins Chicago office of Simmonds & Simmonds as account executive. **ROY SHANNON,** formerly head of Roy Shannon Adv., St. Louis, joins St. Louis office of Simmonds as account executive.



Mr. Therkelsen

THOMAS W. JARVIS, art director; **VINCENT J. GALBO** and **ARTHUR F. SACHTLEBEN,** account executives, appointed vice presidents of Kelly, Nason Inc., New York.

JACK SKOLNICK, art director, and **DONALD R. SHAW,** account supervisor, elected vice presidents of Pedlar & Ryan, New York.

FREDERIC F. FLANAGAN, HELEN BROWN BECKETT and **CURRIE DAVIS** join copy department of Kenyon & Eckhardt, New York.

BRICE DISQUE Jr., formerly manager of radio department of Compton Adv., New York, joins Marschalk & Pratt, also New York, in a contact and writing capacity.

MILTON N. PIERSON and **HENRY A. SANDERSON,** formerly with Behel & Waldis & Briggs agency, Chicago, have organized a creative service for advertisers and agencies, Pierson & Sanderson Inc., Chicago. Mr. Pierson is secretary-treasurer, and Mr. Sanderson is president. Office is at 642 N. Dearborn St.

FORMATION of Jasper, Lynch & Field, New York, formerly Jasper, Lynch & Fishel, announced. **HERBERT P. FIELD** elected executive vice president and head of firm's new business department. **STANLEY I. FISHEL** and **JAMES W. FISHEL** former vice presidents of Jasper, Lynch & Fishel, joined H. W. Fairfax Adv., New York, as president-treasurer and executive vice president-secretary respectively [BROADCASTING, Jan. 10]. Move did not constitute a merger of agencies.

MARTIN FRITZ, formerly with J. Walter Thomson Co., Chicago, joins Buchen Co., same city, as director of media.

LEONARD BLAYER, formerly with Wm. H. Weintraub Co., New York, appointed head of production department of Alfred Paul Berger Co., also New York.



Mr. Fritz

LEE RANDON, formerly television producer in Buffalo, N. Y., joined Ruthrauff & Ryan Inc., Chicago, as commercial writer.

JEROME L. ISAACS, New York attorney, appointed vice president and member of plans board of Robert W. Orr & Assoc. **HARVEY CUSHMAN,** formerly with Doherty, Clifford & Shenfield, joins agency as art director, and **JOSEPH DIVINE,** formerly with Pedlar & Ryan, joins research department. All are New York agencies.

BOB STRUBLE joins Jordan Co., Los Angeles, as radio director.

BEN WILKINSON, who formerly operated his own agency, Ben Wilkinson Ltd., elected managing director of McCann-Erickson Adv. Ltd., London, effective Feb. 1. Mr. Wilkinson's principal accounts from his own agency will be handled effective Feb. 1 by McCann-Erickson, and about 20 members of his present staff will join McCann-Erickson on that date.

EARL EKLUND joins Frank Wright National Co., Los Angeles, as account executive. Mr. Eklund was formerly with Los Angeles Community Chest.

PAUL SMITH Adv., New York, announces change in agency's name to Smith, Smalley & Tester Inc. No change in management or capital structure involved.

JIM RESOR, radio timebuyer at McCann-Erickson, New York, is the father of a girl, Robin Perry.

WILLIAM D. WALSH joins production staff of John C. Dowd Inc., Boston. **EUGENIA SMOOT** joins agency's copy department, and **ISABEL CAROLAN,** member of production staff, promoted to traffic manager.

"IT'S A DURNED EASY CROP TO MARKET!"



The next best thing to *growing* dollar bills themselves is to have lots of wonderful *cash* crops!

Our Red River Valley farmers have plenty of *them*—corn, wheat, barley, hogs and poultry. The result? Well, according to a recent Department of Commerce report, North Dakota had the *highest per capita income* of any agricultural state in the country; was topped *only* by Nevada and New York among all 48 states!

We're proud of the fact that *now*, as for the past 26 years, our Valley farmers rate WDAY their *favorite station by about 5-to-1*. Ask us or Free & Peters for more information.

WDAY

FARGO, N. D.



FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

Your *retailers* may blanket the area..*bu*

Is your advertising reaching as many people as your retailers? Does your advertising penetrate every county as effectively as your retail dealer organization? Have *most* of your retailers' customers heard your advertising message before they



Total circulation in area—245,246 (Audit Bureau of Circulations)



Total circulation in area—156,421 (Source available on request)

NBC

does your advertising?

enter the stores?... Here are three maps of the Washington area. Which map shows the intensity of coverage which most closely matches that of your own retail organization? Which medium supports *all* of your retailers in the area best?



Total audience in area (daytime)—316,580 (Broadcast Measurement Bureau March 1946)

WRC is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas served by your retailers.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

NEW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • BOSTON • SAN FRANCISCO • DENVER

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
STEINMAN STATIONS

Feature of the Week

A SETTLEMENT of timebuyers is being created by WPTR Albany in a promotion stunt which is beginning to assume the proportions of a five-ring circus—with just everybody wanting to get in on the act.

Strictly as a promotion stunt, WPTR began giving away grants of land to timebuyers. Accompanying each grant went a certificate making the timebuyer a "Patroon of the Week."

According to Len Asch, vice president and general manager of WPTR, the idea has caught on and many important industry figures have been seeking membership and hunks of land. A number of "Honorary Patroons," figures not members of the timebuyers' magic circle, will be created, he said. Meanwhile, bona fide "Patroons of the Week" will be chartered each week for a year and for perhaps a longer time.

The land, deeded in fractional acre parcels, is situated in patroon country, 12 miles southwest of Albany in the Helderberg Mountains. Timebuyers who have not yet sought out their parcel will be comforted to know that their land goes back to the Devonian period, considerably more than 2,500,000 years before radio.



Bill Wilson (l) of Rambeau Co., WPTR representative, presents a certificate to Charles M. Wilds, timebuyer of N. W. Ayer & Son, making Mr. Wilds a "Patroon of the Week."

* * *

It may be further comfort, too, that the land is honeycombed with

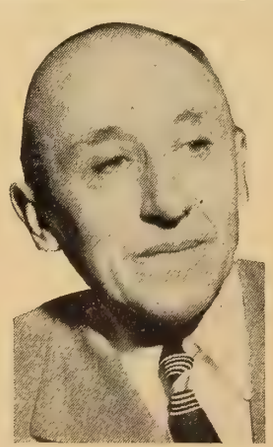
(Continued on page 76)

On All Accounts

IT WAS the desire to revolutionize the motion picture industry that first led Albert E. Kaye to California.

And, although he "revolutionized" that industry only to the extent of carrying cables at Samuel Goldwyn Studios for $28 a week, the trip was well worth it. For he found his way into another industry called radio and now answers to the title of vice president in charge of West Coast radio for Benton & Bowles, with headquarters in Hollywood.

Now, producer of NBC's *Burns and Allen Show* and supervisor of production of ABC's *Railroad Hour*, CBS *Family Hour of Stars* and NBC's *Life of Riley*, the amiable Mr. Kaye feels that his job is the best to be had in its field.



AL

Entrance into radio came in 1937 when he assisted L. K. Sidney, now vice president at Metro-Goldwyn-Mayer, on production of Maxwell House Coffee *Good News* show.

When the package was taken over by Benton & Bowles in 1940, Al went along with it as producer, and has remained with the agency ever since. In the following years he produced several shows including the *Fannie Brice Show, Frank Morgan Show* and *Glamour Manor.*

Born in 1898 in Pittsburgh, Al's formal education didn't indicate a later leap into radio, either, having won degrees in pharmacy and electrical engineering. The former degree, which now keeps him away from medicines of all kinds 'cause he "knows what's in them," was awarded him from Pittsburgh College of Pharmacy in 1920; the latter from Carnegie Tech in 1924.

During his electrical engineering school days he directed several musicals, supervising the lighting for them. In this time, through purchases and acquisitions of lighting equipment for the performances, he accumulated about $20,000 in equipment.

Following his graduation from Carnegie in 1924 he directed a show for the Pittsburgh electric company in the Aldine Theatre using all his lighting equipment. Shortly after the performance he departed for Rochester, N. Y., before settling down to an $18 a week job with Westinghouse there, leaving all his equipment in the theatre.

About this time L. K. Sidney went to Pittsburgh to take over the Aldine Theatre for Loew's, noticed all the fancy lighting Al had left, grew curious about the operator of

(Continued on page 76)

People In
HOUSTON
Jes' Love
k-nuz's
Houston
Hoedown



HERE'S
HOOPER PROOF
Evenings Sun. thru Sat.
6:00 P.M. to 10:30 P.M.

April-May	5.6
May-June	6.1
June-July	9.1
July-Aug.	11.3
Aug.-Sept.	13.1
Sept.-Oct.	12.3



NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Announcing . . .

THE APPOINTMENT OF

GEORGE P. HOLLINGBERY CO.

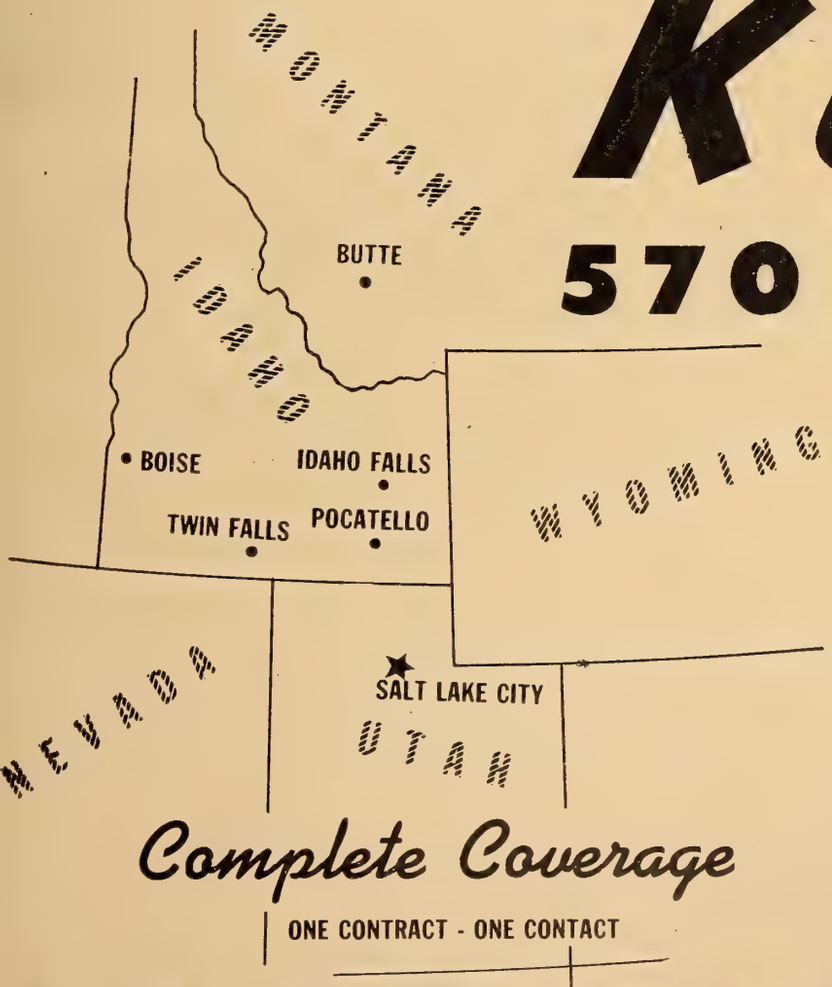
national representative for

KUTA

570

KC. 5000 WATTS - - SALT LAKE CITY

AND THE ENTIRE
ROCKY MOUNTAIN
BROADCASTING GROUP



Complete Coverage

ONE CONTRACT - ONE CONTACT



Affiliates

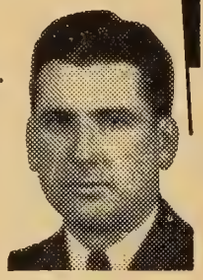
ROCKY MOUNTAIN BROADCASTING SYSTEM

29 South State Street
Salt Lake City, Utah

Advertisers Score with WFBL

"I wish to compliment WFBL on the fine cooperation which we receive from their merchandising department. It surely has stimulated our sales in the Central New York area."

John Murphy, Div. Sales Mgr.,
C. F. Mueller Macaroni Co.



and here's why-

SHARE OF AUDIENCE

WFBL offers you the biggest and best share of audience. Here's the record —

C. E. HOOPER—TOP 20 STATIONS IN THE U.S.A.

	May-June	June-July	July-August	August-Sept.	Sept.-Oct.
Mornings	11th	9th	7th	8th	11th
Afternoons		13th	11th	8th	5th

AND IN SYRACUSE—

May through October — **1st Mornings and Afternoons**

SUPERIOR PROGRAMMING

With 26 years of broadcasting experience, we at WFBL *know* the likes and dislikes of Central New York listeners . . . design our programs to attract loyal, faithful listeners. A full staff orchestra, soloists, veteran newsmen, a Farm Service Director and many other WFBL personalities contribute to the daily listening pleasure of the WFBL audience. WFBL personalities have traveled 4,000 miles to appear before audiences totaling more than 40,000 throughout Central New York during the past two years.

MERCHANDISING AND PROMOTION

Designed to help *you* sell *your* merchandise, WFBL's Promotion Department uses every means to promote *your* program and *your* product. Newspaper ads, car cards, displays, direct mail, Drug and Grocery merchandising papers . . . all are used effectively to *sell* merchandise for WFBL advertisers.

TOP FACILITIES

WFBL is proud of its new modern studios, Central New York's finest, most modern radio facilities. Available to all community civic and fraternal groups, these modern studios are used daily by one or more groups. Area sales managers find the studios ideal for their sales meetings.

Ask FREE & PETERS *about Current availabilities on*

WFBL • WFBL-FM

BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

New Business



RICHARD E. THIBAUT Inc., New York (wallpaper manufacturer), appoints Jackson & Co., New York, to handle extensive radio and television campaign. Placed to date are three participations per week on *The Fitzgeralds* on WJZ New York, five per week on the *Louise Morgan* program on WNAC Boston, and series of one minute film announcements on WBEN-TV Buffalo and WBZ-TV Boston. This is company's first venture in television.

GEORGE WIEDEMANN BREWING Co., Cincinnati, to sponsor telecast of WKRC Cincinnati's 1949 Golden Gloves contest on WLWT (TV) Cincinnati. Agency: Strauchen & McKim, Cincinnati.

LEO J. MEYBERG Co., San Francisco (distributor, RCA Victor TV receivers), appoints Honig-Cooper Co., same city, to handle introductory campaign in Bay area. Heaviest share of budget slated for KPIX (TV) San Francisco.

ALUMAROLL of Detroit Inc. appoints Shutran Mahlin Adv., Detroit, to handle advertising and merchandising for Alumaroll home and commercial awnings, and Weathershield canopies. Radio and television will be used.

NAT PATERSON MOTORS Inc., Ozone Park, L. I., N. Y. (DeSoto and Plymouth dealers), appoints Moss Assoc., New York, to handle advertising. Radio and television will be used.

AMERICAN TOBACCO Co., New York (Lucky Strike), Jan. 27 starts half-hour weekly television film series *Your Show Time* on KNBH (TV) Los Angeles. Firm started telecasting of 26-week series on 32 eastern stations Jan. 21. Films made by Marshall Grant-Real Television Corp. Agency: N. W. Ayer & Son, New York.

MOUNTAIN VIEW NURSERIES, McMinnville, Tenn., studying response to its *Mountain Time,* aired Jan. 8 and 15 from 5:45 to 6 p.m. CST on WENR (ABC) Chicago. Additional radio will be used if initial venture warrants. Agency: Louis A. Smith Co., Chicago.

ZIPLOC Co., of New Jersey, Jersey City (manufacturer of strap watches), is inaugurating special television promotion campaign. Campaign will also use direct mail selling in key television cities. Tests in New York, already proved successful, will be extended shortly to other market areas. Agency: Moss Assoc., New York.

A. E. STALEY Mfg. Co., Decaur, Ill. (starch products), appoints Ruthrauff & Ryan, Chicago, to handle advertising for its Cameo starch. Radio is being contemplated and media schedules are expected to be completed within two weeks.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield), Jan. 21 started kinescoped *Arthur Godfrey & His Friends* on KTTV (TV) Hollywood, 8-9 p.m. (PST). Agency: Newell-Emmett, New York.

GOODALL FABRICS, New York, will offer cooperative television advertising campaign to all its retail accounts.

Network Accounts • • •

FRANK H. LEE Co., Danbury, Conn., renews sponsorship of the Drew Pearson broadcasts (ABC, Sundays, 6-6:15 p.m. EST) for another 52 weeks. Contract, covering 259 ABC stations, placed through William H. Weintraub & Co. Inc., New York. Lee Hats has sponsored Mr. Pearson's predictions and news for three years.

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), renews sponsorship for fourth year of *True Detective Mysteries,* Sundays, 4-4:30 p.m. EST on MBS. Agency: Aubrey, Moore & Wallace, Chicago.

WILCO Co., Los Angeles (Clearex cleanser), Feb. 28 starts 26 week sponsorship of three quarter-hours weekly of *Ladies First* on full Don Lee Network, Mon. Wed., Fri. (Full program time daily 11:00-11:30 a.m. PST; last quarter hour sustaining). Agency: Elwood J. Robinson Adv., Los Angeles. **GROVE LABORATORIES,** St. Louis (cold tablets), sponsors first quarter-hour of program Tues. and Thurs.

Adpeople • • •

WILLIAM V. SHAFTNER appointed advertising and public relations director of Wine Growers Guild, Lodi, Calif. He formerly held similar post with Pacific American Steamship Assn., San Francisco. Guild uses radio and television.

RALSTON H. COFFIN, for past year with the Nabisco Group of National Biscuit Co., New York, in merchandising capacity at McCann-Erickson, appointed account manager for crackers, cookies and dog food.

JOHN WHITEHEAD appointed advertising manager of Shirriff's Ltd., Toronto. For past year he has been advertising assistant to **H. T. FLEMING,** vice president in charge of advertising.

On WCAU you're in Philadelphia



High-powered WCAU-TV (equivalent of 50,000 watts) puts your high-powered product demonstrator right into the same room with thousands of prospective customers in this television-minded city with the 2nd largest TV market*. CBS affiliate.

*100,000 sets.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM


The 5-KW AM TRANSMITTER*...
* The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.
(Photo courtesy of Radio Station KOOL, Phoenix, Arizona)
BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal

with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple... inexpensive... quick. *Because it was planned that way.*

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit...and the few simple circuit changes required, changeover can be made "overnight." It's easy...it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation —have the same sleek, well-finished, business-like appearance shown by KOQL's installation on the opposite page. Both models have the true unified front . . . an *exclusive feature* of RCA high-power AM transmitters. This front is an integral piece *separate from the compartment enclosures.* It greatly facilitates flush-mounting...and improves appearance of the installation by several times.

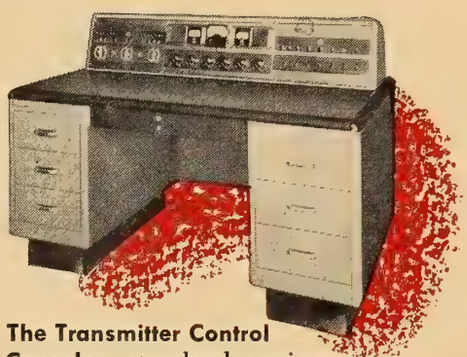
And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for *any* transmitter... with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages...and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

• • •

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting... with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19AD

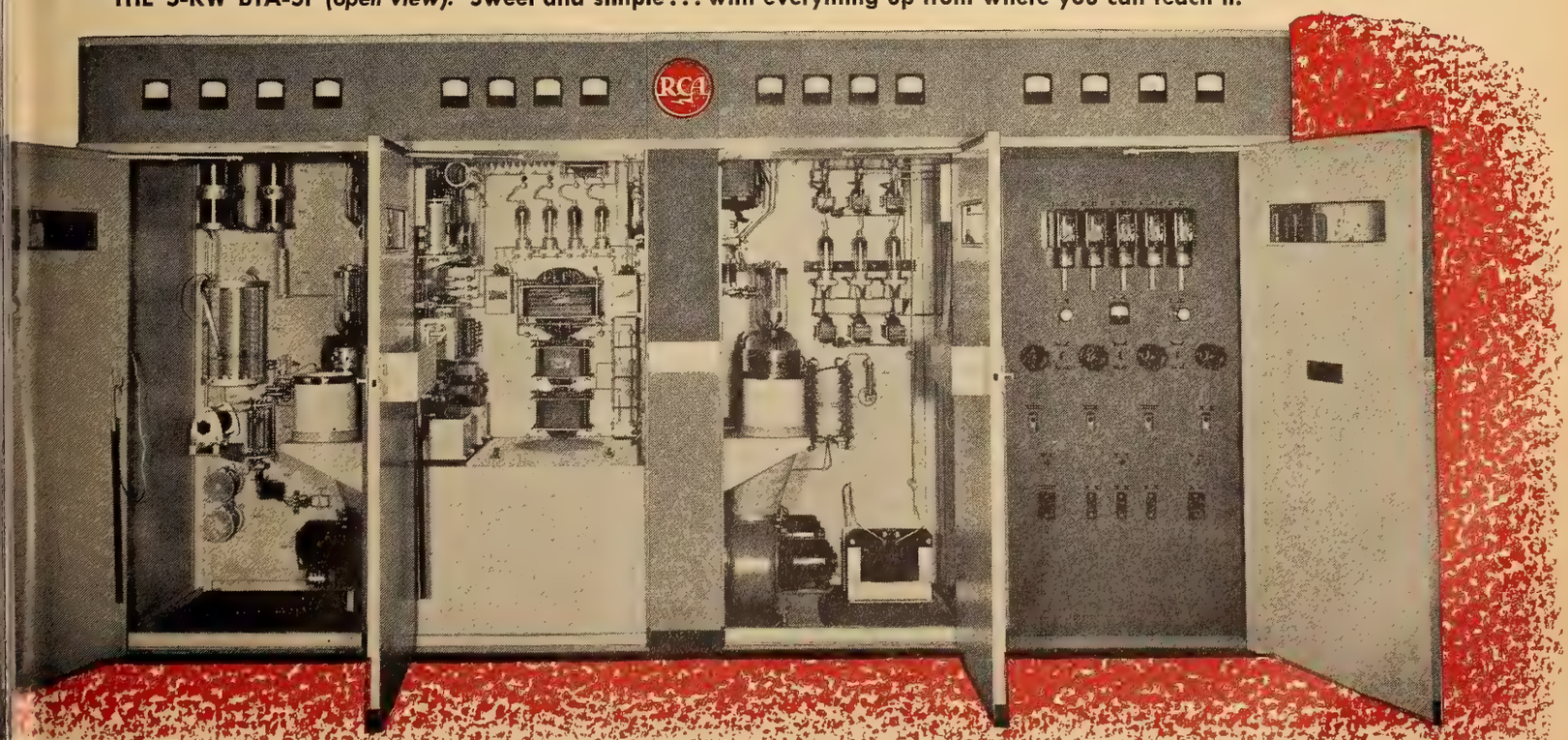
This simple kit (MI-7267-A) takes the BTA-5F to 10 KW... inexpensively and without one change in station layout.

- **One blower**
- **Two filament transformers**
- **One 10-KW modulation transformer**
- **One reactor**
- **All necessary hardware**



The Transmitter Control Console—standard equipment with every BTA-5F and BTA-10F.

THE 5-KW BTA-5F *(open view).* Sweet and simple... with everything up front where you can reach it.



Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'. . . Don't Dare Miss'

EDITOR, BROADCASTING:

Here's to wish you a good 1949 and continued success with one of the trade magazines we don't dare miss reading.

Linnea Nelson
J. Walter Thompson Co.
New York

* * *

Promote Our Own

EDITOR, BROADCASTING:

Congratulations to the broadcasting industry in finally getting wise to producing an all-radio promotion to compete with the promotions of the printed media.

Within the last week, I have heard on various stations no less than six mystery and crime programs glorifying the press in general and reporters in particular.

I have noticed the only space devoted in newspapers to the radio industry and radio programs is news concerning disappointments in quiz programs, the present capital gains question, errors in radio news reporting, etc. In other words, only information uncomplimentary to our industry.

If the industry plans an all-radio promotion let's quit the free all-newspaper promotion on our mystery and crime programs glorifying newspaper reporters in particular and newspapers in general.

We, as salesmen, are selling advertisers time by day and the industry is selling newspapers by night. Please give us poor time peddlers a break.

Lloyd D. Loers
Commercial Manager
KGLO,KGLO-FM,
Mason City, Iowa

* * *

'Most Informative'

EDITOR, BROADCASTING:

. . . Our company has been receiving BROADCASTING for quite a while and it always passes my desk (incidentally, I read every issue from cover to cover) . . . I would also like to congratulate you on the past two or three issues. I have found your book one of the most informative pieces of literature that has crossed my desk in a long, long while. Please keep it up.

Stanley M. Abrams
Sales Promotion Manager
Emerson Radio & Phonograph Corp.
New York

* * *

Want Balto. Recognition

EDITOR, BROADCASTING:

The writer read with a great deal of interest your story on the Baltimore Radio Market in the Jan. 17th issue. It was an informative as well as a complimentary story to many radio stations and agencies. But why all the free publicity for a few agencies and then a mere listing for a number at the end and a complete omission of even a listing of some agencies such as ours? Of course, we are not in the Joe Katz class but we are and have been placing radio advertising for a half dozen companies, not only in Baltimore but in a six-state area, for quite a few years.

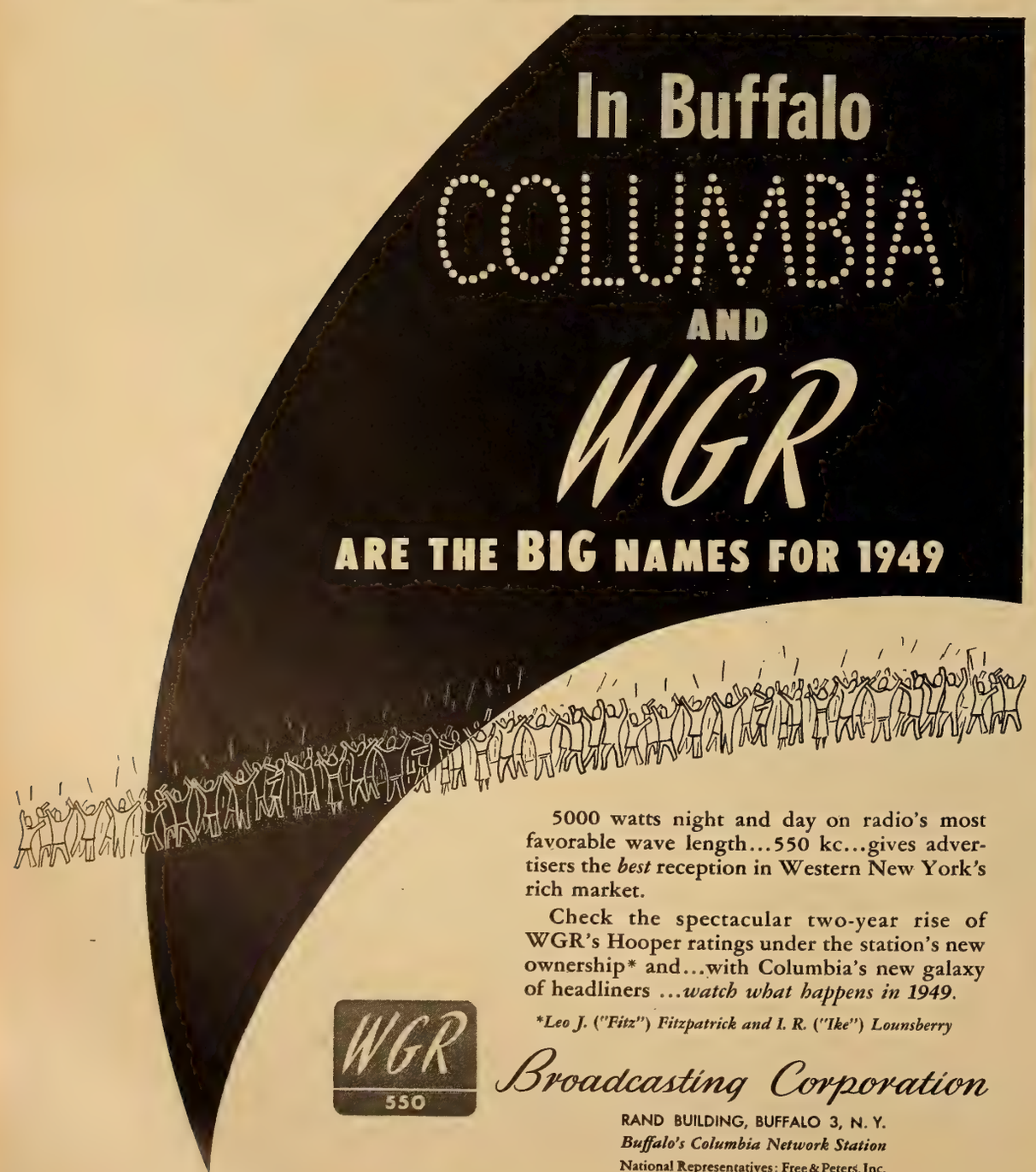
In the television field, we had the first live show on WMAR for twelve weeks, now ended. On Jan. 23 we began a three-sponsor participation live show on WMAR built around a Ziv Production show *Yesterday's Newsreel.* The sponsors are Mangels Herold Co. (King syrup), Hauswald's Bakery (bread), Will's Dairy. It is contracted for 26 weeks. The agency principal in charge of production is Marc E. Smith.

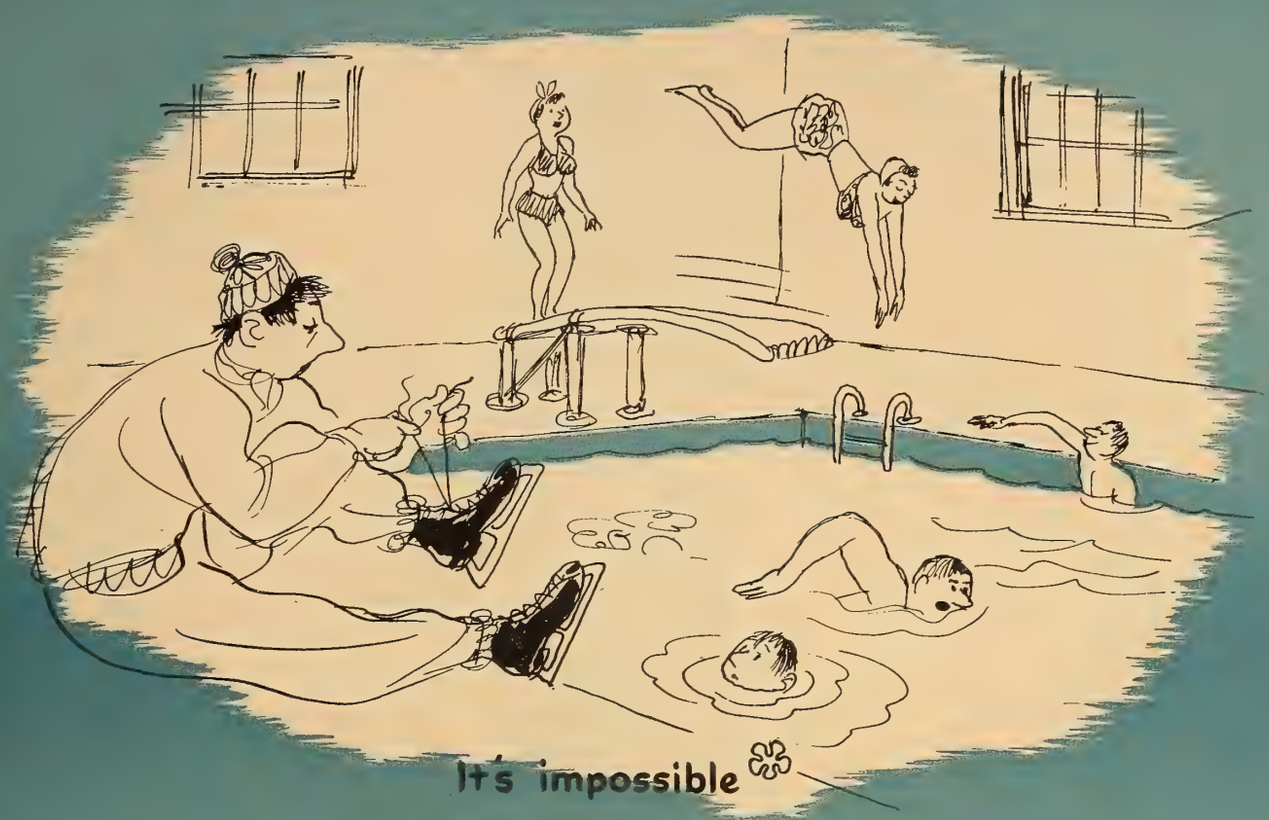
We always enjoy reading your publication. We are not mad or even hurt that we should be left out of such a wonderful story as the Baltimore one. But we would like to be included when next your publicity beam is directed this way.

H. W. Buddemeier
H. W. Buddemeier Co.
Baltimore, Md.

Ununified Unity

AN ALL but bloody battle must have ensued over a letter of thanks directed to Dwight Cooke, chairman-m.c. of CBS separately produced radio and television *People's Platform* programs. Mr. Cooke, who cooperated with four important national organizations on Columbia's *Cross-Section, U. S. A.*, which resumed Jan. 8, received a hearty letter of thanks from the highly diversified groups. Letter arrived on plain white paper. The organizations?—National Assn. of Manufacturers, United States Chamber of Commerce, American Federation of Labor and Congress of Industrial Organizations.





You can't cover California's Bonanza Beeline without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an *independent* market . . . well inland and remote from coastal influence. And Beeliners just *naturally* prefer their own *local* stations.

So to radio-sell this 3¼ Billion Dollar market—where annual retail sales exceed those of Indiana†—you need on-the-spot-radio. You need the five BEELINE stations.

Each of these stations is located right *in* a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento *leading all competition*, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the *whole 21-county* Sacramento Trading Area!

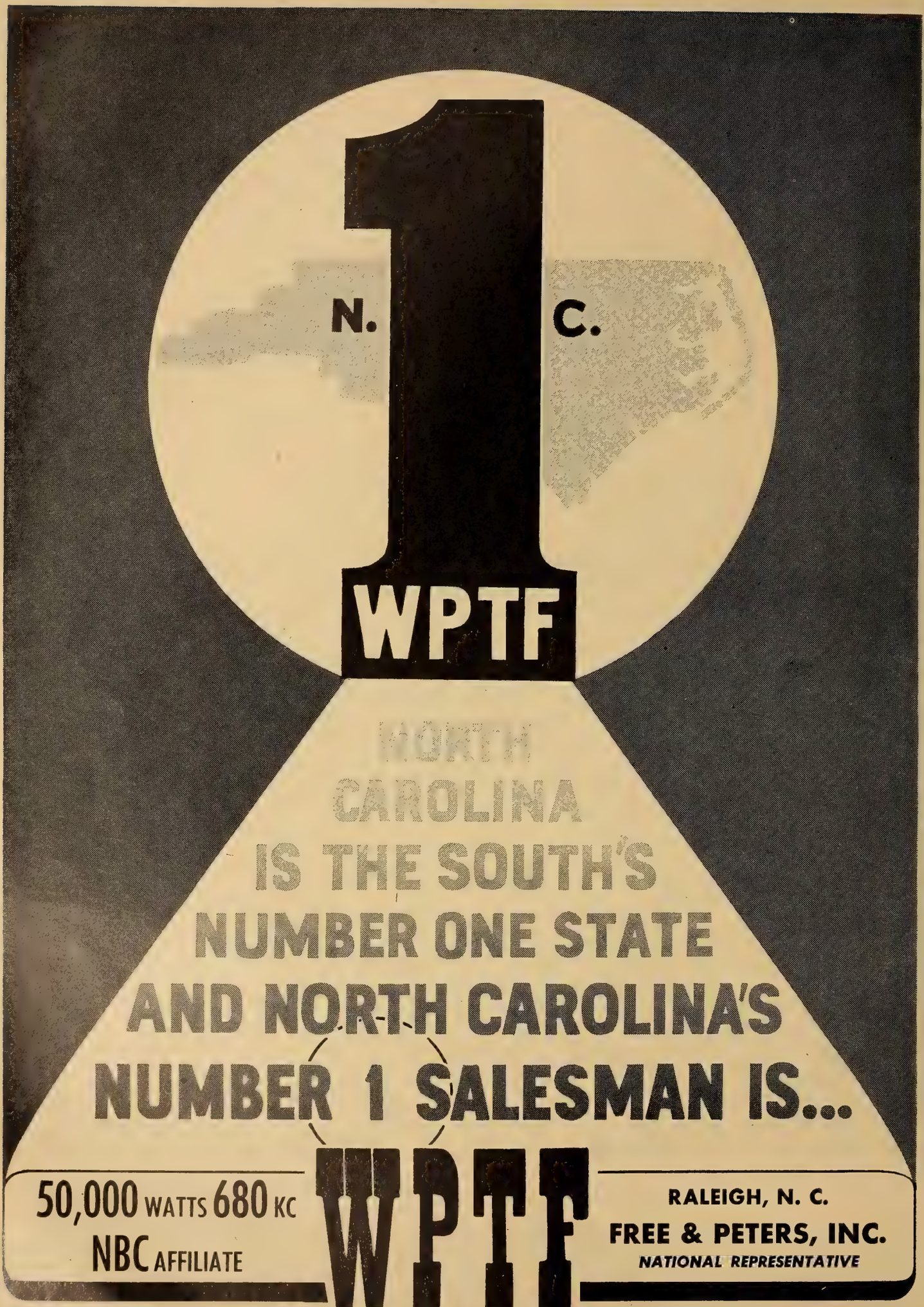


†Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.


N. C.
1
WPTF
NORTH CAROLINA
IS THE SOUTH'S
NUMBER ONE STATE
AND NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 4 WASHINGTON, D. C., JANUARY 24, 1949 $7.00 A YEAR—25c A COPY

RADIO'S NET: $402 MILLION

1948 Up 7.7% Over 1947

By ROBERT LUCE

RADIO'S NET REVENUES passed the $400 million mark in 1948, according to estimates published in the *15th Annual* BROADCASTING YEARBOOK, now in the mails to subscribers. Representing an annual dollar gain of more than $25 million, the index shows a 7.7% increase over 1947, reaching an estimated total of $402,826,000.

Total net time sales were divided as follows:

40.5% local time sales
33.1% network time sales
24.7% spot sales
1.7% regional network sales

Local time sales, which exceeded network time sales for the first time in 1947, continued to do so in 1948 gaining 10.5% in volume during the year. Spot sales showed an 8.6% gain from 1947, increasing the dollar total by about $8 million. Network sales, which gained only .8% in 1947, increased by about $6 million to show a gain of 4.6%. (See chart.)

These are the principal conclusions of the *15th Annual Business Index*, which is based upon an extensive sampling of all types of radio stations throughout the United States.

The 1948 gain of 7.7% is not as impressive as the 1947 gain of 12%—but measures up favorably to the 1945 and 1946 increases. In 1947, net time sales increased an even $40 million.

Since 1941, radio's net revenues have doubled, and the radio industry has taken on a tremendous physical growth. The outstanding characteristic of the postwar radio revenue picture is the tremendous increase in local time sales. In 1941, local sales were half as large as network revenues from time sales—eight years later, local sales exceed network sales by about $30 million dollars (see Table I, page 58).

Spot business has also continued its steady growth in 1948. It has doubled since 1941 in dollar volume, and has increased by one-third since the end of the war.

Network time sales have gained, but less rapidly, since 1945. The gain in 1947 was .8%. The gain of 4.6% is the greatest of the postwar years for the networks, though it does not approach the record wartime gains of 21.6% and 22.5% in 1943 and 1944.

Regional networks showed another decline in 1948—following a pattern established in 1946—when the decline was 3.1%. This year's decrease is estimated to be $400,000. The total decline in revenues in this category is nearly $2 million since 1945.

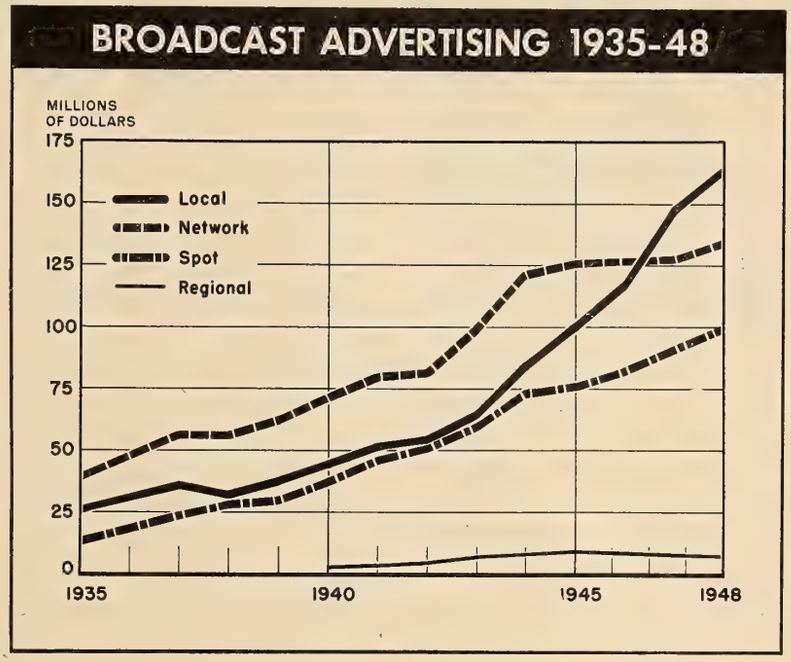
State of the Industry

These figures show a continued healthiness in the overall radio revenue picture. To be sure, no sensational revenue gains were made in any category—but in each case, the gains are sufficient to cause satisfaction with radio's 1948 sales performance.

Despite some signs of approaching downturn in business generally, the time has not yet come when radio's major sources of revenue have declined—or given indication of doing so. There is some indication of a slower growth than the average for the past decade. Unless there is an actual decrease in spot, network or local business, however, such a moderation in the rate of increase is nothing to cause alarm.

The opinion of those in the radio

(Continued on page 58)



THIS is a report on BROADCASTING'S 15th Annual Business Index, which appears in the 1949 YEARBOOK, now in the mails. The estimates of net time sales are derived from information supplied by several hundred AM, FM & TV stations throughout the United States. BROADCASTING'S formula has produced figures accurate to within .3% in past surveys. The method of compiling net time sales estimates was developed for BROADCASTING by Dr. Herman S. Hettinger, noted radio economist.

BING TO CBS

Near Million for 25% of Crosby

BING CROSBY, around whom ABC built its powerful Wednesday evening lineup, last week joined the parade to CBS.

In an announcement issued in Hollywood, where its board chairman, William S. Paley, had gone to conduct final negotiations with Mr. Crosby, CBS said it had acquired the crooner's services for both radio and television.

In addition to an employment contract with Mr. Crosby, which presumably will run for the seven-year maximum period permitted under the California statutes, CBS also is understood to have acquired approximately 25% of the stock in Crosby Enterprises Inc., which holds the star's personal service contracts for motion pictures, radio and other services, as well as other entertainment package operations.

While there was no disclosure as to the amount of CBS' outlay to consummate the Crosby transaction, it is believed the acquisition of the quarter interest in Crosby Enterprises entailed less than $1 million. Widespread reports that CBS had paid in excess of $2 million for this interest and that Paramount had or would acquire the remaining three-fourths in Crosby Enterprises for $6 million could not be confirmed, and were regarded as pure Hollywood & Vine speculation.

The present Crosby package on ABC under Philco sponsorship runs in the neighborhood of $30,000 weekly. The CBS contract, like that entered with the Jack Benny company, contains a minimum guarantee for Mr. Crosby—probably in the area of $7,500 a week—for his personal services. Such factors as program rating and commercial sponsorship, it is believed, will have a bearing on the Crosby compensation for the contract's duration.

While it is logically presumed that Philco will continue sponsorship of the Crosby show over CBS, these negotiations were not completed last week. A number of other prospective sponsors, according to reports, have also talked with CBS. Likewise it is not certain that the switch to CBS will have to await expiration of the present Philco contract. If Philco continues sponsorship, it was thought possible that the program might shift prior to next fall.

Whether the Crosby program

(Continued on page 54)

P&G SUBSIDIARY

To Handle Radio, Video

PROCTER & GAMBLE, New York, announced last week the formation of a wholly owned subsidiary to take over radio, television and motion picture activities for the company.

P & G has filed articles of incorporation with the Secretary of State of Ohio for the subsidiary which will have a capitalization of $1,000,000 and be known as Procter & Gamble Productions Inc. The subsidiary will take over radio-TV-movie activities previously handled by employes in P & G's advertising department.

The new company will not cause any change in relationship with P & G's advertising agencies, an official of P & G told BROADCASTING.

Video Activity

"The growth and complexity of our radio activities and plans for television make the formation of this subsidiary advisable," a P & G announcement said. "It is believed that the radio, television and motion picture needs of the Procter & Gamble Co. will be served more effectively by the new company operating as a separate entity. The new company will continue to work directly with the advertising agencies and independent producers in conducting the business of buying and producing radio and television programs and motion pictures," the announcement added.

Officers and directors of the subsidiary have not yet been designated.

Butcher Promoted

JESSE BUTCHER, recently named program director of KMPC Los Angeles, has been appointed assistant manager in charge of broadcasting operations, Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC), announced last week. Under Mr. Butcher's supervision will be the activities of the program department, including news and special events, sports, continuity acceptance, traffic and production; announcing staff; music library; orchestra and talent, and promotion and publicity department.

Bonafide on TV

BONAFIDE MILLS, New York (linoleum, roofing), will sponsor the video comedy program *Stop Me If You've Heard This One* on NBC's TV network, Friday, 9-9:30 p.m., starting Jan. 28. Leon Janney will act as moderator with Mae Questal, Cal Tinney and Benny Rubin as joke tellers. R. Leon Co., New York, is the agency.



Drawn for BROADCASTING by Sid Hix

"I wonder if that's that high-band television I've been hearing about on the radio?"

ULLMAN FIRM

Transcription Company Formed in Buffalo

FORMATION of the Richard H. Ullman Inc., new transcription firm to succeed Robert P. Mendelson Productions, Buffalo, N. Y., was announced last week. The Ullman firm will take over and continue to handle *Barbershop Harmonies* and *Joe McCarthy Speaks*, transcribed program series developed by Mendelson. Singing commercial activities of the Mendelson firm also will be continued and expanded.



Mr. Ullman

Richard H. Ullman, who has been with WGR Buffalo and WKBW Buffalo for over 18 years, is president of the new company, and Robert P. Mendelson is a vice president. Marvin A. Kempner, formerly with Louis G. Cowan Inc., has joined Ullman as a vice president. Additional officers and directors are; D. Bernard Simon, owner of a chain of music stores; Edward H. Kavinoky, Buffalo attorney; Fred L. Lounsberry; John A. Bacon, former general manager of WKBW and now eastern sales manager of *Outdoor Life* magazine, and Eugene R. Kirshenstein.

General offices and studios of the new firm are at 277 Delaware Ave.

Penny to Walker

ROYAL E. PENNY, former Atlanta office head of Raymer Co., New York station representative, will head the Atlanta branch office of the Walker Co., New York representative, as of Feb. 1. Mr. Penny, who has also been closely allied with CBS station relations in the south and southwest, having at one time been sales manager of WBT Charlotte, N. C., will replace Earl Harper. Mr. Harper has resigned to manage WNOR Norfolk, Va., a new fulltime independent station.



Mr. Penny

BMB BALLOTS

To Be Mailed on March 1

"ON TUESDAY, March 1, the first BMB ballots will go in the mail—and you can depend on that," Dr. Kenneth Baker, NAB director of research who is currently on loan to BMB, told BROADCASTING Thursday.

The 650,000 ballots have already been printed, Dr. Baker said. More than 100,000 of the labels have been addressed and that work is proceeding on schedule. The collection of names of families to whom the ballots will go was begun in November and is now in its final stages.

The premiums are ordered and delivery will commence this week. This year's premium is a letter opener with a magnifying glass at the end. Some coasters, premiums for the first BMB nationwide survey in 1946, will also be used this time.

Generally, preparations for the March mailing are going ahead in good shape, Dr. Baker reported, and barring a major catastrophe such as a railroad strike which might disrupt an orderly delivery of the ballots across the country, the second nationwide study of station and network audiences will proceed as planned.

Asked about the subscription situation, Dr. Baker said that there has been "no flood of cancellations" in recent days, but "the normal ebb and flow of additions, cancellations and reinstatements."

FRANCIS NAMED

KGO-ABC Sales Head

VINCENT A. FRANCIS, ABC network sales representative in San Francisco, has been named sales manager of ABC, KGO and KGO-TV that city. He succeeds Kirk Torney, who resigned to form his own TV sales company in San Carlos, Calif. [BROADCASTING, Jan. 10].



Mr. Francis

Mr. Francis joined the KGO local and ABC spot sales department in February 1947. He was named network sales representative the following September.

Prior to World War II, Mr. Francis was with Music Corp. of America, San Francisco. Following war service he joined KGO's production staff in 1944. Later he worked as a salesman for KPO (now KNBC), then became manager of Radio Central. He left Radio Central to join the KGO-ABC sales staff.

His promotion to sales manager was announced by Gayle V. Grubb, KGO general manager, at a going-away party the station gave for Mr. Torney.

Ripley for Motorola

MOTOROLA INC., Chicago, will sponsor Robert Ripley in a believe-it-or-not video show to originate at NBC New York and to be telecast on both East and Midwest TV circuits. First show will be telecast in the East Feb. 15, 9:30-10 p.m. (EST), and a teletranscription will be transmitted to the Midwest hookup at a later date. Fifty-two week contract was placed by Gourfain-Cobb Agency, Chicago.

Radio Too Potent

STORY of a sponsor who cancelled his contract not because of dissatisfaction but because it boosted his sales too much, comes from WRMS Ware, Mass. Milton J. Gula, owner of Gula's Market, Palmer, Mass., which had been sponsoring a 15-minute show once weekly on WRMS, wrote the station management ". . . Since we have been advertising on WRMS our business has grown to such proportions it is impossible to handle it with the size of our physical plant. Since it is not feasible for us to enlarge at the present time, it is necessary that we discontinue our broadcasting for the time being."

CBS 'IAMS' REVEALED

Measurement Device Shown IRE

CBS LAST week took the wraps off the techniques of "IAMS," its hitherto hush-hush radar-principled Instantaneous Audience Measurement System.

Peter C. Goldmark, director of the network's engineering research and development department, headed a group of CBS engineers in explaining the system to the New York section, Institute of Radio Engineers. The show they put on, called a "Progress Report," was the first public demonstration of the system.

They limited their performance to the strictly engineering aspect of "IAMS." CBS hopes in the near future to hold a more general demonstration for all segments of the radio industry.

CBS officials at the engineering meeting, in answer to direct questions as to CBS intentions, said that despite its developmental work the network did not expect or want to get into the audience measurement field.

Richard Hess, supervisor of ratings services division of CBS, said that the network merely sought to develop for the industry a better system than any existing audience measurement services—but hoped that existing audience measurement companies or BMB would ultimately be the actual operators.

Not 'Proper Principle'

He indicated that the network did not feel it was the proper principle to operate a system which would in effect be grading the listener pulling power of its own competitors.

He also indicated that although CBS thinks highly of "IAMS," it does not regard it as in its most perfected form and that CBS will always be on the watch for improvements in it or better measurement systems or combinations of systems.

Dr. Goldmark opened his discussion by explaining how his department got in to exploring the audience measurement field. He said that a few years ago, CBS decided that the basic problem of how to find how many sets were tuned to a given station at a specific time was not being satisfactorily solved by existing measurement services. All systems in use had bad points, in the opinion of CBS executives.

CBS executives then projected the kind of measurement system it wanted and threw the engineering problems of achieving it to Dr. Goldmark's department.

"What was desired," said Dr. Goldmark, "was a system which would get the information fast, accurately and inexpensively. It must require as few people to operate as possible and should be automatic. It should be adaptable virtually to any home picked by research sampling people. It should report when AM, FM and TV sets in homes are turned on and to what stations sets are tuned. Information should be received, sorted, tabulated and totalized automatically and instantaneously and these results should be printed instantaneously in a form which would immediately describe the size of the audience listening to a pre-selected group of stations."

Requires No Personnel

In brief, the system CBS devised to answer these requirements is a device for monitoring sets in preselected homes and then collating and printing the information thus collected instantaneously. It is fully automatic and requires no personnel to operate after being turned on.

Its operation is as follows:

At the WCBS transmitter on Columbia Island, Long Island Sound, a central pulser, called an "Interrogator," sends out an impulse. This impulse is mixed in with program material but the home listener is never aware of it. Dr. Goldmark said that in three-quarters of a year of operation, no listener had ever complained of it.

The impulse thus broadcast goes to transceivers installed in preselected homes. The transceivers are another CBS-tailored production, about the size of a cigar humidor, and are connected with home receivers and plugged into an ordinary electric circuit.

If a given home set is on, the transceiver then broadcasts an impulse in turn, which is carried via UHF to an antenna atop the Chrysler Building. Another impulse is later broadcast to indicate to what station the set is tuned.

Impulses from all the transceivers are received and electronically counted at the Chrysler Building by a binary counter, also CBS-built. The counter is capable of counting 250,000 units per second. The information counted is then coded and transmitted by phone line to any point desired.

At present, the phone line goes from the Chrysler Building to CBS headquarters on Madison Ave., New York. At CBS headquarters, the coded information is then translated into a value and recorded on a Leeds and Northrup coder, using a paper tape similar to that of a teletype machine. The record thus produced shows the percentage of sets in use and tuned to a particular station at a given time in the form of a graph.



Dr. GOLDMARK

'De Luxe' System Planned

The system illustrated Wednesday night is capable of recording 60,000 separate bits of information every 2½ minutes. Dr. Goldmark said a so-called "de luxe" system is also in the laboratory, capable of recording 180,000 different bits of information every minute.

Actually, the system demonstrated was so set up as to record 60 different bits of information for 1,000 different radio homes.

The impulse, continuing for 2½ minutes duration, "triggers" the transceiver. The transceiver is synchronized with an information plan set forth on a clock divided into the 60 information segments. Twenty places on the clock are reserved for AM, 20 for FM and 20 for TV sets.

Final Count

As the segment on the clock is reached which indicates the number of all AM sets tuned in, motors in the transceivers reach the same point and are activated if the accompanying sets are tuned in. As the hand on the clock moves to the next segment, say station WCBS, the transceivers' motors also reach the same point and the transceivers are activated by sets turned on that time, thus giving the count for sets tuned to WCBS. Similar results are given for other segment around the clock, which are designated by either other stations, geographic areas or economic levels. The "de luxe" system permits the recording of information for 1,000 radio homes categorized into three income groups and three geographic groups. The more simple system demonstrated permitted categorization into only two groups.

Voting Device

A subsidiary device, made a part of the system, is a push-button affair to permit the listener to vote "yes" or "no" at a given time. This vote, too, is recorded at a given time around the clock. A light flashes on in the little push-button box in the listener's home when he is asked to vote. The value of this method of indicating preference, however, is discounted by many CBS officials, but in view of the difference of opinion on it, it was built into the system so that it could be used if thought valuable.

Dr. Goldmark was aided in developing the system by John W. Christensen, Andrew Bark, John T. Wilner, and Al Goldberg, all members of his department. All were present at the demonstration and Messrs. Christensen and Bark aided in explaining and demonstrating the system.

COY DEFENDS

FCC Against Censorship Charges

IN A STAUNCH DEFENSE of FCC against charges of censorship, Chairman Wayne Coy last week-end reiterated his belief in "reasonableness and overall fairness" as the test of a station's operation in the public interest.

FCC has handed down decisions which "do indeed restrict the licensee's freedom," he declared in a speech prepared for delivery Saturday night at a Yale Law Journal banquet at New Haven, Conn. "They restrict his freedom to be unfair," he added.

Making a major public reply to critics' long-standing charges that FCC imposes censorship on licensees, Mr. Coy declared:

"If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of censorship. If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

In its criticism of FCC's so-called "Scott decision" on atheists' rights to air-time, the House Select Committee to Investigate the FCC "never did come to grips with the fundamental question of what is the nature of the freedom to be preserved in radio and who is to enjoy that freedom," Mr. Coy asserted.

He noted that the Select Committee found fault with the Commission's ruling that a broadcaster may not bar an atheist solely because he thinks such a broadcast would not be in the public interest.

(Continued on page 55)

CAPITAL CEREMONIES

Radio, Video Coverage Unprecedented

By JOHN OSBON

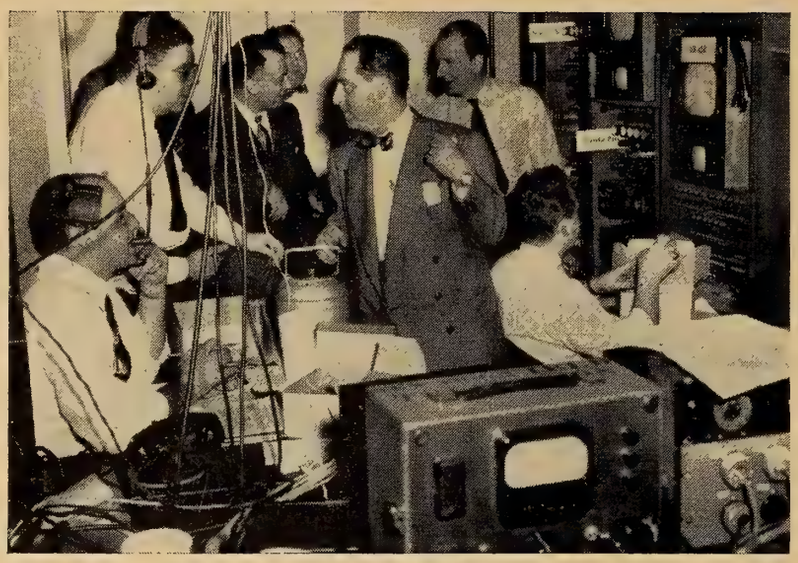
WITH THE added impetus of television's eyes and ears supplementing aural radio, the 41st Presidential Inauguration last Thursday was carried first-hand to more viewers and listeners than on any previous occasion in the nation's history.

To assist TV, AM, FM, assorted devices were utilized. NBC used a plane for aural commentary; CBS had a helicopter, and also employed walkie-talkies. Serving as an adjunct to television were syndicated newsreel cameramen, on the shooting line to record events for client video stations across the country. And shortwave broadcasts were beamed overseas by State Dept.'s "Voice of America," the British Broadcasting Corp. and French Broadcasting System. Independent stations also took an active part.

Sets Record

On the Presidential Stand alone, 30 separate feeds from microphone equipment set an alltime record for pickups, according to Keith Williams, NBC field supervisor. And personnel-wise NBC estimated it used more staff members (250 in all) for the Inaugural than for any previous Washington event. More than half were from New York.

Inaugural pool telecasts did not identify any network by name, only commentators, merely informing televiewers the spectacle was carried "through the combined facilities of the television industry." Notwithstanding its initial Inaugural effort, televiewers and industry observers felt TV had handled itself commendably (see separate story page 63).



NERVE CENTER of the pooled Inaugural TV coverage is a maze of equipment and people. Seated is Bill Garden, NBC's expert on remotes; Ben Grauer is standing in foreground; at controls Robert Galvin, engineer; standing, (l to r.) Adolph Schneider, NBC special events man; F. A. Wankel, NBC TV engineer, John Irvine and Charles College. Location is Washington's telephone company building.

Even the veterans leaned on television's broad shoulders. H. V. Kaltenborn, NBC, used a video monitor to coordinate his own AM broadcasts. Scanning the screen, he would call for NBC aural pickups at selected points. Mr. Kaltenborn spoke from WRC-NBC studios.

Schneider Supervises

Pooled telecast operations, with a budget of $25,000 on the side were under the supervision of Adolph Schneider, NBC-TV's news and special events director, who coordinated the efforts of the industry through network feeds from various locations. Mr. Schneider watched five main video receivers in quarters at the Chesapeake & Potomac Telephone Co. and focused the attention of an estimated 10 million televiewers. William Garden, also of NBC, assisted him in actual TV field direction, while Charles Christensen directed Hill action.

Five camera positions were located at the Capitol (NBC), Treasury Dept. (DuMont), Post Office Bldg. (CBS), and the Esso Bldg. (WMAL-TV-ABC) and the White House off Lafayette Park (ABC-New York). Each had previously drawn straws for positions. Three main cameras for each vantage point comprised TV coverage. NBC used one camera on the Presidential platform, at Mr. Truman's back looking out over the multitude, and two facing the platform. The former caught the oath-swearing ceremony, peering down at an angle at the bible under the President's hand. Control booths were beneath the Capitol steps.

Grauer Doubles

Ben Grauer, NBC's ace TV commentator, divided his chores between Capitol commentary and later a running account (from the master control center) of the parade for which he supplied audio for TV pickups at different centers. At the Capitol he was aided by John Cameron Swayze and Robert McCormick.

Other TV announcing duties were handled by Douglas Edwards and Ken Evans (for WOIC-TV-CBS), Bob Wolff, Clarke Thornton and Bill Gold (DuMont), Charles Edwards and Gordon Fraser, (Esso Bldg) and Jackson Weaver and Jack Beall, (White House). For ABC-TV's two camera centers, Bryson Rash, WMAL-ABC Washington special events director, doubled between locations.

Wednesday's Gala, with its interviews and comments on entertainment acts, was handled by CBS' Mr. Edwards starting at 9 p.m. and running through midnight. Mr. Edwards interviewed guests including FCC Commissioner Frieda Hennock, Talent array consisted of radio stars Lum 'n' Abner, Edgar Bergen and Charlie McCarthy, Jane Froman, Lionel Hampton's orchestra, and a host of others. Program emanated from Washington's National Guard Armory.

Uses Gala Film

New York's Paramount Theater used video transcriptions of Wednesday night's Gala festivities, and showed them on its screen from 10:20 to 10:45. Recordings were made up until 10 p.m., with intervening time spent in editing the Paramount video transcriptions. Thursday's Inaugural from 12 noon to 12:30 p.m. was shown in the theatre as it occurred, without editing. Same held true for Thursday night's Inaugural Ball. Paramount films were to be flown to KTLA Los Angeles and WBKB Chicago for use a day after each of the films was made.

The television pool, under Mr. Schneider's direction, also had the assistance of Michael Rishkind



DUMONT TV Network crew goes over plans for its contribution to the pooled telecast coverage of Inauguration events, which included the parade and the Gala and Inaugural Balls. Gathered for a conference in the office of Walter Compton, assistant general manager of WTTG Washington, DuMont outlet, were: Seated (l to r)—Mr. Compton and Roger Coelos, WTTG program operations manager; standing (l to r)—Clarke Thornton, announcer; Leslie Arries Jr., DuMont special events director, and Bob Wolff, announcer. Mr. Thornton and Mr. Wolff handled DuMont coverage at the Treasury Bldg.



TWO KEY members of special CBS TV team take time out to relax after talking over their plans for coverage of Inaugural events: Doug Edwards (l), CBS commentator, and Ken Evans, WOIC (TV) Washington news director. Mr. Edwards came down from New York to attend the opening of the new Bamberger television station Jan. 16, and appeared on ceremonial program during which he and Mr. Evans discussed CBS-TV special events.

(ABC), James Caddigan (DuMont), and Robert Bendick (CBS). Rodney Chipp, DuMont engineering director, served as chairman of the committee which coordinated engineering operations.

As with the other events, both the Gala and Inaugural Balls were telecast on a pooled basis, carried on all networks. WOIC (TV) had to cut away from the Gala in the middle because of a previous commitment, but picked it up again later. The Presidential Ball festivities were aired starting at 10 p.m. The pre-Inaugural Truman-Barkley dinner at the Mayflower Hotel last Tuesday was telecast in part by DuMont's Washington outlet, WTTG, and fed to WAAM (TV) Baltimore.

Cameramen, producers and supervisors also played their role in TV's initial Inauguration success. Among those reportedly assigned by their respective organizations:

(ABC-TV)—William Deganhardt, William Morris, Joe Lee, and Bob Doyle (producer).

(WMAL-TV)—William Fowler, Gil Ennes, Laurel Egbert, George Semyan, Van DeVries (producer).

(CBS-TV)—Robert Sammons (assistant supervisor, TV field Dept.), Fred Rickey (producer).

(WOIC-TV) — Lawrence Wilkenson (field supervisor), Jack Waldron, Norman Bailey, Harry Remmers.

(WTTG-DuMont) — David Milligan, Neal Edwards, Harry Randel (remotes supervisor).

(WNBW-NBC-TV) — Warren Deem, Dodd Boyd, Vernon Swiger.

Rebates for Inauguration

REBATES for time and talent, resulting from cancellations of regular programs due to radio and television Inaugural coverage, cost the major networks upwards of $75,000, it was learned last week.

Figures reported by the networks:

NBC - AM — $13,000 in time, $5,000 in talent; NBC-TV no cancellations.

CBS-AM — $14,500 time, $3,500 talent; CBS-TV no cancellations.

ABC-AM—$12,735 time; ABC-TV none listed.

DuMont-TV—From $10,000 to $15,000 in time.

MBS - AM — $6,000 in time.



FOLLOWING a meeting called for purpose of ironing out kinks in Inaugural radio and TV coverage plans, ABC-WMAL Washington news analysts and commentators gather in WMAL newsroom for informal group shot. (L to r): Jack Henry, WMAL; H. R. Baukhage, ABC; Charles Edwards, WMAL; John Edwards, ABC; Gordon Fraser, ABC; William Neel, WMAL; Taylor Grant, ABC; Bryson Rash, WMAL-ABC Washington special events director; Jack Beall, ABC; Earl Godwin, ABC-WMAL; Harold Stepler, WMAL; Lee Dayton, WMAL; Ted Malone, ABC; Martin Agronsky, ABC; Tris Coffin, ABC, and Elmer Davis, dean of ABC commentators.

CBS-AM imported 15 engineers from New York to supplement its WTOP Washington crew. Overall it utilized about 125 people. Network's aural operations were supervised by Davidson Taylor, CBS vice president in charge of public affairs, and Wells Church, its news director, who was producer. From 5 to 5:30 p.m. Thursday, CBS presented a tape resume of Inaugural proceedings.

CBS headliners at the Capitol were Eric Sevareid, Charles Collingwood, Edward R. Murrow, Ted Koop, Joseph C. Harsch, Claude Mahoney; (Treasury) Richard Hottelet, Griffing Bancroft, Hazel Markel; (Apex building) Bill Shadel, Elinor Lee, Bob Lewis (with walkie-talkie); (Old Post Office) Don Hollenbeck, (CBS mobile unit) Robert Nichols; (helicopter) Gunnar Back; (White House) John Daly.

NBC units

NBC put three mobile and 12 permanent vantage points to good advantage, using in addition a special car, station wagon and a P-54 Army plane. Jack Roney handled description from the air. Bob Trout did commentaries from the Capitol steps and Inauguration Stand. Others on the Hill were John Batchelder, A. Gillis, W. W. Chaplin, Dick Harkness and Don Cooper. Morgan Beatty, Ken Banghart, K. Ludlow, Mary Margaret McBride, Hollis Wright, Ned Brooks, Ray Henle, Frank Bourgholtzer, David Brinkley, Ralph Bergen and H. V. Kaltenborn rounded out NBC's aural battery. The network maintained two mobile units.

Bryson Rash, who also appeared on video, was ABC's aural Presidential announcer, assisted at the Capitol by John Edwards, Tris Coffin, Lee Dayton, and Ted Malone, who roved the crowd. At other points were H. R. Baukhage, Pauline Frederick, Taylor Grant, Martin Agronsky, Harold Stepler and Earl Godwin. Network's station wagon was manned by George Hicks. ABC, like NBC, also had microphones atop the Washington Monument and Capitol Dome, and at some 12 other locations.

Thursday night Mr. Rash and Miss Frederick collaborated on a special show from 11:35 to 12 midnight. Network also carried part of the Presidential Ball, and featured live pickups by John Edwards on his 11-11:15 p. m. news program.

ABC radio personnel numbered nearly 35. A dozen engineers from its New York headquarters were assigned to Inauguration events, as were some 15 producers and announcers, and other staff members. Network activities were headed by Thomas Velotta, vice president in charge of news and special events.

Mutual assigned more than 40 personalities, with Abe Schechter, network vice president of news and special events, in charge of coordinating MBS coverage. Sitting at WOL-MBS' master control board, he maintained contact with all staff members involved. Hollis Seavey and Art Feldman, of the Washington bureau, assisted in direction of overall Inaugural coverage.

Featured were such Mutual commentators as Al Warner, Fulton Lewis jr., Bill Henry, Bill Slater, Joe McCaffrey, Doug Mitchell, Cedric Foster, Bob Hurleigh, Henry LaCossitt, William Hillman, and Fred Fiske—stationed at 12 vantage points along the parade route stretching from the Capitol to the White House. Steve McCormick, MBS' Presidential announcer- spe-

(Continued on page 63)



NBC "alerted" its production staff of radio announcers and commentators for a pre-Inaugural briefing session at WRC-NBC Washington studios. Outlining network staff assignments and engineering details are (l to r): William McAndrew, assistant to the vice president, WRC-NBC Washington; Francis McCall, operations manager, NBC news and special events department, and Tom Phelan, chief engineer.



BRIEFING members of Mutual's coverage crew is Abe Schecter, the network's vice president in charge of news and special events. Receiving the plans are (front row, seated, l to r) Mel Ward, engineer; Albert L. Warner, commentator; Jimmy Dowd, engineer and Fred Fisk, commentator. Second row, seated (l to r) Don Herman, engineer; Sam Sheckels, engineer; Henry LaCossit, commentator, and Bill Hillman, commentator. Third row, seated (l to r) Sam Houston, engineer; Lee Higbie, commentator; Marilyn Falk, administrative assistant, and Robert Hurleigh, commentator. Back row (l to r) bending forward are Russ Turner, representing Commentator Fulton Lewis, jr., and Doug Mitchell, commentator. Back row, standing (l to r) Hollis Seavey, Washington director of special events; Joe McCaffrey, commentator; Porter Houston, engineer; Arthur Feldman, Washington news director; Cedric Foster, commentator; Earl Neely, engineer, and Steve McCormick, commentator.

P.I.-ICIDE

Radio Silencer Among Offers

PER INQUIRY deal to end all per inquiry deals, and gently snuff the life out of the broadcasting business at the same time, features a new and bumper crop of P. I. propositions.

The deal includes "RADI-OFF, The Automatic Radio Silencer."

This proposal for stations to peddle a gadget that would help sign their own death warrants is built around a series of scripts titled *The Magic Arm Program.*

It is the first project within recollection of NAB officials that asks stations to use the sales power of their facilities to promote a device that would prevent listening.

The epochal proposition is offered broadcasters by Robert F. Kilb Productions Inc., "The Good Will Program," 210 Fifth Avenue, Suite 1102, New York, N. Y.

RADI-OFF "will be unconditionally guaranteed." This reassuring promise is made in a letter mailed over Mr. Kilb's signature from Wellington Hotel, 136 State St., Albany, N. Y. Like other "time-saving and work-saving gadgets" offered by the Kilb firm, RADI-OFF is "nationally advertised" and sold through the company as distributors.

According to Mr. Kilb, RADI-OFF and other gadgets will be promoted through *The Magic Arm Program.* This program, he states, "can save you the time, trouble, expense and personnel necessary to write from 75 to 90 minutes of script. Your audience will enjoy the program, and you will profit by it . . . . you keep 33⅓% of collections and send the balance to us." Other gadgets include Safety Cooking Spoons; non-run nylons guaranteed for 90 days against runs and snags, and The Lingerie Dryer.

Surprise Entry

Surprise entry in the P. I. field, Parents Institute Inc., drew a reply from NAB asking if its *Parent's* magazine sells advertising on a per inquiry basis. NAB suggested that if the magazine would examine the calibre of merchandise advertised on a P. I. basis it would hastily withdraw its offer from such company. *Parents'* P. I. deal offers seven issues of the magazine for $1, with the station keeping half, according to Edward A. Sand, circulation director.

Ra-Ad Associates, Box 1013 Redwood City, Calif., quotes BROADCASTING figures on number of stations and CPs in a letter offering a series of P. I. items. R. E. Barringer, who signs the Ra-Ad letter, warns that "rates for straight time have doubled and in some cases tripled as against the fact that the listening audience potential has been divided by three since 1940—Hooper and Conlan ratings, notwithstanding."

Ra-Ad offers to pay 30 cents to the station for each dollar of business. Furthermore, the money will be paid in advance by a check which "is absolutely not to be cashed until the station receives the requisite amount of orders called for."

★

A little reciprocity might be a good idea in P. I., judging by correspondence between Octa-Gane, 2425 E. 57th St., Los Angeles 11, and WCNH Quincy, Fla. Octa-Gane enclosed a packet of unstamped post cards promoting its Gane Air Flow Needles for carburetors, suggesting, "These cards are for a few car owners in your organization. Will you please extend us the courtesy of handing these cards to them?"

The cards disclosed that Gane needles are advertised in the *Saturday Evening Post* but do not specify whether the Post advertising is on a P. I. basis.

The reply of A. B. Letson, general manager of WCNH, to Alexander Hursh, of Octa-Gane, says:

Dear Mr. Hursh:

I have received your packet of postal cards describing your Gano Air Flow Needles, and have distributed them as per your request.

Your thoughtfulness in offering to reciprocate this favor is appreciated, and I am happy to accept the offer. I am therefore enclosing the ---- rate card together with a supply of contract forms. Will you please contact some of the national advertisers in the Los Angeles area and try to line up a few accounts for this station?

Many thanks for your help in this matter, and I trust this will be the beginning of a profitable mutual assistance agreement.

A number of stations have written NAB and BROADCASTING protesting against an offer received from Pat Patrick Co., Glendale, Calif. The firm's proposal was received, they said, in envelopes carrying insufficient postage.

The shock sales approach is used in the letter signed by L. E. Patrick on behalf of the Pat Patrick Co., the letter opening with this sentence, "Would you consider selling us all of your available time starting tomorrow?"

This unusual offer apparently is forgotten as the company explains that it is giving away $8.95 twin-lens cameras to each listener who buys 12 rolls of film at 40 cents a roll. The station gets 75 cents per inquiry.

Smith, Bull & McCreery, 6642 Sunset Blvd., Hollywood, informs stations that it is now handling the Colgate Co. account for its product Trim-Z, reducing tablets. The new allowance is $1 per $3 bottle commissionable to the agency at the usual 15%, leaving a net of 85 cents for the station. The agency will provide tailor-made transcriptions, according to C. B. Ganz, account executive.

Babe-Eez Co., 11 Beacon St., Boston, has a 10-cent project for Babe-Eez which "is being enthusiastically received by doctors, nurses, and mothers in Massachusetts, and a large number of hospitals are recommending it. There is nothiny else like it on the market." The Babe-Eez Co. letter carries a *Parents'* magazine seal of commendation. The deal is based on an offer of sample tins of Babe-Eez for 10 cents. If the station produces 1,500 dimes, a total of $150, it gets $75.

Leecraft Offers

Leecraft, 405 Lexington Ave., New York, is offering Banclok, "The World's Greatest Bank." It will pay $1 "clear profit to you for every coin bank sold by your station." Attached to the firm's letter is a coupon, which says, "Please Ship—Banclok Date-and-Amount Banks at $25.20 per dozen, less 2% 10 days, net 30, f.o.b. N.Y., packed four dozen to carton in assorted colors . . . . include mats." An advertisement in the *New York Times* is depicted, showing the bank advertised at $3.49 by Macy's.

James S. Beattie, 1909 Eye St. NW, Washington, D. C., submits an offer for a client, Worthington Products Co., maker of a drivers' safety kit. Mr. Beattie reminds stations, "Radio time costs you nothing, and all you need to do is to have this script read occasionally between programs. Nothing for you to do except run the spot announcement, help your listeners, and make some real money for

(Continued on page 54)

BILLINGS

Post-Election Drop for Nets

CONCLUSION of the fall political campaign, which included only two days of November, dropped net work political billings from an October peak of $829,978 to $140,000 in November. Total gross billing of the four nationwide networks for the month fell nearly $1 million below the October total.

November network gross was $17,393,875. In October the gross had been $18,325,006. Figures were compiled by Publishers Information Bureau and released last week to BROADCASTING.

As in previous months, food advertising headed the list of network business categories by a wide margin, roughly $1 million and some 60% ahead of toiletries, which ranked second. Soaps, drugs and tobaccos ranked third, fourth and fifth, in that order. For the 11 months of 1948 the same five product groups were also the leaders, and in the same sequence except that the cumulative totals place drugs third and soaps fourth.

A comparison of the November totals with those for October [BROADCASTING, Dec. 27] will show some other noteworthy differences, although none of the magnitude of the fall-off in political billings. Automotive advertising for November rose to $1,036,459, a gain of $377,198 and nearly 60% above the October figures for this type of network advertising.

Toiletries Drop

Toiletries advertising, on the other hand, in November dropped about a quarter of a million dollars from its October total network billings, and advertising for cigarettes, cigars, pipes and lighters was down some $50,000. On the plus side, travel and resort advertising jumped from $98,528 in October to $128,976 in November, a gain of about 30%.

Class-by-class report of the gross dollar volume of network advertising appears in the accompanying table.

NETWORK GROSS BY PRODUCT GROUP
Jan.-Nov. 1948

Class	Nov. Gross Value	Jan.-Nov. Gross Value
1. Agriculture & farming	$128,539	$1,384,170
2. Apparel, footwear & accessories	132,246	1,314,728
3. Automotive, automotive accessories & equipment	1,036,459	6,924,347
4. Aviation, aviation accessories & equipment	—	—
5. Beer, wine & liquor	70,068	1,029,922
6. Building materials, equipment & fixtures	101,430	882,874
7. Confectionery & soft drinks	667,845	7,025,800
8. Consumer Services	274,449	2,383,822
9. Drugs & remedies	1,829,668	20,675,976
10. Entertainment & amusements	—	5,215
11. Food & food products	4,004,984	42,889,782
12. Gasoline, lubricants & other fuels	510,994	5,356,142
13. Horticulture	—	98,946
14. Household equipment & supplies	734,029	7,901,041
15. Household furnishings	109,654	1,222,052
16. Industrial materials	195,975	1,567,710
17. Insurance	322,075	3,886,207
18. Jewelry, optical goods & cameras	174,431	1,007,807
19. Office equipment, stationery & writing supplies	131,250	2,169,421
20. Political	140,000	1,213,282
21. Publishing & media	99,594	1,419,850
22. Radios, phonographs, musical instruments & accessories	124,611	1,395,453
23. Retail stores & shops	—	—
24. Smoking materials	1,684,138	18,356,831
25. Soaps, cleansers & polishers	1,935,681	18,813,131
26. Sporting goods and toys	—	59,089
27. Toiletries	2,586,232	29,275,985
28. Transportation, travel & resorts	128,976	227,504
29. Miscellaneous	270,547	2,558,023
TOTAL	$17,393,875	$181,045,110

ZCMI CAMPAIGN

Salt Lake City Store Finds Radio Pays

Salesuccess

(One of a Series)

WHEN Brigham Young kissed his wives goodbye on the morning of March 1, 1869, and set out to open in Salt Lake City America's first department store, radio was only dreamed of by a few "mad" scientists. Marconi had not been born.

Little then did Mr. Young envision Zion's Co-operative Mercantile Institution of today. The store, largest mercantile establishment in the Intermountain West, conducts one of the most extensive retail radio sales campaigns in the country. At the annual convention of the National Retail Dry Goods Assn. in New York last week, ZCMI was awarded three prizes for retail radio programming, and an NAB "special commendation for the best overall job of radio programming by a retail store."

Making its appeal to three listener groups, ZCMI's two-year-old programming has been consistently successful. Sell-outs directly traceable to radio are anything but a novelty to the store, which ties in store-wide campaigns and newspaper ads with its highly specialized broadcasts.

Most formal of the ZCMI programs, the Utah Symphony Orchestra, is beamed to the general family. Program is planned on the theory that Utah listeners are musically mature. It does not, however, offer fare too esoteric for the average music lover.

Conducted by Maurice Abravanel on Thursdays, 8-9 p.m., MST, over KSL Salt Lake City, the symphony programs have used strictly institutional advertising in the past. This year, however, ZCMI is using the program for merchandise promotion, on such nationally known products as Magnavox (radiophonographs), Coro (jewelry) and Drexel furniture. Commercials are handled in a dignified fashion.

While exact figures are not available, sales results are said to be excellent. The symphony has an 8.7 Hooperating, often reaching as high as 14, said to be the highest Hooper any symphony has hit in the West.

The symphony programs, produced and announced by KSL staffers, cost $4,000 monthly. Tying in with the program, the civic-minded store sells low-cost tickets for the broadcasts to help support the symphony.

The campus crowd in the Salt Lake City vicinity, is devoted to *Campus Variety*, a breezy, mostly "bebop" program featuring interviews with college and junior college students, and records. Produced by Edward E. Kash of the David Evans Advertising Co., Salt Lake City, program sells pajamas, slacks, coke jackets and such merchandise in a pleasantly confidential "Tell ya what I'm gonna do" manner.

Campus Varieties, at a cost of only $800 monthly, was scheduled on KUTA Salt Lake City, an ABC affiliate, because its directional signal is strongest along the campus belt. It reaches such points as Ogden and Provo and into Idaho. The program is heard Mon.-Fri., 10:05-10:30 p.m.

Most successful and most extensively promoted of the ZCMI programs is that which is beamed to moppets. *The Story Princess*, heard Mon.-Fri., 5-5:15 p.m., on KSL, is the core of intense store-wide promotion. Much ringing of cash registers throughout the store is directly traceable to the princess' magic wand.

Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series features such childhood favorites as Little Red Hen and Snow White. Wooing children of ages 4 to 10, the princess, who is Miss Dalton herself, stickies her fingers with many related pies outside of the broadcast itself.

One highly successful offspring of the program is the TKT-DKD Club (translation . . . think kind thoughts—do kind deeds), open to youngsters writing letter descriptions of private altruistic deeds. Some 7,000 diplomas, impressively signed and sealed, have been issued. About 8,000 more were requested by youngsters forgetting to indicate their address.

The club's mailing lists are used for many promotional purposes. Each month the Story Princess gives a birthday party for club members observing birthdays within the month. An hour's program in the store, with cake, candles, balloons and entertainment, insures that 600 pairs of little ears will be glued to 600 radios for another year.

Parties Pay Off

The little ears are connected with clammering tongues, no doubt, for the parties pay off. Using a new doll, or other toy as bait, the store sends parents follow-up letters announcing that their offspring has requested such item while at the party. One thousand Story Princess dolls, one such special item, sold out in less than four weeks, and more than 500 others could have been sold as a direct result of such special plugging, the store believes.

Sparkle Plenty dolls, carried exclusively by ZCMI in the area, sold out in two hours after description by the Story Princess on her broadcast. The magic story spinner, authoress of several books for children, appeared at a Mother's Day gift shop, assisting youngsters in buying for mama, and sold over $2,000 worth of gifts in one afternoon.

Not limited to the Salt Lake City area, the youngsters come from miles around to Story Princess parties. Nine states—California, Arizona, Montana, Colorado, Nebraska, Utah, Idaho, Wyoming and Nevada, have been represented by the small fry in one afternoon. Miss Dalton also runs a Story Princess party service, whereby she plans parties and shops for games, favors, refreshments for parents. Such services, to which she personally attends, are free on condition that props be purchased at the store.

The show's popularity, not to mention its sales pull, is reflected in its 8.8 Hooperating, said to the highest for any Salt Lake City area program for the Monday-to-Friday schedules between 1 and 6 p.m. The program costs some $14,000 to produce. Only one commercial announcement is used on each program, and that is aimed directly at the youngsters. Clothing, as well as toys and books, is spotlighted with such approaches as "Why not tell your mother to get this yummy coat for big sister?" The program's success, from the store's standpoint as well as from an audience viewpoint, is reflected in reports that CBS has expressed interest in putting it on the network, while the store is reluctant to lose it.

Back of this intensified radio promotion is the store's vice pres-

(Continued on page 59)



AFTER SESSIONS of Associated Press directors' centennial meeting held in Corpus Christi, Tex., Jan. 4-6, leading newspaper publishers with radio station affiliations were guests of Ted Dealey, president of *Dallas Morning News* (WFAA). Mr. Dealey, first vice president of AP, picked up a group of the executives by plane in Corpus Christi and flew them to Dallas. Standing on steps of nearly completed $6 million *News* building: (L to r) Col. Robert R. McCormick, *Chicago Tribune* (WGN); Mr. Dealey; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG); Arthur Hays Sulzberger, *New York Times* (WQXR); Josh L. Horne, Rocky Mount, N. C. *Telegram* (WCEC); Edward H. Butler, *Buffalo News* (WBEN); Leonard K. Nicholson, New Orleans *Times-Picayune* (WTPS); E. Palmer Hoyt, *Denver Post;* Paul Bellamy, Cleveland *Plain Dealer* (WHK); Roy A. Roberts, Kansas City *Star* (WDAF), and Buell Hudson, Woonsocket, R. I. *Call.* Also a guest, but not shown, was J. R. Knowland, Oakland, Calif., *Tribune* (KLX).



GATHERED in the trophy room of Ted Dealey's Dallas ranch house were radio, newspaper and city personalities and their wives. (L to r): Mayor James Temple of Dallas (which operates municipal station WRR); Martin B. Campbell, WFAA general manager; Jess Sweeton, Henderson County sheriff; Mrs. Campbell; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG), and Mrs. Joseph Lubben, wife of the Dallas *News* assistant business manager.

BALTIMORE GAG

Case in Court Wed.

FIVE Baltimore stations face Baltimore Criminal Court Wednesday morning on contempt of court citations growing out of the city's Rule 904, known as the "Baltimore Gag." Presiding will be Judge John B. Gray Jr., of the Seventh Maryland Judicial Circuit.

According to opinion in legal circles, four of the stations likely will be heard by the court Wednesday. They are WFBR WITH WSID and WCBM. WBAL, the fifth station cited, has raised a number of procedural issues which may bring postponement of the station's hearing.

Prosecutors for the States Attorney's office will be Anselm Sadario and Harold Grady, assistants.

Brief as *amicus curiae* was filed last week by the American Newspaper Publishers Assn. NAB announced it would file a brief at the time of the hearing.

Expected to Appeal

Should an unfavorable ruling be handed down by Judge Gray, at least one of the stations, WCBM, is expected to appeal to the Maryland Court of Appeals, and then to the U. S. Supreme Court, if necessary.

ANPA contends in its brief that the court's Rule 904 is probably the most "stringent rule of censorship of the press and control of the dissemination of important information concerning crime" ever laid down in the United States.

The ANPA declares the rule in effect "subjects every newspaper and every broadcaster within the jurisdiction of the court to punishment unless in advance of publication approval of the matter published is obtained from the court. It not only restrains publication of matters actually before the court but publication of matters that have not even reached the court."

Eloquently arguing the rights of broadcasters, ANPA told the court that its contempt rule, known as the "reasonable tendency test," was rejected "once and for all" by the U. S. Supreme Court in favor of the "clear and present danger" test. The Supreme Court's decision was issued in 1941 and the antiquated Rule 904, based on old English common law, was found to violate the First and Fourteenth Amendments to the Constitution.

Contempt Abuses Reviewed

After reviewing the history of contempt abuses by courts in this country, the ANPA brief said the Baltimore court "has continued to enforce its Rule 904 which is based upon a misconception of the power of a court to punish for contempt by publication and which has had the effect of placing editors and news broadcasters under court censorship."

Continuing, ANPA said application of the rule "herein turns the pages of history back to those days in the mother country when publishers, writers and editors were placed under good conduct bonds and forced to submit their copy to censors for official approval before publication."

This is "repugnant to our Constitutional guarantees," said ANPA, notwithstanding the fact that the Supreme Court has laid down the rule to govern all courts, including itself, in determining what constitutes contempt by publication. "The Supreme Court has held that no publication of news or editorial comment may be punished as a contempt unless the publication amounts to 'a clear and present danger to a fair administration of justice'," ANPA argued.

Involves Murder Case

The Baltimore stations and a radio newsman were cited for broadcasting news about a man arrested for two murders, and in advance of the trial. They carried facts officially made public by police officials who had obtained a confession from the prisoner, later found guilty. Recently the court held it had jurisdiction over WSID, located in suburban Essex outside the city limits, because its signal crossed the city lines [BROADCASTING, Jan. 17].



SPONSORSHIP of three nighttime and two daytime network programs played a big part in boosting the Philip Morris Co.'s sales to record levels in 1948, Seymour Ellis, firm's assistant advertising manager in charge of radio and television, told annual sales meeting in New York this month. Philip Morris cigarettes are promoted over more stations weekly than any other single brand product, he said.

Records Thesis

JAMES A. LEBENTHAL, a Princeton U. senior from New York, departed from precedent by recording his thesis so that it can be heard instead of read. Mr. Lebenthal spent nine months gathering material for the thesis which is based on Gov. Thomas E. Dewey's strategy in winning the Republican Presidential nomination and includes recordings from the Republican Convention floor, transcriptions of the Dewey stampede on the third ballot and the New York governor's acceptance speech. Professional radio announcers helped the 20-year-old Princetonian record the 33,000-word tract on five miles of wire taking five hours to play.

VOD WINNERS

Four Student Essays Chosen

FOUR boys, whose spoken essays were chosen from 250,000 high school entries, will be awarded college scholarships and a week in Washington as sectional winners in the second annual Voice of Democracy contest.

The boys succeed four girls who were chosen winners in the first contest a year ago.

Selections were announced over the weekend by the committee of judges selected by NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Awards will be presented by Attorney General Tom C. Clark at a luncheon to be held Feb. 23 in Washington.

The winners:

Richard Caves, Bath High School, Everett, Ohio; Charles Kuralt, Central High School, Charlotte, N. C.; George Morgan Jr., Hutchinson High School, Hutchinson, Kan.; Kerron Johnson, Wilson High School, St. Paul.

NAB member stations participating in the contest, a feature of last National Radio Week, in the home communities of the national winners were WAKR and WHKK Akron; WAYS, WBT, WGIV and WSOC Charlotte; KWBW Hutchinson; WMIN and KSTP Minneapolis-St. Paul.

The competing students wrote and voiced broadcast scripts on the topic, "I Speak for Democracy." The U. S. Office of Education, Federal Security Agency, again endorsed the competition. Eliminations were held in individual schools last November, moving into community competitions. Junior Chamber officials named local panels of judges. State winners were named by judges on the basis of transcriptions made from the original broadcasts by local stations.

In congratulating winners of the second contest and their sponsoring stations, Judge Miller said, "These four young men have been chosen as winners of the Voice of Democracy contest after the keenest possible competition, among a quarter - of - a - million high school students.

"I congratulate them and their enterprising station sponsors. Indeed, we must remember that thousands of other youngsters also spoke eloquently and intelligently about democracy. That they did, and that they were heard by millions on American broadcasting stations, is testimony to the vitality of our way of life."

Sitting on the board of judges that heard the state winners were Margaret Culkin Banning, author; Attorney General Clark; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, vice president of the *Houston Post*, operating KPRC; Eric Johnston, president of Motion Picture Assn. of America; Frances Perkins, Civil Service Commissioner; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of National Educational Assn.; James Stewart, actor.

Richards Coordinates

The student competitors wrote essays after hearing a series of background scripts voiced by Mr. Stewart; Justin Miller, NAB president; Maj. Gen. Luther Miller, Army Chief of Chaplains; Paul Bagwell, Junior Chamber president; Dr. John W. Studebaker, former U. S. Commissioner of Education.

Coordinating the contest was Robert K. Richards, NAB director of public relations and publications, chairman of the joint VOD committee. Other committee members are James Dawson and Ben Miller, NAB; Robert H. Richards, Junior Chamber; James D. Secrest, RMA; Dr. Kerry Smith, Office of Education.

The week in Washington will include a visit with President Truman, visits to Congress, sight-seeing, network broadcasts and telecasts, and other major events. The awards luncheon will be held at the Statler Hotel, Washington.

Winners of state contests, as well as community winners, will be given certificates and in many cases have received radio sets. The Junior Chamber handled details of local and state competitions.

Some 20,000 students entered the 1947 VOD contest. The four girls who won sectional eliminations were given scholarships and trips to Washington a year ago.

LEGISLATION

Fogerty Bill Asks Housing Census

LEGISLATION looking toward inclusion of a housing census in the 1950 decennial census was set in motion last week with introduction of a bill (HR-1215) by Rep. John E. Fogarty (D-R. I.).

The population count in 1950 already has been authorized but the Taft bill passed at the last session, authorizing a check of housing and facilities, died in the House.

In the 1940 census, the radio receiving set question was included in the housing census. Only chance for a radio question in 1950 lies in passage of the Fogarty bill or a similar measure. Should legislation be enacted to authorize the housing count the Census Bureau would decide whether radio is to be included.

President Truman proposed a $15,000,000 grant in the 1950 fiscal year for a housing count but passage of legislation is necessary before the money can be appropriated.

Text of the Fogarty bill follows:

Be it enacted . . . That the Director of the Census is authorized and directed to take a census of housing in each state, the District of Columbia, Hawaii, Puerto Rico, the Virgin Islands, and Alaska, in the year 1950 and decennially thereafter in conjunction with, at the same time, and as a part of the population inquiry of the decennial census in order to provide information concerning the number, characteristics (including utilities and equipment), and geographical distribuition of dwelling units in the United States.

The Director of the Census is authorized to collect such supplementary statistics (either in advance of or after the taking of such census) as are necessary to the completion thereof. . . .

Also on the Capitol Hill scene last week Congress gave the President, Vice President and Speaker of the House pay raises.

The measure approved by the House and Senate originally contained pay raises for agency heads and assistant heads, but was amended to expedite its passage. The pay raises for high government officials, such as the FCC and FTC Commissioners, are now contained in separate bills before the Congress.

President Truman last week asked Congress to give him permanent authority to reorganize any executive agency, subject to the approval of both the House and Senate. The temporary powers for reorganization, granted the President under a 1945 statute, expired last April 1.

Follows Recommendations

The Chief Executive's request was in line with recommendations of the Hoover Commission currently preparing plans for streamlining the executive branch of the government. No agency would be exempt from provisions of such a measure.

Shortly after Mr. Truman's message was delivered to Congress, Sen. John L. McClellan (D-Ark.) introduced a bill to carry out the President's recommendations. Joining in sponsorship of the bill (S-526) were Sens. James O. Eastland (D-Miss.), Joseph R. McCarthy (R-Wis.), Clyde R. Hoey (D-N.C.), and Herbert R. O'Conor (D-Md.). It was referred to the Senate Executive Expenditures Committee, of which Sen. McClellan is chairman.

A pay raise of $650 annually for all federal employes was recommended in a bill (S-559) introduced Jan. 18 by Sens. Olin D. Johnston (D-S.C.), William Langer (R-N.D.), Herbert R. O'Conor (D-Md.), and Raymond E. Baldwin (R-Conn.). The measure was referred to the Senate Post Office and Civil Service Committee.

Sec. of Commerce Charles Sawyer, in a letter transmitted to Congress Jan. 17, proposed a bill to provide for the dissemination of technological, scientific, and engineering information to American business and industry.

A measure (S-453) was introduced by Sen. Edwin C. Johnson (D-Col.), to authorize the establishment of ten positions in the professional and scientific service in the Department of Commerce. Salaries of $10,000 to $15,000 would be provided for the positions proposed for research and development functions relating to the national defense. The Senate Commerce Committee, headed by Sen. Johnson, has been assigned the bill.

Walter Bill

Rep. Francis E. Walter (D-Pa.) introduced a bill to provide legislation to prevent disclosures of information concerning the cryptographic systems and the communication activities of the United States. His bill (HR-1263) was referred to the Judiciary Committee.

A companion bill on crytography was introduced in the Senate by Sen. Millard E. Tydings (D-Md.). This measure (S-277) was referred to the Senate Armed Services Committee.

The companion measures were recommended by Defense Secretary James Forrestal in a letter to Speaker of the House Sam Rayburn. This recommendation aroused suspicions that security safeguards might prove to be a checkrein on newsmen and result in unwarranted prosecutions [BROADCASTING, Jan. 10].

Rep. Emmanuel Cellar (D-N.Y.), who heads the House Judiciary Committee, indicated that the bill would bear close scrutiny. He indicated such measures sometimes contain jokers which might result in unjust penalties against newsmen.

The military has explained that the legislation it proposed does not in any way control the free dissemination of information.

NEW MODELS

Shown by Philco in N. Y.

INTRODUCING its new line of "wide screen" television models at a New York luncheon last Wednesday, Philco Corp., Philadelphia, disclosed them to be last year's models in this year's dress.

Utilizing tubes the same sizes as those used last year in the same models, Philco has masked the tubes so as to display their maximum face limits. Picture size has not increased, although there is an illusion of larger pictures. The screen sizes have increased from 52 to 61 square inches on Model 1150, which sells for $349.50, and from 72 to 90 square inches on Model 1450, at a $439.50 list. These are eye-level consolettes, with 10" and 12" tubes, respectively.

The new table model, number 702, offering a 7" tube, sells at $189.50 while the "wide screen" principle is used on two 5-way combinations with 10 and 12-inch tubes selling for $599.50 and $699.50. These feature AM and FM radio, dual tone arm phonographs, and of course the 61 and 90 square inch viewing screens, respectively.



SET to be used by NBC's *Quiz Kids* when show goes on network television from WNBQ Chicago Jan. 25 is studied by (l to r) Paul McCluer, NBC Central Division sales manager; John Lewellen, program manager; Jeff Wade of Wade Advertising, Chicago, agency for Miles Labs., and Ben Wampler, scenic designer at the NBC-TV department in Chicago, who created the schoolroom set. Blackboards will appear behind the children's desks and Quizmaster Joe Kelley's seat.

ATLASS

Seeks KLAC Los Angeles

RALPH L. ATLASS, president and general manager of WIND Chicago, and Benjamin F. Lindheimer, wealthy Chicagoan who formerly headed the Illinois Commerce Commission, are "negotiating" for the purchase of KLAC Los Angeles, Mr. Atlass disclosed Thursday.

He said reports from the West Coast that he was interested in buying the 5 kw station for in excess of $400,000 are "substantially correct."

"I like it in California and hope to live there some day," he said in reply to a question whether he intended to transfer all of his interests to the West Coast.

Mr. Atlass is chief owner of WLOL Minneapolis and has a heavy interest in WKTY La Crosse, Wis., as well as WIND. He revealed Thursday that negotiations are underway for the *La Crosse Tribune* to purchase WKTY. William Burgess, publisher of the *Tribune*, told BROADCASTING that conversations relative to purchase of the station were held as recently as last week.

Mr. Atlass said the Los Angeles deal is being discussed with Warner Brothers. The motion picture firm's purchase of KLAC and KLAC-TV and KYA San Francisco from Mrs. Dorothy Thackrey has been held up by the FCC. Warner Brothers already own KFWB Los Angeles.

Mr. Atlass, partner in the proposed Los Angeles venture, is one of Chicago's most influential financial, political, and sports figures. A close friend of Illinois' late Gov. Henry Horner, Mr. Lindheimer was chairman of the Illinois Commerce Commission for three years. He has been an active member of the Chicago Board of Trade for 10 years, is executive director of the Arlington and Washington Park race tracks, and chairman of the executive committee of the All-America Professional Football Conference.

He owns the Los Angeles Dons football team, nearly all of Chicago's Washington Park and is chief owner of Arlington Park.

Mr. Atlass said negotiations in Los Angeles are with Col. Nathan Levinson, representing Warners.

The WIND president is a brother of H. Leslie Atlass, vice president of CBS in charge of the Central Division and general manager of WBBM Chicago. The Atlass brothers developed WBBM, WIND and WJJD into outstanding Chicago stations, selling WBBM to CBS and WJJD to Marshall Field.

MULTIPLE OWNERSHIP *FCC May Adopt Rules Despite Objections*

By RUFUS CRATER

FCC APPEARED disposed to adopt its proposed new multiple-ownership rules—but perhaps with modifications—despite virtually unanimous opposition directed against them in oral argument last week.

Industry's objections, heard by the Commission in a three-hour *en banc* session Monday, ranged from suggestions for changes to unqualified denial of FCC's right to issue such rules in any form. Observers felt FCC might revise some of the terms of the proposed regulations but would not abandon them.

The proposed rules [BROADCASTING, Aug. 23, 1948] would impose a seven-station ceiling on multiple ownership in AM, continue the present six and five-station limits in FM and TV, respectively, and also, for each class, establish ceilings on the number of stations in which a stockholder might have minority interests.

The Proposal's Formula

The number of allowable controlling interests would be determined, under the proposal, by the number of minority interests, and vice versa. In AM, the range would extend from no minority holdings if seven stations are controlled to 14 minorities if no station is controlled; in FM, from six controlled stations with no minority interests to 12 minorities with no controlled station; in TV, from five controlled and no minorities to 10 minorities and none controlled.

Principals in the attacks on the proposed rule were Duke M. Patrick, Washington attorney representing the Paramount Pictures' television interests; Joseph H. Ream, executive vice president of CBS; Paul A. O'Bryan, attorney for the Fort Industry Co. stations; Thomas N. Dowd, counsel for WIND Chicago; James A. McKenna Jr., representing four stations and applicants, and Gustav B. Margraf, vice president and general counsel for NBC.

FCC Chairman Wayne Coy presided. Other Commissioners present were Paul A. Walker, Rosel H. Hyde, Robert F. Jones, and Frieda B. Hennock. Participating as Commission counsel were Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, and Paul Dobin, attorney.

'Lacks Authority'

Opening the arguments, Mr. Patrick told the Commission not only that it lacked authority to issue such rules but, aside from that, their issuance would be of questionable wisdom in television's present formative state.

"It is difficult at any time to say that the ownership and operation of a given number of television stations, or parts of such stations, will constitute a monopoly irrespective of questions of coverage and location," he declared. "We submit that it is impossible at this time."

Referring to Paramount's ownership of 29% of Allen B. DuMont Labs, which FCC has held tentatively to amount to control, Mr. Patrick said its television applications have "received the quiet treatment" from the Commission ever since the Paramount-DuMont question was raised in early 1947. In that time, he said, FCC has granted no Paramount television application, though grants have been issued meanwhile to other applicants in cities where Paramount is applying.

Paramount's station ownership situation may be decidedly changed as result of developments in the government's anti-trust suit against the major motion picture producers, he reported.

If Paramount disposes of its theatre companies (through which most of its television stations and applications are held), he explained, Paramount's television properties might be vested in a single company, Paramount Television Productions. This company now has one station and one application. The theatre companies then "would stand entirely on their own feet and would be entitled, even under the Commission's proposal, to five stations," Mr. Patrick pointed out.

Delay to 1953

Under FCC's proposal, effectiveness of the rules insofar as "existing situations" are concerned would be delayed to Jan. 1, 1953, "to permit the orderly disposition of interests." Mr. Patrick said this provision should be construed "in such manner that [the rule] will constitute no bar to the prosecution and grant of any applications filed by the Paramount group prior to Jan. 1, 1953." FCC often makes grants with a condition that the grantee rid himself of certain other interests within a specific period of time, he pointed out.

On behalf of CBS, which owns 7 AM stations and 45% of another, Mr. Ream asked that the AM ceiling be raised from seven to eight, and that the FM limit be increased to the same number. Ownership of more than eight might be allowed under his plan upon a clear showing that it would be in the public interest. He urged that no definite limitation be placed on TV ownership now, in view of the channel shortage and general uncertainty as to the number of stations in the future.



Mr. Ream

Mr. Ream centered his argument on networks' need for owned stations to help support other broadcasting operations. The financial stability of any broadcasting organization depends upon the profitability of the owned stations, he declared, asserting that any rule restricting station ownership will threaten the stability of networks. Because of the high operational expenses, he emphasized, television stations in particular will depend largely upon networks for programming, thereby making strong networks more than ever essential.

CBS Revenues in 1947

Mr. Ream said that the 1947 revenues of all CBS operations (except recording company) totaled $49,113,515, while profit before federal taxes amounted to $7,177,179. The margin of profit, he said, was 29.8% for CBS-owned stations and 7.1% for the network operation.

Under questioning from the bench, he said he didn't see how competition would be restrained "if Mr. X, who happens to own a certain number of stations, comes in and competes with the stations already in a city." To further questions he said if the multiple-ownership ceiling were going to be fixed on competitive basis, then allowances should be made for differences in power.

Speaking for the Fort Industry Co., Mr. O'Bryan attacked the "illogicalness" and "impracticability" of FCC's proposed rule. The FM and TV limits, he contended, should be the same as the AM limit.



Mr. O'Bryan

He noted that Fort Industry owns seven AM stations, for example. WMMN Fairmont, W. Va., is the only one of the seven without an FM affiliate. Under FCC's six-station FM limit, he pointed out, WMMN is prohibited from offering on FM the service it has been providing by AM for some 20 years—and consequently, he predicted, WMMN ultimately may be forced to discontinue service altogether. If this happened, he pointed out, "concentration of control" in Fairmont would be greater, not less.

Mr. Dowd, representing WIND, called attention to the "injustice" suffered at FCC's hands because H. Leslie Atlass, 19.2% owner, is also CBS vice president in charge of WBBM Chicago. Under FCC's proposal, a person could not be an officer or stockholder of two stations of the same class in the same community.

Wants Immediate Actions

Contrary to general Commission procedure, Mr. Dowd declared, action on WIND's television application was held up until others were filed, necessitating a hearing. He urged FCC to make grants conditioned on compliance with the rule by its effective date, and not to withhold action on applications until compliance had been achieved.

Mr. McKenna told the Commission its proposed rules would be unwise even if it had authority to issue them—and he felt the authority clearly was lacking. In a provocative discussion of FCC jurisdiction and power, he raised no question of FCC's right to deny an application, after a hearing, on grounds that a grant would produce undue concentration of control. But, he argued, FCC lacks authority to set an arbitrary limit and refuse to consider applications which would exceed that limit.



Mr. McKenna

Further, he said, the need for multiple ownership rules is far less

(Continued on page 60)

ARK. ASSOCIATION *Zimmerman Heads New Group*

FORMATION of the Arkansas Broadcasters Assn. has been announced by its new president, G. E. Zimmerman, KARK Little Rock. A certificate of incorporation has been issued to ABA.

Other officers are Sam W. Anderson, KFFA Helena, vice president, and Al Godwin, KFPW Fort Smith, secretary-treasurer.

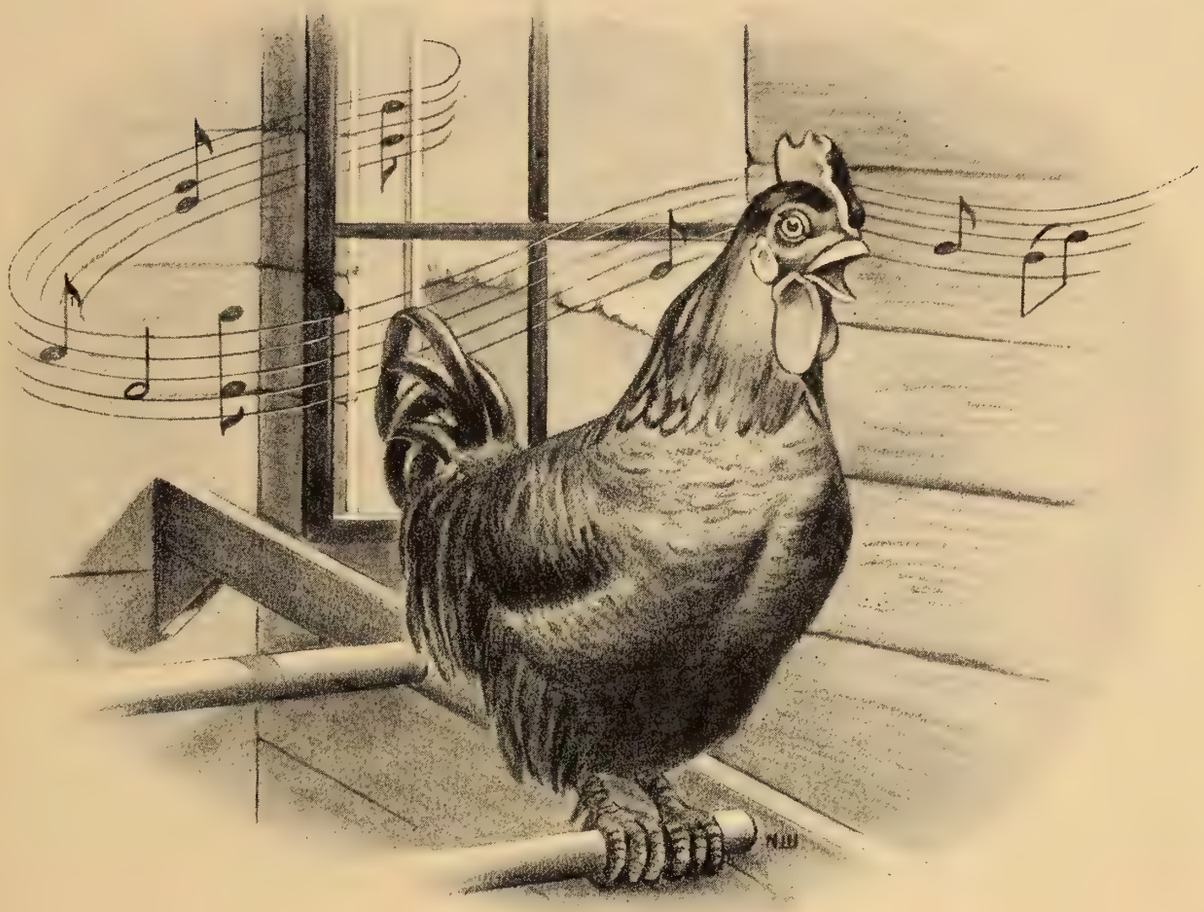
Named as directors are Bob Choate, KWFC Hot Springs; Leon Sipes, KELD El Dorado; John J. Wolever, KTHS Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville, and Ted Rand, KDRS Paragould.

Formation of the association is designed to promote cooperation among its members; to promote and develop the art of broadcasting; to encourage practices for the best interests of the industry, and to act as a regional contact with NAB.

Membership is limited to representatives of "licensed standard broadcast stations" in the state and is subject to approval of the board of directors.

The board is composed of three officers and six other persons selected from the membership. Term of office is one year.

IN IOWA, RADIOS WAKE UP THE ROOSTERS!



60.2% of Iowa women and *57.9%* of Iowa men listen to the radio *before 8 a.m.* on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *.

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. *Even before 6:30 a.m.*, 16.4% of the women and 18.7% of the men are up—*and listening!*

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. *All* the facts confirm the Survey's policy of keeping standard information up-to-date and of "*bringing to light new information* not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

AD ANALYSIS

Radio Differs from Print

"RADIO differs to a considerable degree from magazines and newspapers in terms of types of goods and services advertised," Ralph Cassady Jr., managing editor of *Journal of Marketing*, and Robert M. Williams, both of the U. of California, state in an article in the January issue of *Harvard Business Review*.

Titled "Radio as an Advertising Medium," the article reports on an analysis of advertising on four Los Angeles network affiliates and four independent stations, in four Los Angeles newspapers and three national weekly magazines.

In addition to radio's differences from the printed advertising media, the researchers also found differences between the network and the non-affiliated stations "which indicate that some degree of specialization prevails within the radio field itself. No doubt some of the differences result primarily from the relatively lower cost of advertising on independent stations in situations where the market is local. There is some indication that individual stations are in a position to specialize in advertising certain types of products because of differences in types of listeners which are related in turn to differences in types of programs."

Concluding that "it is impossible at this time to present a definitive explanation of the strong points and limitations of radio as an advertising medium," the authors do draw certain hypotheses which they say "may throw some light on the problem." These hypotheses are:

"1. Radio is a medium which lends itself to emotional appeals. The quality of seeming to speak personally to the listener is very helpful in this connection, particularly in the sale of certain types of products such as drugs.

"2. Because of the inability of listeners to remember a large number of individual prices, radio is limited in its effective use of price advertising, which is necessary in the sale of some goods. Thus, in such a use radio has only complementary possibilities:

"3. Radio perhaps more than most other media needs a brand or a manufacturer's name to tie to, whereas labels are either lacking or unimportant in some lines.

"4. Radio is not equipped to publicize effectively goods requiring the use of appeals to the visual sense, such as the long sweeping lines of an automobile.

"5. Because of its complete reliance on momentary sense impressions, radio is not adapted to describing the technical aspects of products such as the advantage of a motor car powered by an engine in the rear. But it may be used in some instances indirectly, as to awaken interest in visiting showrooms where such a car can be examined personally.

"6. Women make up the large bulk of the radio audience. Consequently, those products on which women exert the largest purchasing influence are most effectively advertised through this medium—foods, drugs, cosmetics and so on.

"7. Radio seems to be utilized by advertisers who do a great deal of advertising of all sorts. Note, for example, that the nine industries which ranked highest in advertising expense as a percentage of net sales in 1940 (according to FTC) — drugs and medicines (13.94%), cereal preparations (13.08%), cigarettes (11.30%), soaps and cooking fats (10.94%), distilled liquors (9.79%), malt beverages (8.97%), tobacco products (8.20%), cigars (5.40%), and fruit and vegetable canning (4.49%)—are largely the same as those which are the highest in radio advertising. It is possible that those companies which follow shotgun methods do not need to attempt a precise evaluation of various media.

"8. Because of descriptive and other limitations radio is somewhat handicapped when used for retail advertising. Hence those firms promoting products like furniture which are publicized largely if not entirely at the retail level do not have much opportunity to use this medium.

"9. Radio advertising lends itself particularly to publicizing repeat-sales merchandise in general demand at a low unit price so that the consumer can easily be induced to try out the item. Commodities not so promoted appear to be at some disadvantage in the use of this medium."

8 Buy 'Tello-Test'

PIONEER telephone quiz show, *Tello-Test*, was sold last week to CKLW Detroit, KCRG Cedar Rapids, Iowa, WMPS Memphis, KUTA Salt Lake City, KWWL Waterloo, Iowa, WTTH Port Huron, Mich., WASA Havre de Grace, Md., and WRRN Warren, Ohio, according to Radio Features Inc., Chicago, producers of show.

ANTI-CLEAR GROUP

Chicago Meeting Jan. 28

DISCLOSURE that in excess of 100 stations have joined in an anti-clear channel movement, which appears to assure the minimum budget of $10,000, was made last week by Ed Craney, managing director of Pacific Northwest Broadcasters, in calling an organization meeting Jan. 28 at the Palmer House in Chicago [CLOSED CIRCUIT Jan. 17].

Simultaneously, Mr. Craney revealed that Sen. Edwin C. Johnson (D-Col.) new chairman of the Senate Interstate & Foreign Commerce Committee, will fly to Chicago to address the luncheon. Sen. Johnson has reintroduced his bill of last session which would limit AM station power to a maximum of 50,000 watts and would not preclude duplication of clear channels.



Sen. Johnson



E. B. Craney

Mr. Craney announced that 112 replies had been received to his letter of last month seeking support for an organization of independent broadcasters. The total one-hour rate of these stations is in excess of $10,000—the figure set by Mr. Craney as the minimum for establishment of a Washington office, with a paid director.

Invited to the Jan. 28 session, in addition to independent broadcasters, were members of the former Regional Broadcasters Committee and anti-high power advocates who participated in or wrote letters favoring the Johnson Bill at the last session of Congress.

Mr. Craney said there were not enough stations in the old Regional Broadcasters Committee to "keep up the fight."

"We are faced with the problems of both necessary funds for a revitalized organization and with active support by members who will inform their Congressmen and Senators of exactly what the 'big boys' want to do with American radio.

"We are going to have to maintain an active office in Washington. We need a paid director who will keep us posted and will get out and make a fight in our interest. Unless the membership directs otherwise the organization should work on no other problem than clear channels in AM and possibly stratovision in TV. You and I do not want Government ownership of radio in the USA. Our best guarantee is to keep it in many hands. 20 Super Power Stations means concentration and then Government ownership."

Fee Is $10

The registration fee for the Chicago meeting will be $10, including luncheon. Mr. Craney advised that "only those affiliated with stations not owned by a network or by a Class 1A station will be admitted" to the closed sessions.

Mr. Craney said that Walter J. Damm, WTMJ Milwaukee, had arranged for the meeting rooms at the Palmer House. The session will begin at 10 a.m. He pointed out also that John Sheppard 3d, former chairman of the Regional Committee, "is 100% out of the broadcasting business" and will not attend the Chicago meeting.

NARSR

Corporation Form Adopted; Committees Named

NATIONAL Assn. of Radio Station Representatives formally adopted the corporation form at a special members meeting in New York Jan. 19, when by-laws previously passed by the directors were approved. Directors of the new corporation are the four officers, Frank M. Headley, president; Adam J. Young Jr., vice president; F. Edward Spencer, secretary; and Lewis H. Avery, treasurer. In addition, H. Preston Peters, Eugene Katz and Edward Petry were also made directors.

The NAB code was once more endorsed by the association. Members also adopted the resolution disapproving of giveaway shows involving free advertising for non-sponsor donors of prizes.

Adopt Resolutions

Resolutions adopted included also approval of NAB actions, a sales managers executive committee designed to prevent free use of station facilities for commercial advantages and elimination of efforts to buy time on a per inquiry basis.

Mr. Headley announced the appointment of the following committees:

Spot promotion and research—Eugene Katz, chairman, Robert Meeker, Edward Shurick. Programs—Paul Raymer, chairman, James Lebaron, Otis Rawold. Trade Practices—George Brett, chairman, Fred Brokaw, Louis Moore. New Ventures—Don Donahue, Chairman, George Bolling, Paul Senft, Robert Reuschle.

Rates—Hines Hatchett, chairman, Arthur McCoy, Fred Brokaw, Mort Bassett. Public Relations and Publicity—H. Preston Peters, chairman, Adam J. Young Jr., Henry Christal.

Television—Russell Woodward, chairman, Joseph Weed, Edward Codel. Sales strategy—Adam J. Young Jr., chairman, Fred F. Hague, William Faber. Association policies—Joseph Weed, chairman, Joseph Dimlin, Harry Friedenburg. Industry Promotion—F. Edward Spencer, chairman, Charles Hammerstrom, Jerry Lyons. Chicago Counsel—John Blair, chairman, George Hollingbery, John Pearson, Edward Voynow. Index and Statistics—Lewis Avery, chairman, Dan Danenholz. Legal—Edward Petry, chairman, H. Preston Peters, Eugene Katz, Wythe Walker.



Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy them . . . because they're always good for a laugh.

We know another item that's always good for a laugh.

That's the coverage figures some high-wattage stations get out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an *expensive* joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: *W-I-T-H delivers more listeners-per-dollar than any other station in town!*

It costs you less . . . to sell more . . . on W-I-T-H! W-I-T-H is the big independent with the BIG audience! So if you're looking for *low-cost* sales in the nation's 6th largest market, get in touch with your Headley-Reed man today.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

long term gains

or

short term gains

HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

More total audience—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. BMB—Adjusted to Date

More average audience—On a *national* basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. U S Hooperatings

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. Program Hooperatings—December 15-21

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. Based on PIB

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. U S Hooperatings

Such are the proportions of...

NBC...America's No.1 Network



The National Broadcasting Company—*a service of Radio Corporation of America*

A Service of Broadcasting Newsweekly

JANUARY 24, 1949

TELECASTING

TV, 'A GOING BUSINESS

CBS Clinic Opens in N. Y.

HARD facts of television's future were discussed Friday at the opening of the three-day television clinic held by CBS in New York on the theme, "Television Is a Going Business as 1949 Begins."

Before the registration lists were closed, approximately 250 executives from stations around the country and from Canada, Puerto Rico, the Philippines, Alaska and Hawaii were expected to attend.

The clinic is the second held by the network. The first, conducted in March 1948, was regarded as so successful that it was decided to hold the second one and extend it over a three-day period.

Concern for the future of television, said J. L. Volkenburg, vice president and director of television operations, arises not from any alarming or unhealthy crisis, but because of its tremendous expansion. He said the clinic would demonstrate that television is now a highly practical advertising, selling and entertainment medium.

Best means of insuring growth of TV, said Mr. Van Volkenberg were programs of high network caliber. He also maintained that the high cost of TV programming means that network productions are the quickest, safest and most economical way of spreading the costs. He cited as examples the CBS *Bob Howard* program, requiring a crew of 20 in TV, could be produced for AM broadcast with three people, and the *Ford Theatre* which requires 40 people in TV but only 16 in AM broadcasts.

'New Money'

Several national advertisers are showing willingness to raise "new money" for television ventures, according to David Sutton, CBS-television sales manager. This money, he emphasized, would not come out of any present advertising appropriation.

"In one case," said Mr. Sutton, "the client has informed its agency that it will be willing to meet ⅓ of its television billings with such outside funds."

He asserted this gives reassurance that leading advertisers are not thinking of television as a substitute for present and satisfactory advertising media, but are thinking of it as a direct selling medium and are charging up its costs to such other budgets as sales or demonstration.

He also pointed out that the record of the last ten months indicates that impressive amounts are being invested in television on the local level. He said 84 out of TV's 237 advertisers last April were retail outlets. As of Jan. 1, there are 183% more—238 retail outlets using television locally, he said. Retailers are the largest single group of television advertisers today, he concluded.

Charles Underhill, CBS-TV director of programs, stressed that the job of television programming is "to raise the sights of video's viewers."

He said TV should do this by presenting inspirational material, educational subject matter, drama, comedy, music, news and sports. Programming trends and objectives, he said, are becoming clearer because of competition among networks and stations and responses from listeners.

"But they are far from crystal clear," he added, "and no one yet can afford to predict in detail the shape and end-result of television."

Concerning daytime programming, Mr. Underhill said that although it has been the target of much discussion, it has developed in an atmosphere of theory and experiment with very few indisputable facts to guide it.

"There is yet little known about listening habits to indicate when the daytime audience is most disposed to watch television," he said. "And very little experience to indicate what the daytime audience would most like to see at what times."

Service appeals, he went on, will be important in daytime television. "But where we are asking women to watch as well as listen we wonder if we shouldn't give them a satisfactory reason for watching and a satisfactory result in terms of self-improvement. And yet, at the same time, to be realistic about it, we know that there is no substitute for the attraction of an appeal that is primarily entertainment. Therefore we are feeling our way in both directions and gauging the response as best we can as a guide to future development."

Will Abide by Style

Although CBS is concerned with daytime programming, he nevertheless emphasized that at present CBS television will stand or fall on the character of its nighttime programming.

"It is still only the beginning," Mr. Underhill concluded. "Ahead of us are so many exciting developments—bigger stages, better lighting, many more programs, the best in musical comedy, review, ballet, drama, and the best in talent, talent which eventually will come to television as the Mecca beyond even Hollywood where an artist can achieve pre-eminence among audiences of millions."

E. K. Jett, vice president of the Baltimore Sun Papers in charge of radio and TV, speaking on films for TV, reported that WMAR-TV Baltimore had processed more than 160 miles of 16mm film for local programming in little more than a year. This included ten commercial shows weekly and more than 125 commercial spot announcements made for sponsors. WMAR cameramen are at present shooting 1000 feet a day.

He stated that regular theatre motion pictures can be made into good television fare if care and taste is used in programming. To make certain rental films meet the station's standards, however, they are viewed for story or program content before purchase. Then they are viewed over a closed circuit to test the technical qualities.

Mr. Jett set forth several characteristics of a good rental film. Sound tracks must be good and should be previewed over a closed circuit. Pictures with numerous long shots or panoramic shots are not good for television's small screen, he reported, advocating the choice closeups or medium shots.

He asserted a film department is indispensable in rounding out a television station's operations. He also cited its value as a good-will builder by covering all kinds of community affairs. He concluded by summarizing WMAR-TV's time on the air, showing its commercial programs totaled 26.10% of its time, or 583 hours and 9 minutes. Its sustainers totaled 78.90% of its time, or 1648 hours and 16 minutes.

G. Bennett Larson, television director of WCAU-TV Philadelphia, advised TV executives to engage talent experienced in the fields in which they will appear before the cameras and then "don't waste too much time rehearsing them or you will kill their act."

"Get people who know what they are doing in the beginning," he counseled. "Show them what to do in the matter of where to stand, what camera they are to look at and you have a show."

Actual operations in the new CBS television studios were observed by the visitors. The schedule also included study of remote telecasts of WCBS-TV, operations at WPIX New York, WCAU-TV Philadelphia and WMAR-TV Baltimore.



HOLDING the line in recent telephone balloting for contestants on KFI-TV Los Angeles *Television Talent Test* program are (l to r): Kevin Sweeney, KFI-TV sales manager; William Cies, sales manager of Packard Bell Co., Los Angeles (radio and TV set manufacturer), program sponsor; Robert Raisbeck, radio director of Abbott-Kimball Co., same city.

MOVIES

Television Inroads Forecast By Press Group, de Rochemont

NEWSPAPERS

"TELEVISION will destroy the motion picture industry as we know it today," Louis de Rochemont predicted at the Screen Directors Guild Fourth Annual Convention banquet Jan. 15 at Longchamps Restaurant, New York. Mr. de Rochemont is executive producer of RD-DR (*Readers Digest*-de Rochemont) Corp., and Louis de Rochemont Assoc., both New York. The former company owns all film rights to *Readers Digest* stories, many of which the producer has adapted for screen.

Mr. de Rochemont further predicted that the impetus of TV will make for a mass Hollywood-to-New York migration by movie making firms. "In the place of the Hollywood we have known," he said, "it is my opinion that the motion picture industry will be rebuilt on a healthier and sounder basis . . ."

Urging the screen directors to turn to educational films for the mass market of television, he told them that "most of the people in this room will benefit greatly by the revolution being caused by television. The vast new market that is being opened for well-made, low-budget films will bring many good pictures to the public that heretofore have had only limited distribution . . ."

Mr. de Rochemont, co-founder of the "March of Time" and producer of such films as "The House on 92nd Street", "The Fighting Lady", an Academy Award winner, and "Boomerang", has just completed an integrated series of 36 educational films on world geography titled "The Earth and Its Peoples". RD-DR Corp. has scheduled its controversial "Lost Boundaries" for early spring production on the East Coast, using, with three exceptions, eastern personnel exclusively.

At the guild's business meeting the following officers were elected for the coming year: Jack Glenn, senior director of "March of Time", president; Willard Van Dyke, Affiliated Film Producers Inc., first vice president; Leslie Roush, Leslie Roush Productions, second vice president; Lloyd Durant, R.K.O. Pathe, recording secretary; Leo Seltzer, World Today Inc., corresponding secretary; Herbert Kerkow, Herbert Kerkow Inc., treasurer.

TELEVISION will pull advertising away from newspapers, it was reported at the New York State Publishers Assn. annual convention recently by the organization's modern developments committee. The committee is headed by Ernest L. Owen, editor and publisher of the *Syracuse Post-Standard.*

The entire report dealt with television. It summarized the growth of set circulation, stating that the ownership graph jumped from 7,000 two years ago to one million today.

On the threat of television to newspaper advertising, the report stated:

"The one great advantage that newspaper advertising has enjoyed over radio is the newspaper's ability to illustrate the advertising product. Television eliminates this advantage with the exception of color printing which will probably continue to be exclusive to the newspapers and magazines for some time.

"Most advertising experts agree that television will attract considerable national advertising that has been going to both newspapers and radio stations.

"The famous Chinese proverb—'One picture equals 5000 words'—is applicable in gauging the relative value of television versus radio advertising."

The report was interpreted as a refutation of a statement made before the association Aug. 30, 1948, by Arthur Hays Sulzberger, publisher of the *New York Times,* who said: "Every new advertising medium creates additional advertising expenditures. In other words, it enlarges the advertising dollar."

One part of the report, however, gave some reassurance to publishers. This was a dictum that television will not adversely affect newspaper circulation but "will probably stimulate reader interest." The point was not elaborated.

The report noted that television has passed its "early experimental stages" and programming is showing "remarkable improvement." Principal factor now retarding the medium's growth, it was said, was the lack of cable and relay stations for network connections.

It also dealt with the financial side of telecasting and concluded on the score that there are "no profits yet in telecasting."

"At the present time," the report stated, "it costs a pretty penny to pioneer in television. In the first place, it costs approximately $400,000 to build a telecasting station. But this is not the real bad news. You can very easily lose $50,000 and up per year on operations. However, in spite of the certainty of reasonably heavy losses, there is no case on record of an owner of a television station offering his plant and license for sale."

The report ended with the statement: "Some time in the future, there will be profit in operating a television station."

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CAMEO CURTAINS

TV Ups Sales

By FLORENCE SMALL

WHILE mythical curtains, iron and silken, were dominating the front pages last fall, Cameo Curtains, New York—manufacturers of the real thing—quietly made its bid for a line in the financial columns with the inauguration in Philadelphia of a test television campaign.

Last week the results of that campaign were revealed to BROADCASTING. Cameo Curtains had increased its sales 5,000%!

Significant feature of the project, conducted by William Lawrence Sloan Adv., New York, Sept. 23-Dec. 1, was that no other promotion or advertising of any kind was permitted. The results were achieved exclusively through television.

Plans for the campaign were laid shortly in advance of the September date. Realizing that accessibility is an important consideration in sales, the firm abandoned its "exclusive franchise" policy and released its product to a select group of six major department stores in Philadelphia.

Opening Spots

With availability thus assured, the agency exploded a video barrage of spot announcements. The results are to be read in the statistics: Previously the market had registered a $400 yearly wholesale figure; the post-video total read $50,000, with sales still rising.

Impact of the campaign extended for a 50-mile radius outside the city, where other stores were reporting increased sales attributed by purchasers to the television spots in Philadelphia.

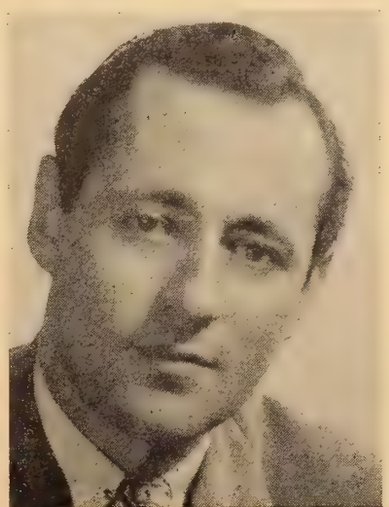
To accomplish these results, the company used a 48-second spot announcement seven times in November, 13 times in October, and four in September on WFIL-TV. The time costs for the entire schedule were approximately $1,000. Spots were placed at various hours around movie, news and fashion programs—shows believed most likely to draw a housewife's interest.

The announcement featured a newly wed couple admiring their new Cameo Shir-Back curtains. Then the camera dollied back to a long shot of the curtain being shirred by pulling tape, then a closeup of the shirring tape and a hand pulling the tape, which dissolved into the young couple admiring the curtains. The announcer, meanwhile, emphasized that the "Young bride didn't have to ask her husband to help hang their new Shir-Back curtains. She draped them herself in 20 seconds."

The Shir-Back item demonstrated in the spot was a triple window curtain averaging $10 a pair.

Idea of the promotion video test sprung from the fact that the Shir-Back curtain sold very well in small towns, where personal demonstrations were used. It had never been particularly successful in large cities because its merits could not be demonstrated effectively in

(Continued on page 48)



WILLIAM LAWRENCE SLOAN
President
William Lawrence Sloan Adv.,
New York

Telestatus

Program Analysis, Dec. 5-11

(Report 43)

SPONSORED VIDEO airtime in December remained about equal to November, with a sharp drop in remote sports broadcasts. Other forms of sponsored broadcasts increased, but sports fell from 51% to 43% of all sponsored time. These figures are from the Rorabaugh Report on Television Advertising for the first week in December 1948.

With the end of the football season, video turned to boxing, wrestling and basketball, but sponsorship of these sports is not yet as frequent as football sponsorship. Total number of sponsored remote sports broadcasts dropped from 203 hours and 35 minutes in November to 166 hours and 17 minutes in December.

The report for December covers a total of 41 TV stations in 23 markets.

Variety shows, ever more popular on television, increased to about 12.3% of all video sponsored time. A majority of these programs are network shows. The total hours of variety programs are estimated at 53. In November, variety programming occupied 28 hours of broadcast time, or 6.7% of the total.

All types of commercial announcements increased considerably in the month. Approximately 31½ hours of announcements were sponsored during the week of December 5-11. This is just about double the amount of announcements sponsored in the first week in November, and 7.3% of all sponsored time (See Table II).

Dramatic programs increased slightly in December to reach a total of about 50 hours. Again, most of this type of programming was network-originated.

News broadcasts showed another steady gain—from a total of 29 hours and 34 minutes in November to 32 hours and 12 minutes in December. News broadcasts now occupy about 7.4% of all sponsored video time.

For the first time, BROADCASTING has made a further breakdown of the type of program presentation used in current television operations. Sports remote programming is, of course, the most frequent form of program presentation, as 39.7% of all TV programming is produced this way (See Table III). The next most popular form of broadcast is the live-studio presentation, which accounts for 31.4% of all programs.

Film programming and live and film combination accounts for another 27% of programming—while the use of slides, alone or in combination with live or film presentation makes up the rest of video's programming.

Detailed breakdowns of these figures can be found in Tables I and III.

Sports, variety, drama and news programs were the most popular forms of sponsored programs in December, in that order. Variety programming moved from fourth spot up to second, and dramatic and news programs dropped one place as a result.

Announcements were fifth in total time sponsored, jumping one place above last month's spot. Children's programs dropped to seventh place compared to fifth on the November report. Quiz increased considerably to take eighth spot, compared to last month's position near the bottom in twelfth spot.

These comparisons are shown in Table IV.

* * *

TABLE I

SPONSORED COMMERCIAL TV TIME, BY PROGRAM TYPE & PRODUCTION METHOD
(In Hours and Minutes)

	Studio Live	Studio Film	Studio Live & Film	Studio Live & Slide	Studio Live Slide & Film	Studio Film & Slide	Remote	Total	% of Total Time
1. Audience Participation	16:25		1:40				1:30	19:85	4.6
2. Children's	14:00	1:25	1:55				1:15	18:35	4.3
3. Discussion	:15						1:00	1:15	0.3
4. Dramatic	19:45	5:30	25:00					50:15	11.6
5. Education	1:20		4:00		:15			5:35	1.3
6. Fashion									
7. Household Hints	10:52		:10					11:02	2.5
8. Musical	5:25	:15	2:30	:15				8:25	2.0
9. News	4:46	24:38	1:58	:50				32:12	7.4
10. Quiz	8:36		2:41	:15				11:32	2.6
11. Sports	3:40	10:01	6:00	:40	:10		16:17	186:48	43.0
12. Special Events									
13. Variety	46:00	2:00	3:25				2:00	53:25	12:3
14. Weather	:30	:18	:52	:01	:05			1:46	0.4
15. Time Signal	:20	2:41	:03	:22	:15			3:41	0.9
16. Announcements	3:02	17:22	1:35	3:00	:31	:37		26:07	6.0
17. Misc.	1:10	1:10	:	1:15				3:35	0.8
TOTAL	136:06	65:20	51:47	6:38	1:16	:37	472.02	433:48	100.00

* * *

TABLE II

Sponsored Video Air Time

	Hrs.-Min.	% of Total
Programs	402:14	92.7%
Announcements	31:34	7.3%
	433:48	100.0%

* * *

TABLE III

Production Method in Video Programming

Type	Hrs.-Min.	% of Total
Studio Live	136:06	31.4%
Film	65:20	15.1%
Live & Film	51:49	11.9%
Live & Slide	6:38	1.5%
Live, Slide & Film	1:16	0.3%
Slide & Film	:37	0.1%
Sports Remotes	172:02	39.7%
	433:48	100.0%

* * *

TABLE IV

Rank of Video Programs (Commercial) by Broadcast Hours

	Nov. 7-13	Dec. 5-11
Audience Particip.	7	6
Children's	5	7
Discussion	9	12
Drama	2	3
Education	11	11
Fashion	13	14
Household Hints	10	9
Musical	8	10
News	3	4
Quiz	12	8
Sports	1	1
Special Events	14	13
Variety	4	2
All Anncmnts.	6	5

JUKE BOX TELEVISION

Shown in Chicago by Solotone, Videograph

THREE-WAY juke box, offering six minutes of television, AM programming or phonograph music for a nickel, was introduced last week formally at the Coin Machine Institute in Chicago by the Solotone Corp., Los Angeles. The device is manufactured by Hallicrafters Co., Chicago.

From the television viewpoint, the mechanism is designed to profit tavern and restaurant owners by keeping patrons seated and therefore not so preoccupied that they forget drinking and eating. It also is said to eliminate "floaters." Customers may switch off the AM or TV audio (not the TV picture) when they dislike certain programs and use only the records.

Equipment to be installed includes one or more large television receivers, with a screen size similar to that now popular in public places, and small coin boxes along the bar or food counter, at two or three-seat intervals, and in booths.

The coin box switch enables listeners and viewers to have their choice of 10 records, four AM shows or four TV shows. Maximum number of broadcasting channels provided is four. Screens are marked with the corresponding channel number. The new system "corrects problems which other TV systems have created in commercial locations," according to H. F. Dennison, inventor of the device, vice president of Solotone and president of Dennison Sales Co., national sales representative for the firm. Installation and operation is free to the businessman, as distribution is conducted on a percentage basis, Mr. Dennison explained. Solotone TV installations have been made in New Orleans, Minneapolis and Dallas.

Second TV innovation at the institute was a device developed by the Videograph Corp., New York, and manufactured by Emerson Radio. Seven feet, two inches high, it peddles 30 phonograph records and TV shows on a 122-square-inch screen for 5, 10 and 25¢. At the rate of 5¢ for three minutes, it costs patrons $1 per hour for such entertainment.

Differing from the Solotone, the Videograph is controlled by the management rather than patrons as to selection of records or TV. The video section, however, can be put on a free-play basis if the owners choose. Both audio and video are centered in one machine, as contrasted with Solotone's two receivers. Equipment may be purchased either outright or rented from a distributor, according to Louis N. Forman, Videograph president. Installations have been made in all parts of the country, he reports.

TV SET FIGURES reported to BROADCASTING during the past week:

Cleveland-Akron—22,310 as of Jan. 1, reported by WEWS Cleveland.

Los Angeles—79,640 as of Jan. 1, reported by Southern California Radio and Electrical Appliance Dealers Assn.

New Orleans—3,000 as of Jan. 15, reported by New Orleans Public Service Inc.

San Francisco Bay Area—3,500 as of Jan. 1, reported by KPIX (TV) San Francisco.

WMAR
THE SUNPAPERS STATIONS
THE A. S. ABELL COMPANY
BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for Public Service

ON CHRISTMAS EVE, WMAR-TV telecast the services from historic St. Paul's Church in Baltimore, Maryland. This impressive program was fed by WMAR-TV to the Columbia Broadcasting System television network.

The following editorial concerning the telecast was printed in the church publication, PARISH NOTES, following the program. It is reprinted here with the permission of the Rev. Harry Lee Doll, rector of the church.

THE TELECAST

The whole Parish is certainly most grateful to the staff of WMAR for the opportunity of televising the Midnite Service on Christmas Eve. Those who were present at the service were conscious only of the cameras as they came in, and of the light on the Chancel. They could not know of the painstaking work which the men on the staff had done in order that the complicated arrangements for television should not intrude in the service. The reports that have come to us tell of excellent reception of a dignified and exceedingly reverent service.

The idea of televising the Communion Service was a little startling at first thought. After all, television is a brand new method of communication. We are most conscious, perhaps, that every corner barroom and tavern has its television, and there was the immediate thought of the incongruity of the Communion Service in an irreverent atmosphere. At the same time there comes the immediate thought that Christ Himself if He were here in the flesh would go everywhere that man congregated, seeking His own. So it is hoped that in many barrooms and taverns the service at St. Paul's was seen and heard.

One Vestryman summed it up conclusively to my mind when he said, "What is the use of our spending so much money on this Friday night broadcast of 'Great Scenes from Great Plays' trying to reach the unchurched people of the land if we are going to pass up this opportunity of showing them what we have?"

We can never know what good this service did. It is too intangible a thing. We only know that it was offered to God for His use.



Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



Radiorama

OF the 18 new Senators these 17 appeared on two programs of the CBS-WTOP Washington *Capitol Cloakroom* program. They are (l to r) Robert Kerr (D-Okla.), Russell Long (D-La.), Bert Miller (D-Idaho), Margaret Chase Smith (R-Me.), Melville Broughton (D-N.C.), Allen Frear Jr. (D-Del.), Andrew Schoeppel (R-Kan.), Karl Mundt (R-S. D.), Lyndon Johnson (D-Tex.), Lester Hunt (D-Wyo.), Clinton Anderson (D-N. M.), Virgil Chapman (D-Ky.), Guy Gillette (D-Iowa), Robert Hendrickson (R-N. J.), Estes Kefauver (D-Tenn.), Hubert Humphrey (D-Minn.) and Paul Douglas (D-Ill.). Sen. Kerr is affiliated with the ownership of WEEK Peoria, Ill., and Mrs. Lyndon Johnson owns KTBC Austin.



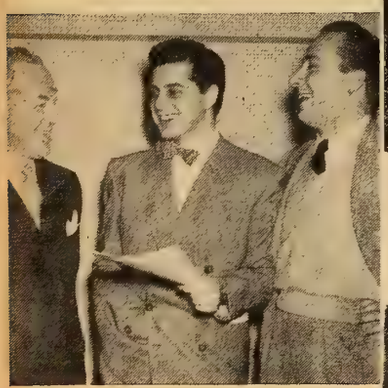
JOHN OUTLER JR. (r), WSB-TV Atlanta gen. mgr., and Lou Wells, Atlanta branch mgr. of Foremost Dairies, get a laugh out of Woody Willow (l), sponsored by dairy on WSB-TV.



ATTENDING opening of WDTV Pittsburgh are Dr. Allen B. DuMont (seated center) and (standing, l to r) David L. Lawrence, mayor of Pittsburgh, and Donald Stewart, gen. mgr. of station. Seated rear: Mrs. Stewart and Mrs. DuMont. Seated front: Mrs. Lawrence and Yvonne DuMont.



WORKING agreement between *Chicago Daily News* and WENR-TV (ABC) Chicago is surveyed by Louis L. Pryor (l), promotion director of paper, and John H. Norton Jr., ABC Central Div. v. p.



JOHNNY Desmond (center), star of new Mutual show, joins in a laugh with A. R. Nathan (l), advertising v.p. of Ronson Art Metal Works, sponsor, and Jack Wyatt, Cecil & Presbrey radio director.



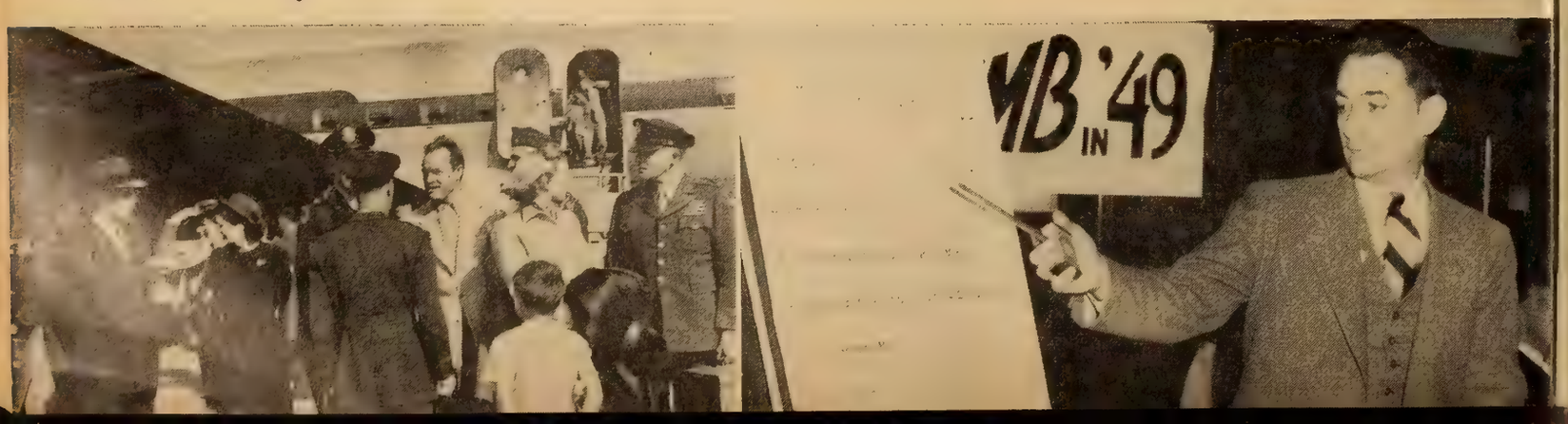
BILL Bennett, KTHT Houston gen. and comm. mgr., "persuades" Graham Boone, head of new Houston office of Leche & Leche adv., to make KTHT first station under Mr. Boone's signature to get Duncan Coffee Co. contract.

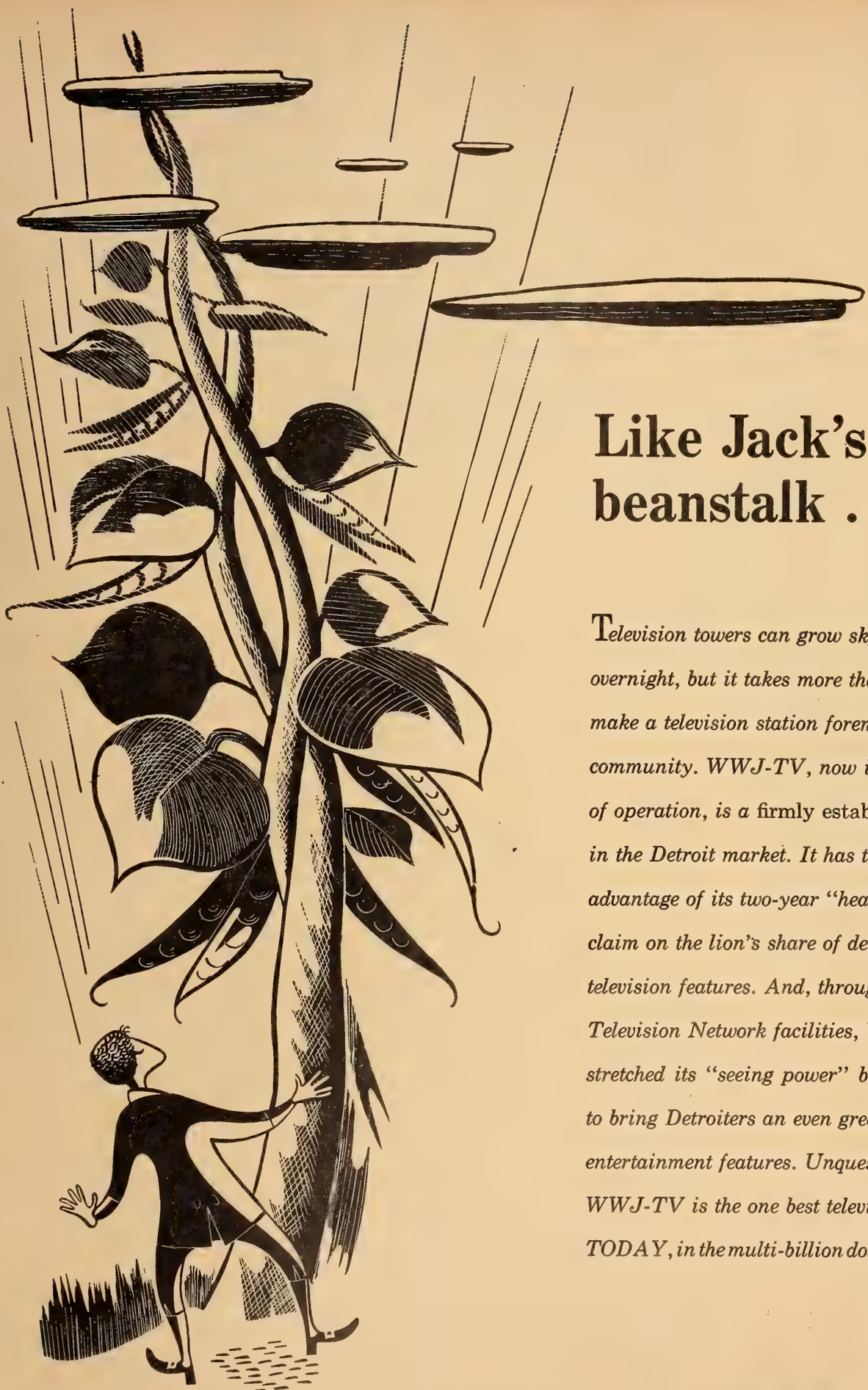


AT salute by NBC to Chicago's Radio Management Club marking start of East-Midwest TV programming were (l to r) Paul McCluer, NBC Central Div. sales mgr.; Evelyn Knight, singer; Lanny Ross, star of *Swift Show*, and Vernon Beatty, Swift & Co. adv. dir.

HUGH A. L. HALFF (l), pres. and gen. mgr. of WOAI San Antonio, joins Army brass in welcoming Bob Hope (center) and Doris Day (r) when Mr. Hope brought his company to San Antonio for service show at Lackland Air Base.

DURING annual sales meet held in New York by Philip Morris & Co., David Lyon, Cecil & Presbrey account executive, summarizes main copy points stressed on tobacco firm's—*Queen for a Day* and *Kate Smith Sings*.





Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year *of operation, is a* firmly established *leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

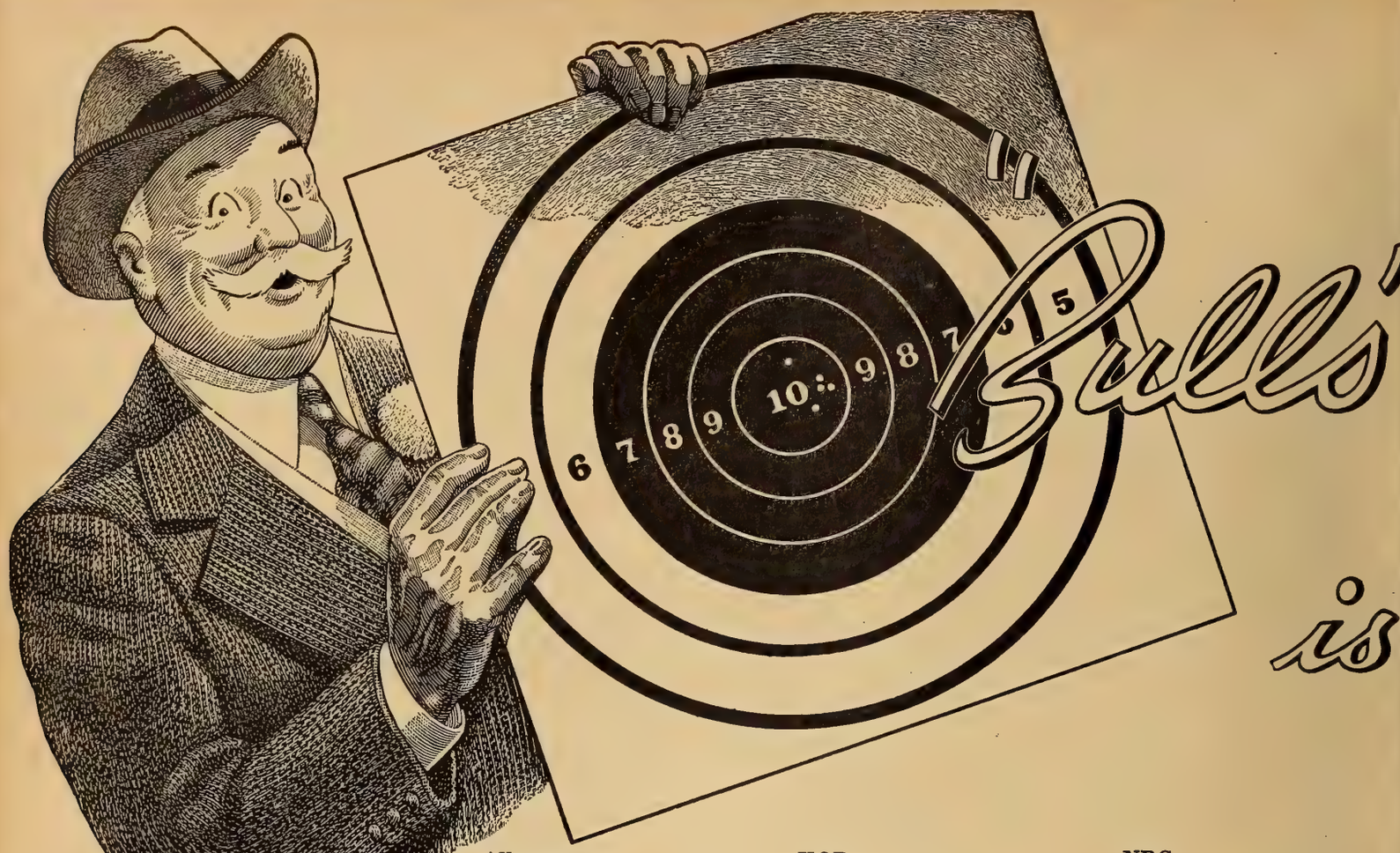
FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	Minneapolis-St. Paul	WTCN-TV
Fort Worth-Dallas	WBAP-TV	New York	WPIX
Louisville	WAVE-TV	St. Louis	KSD-TV

"Bull's-Eye Radio"

INFLUENTIAL RADIO

EVERYONE wants to win customers and influence people. But we know, and you know, that the background for winning new friends is first to understand them in terms of their varying local or regional ways of life—and then to act accordingly in all your contacts.

Bull's-Eye Radio (National Spot) is the only kind of radio that permits you thus to influence people, because it's the only kind of radio that lets you decide *how, when, where* and to *whom* your sales message is to be broadcast, and what it is to say in each different market.

Since 1932, we of Free & Peters have specialized in spot radio, and believe us, we know how influential it can be when properly used. We'd welcome the chance to help start this more influential radio working for you in any of the markets listed at the left. What facts do you want?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Editorial

At Home and Abroad

WITH PRESIDENT Truman now holding the reins of government in his own right, American business wonders which way the swing will be. Repeal of Taft-Hartley, moves toward socialized medicine, limitations on steel all point toward "nationalization".

To no art, profession or pursuit are these signs more meaningful than to radio. Radio is licensed. Steel, for example, is not. Radio is nationalized in England. So are the railroads. If the current trend is headed toward any existing pattern it is the British.

Radio provides the perfect comparison. What has happened under the state-owned BBC in contrast to our own system?

The most revealing comparison, however, comes now with television. Sir Ernest Fisk, managing director of Electric & Music Industries Ltd., Britain's largest manufacturing organization, told the unvarnished story at the EMI annual meeting last month [BROADCASTING, Jan. 17]. He harked back to 1936 when the world's first *public* television was established in London. England expects its second station this year. He added:

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind."

Then Sir Ernest cited the prevailing U. S. statistics, as against the dismal showing in England, with one station and 100,000 receiving sets since 1936 (war years excluded). There's not a single TV station in any dominion or possession of Great Britain—in fact only one other in the world, and that the experimental outlet in France.

Could there be any more eloquent testimonial to the American plan of competitive enterprise, as against the British system?

Just as fundamental, and even more germane, was the comment last week of Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee. At the 21st anniversary of Ted Granik's *American Forum of the Air*, which was telecast for the first time, the new Senate radio leader cited the program as one of the best examples of democracy at work that we have. He added:

"In no other country and under *no other system* can both sides of vital issues be debated so freely and so fearlessly as here."

So when the "nationalization" forces start rumbling toward legislative conquest, it behooves them to take a long, hard look at radio (and television) here and abroad.

LET'S-KEEP-the-record-straight Department: *President Truman now holds a life-membership card, gold no less, in the American Federation of Musicians, James C. Petrillo, president. President Petrillo also gave President Truman a silver plaque proclaiming the latter's virtuosity as a champion of peace as well as of the piano. AFM had a float in the inaugural parade, with "James C. Petrillo, president" emblazoned in stud-horse type. James C. Petrillo, president, also headed music arrangements for the inaugural. Could this be the same James C. Petrillo, president, who hurled defiance at another president a scant few years ago; who told the military establishment it couldn't use its musicians in recruiting campaigns, and who gave labor its blackest eye of the war era?*

Four Hundred Million

BEHIND that figure, representing radio's net time sales for 1948, there's a big question mark. It's another high water mark—this $400 million in radio sales. It is 7.7% higher than the preceding year. But is it high enough to override the 30% increase in all-station population, and the skyrocketed operating costs which all but spilled over the dikes in 1948?

The high station birth-rate resulted, as expected, in more rigorous competition within the broadcast medium itself. In no few cases did it mean smaller revenues per station. But those same forces of competition have taken their toll, with nearly 200 construction permits turned back to the FCC—the major portion in FM, caught as it was in some areas, between the spectacular onrush of TV and the more intense competition among AM stations.

Intramural competition within the radio media, however, is not the whole story. Newspapers report a 13% gain in ad lineage, or double radio's rise. Newspapers set their sights for the radio dollar and spent hundreds of thousands in putting it over, with no holds barred.

Radio's task is, first to keep revenues high in 1949, and at the same time to widen the gap between expenses and intake. This is the year to do it. But to do it means shirt-sleeve selling, backed up by formidable promotion.

Radio has sales success written on every page of its history. Tell it and sell it.

And remember that prophetic little headline:

You Can't Turn Off
74,000,000 Radios

Chesapeake Gag

THE basic rights of all mass media hang in the balance this week as five stations face a Baltimore judge on contempt charges.

The stations stand accused because they broadcast news reports about a defendant while his case was pending in court. An archaic common law principle which had its antecedents in the days of Lord Calvert, and long ago rejected by the Supreme Court, has been invoked by Maryland judges who would shackle radio with the same gag that has silenced Baltimore newspapers.

Now the Criminal Court of Baltimore comes up with the quaint contention that it can hail before its bench a station outside the city limits merely because the station's signals cross the city lines.

Carrying that doctrine a little farther—40 miles farther—the court might even cite for contempt stations in Washington because they, too, broadcast similar news stories about the same defendant. The stories were based on official statements by duly appointed police officials to whom the defendant confessed two sex murders. And what about the Washington, Philadelphia and New York newspapers that circulate in Baltimore? They, too, carried the stories as did many other publications.

It is unfortunate that the court's zeal to protect the right of a prisoner to a fair trial has led it into juridical fields far beyond its depth, completely ignoring the progress of jurisprudence and of society.

The public's right to be informed is a right guaranteed by the Constitution, and the Supreme Court has recognized that right in discarding the old English contempt doctrine.

We wonder whether the Baltimore jurists know that veils no longer are worn by Turkish women or that stocks are not now used by the Pilgrims.

Our Respects To —



NEIL HOSLER McELROY

BACK at Harvard in 1925, a stock line concerned the young white collar worker who went into the boss' office for a raise, only to be told: "Young man, I'll keep you in mind. I want you to know there'll always be a future in our organization for a man of your caliber."

There is no evidence that Neil Hosler McElroy, who attended Harvard, ever bent an ear to such ego-soothing words. In any event, his is a success story which began in 1925 when he received his Harvard degree (A.B.) and joined Procter & Gamble, Cincinnati. He progressed through sales and advertising positions of increasing responsibility, in this country and abroad.

His career mapped out, Mr. McElroy never left P & G. Today, at 44, he takes his place as one of the nation's youngest industrial executives alongside Charles Luckman, of Lever Bros. As P & G president Mr. McElroy heads a company which enjoys annual sales of roughly $700 million. He was elevated to this top-rung position from vice president and general manager last October.

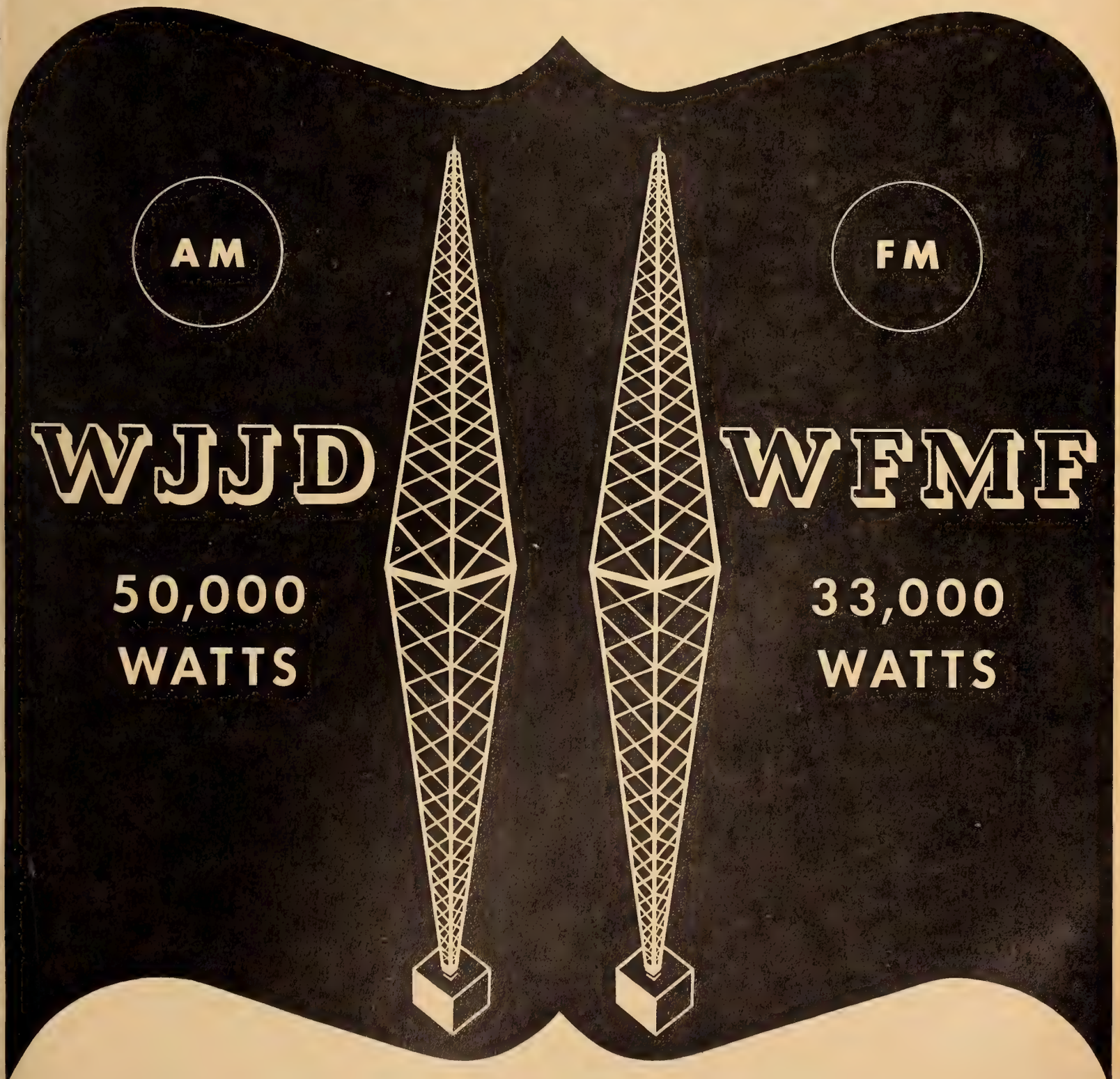
In this amiable, vigorous soap-and-suds magnate, radio has a friendly advocate. His two basic beliefs may be said to illustrate the company's philosophy radiowise: Good programming and effective commercials. Mr. McElroy feels P & G commercials have commanded the respect, attention and belief of the listener.

Mr. McElroy once told a meeting of NBC officials: "A goods hawker on a public square may get a large group of listeners, but unless his manner and what he says evoke belief in his honesty, he will sell very few of his listeners. Radio programming must be honorable, straightforward entertainment. Responsible advertisers have realized this since the beginning of their use of the medium. Despite the attacks on programming, my belief is that radio programming in general, and certainly network programming, has developed with a great majority of listeners a belief that radio is a market place where business firms of integrity and honor offer their wares. . . ."

The P & G president honestly feels that, despite any criticism directed against radio, its effectiveness as an advertising medium is important far beyond what the advertiser, P & G included, may spend to use it. He has been concerned in recent years about this criticism and the lack of organized industry effort, until recently, "to initiate a long-range program to build the public's belief and understanding in the contribution of radio to the living of Amer-

(Continued on page 46)

CHICAGO'S MOST POWERFUL COMBINATION!



MARSHALL FIELD STATIONS ★ REPRESENTED NATIONALLY BY AVERY-KNODEL

Respects

(Continued from page 44)

ican people."

Neil McElroy's beginning at Procter & Gamble was modest. He started as a junior clerk in the company's advertising department, and four years later (in 1929) became manager of its promotion department, a post he held for 11 years.

In 1940 Mr. McElroy was named manager of P & G's advertising and promotion. Elected a vice president in charge of those activities in 1943, he was simultaneously made a member of the firm's board of directors. Prior to becoming P & G president last year, Mr. McElroy served for two years as vice president and general manager, assisting Richard R. Deupree, then P & G president. Last October Mr. McElroy replaced Mr. Deupree, who became chairman of the board.

Other Activities

Like many of his contemporaries in the upper business strata, Mr. McElroy manages to keep busy with extra-curricular activities, especially those dealing with civic and cultural life. He is a member and former president of Cincinnati's Citizens Planning Assn. and of the city's Summer Opera Assn. Other affiliations include membership on the board of directors, Cincinnati branch of the Federal Reserve Bank of Cleveland; board of directors, Cincinnati Chamber of Commerce; board of trustees, Cincinnati Institute of Fine Arts, and board of trustees, Musical Festival Assn. From 1943 to 1946 he was a member of the board of the Cincinnati American Red Cross chapter. He is also one of the trustees for Hillsdale School.

His club associations are numerous: Commonwealth, Commercial, Queen City, University, Bankers', Cincinnati Country and New York City's Metropolitan Club.

Mr. McElroy married Mary Camilla Fry in 1929, the year he received his first promotion. They have three children—Nancy Sue, Barbara Allen and Malcolm Neil.

The P & G executive shares the warm enthusiasm of his fellow Queen City inhabitants for sports, a leaning he picked up during university days at Harvard, where he was a letterman in basketball. A 6-ft. 3-inch, 200-pounder with an ingratiating smile and a deep resonant voice, Mr. McElroy still plays tennis regularly.

Quite naturally he places high value on his Harvard associations. In 1942 he was elected president of the Cincinnati Harvard Club, and in 1946 became regional vice president of Associated Harvard Club.

SCBA NAMES WHITMIRE

Hicks Is Vice President

B. T. (BEVO) WHITMIRE, manager of WFBC Greenville, S. C., Jan. 14 was named president of the South Carolina Broadcasters Assn.



Mr. Whitmire

Elections marked the end of the two-day SCBA meeting in Columbia's Hotel Wade Hampton and Forest Lake Country Club [BROADCASTING, Jan. 17]. Retiring president is G. Richard Shafto, general manager of WIS Columbia.

Others elected were: James [illegible]cks, WCOS Columbia, as vice [illegible]esident; Melvin Purvis, WOLS [illegible]lorence, secretary-treasurer (re-elected); John Rivers, WCSC Charleston and Mr. Shafto, to serve as directors for two-year terms.

Management



ROBERT L. ODSON has been appointed general manager of WBYS and WBYS-FM Canton, Ill. He was formerly with the Intermountain Broadcasting Co., of New Mexico, where he held a similar position.

C. B. HELLER has joined WIMA and WIMA-FM Lima, Ohio, as assistant general manager-director of sales. He was formerly manager of WJPA Washington, Pa., and served with OWI during World War II.



Mr. Heller

MURRAY BROWN has been appointed manager of CFPL and CFPL-FM London, Ont. He joined CFPL in 1945 as announcer, and was appointed commercial manager that same year, and assistant station manager in 1946.

WILLIAM B. CASKEY, formerly assistant to the manager and supervisor of program operations, has been appointed assistant manager of WPEN Philadelphia.

DOUGLAS L. MANSHIP has been elected president of Baton Rouge Broadcasting Co., licensee of WJBO and WBRL-FM Baton Rouge, La. He was elected to succeed his brother, **CHARLES P. MANSHIP Jr.,** who became secretary-treasurer. **J. ROY DABADIE** was re-elected vice president and general manager.

JOHN M. RIVERS, president of South Carolina Broadcasting System and manager of WSCS Charleston, S. C., has been appointed head of 1949 Red Cross fund campaign which will take place in March.

PETE WATTS, for past six months general manager of KAGH and KAGH-FM Pasadena, Calif., has resigned that post to join KYJC Medford, Ore., in similar capacity, effective Feb. 1. Before becoming affiliated with KAGH and KAGH-FM, Mr. Watts was general manager of KYOR San Diego.



Mr. Watts

GALVIN R. KEENE has been named assistant to resident attorney, **NED MARR,** by **DONALD W. THORNBURGH,** CBS vice president in charge of Western Division. Mr. Keene has been in private practice in Saginaw, Mich., for past three years.

ED STOCK, formerly promotion manager, has been appointed assistant manager of CHML Hamilton, Ont. Mr. Stock has been connected with radio since 1926.



Mr. Stock

VERL BRATTON, formerly a general manager of WREN Topeka, Kan., is the author of booklet titled *Microphone Technique for the Speaker,* which is to be released this month. Booklet is designed for individual use or as an auxiliary classroom text. Mr. Bratton has been associated with radio for more than 20 years, and resigned his post at WREN in order to devote time to this booklet and other personal ventures.

EDWARD LAMB, publisher of the *Erie* (Pa.) *Dispatch,* and president of Dispatch Inc., licensee of WICU (TV), soon to take air, addressed the students of Gannon College on "How Will Television Affect Education?", and the aid which television will bring to religious programming and education.

WALTER HAASE, manager of WDRC Hartford, Conn., has been appointed chairman of city's Multiple Funds Committee for 1949. Committee coordinates all fund-raising drives in Hartford. Mr. Haase serves as committee's first chairman.

On Gammons' Staff

PATRICIA JANE ELLSWORTH, daughter of Rep. Harris Ellsworth (R-Ore.), has been appointed secretary to Earl Gammons, CBS Washington vice president. She assumed her duties Jan. 4. Miss Ellsworth majored in radio and advertising while attending the U. of Oregon. Her father, a member of the House Commerce Committee, is owner of KRNR Roseburg, Ore.

Pa. TV Taproom Bill

THE QUESTION of requiring taproom operators to take out amusement permits for the operation of TV sets in bars came up in the Pennsylvania State Senate Jan. 17 when Sen. O. J. Tallman (R.-Lehigh) introduced a bill to exempt television as a form of amusement. Sen. A. H. Letzler (R.-Clearfield), however, proposed strengthening the present law by removing an exemption for coin-operated amusement devices.

SPEEGLE NAMED

KNBC Program Manager

PAUL SPEEGLE, radio columnist for the *San Francisco Chronicle,* has been named program manager of KNBC and NBC San Francisco. The appointment was announced jointly yesterday (Jan. 23) by John W. Elwood, KNBC general manager, and Larry Fanning, managing editor of the *Chronicle.* Mr. Speegle replaces Harry Bubeck, who will be transferred to Hollywood as production manager of the NBC Western Division. The appointments become effective Feb. 1.

Mr. Speegle joined the *Chronicle* staff as a dramatic critic in 1938. Mr. Speegle joined the Air Corps in 1942 and served over three years. He began his radio column in 1946. Throughout his newspaper work Mr. Speegle has worked as an entertainer and is a widely known master of ceremonies in the area.

NBC PROMOTES

Five in N. Y. Stations

PROMOTION of five executives of NBC's three New York stations, WNBC, WNBC-FM and WNBT (TV), was announced last week.

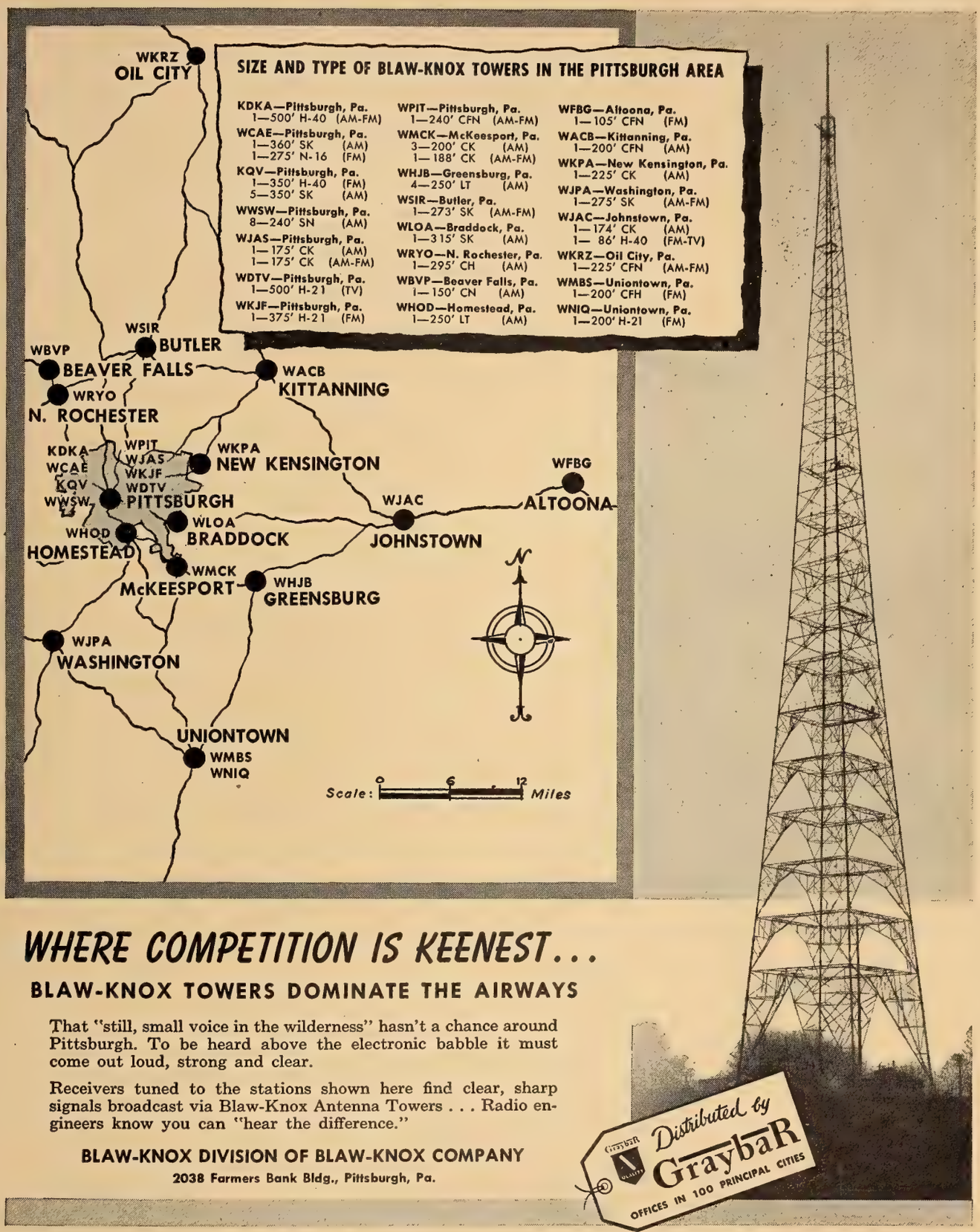
Donald A. Norman, former sales manager of the three stations, was named assistant manager; John C. Warren, former account executive, became sales manager; Harvey Gannon, former account executive, was appointed service and traffic manager, a newly created post; Murry Harris, former publicity director, was promoted to director of advertising and promotion, and Schuyler G. Chapin, former field promotion supervisor, became publicity director. Mr. Harris replaced Charles Vail, who resigned as director of advertising and promotion a fortnight ago.

Mr. Norman joined NBC in 1943. He has been account executive in the network's national spot sales department, and manager of spot sales for the Western Division.

The NBC AM, FM and TV station operations in New York were recently integrated administratively.

BBC Yearbook

THE British Broadcasting Corp. Yearbook for 1949 has appeared, filled with photos of 1948 programs and personalities. The book (152 pages) contains 18 leading articles and 16 personality sketches of best known BBC speakers and artists. Most chapters deal with production and programming problems. A full list of BBC officials, advisory council members, and BBC offices is given, as well as a financial report on BBC for the fiscal year ending March 31, 1948. In the reference section at the back of the book is a complete listing of all BBC services and departments, with functions and aims of each.



WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

RURAL TV

Valuable Audience Available

By BILL PENCE

Pence & Co. Advertising
Johnson City, Tenn.

RURAL television as contrasted with metropolitan service presents a scattered audience, but an audience more valuable to the advertiser because televiewers are isolated from around-the-corner movies, skating rinks, bowling alleys, sports arenas, etc.



Wm. Pence

Rural viewers have a more difficult recreational and entertainment problem than those in the city who can call a taxi to the front door and speed quickly over smooth-surfaced streets to their destination.

Therefore, I feel television will make swift progress in rural markets, filling needs as it does.

Region Underestimated

Evaluation of the southeastern market for more than two and one-half years for possible television activity has led to my conclusion the region is underestimated as far as advertising and economic potential is concerned.

I shudder at the thought that the broadcast industry could freeze the rural markets, holding them solid for aural coverage, and propose that radio income from these excluded areas finance television expansion in metropolitan markets. Such inequality in video development would be unforgiveable.

Set selling, servicing, programming content and transmitting standards for rural areas will require methods peculiar to such scattered populations.

Although Johnson City, Tenn., for instance, has a city population of less than 32,000, there is more than one site within the city zone which would afford coverage of at least 200,000 people within 35 miles. Nearby are other high points which would permit transmitter coverage of more than 1,500,000 population within an estimated 90-mile radius.

This peculiar decentralization of population holds true for many sections of the southeastern states.

However, we both understand that *only* where unusual mountain heights permit extended range of television signals to include sufficient set owners to justify a rural service would such television operation be feasible.

Aids Needed

Increased power and highly-effective antenna radiation would be a requisite, and allowance made for additional capital cost and operation of such facilities from possible remote transmitter location. Mountain-top FM station owners will confirm this!

However, there are favorable market factors and potent advertising returns to be considered as an off-set to such debit. Television income will accumulate as quickly in these rural markets as elsewhere.

Comparison of buying power between centers of the nation show sharp differences between income ratio and effective purchasing strength. The southeastern ruralite, in many cases, lives on his own soil, off his own soil, and in addition may have an industrial part-time job providing extra cash income. With home-grown food in his pantry and his rent a negligible item, I contend he has basic advantages over the city dweller worried with apartment problems, high rents, and costly groceries.

Therefore, it seems to me many of our rural markets are just as valuable as comparable populations inside city limits.

Rural Sections Ignored

The metropolitan centers are favored presently by having television service while rural sections have been ignored apparently because of the supposition that greater numbers of people make more desirable television markets. Due to concentration of set manufacture, video experimentation, and program production in the Eastern centers, this pattern for past procedure had sufficient sensible foundation.

Take a look, however, at the *competitive* position of the New York City outlets even this early in TV's commercialization. Right now the NYC stations are beating their brains out trying to capture Hoopers in competition with down-the-street television stations. This mature rivalry distorts the television investment situation, and scares off capital really needed for the medium.

It is now time to bring rural television into quick focus, so that program distribution via network devices can begin to balance the investment being made at network headquarters and other originating centers, and programming benefits can then be felt by all of us.

WILLIAM PATES PENCE has nurtured a keen interest in rural television ever since he entered the advertising field in Johnson City, Tenn. Professing regret at the absence of a single rural television service, in view of more than 45 stations presently on the air, Mr. Pence has made penetrating studies of video in an attempt to explore local or regional opportunities in this direction. His articles, already published, include "Tarheel Television," "You Can Bank on Television," and a privately circulated study, "Television for the Southeastern States." His TV library is one of the largest in the Southeast.

ALLIED AGAIN

Wins U. S. Contract

ALLIED Record Mfg. Co. has been announced winner of the Federal government recording contract bidding. This is the second consecutive year that the firm has been awarded the contract.

Bureau of Federal Supply, Treasury Dept., last Wednesday reported that Allied had submitted lowest acceptable bids of 12 firms competing for the recording and pressing contracts in the four recording centers of New York, Washington, Chicago and Los Angeles [CLOSED CIRCUIT, Jan. 17]. A spokesman for the bureau stated the competition was active with recording divisions of CBS and NBC running a very close second and third in that order.

Allied's price quotations were said to be lower than last year. Contract will run for year beginning March 1.

FM PERMITS

Two Non-Commercial Issued

CONSTRUCTION permits were granted by FCC last week for new noncommercial Class B FM station at Northfield, Minn., and for new noncommercial, educational low-power FM outlet at New Albany, Ind. CPs also were issued to KHWO Brownwood, Tex. (Class B), and WARL-FM Arlington, Va. (Class A), in lieu of previously held conditional grants.

The new Class B CP was awarded St. Olaf College, licensee of WCAL Northfield. Facilities are Channel 239 (95.7 mc) with effective radiated power of 49 kw and antenna height above average terrain of 340 ft. Estimated cost is $42,025.

New Albany School System received low power educational facilities of Channel 201 (88.1 mc) with 10 w power. Estimated cost is $2,513. FCC said this was first such grant to public school system although several already have been made to colleges.

Revisions in its FM allocation plan were announced by FCC. Commission replaced Channel 239 (95.7 mc) with 286 (105.1 mc) at Minneapolis, replaced 286 with 250 (97.9 mc) at Rochester, Minn., and replaced 251 (98.1 mc) with 239 at Northfield.

CPs awarded in lieu of conditional grants cover following facilities: KHWO Brownwood, Class B Channel 290 (105.9 mc), ERP 2.9 kw, antenna 250 ft.; WARL-FM Arlington, Va., Class A Channel 288 (105.5 mc), ERP 600 w, antenna 310 ft.

Following were granted CPs in lieu of previous conditions:

WHNC-FM Henderson, N. C. — To change power from 8.6 kw to 9.5 kw; antenna from 510 to 300 ft.

WLOW-FM Norfolk, Va.—To change frequency from Channel 287 (105.3 mc) to Channel 255 (98.9 mc).

UHF TELEVISION

Philco Asks Experimental

APPLICATION for new experimental high band (UHF) television station was filed last week with FCC by Philco Corp., owner of commercial TV station WPTZ Philadelphia.

Philco stated in its request that it wished to study the general problems of transmission, propagation and reception on the high band and asked permission to operate in the band 580-600. Visual and aural power of 3 kw is requested.

Firm said it wished to use A5 emission on 589.25 mc with a modulating frequency of 5 mc and A4 emission on 593.75 mc with modulating frequency of 15 mc. TV transmission would be AM and aural transmission would be FM, the application said.

Cameo

(Continued from page 37)

the available mass media. "Television," explained Bernard Rosenburg, vice president of Cameo Curtains, "has solved that problem completely."

In Other Markets

In fact, the Philadelphia experiment has been so successful that Cameo is expanding its television advertising budget and is planning to place programs in other major cities. Working on a cooperative basis with retail stores, the firm is setting up programs beginning in February to stimulate spring business.

Macy's in New York is already working in cooperation with Cameo Curtains and has advertised on the Fitzgerald program several times on WJZ-TV New York. Results, the company reported, were comparable to those achieved in Philadelphia.

Programs are also planned by the Sloan Agency for other stores in Atlanta, Boston, Cleveland, Chicago, Detroit, Pittsburgh, Los Angeles, Baltimore and St. Louis. Possibilities for programs are being investigated in Salt Lake City, St. Paul, Richmond, New Haven, Akron, Fort Worth, Syracuse and other key cities as video stations open up.

* * *



Shot of newly wed couple admiring new Cameo Shir-Back curtains provided basis for spot announcement.

Coal's Public Relations Program Begins with Belief...

in the Critical Judgment of the People

We want people to be well informed about the coal industry—to have an accurate idea about its problems, its policies and achievements, and how they affect each person in the nation.

And to help people understand how the coal industry views its responsibilities, our efforts are openly and authoritatively sponsored. We do not engage in anonymous activity—for we have faith and belief in the critical judgment of the people.

We want people to realize the importance and significance of a free, productive and progressive coal industry—both to the nation and to themselves.

We also want them to know about the technological progress in coal production, preparation and utilization. We want them to know what the coal industry is doing to give them more heat and more energy per pound of coal—in *their* homes and *their* factories.

But most of all we want them to know about the modern coal mine and the modern coal miner. How much safer, easier and less demanding on a man's strength the work of mining has become. What kind of man the miner is. And how he and his family live.

Much has been written and said about the coal industry and its problems that is true; and much, too, that is untrue—or only half true. But because we trust the critical judgment of the people, we know the importance of telling our story vividly, factually, in complete detail.

And this faith in the people's response to clear, open statement determines plainly how we should and do go about it:

We tell our story by advertising it—in important places. We use full pages in key magazines—and in striking pictures and easy-to-understand words we take the people to our mines.

We offer our story as one of great interest—to newspaper and magazine editors. By preparing feature articles for these media, or by assisting their people to come and see for themselves, we make known the increasingly newsworthy facts about coal.

We "tell" our story in person—through a comprehensive speakers bureau, able to call on the industry's complete array of managerial and technical talent for appearances before all types of civic luncheon groups and clubs.

We supply answers—to any question about coal, its production, use, and personnel, through our research and statistical department, which annually publishes a complete factual data book on coal.

We cater to the curiosity of youth—by advertising regularly to teachers the aids and literature by which we hope to keep coal a lively, fascinating topic in the minds of alert young Americans.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

DENY WRTB PLEA

Hearing Ordered to Start

PETITION of Raytheon Mfg. Co. for reconsideration and grant without hearing of its application for additional time to construct television station WRTB Waltham, Mass., was denied last week by FCC and hearing was ordered to commence Feb. 2 before Examiner Hugh B. Hutchinson.

At the same time the Commission denied petitions of New England Theatres Inc., Boston television applicant, which asked that the Raytheon request for extension of construction deadline be consolidated in the Boston television hearing. (Comr. Robert F. Jones dissented from the Commission majority and voted to consolidate the request with the new applications proceeding.)

The hearing on the time extension request of Raytheon was ordered by the Commission about a year ago.

There are pending two applications for consent to purchase WRTB. The initial application, that of CBS, was filed in November of last year and a competitive bid, filed under AVCO procedure, has been made by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Denver [BROADCASTING, Jan. 17].

WINX AM, FM

FCC Asked to Okay Sale To Banks, 'Post'

FORMAL applications were filed last week for FCC consent to sale by the *Washington Post* of WINX Washington to William A. Banks, owner of WHAT-AM-FM Philadelphia, and for sale of WINX-FM to WTOP Inc., new owner of WTOP Washington [CLOSED CIRCUIT, Jan. 17].

Price for WINX, acquired by the *Post* in 1944 for $500,000, was given as $130,000 in the application. Price for WINX-FM to WTOP Inc., owned 55% by the *Post* and 45% by CBS, was given as $160,000. This includes real estate at the Arlington, Va., transmitter site.

Filed concurrently with the transfer applications was a petition for waiver of the Commission's AVCO rule requiring a 60-day waiting period so that competitive bids could be filed to match the offers of the proposed purchasers. In alternative, the petition requested that the *Post* be allowed to take over operation of WTOP and that CBS be allowed to take over operation of KQW San Francisco as sole owner.

The transactions were approved by the Commission last October on condition that the *Post* dispose of WINX [BROADCASTING, Oct. 25, 1948]. The *Post* paid $855,470 cash for the 55% holding in WTOP, 50 kw outlet on 1500 kc. CBS, already 45% owner of KQW, bought remaining 55% for $425,000 plus from Ralph R., Mott Q. and Dorothy M. Brunton. WINX is assigned 250 w on 1340 kc and has two 250 w boosters in Washington area.

WINX-AM-FM are licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., a partnership of Eugene and Agnes E. Meyer. The family owns the *Post*.

The WINX transfer application stated that Mr. Banks will receive a loan of $100,000 at 4½% from the Fidelity-Philadelphia Trust Co. and that he has cash on hand in excess of $30,000. Mr. Banks reported that his net worth as of Dec. 31, 1948, was $147,935.14, including book value stock interest in WHAT of $73,978.57.

Mr. Banks stated that his WHAT program operation is directed "particularly to significant minority groups residing in its service are" and that "assignee will explore the desirability, from a public service standpoint, of designing a specialized program service" for WINX. The largest minority group in the Capital is Negro.

Mr. Banks said there is no intention of replacing present personnel with new people at WINX and only such changes will be made "as may be necessary to effectuate certain economies in operation." Mr. Banks estimated he could operate WINX at a monthly cost of $14,000 and he expected a monthly revenue of $19,000.

Reports Assets

WINX Broadcasting Co. reported that as of Nov. 30, 1948, it had total assets of $366,368, including current assets of $60,939 and total broadcast investments of $293,426. Current liabilities and accruals on this date were reported as $29,024. Notes and accounts payable to affiliated companies (broadcast) were totaled as $791,398. Capital stock issued was given as $31,739 and "unappropriated earned surplus (deficit)" of $485,851 was reported.

In the petition for waiver of AVCO for WINX it was pointed out that the sale was publicly known to be required by FCC as early as four months before the October approval to the WTOP sale. The petition pointed out that at that early date and since the WTOP action, public accounts have been carried in local newspapers and in the trade press.

"Because of the extensive publicity given during this protracted period of time that Station WINX was available for sale, it is believed that the basic purposes of the AVCO procedure already have been served," the petition said. It continued, "The prolonged transitional period already has adversely affected the morale of personnel and has caused a general deterioration of operating conditions."

As for waiver of AVCO in the WINX-FM transfer, the petition pointed out that the control of the FM outlet still would be retained within the Meyer family. Philip L. Graham, son-in-law of Mr. Meyer and publisher and 70% owner of the *Post*, votes also the CBS interest in WTOP Inc. under trust agreement.

If the WINX-FM switch were approved, WTOP would give up its conditional grant for new Class B FM station.

STATION SALES

KVAI KMAE KIWW File

SALE of KVAI Amarilo, Tex., for about $88,000 by Lonnie J. and V. M. Preston and Alice Howenstine to R. G. Hughes is reported in application tendered for filing last week for FCC approval. Applications also have been filed for consent to sale of interests in KMAE McKinney, Tex., and KIWW San Antonio.

In the KVAI sale, Mr. Hughes, owner of 270.625 shares (41.63%), becomes nearly sole owner (98% plus) through purchase of holdings of three of his associates: L. J. Preston and Alice Howenstine, 167.75 shares each, and V. M. Preston, 30.875 shares. The sellers indicated they wish to devote their attention to KASA Elk City and KWOE Clinton, Okla., in which they are part owners. Mr. Hughes is owner of KHUZ Borger, Tex.

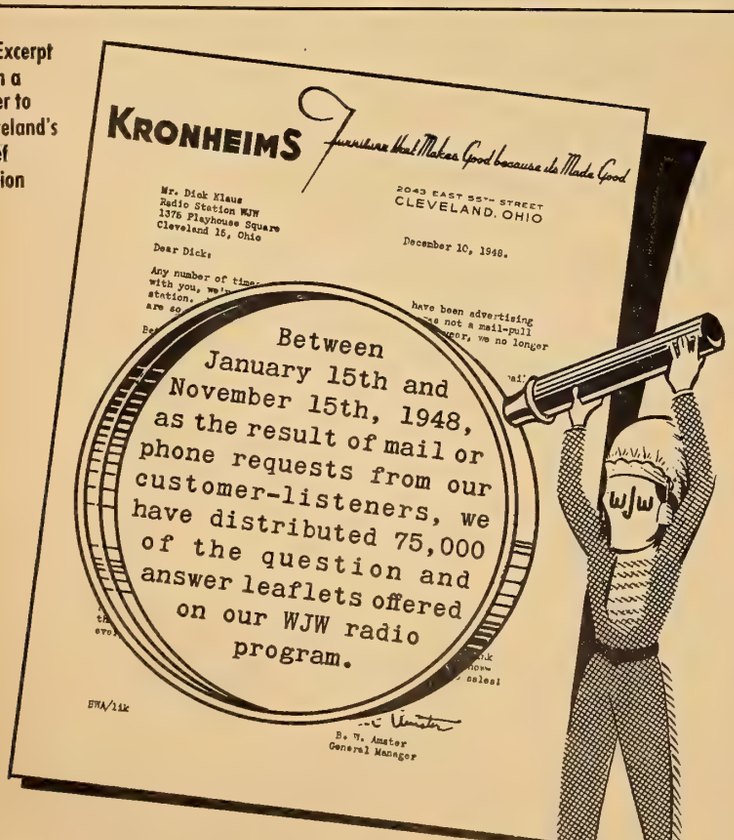
Consideration in the KVAI deal is $30,000 cash plus assumption of obligations not to exceed $58,000. Clyde K. Bowman retains 13 shares in KVAI. Station is assigned 1 kw on 940 kc.

In the KMAE transaction, consent is sought to acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith Jr. Now 25% owner and general manager, Mr. Smith proposes to buy the 25% interest of Clay E. Thompson for $5,770 and the 25% interest of Noll E. Thompson for $7,370. KMAE is assigned 500 w daytime on 1600 kc.

The KIWW transaction involves sale by Joe Olivares, 55% owner, of 15% interest for $4,000 to Manuel Leal, station general manager and presently 25% owner. L. R. Richards would retain 20% holding. KIWW is assigned 250 w fulltime on 1240 kc.

IN HONOR of opening of East-Midwest coaxial cable, the St. Louis *Post Dispatch*, licensee of KSD-TV, published a full section of television news and information.

An Excerpt from a letter to Cleveland's Chief Station



BILL O'NEIL, *President*

WJW

CLEVELAND

850 KC
5000 Watts

BASIC ABC Network

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON



You've got to be ready for Microgroove!

MICROGROOVE long-playing recordings are here to stay. This means that every broadcast station and recording studio must have quality equipment, especially for microgroove reproduction.

The new PRESTO type 153 reproducers include two separate Pickering diamond stylus heads for microgroove or regular recording, an exceptionally fine arm, and a 4-position compensating network.

Durability of equipment, fine performance, and economical first cost make these PRESTO reproducers ideal for microgroove and also for lateral standard recordings.

Write today for full specifications on the PRESTO 153M for microgroove recordings and 153R for regular recordings. Your nearest PRESTO distributor can show you the equipment.

FOR HIGHEST FIDELITY . . . IT'S PRESTO DISCS

Microgroove, even more than regular recording, demands a perfect disc. The answer is Presto. For, sixteen years ago, Presto made the *first* lacquer-coated discs . . . and today Presto discs are *first* in quality.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

Be ready for Microgroove!

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNS, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

OWNER CHANGES

FCC Grants 4 Transactions

SALE of WELM Elmira, N. Y., by James Robert Meachem for $110,000 to Corning Leader Inc. was approved last week by FCC. Ownership transactions involving KEVT Kerrville, Tex., KITO San Bernardino, Calif., and WNLK Norwalk, Conn., also were approved.

WELM, assigned 250 w fulltime on 1400 kc, has been licensed to Mr. Meachem as individual owner. Corning Leader Inc. is publisher of the daily *Leader* in Corning, N. Y., and is owned by William A. and Edwin S. Underhill.

The KEVT transaction involved assignment of license from Leonard B. Brown, sole owner, for $70,143 to Walter T. McKay and Arthur Stehling, doing business as Kerr County Broadcasting Co. Each holds 50% interest. Mr. McKay is chief entomologist for the Texas Dept. of Agriculture and is sole owner of McKay Appliances, electric goods store. Mr. Stehling is a local attorney. KEVT is assigned 250 w on 1230 kc fulltime.

KITO Case

The KITO case involved acquisition of control by Carl D. and Carl E. Haymond, father and son, from Herbert L. Pettey and William E. Dolph for $45,000. The Haymonds together become owners of 58.4% interest. The elder Haymond, who previously held part interest, is licensee of KIT Yakima and KMO Tacoma, Wash. KIT is assigned 1 kw on 1290 kc.

The WNLK transaction covers issues of new stock in May and September 1948 in which holdings of original stockholders were reduced and newcomers acquired part interests. Dr. Benjamin Ginzburg, formerly 50% owner, now is 33% owner. Other original stockholders are Mary Lipsett, Col. N. Petchers and Samuel Gaines. Each now holds 13%. Newcomers and holdings include: Marshall Gans, 7%; Milton Weisenfeld, 4%; Charles Hilton, 7%; Ernest Katzman, 7%, and J. Charles Laue, 3%. WNLK is assigned 250 w day on 1350 kc.

AM GRANTS

Ownership Details Given

FOLLOWING is ownership of new standard stations authorized by FCC fortnight ago and details of which have not been reported [BROADCASTING, Jan. 17]. All were granted Jan. 14.

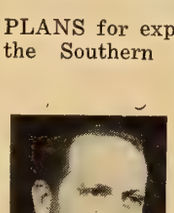
Prestonburg, Ky.—Kentucky Mountain Broadcasting Co., 960 kc, 1 kw, daytime; estimated cost $17,500. Grantee is solely owned by D. C. Stephens, general manager and owner of Big Sandy Dental Labs., that city.

New Braunfels, Tex.—Comal Broadcasting Co., 1420 kc, 1 kw, daytime; estimated cost $28,873. Partnership: Charles W. Scruggs, owner-publisher New Braunfels Herald, 40%; Claude W. Scruggs, advertising manager of the Herald, 20%; Franklin T. Wilson, commercial manager KBWD Brownwood, Tex., 20%; A. W. Stewart, chief engineer of KBWD, 20%.

Coldwater, Mich. — Twin Valley Broadcasters Inc., 1590 kc, 1 kw, daytime; estimated cost $26,750. Principals: James Wilson, partner Southwest Texaco Service, president 10%; E. Earl Munn Sr., professor at Hillsdale College, vice president 20%; Elmer Cain, partner Charlotte Broadcasting Co., AM applicant at Charlotte, Mich., director 8.3%; Thomas E. Hosek, bookkeeper in building division of Pearson Construction Co., Benton Harbor, secretary 2.5%; Dr. E. D. Gibbons, physician, director 5.8%; George A. Hosek, associated in business with Mr. Wilson, director 5%; A. J. Mellborn, superintendent of Pearson Construction Co., director 10%; Lawrence W. Wilson, athletic director of North Adams, Mich., director 9.2%; E. Harold Munn, head of science department of North Adams High School, 20%; Wilson T. Aiken, treasurer Homer Furnace and Foundry Co., 2.5%.

SCBA Plans

PLANS for expanded activities of the Southern California Broadcasters Assn. in 1949 have been asked of the board of directors by William Beaton, president and general manager of KWKW Pasadena. Mr. Beaton announced that Jennings Pierce, NBC western station relations director, has been named a director to fill the unexpired term of Lee Wynn, manager of KGER Long Beach, resigned. Arlette Bartley, has been appointed acting secretary of SCBA, replacing Ethel Bell Mack, also resigned.



Mr. Pierce



Milestones





FIRST anniversary celebration of WMID Atlantic City was marked by a cake-cutting ceremony on the boardwalk in front of Convention Hall. Congratulations were exchanged between David H. Freedman (r), representing the station owners, and General Manager E. E. Kohn.

► *American Forum of the Air* celebrated its 21st anniversary on Jan. 18. The birthday program originated from Washington, and Rep. Emanuel Celler (D-N.Y.), who was on moderator Ted Granik's first forum broadcast, 21 years ago, was guest speaker. WOIC (TV) Washington televised the event, which was heard on MBS at 10 p.m. Subject of the forum was "Should the Un-American Activities Committee Be Abolished?"

► George F. Chatterton, Harry M. Tax, George F. Finley and Sadie Lazarus all observed 30 years of service with Federal Adv., New York, at a luncheon Jan. 10 in their honor. Gold watches and engraved scrolls honoring the occasion were presented to each by Gordon E. Hyde, agency's president.

► Marguerite McEvoy is celebrating her 20th anniversary with WTAG and WTAG-FM Worcester, Mass., commercial department.

► William S. Pirie Jr., national sales director of WFBR Baltimore, celebrated his 20th anniversary in radio sales work on Jan. 7. Mr. Pirie has been with WFBR for 17 of those 20 years.

WCFL UPS PAY

Announcers to Get $103.10

WCFL, Chicago Federation of Labor station, has completed negotiations with the American Federation of Radio Artists to increase wages of staff announcers from $91.85 to $103.10 weekly. AFRA reopened contract talks with both WCFL and WJJD recently when their power was increased to 50 kw.

Minimum base pay for announcers, retroactive to Nov. 1, will be increased again May 1 to $114.35. "Comparable" pay hikes have been provided also for actors, singers and freelance announcers, AFRA reports.

Two of three arbitrations were resolved recently through the Chicago local of AFRA, the first cases presented to it since 1943. In the first, Joe Wilson of ABC, who resigned to do sports work at WBKB (TV) Chicago, was awarded two weeks accumulated vacation pay, the full amount of the claim. The second case, between Ed Prentiss and Feature Productions, was settled by mutual agreement with payment of $600 to Mr. Prentiss as settlement of a sum due him because of an unexpired agreement.

The American Arbitration Assn. is still considering the final case, that of AFRA and Rush Hughes against Olian Advertising Agency.

RWG CONTRACT

First Draft Expected Soon

FIRST DRAFT of a contract for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors will be completed within ten days, according to Austin M. Fisher, management representative.

Mr. Fisher made the statement after his return from the West Coast, where two series of meetings were held to formulate contract language. Both sides orally agreed to the main substance of a contract in December and the industry side undertook the responsibility of making the first draft [BROADCASTING, Dec. 20].

In Hollywood, attorneys and representatives of the various industry segments concerned with the contract met with Mr. Fisher while simultaneously joint sessions of management and the RWG were held on provisions relating to moving picture rights of radio scripts. Both series of meetings were said to be completed satisfactorily.

Next step will be the submission of the first draft to representatives of the Guild and management. Main provisions relate to retention of script rights by the writers and to fee minimums.

IMPressive . . . how KDAL's imp makes "big time" in just 13 weeks . . .

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified "Otto Mattick," the KDAL imp—and decorated him with a recognition rating of 25.4%.

IMPressive—"Otto" had run only 13 weeks in BROADCASTING

IMPressive—"Otto" had run exclusively in BROADCASTING

MORAL: Any budget in BROADCASTING brings "Otto Mattick" results. Get the facts fast.



Any budget in BROADCASTING brings "Otto Mattick" results.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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A LANG-WORTH "MIKE MYSTERY"



The Case of the Shivering Corpse

The woman lay crumpled in the snow in an alleyway between tall buildings. Although it was bitter cold, she wore no coat, and the only objects near her lifeless body were one of her shoes, the laces still neatly tied, and her hat, which looked as fresh and new as though she had bought it only moments before.

The young Irish policeman, who had discovered the body, scratched his head. "I'd say it's a case of hit-and-run driving," he said to Homicide Lieutenant Evans, "only there's no tire tracks. Maybe some hoodlum black-jacked her and took off with her coat and purse. What do you think?"

Lieutenant Evans said, "No, this is suicide. Three clues prove that beyond a doubt."

"And what may they be?" asked the cop.

(Solution below)

"Mike Mystery" is a feature of a 15-minute transcribed music and mystery show available 5 times weekly for national, regional or local sponsorship on 600 Lang-Worth affiliated stations. For full information, contact your station or its representative.

LANG-WORTH
feature programs, inc.

113 W 57TH ST. NEW YORK 19, N. Y.

THE SOLUTION

The dead woman had leaped to her death from the building. As is often the case in death by falling, one of the shoes, still laced and tied, had been torn from the foot by the impact. According to the records, it's been found that almost invariably, a woman who decides to commit suicide by jumping from a window or roof, will remove her coat, fold it neatly, and lay it aside with her purse. Furthermore, the unscrushed hat showed that no one had hit her over the head with a blackjack. **Verdict: Death by suicide.**

WARNING: "Mike Mysteries" are protected by copyright. Anyone making use of this feature in any manner without permission of Lang-Worth Feature Programs, Inc., is liable to prosecution.

Bing to CBS

(Continued from page 21)

will be live or via tape recording also was believed subject to further negotiations. Last year CBS for the first time deviated from its former "no transcription" rule for network originations, and its current policy would permit a transcribed series in whole or in part.

Sources close to Mr. Crosby said the show may be telecast simultaneously with the broadcast, indicating it will be live, but conceded that this isn't necessarily final.

Crosby Enterprises does not hold the star's racing stables, frozen foods business, breatholator development or other ventures, as commonly believed. These are separately incorporated.

H. Pierson Mapes, vice president of Hutchins Adv., agency for Philco, was known to be conferring with Mr. Crosby over future radio and television plans in San Francisco last week.

CBS headquarters in New York were unadvised as to the probable day and time of Mr. Crosby's radio program, but informed sources guessed the network would install him in a Wednesday evening period. He is currently heard on ABC Wednesdays 10-10:30 p.m.

It was understood that the network had tentatively booked the Crosby show for 9:30-10 p.m. Wednesdays, a time which is now occupied by *Harvest of the Stars*, sponsored by International Harvester through McCann-Erickson. *Harvest of the Stars*, reversing recent trends, moves to NBC April 3 in a Sunday afternoon spot [CLOSED CIRCUIT Jan. 17]. NBC hoped to place the program in the 5:30-6 p.m. time, now occupied by RCA's *Robert Merrill*, which the network was trying to persuade to move up half an hour to 5 p.m.

Despite the acquisition of Mr. Crosby, all was not peaches and cream at CBS last week. In addition to the decampment of *Harvest of the Stars*, the network lost *The Pause That Refreshes*, sponsored by Coca-Cola, which drops the time and the program Feb. 11. Coca-Cola was said to be dropping the show to conserve money for future television expansion.

Mr. Crosby is the third important property to abandon a rival network for CBS. Jack Benny and Amos 'n' Andy were enticed from NBC by Columbia late in 1948.

In his present assignment, Mr. Crosby is one of ABC's biggest drawing cards. His Hooperating for Jan. 5 was 16, an appreciable lead over opposition.

If Mr. Crosby can do for CBS' Wednesday evening position what Mr. Benny and Amos 'n' Andy have done for the network Sunday nights, he will be a valuable addition. Special Hooper survey of the Sunday, Jan. 16, CBS-NBC competition showed CBS holding an impressive lead. The programs and their ratings were:

Comparative Ratings

6:30-7 p.m.—CBS, Spike Jones for Coca-Cola, 10.9 rating; NBC, Ozzie and Harriet for International Silver Co., 8.6.

7-7:30 p.m.—CBS, Jack Benny for American Tobacco Co., 18.9 (his highest rating so far this season); NBC, Horace Heidt for Philip Morris & Co., 9.7.

7:30-8 p.m.—CBS, Amos 'n' Andy for Lever Bros., 19.8; NBC, Phil Harris-Alice Faye for Rexall Drug Co., 16.1.

8-8:30 p.m.—NBC, Fred Allen for Ford dealers, 11.1; CBS, Sam Spade for Wildroot Co., 10.7.

8:30-9 p.m.—CBS, *Life With Luigi*, sustainer, 8.8; *NBC Theatre*, sustainer, 7.2.

Mr. Allen, who trailed his CBS opposition the week before, nosed out the Spade show Jan. 16. He was the only NBC Sunday evening performer to outrun his opposition.

Meanwhile, noting that its Horace Heidt program had failed to improve its rating in what NBC calls "No. 1 spot," Philip Morris & Co. reportedly was considering returning Mr. Heidt to his former time, 10:30-11 p.m. Sunday, from which he was moved Jan. 2 to buck the formidable opposition of Jack Benny. The decision of Mr. Heidt's sponsor was expected soon.

As a move to add even more power to its Sunday evening schedule, CBS announced a time change for *Lum 'n' Abner*, sponsored by Frigidaire, from its present 10-10:30 p.m. Sunday spot to the 8:30-9 p.m. Sunday time. The sustainer, *Life With Luigi*, will switch times with *Lum 'n' Abner*.

P. I.-Icide

(Continued from page 26)

yourself out of slack time." The station keeps 50 cents out of each $1 order.

Syd Simons, 540 N. Michigan Ave., Chicago, make-up artist, offers to forward information about a P. I. plan covering its face creams.

Strang & Prosser Adv. Agency, Smith Tower, Seattle, has a client that offers 25 cents per inquiry for "an unusually attractive gimmick." The mail follow-up material has been submitted to both the Post Office and the Federal Trade Commission, according to Joseph Maguire, agency president.

Wesco Dental Products, Box 8625, Hollywood, invites inquiries on a "legitimate" P. I. deal for a product "backed up by a long-range newspaper and magazine campaign," according to William Reed, sales manager.

Upcoming

Jan. 31: ASCAP Field Force convention, New York.
Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.
Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.
Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.
Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 31-April 2: National Conference on UNESCO, Cleveland.
April 7-15: NAB Convention Week, Stevens Hotel, Chicago.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

AMA Panel on TV

AN ALL-STAR panel will attempt to answer questions on television at tomorrow's luncheon meeting of the American Marketing Assn. at the Hotel Commodore, New York. Paul Raibourn, vice president, Paramount Pictures; Joseph Moran, vice president, Young & Rubicam; C. E. Hooper, president, C. E. Hooper Inc.; H. M. Beville Jr., NBC director of research; Leo Hendel, director of radio research, Metro-Goldwyn-Mayer; H. E. Sindlinger, president, Sindlinger & Co.; Allen Whitlock, advertising manager, Jello Div., General Foods Corp.; Fred Coe, NBC video producer-director, and Ted Cott, vice president, WNEW New York, comprise the panel. Jay Josten, portrayer of *Mr. District Attorney*, will act as moderator and quizmaster.

MEMO TO ETHEL WEIDER, Biow Company:

WCKY's WALTZ TIME program, Saturday, afternoon 1 to 2, leads all stations with an average rating of 6.8*. Reach a family audience Saturday afternoon on WCKY!

*(*Pulse Nov.-Dec. 1948)*

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Coy Defends

(Continued from page 23)

Yet, he pointed out, the Committee itself permitted three admitted atheists to testify during the hearing, presumably in the belief that fairness required it to do so.

"But despite [the committeemen's] own conduct motivated by that sense of fairness, they were unable to perceive that the Commission has said no more than that the same principle of fairness must be equally applicable to the radio if the preservation of radio as a means of free expression is to be achieved," he said.

Cites Scott Case

The FCC chief characterized the Scott case as "the acid test of our conviction that free speech over the radio should be fully maintained." It was a test which the Commission passed and the Select Committee failed, he asserted.

He recognized that broadcasters cannot allot time to all who ask for it. But they may not exercise discretion on the sole basis of their own beliefs, he said, adding:

The fact that all persons may not have an opportunity to speak over the radio whenever they desire to do so does not of itself mean that they are deprived of freedom of speech. Nor does the fact that a licensee is not free to operate his station solely for his own interest on the basis of his own beliefs and prejudices mean that he is deprived of freedom of speech.

But the maintenance of radio as a medium of freedom of speech does preclude any absolute policy by a licensee or anyone else barring a subject within the scope of the guaranty of the freedom of speech on the ground that it is an unpopular subject.

While the licensee must look to the interests and desires of the community he serves, he cannot bar views on particular subjects because the subjects are unpopular or the particular views are unpopular. For certainly the prevailing views and desires of the community cannot be made the measure of freedom of speech without destroying that freedom in the very situations where it has most significance.

Traces History

He traced the history of the Communications Act, notable court cases and Commission decisions in support of his claim that FCC is insuring freedom of speech, not restricting it.

". . . The Commission has consistently held that the licensee is under a duty to make affirmative efforts to serve the needs and interests of his community," Chairman Coy said, citing the "WHKC Decision" which held that a broadcaster must make reasonable provision for discussion of public controversial issues.

"If we say that radio broadcast licensees may refuse the use of their facilities for the expression of a point of view because they do not share that point of view, we are, by that token, denying the right of the American people to be informed on all sides of public questions over a medium held in public trust for the American people under the law," he said.

He charged that the Select Committee's report "failed to give any discussion to the basic consideration of the maintenance of free speech over the radio."

States Pledge

He pledged that he would "take every opportunity and make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest.

"The curtailment of that freedom presents no dangers to the preservation of the freedom of expression which the Constitution protects and to the availability of radio as a medium for that freedom of expression, for which the Communications Act provides," he declared.

John C. Turner

JOHN C. TURNER, 50, NBC singer and pianist, died suddenly Wednesday morning in his Denver home after a brain hemorrhage. He had been a staff member at KOA since 1944. Born in Hannibal, Mo., Mr. Turner began his radio career in 1922. He joined NBC in 1933. Survivors include his wife, Marie Anna, two sons, Robert, 25, and Jackie, 19, and a daughter, Donna Marie, 17.

Coy in Boston

FCC CHAIRMAN Wayne Coy is scheduled to be in Boston Tuesday where he will address a joint luncheon session of the Boston Radio Executives Club and Boston Advertising Club.

Delayed Reception

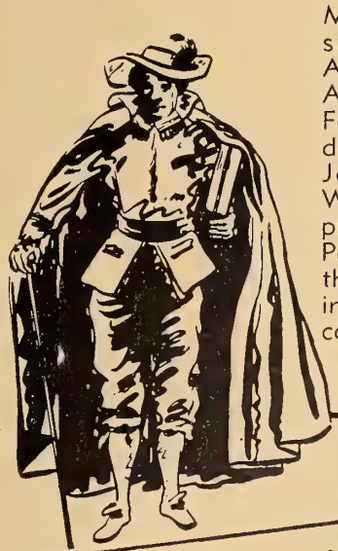
SOUND may travel fast, but sometimes the time between transmission and reception may be a matter of days—and may involve miles of watery expanse. Such was the experience of Richard Rendell, ABC-WMAL Washington newsman, who returned to the U. S. from a European junket Jan. 5. Mr. Rendell left the States Dec. 3 to accompany the Navy as an accredited ABC correspondent. In Athens he shortwaved a question-and-answer broadcast to ABC in New York. On Jan. 9 Mr. Rendell was in the Capital's National Press Club when he heard himself on ABC's *Foreign Reporter*. The network had recorded his voice that day.

The Patroon* of the week



PENELOPE SIMMONS

Time Buyer, FEDERAL ADVERTISING AGENCY, INC.



Mrs. Simmons buys time for such famous accounts as American Safety Razor, Coffee Advertising Council, Durkee Famous Foods, Dixon Ticonderoga Pencils, Lever Bros., John F. Trommer, etc. The William G. Rambeau rep today presented Mrs. Simmons with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only WPTR boasts all these great regional favorites: Miller & Pope, The Sportsmen; Marty Ross, bobby soxer's idol; Howard (Uncle Pete) Maschmeier, whose stories are carried in school classrooms; Frank D'Armond, sophistication at the Steinway; Beth Lee, with recipes as tempting as her Kentucky drawl; and many more.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

WINZ

ZENITH'S WEFM

Denied FCC Authorization

ZENITH RADIO Corp. last week was denied authorization by FCC for continued operation of its low-band FM outlet, WEFM Chicago. Firm sought the same "privilege" accorded FM's inventor, Prof. Edwin H. Armstrong, and his experimental low band outlet, W2XMN Alpine, N. J.

Despite the FCC order terminating all low band FM broadcasting effective Dec. 31, 1948, Prof. Armstrong is continuing operation of W2XMN under a stay order issued by the U. S. Court of Appeals for the District of Columbia. The court order was issued upon Prof. Armstrong's appeal that both he and FM would be done "irreparable injury" by the Commission ruling [BROADCASTING, Jan. 10].

Explaining it has not authorized W2XMN or any other station to operate in contravention of its ruling, the Commission indicated the court order suspends the FCC decision for W2XMN pending settlement of litigation. The FCC letter to Zenith stated:

We have your telegram of Jan. 7, 1949, stating that you understand that an order of the United States Court of Appeals for the District of Columbia has been issued in the Case of Development Frequency Modulation Broadcast Station W2XMN, Alpine, N. J., permitting the station's continued operation on 44.1 mc pending determination of Major Armstrong's appeal from the Commission's order of Dec. 31, 1948, stopping FM broadcasting on the band 44 mc to 50 mc. You request that the same privilege be extended to frequency modulation Station WEFM, licensed to Zenith Radio Corp., and that it be authorized to continue operation on 45.1 mc for the period that "W2XMN is permitted to continue operation, the operation to take place in accordance with the terms of the last license issued to WEFM, which runs to March 1, 1951, except as terminated by the Commission, (sic) recent order."

Please be advised that the Commission has not authorized Station W2XMN, Alpine, N. J., or any other licensee, to operate in contravention of its Decision and Order issued May 5, 1948, and reaffirmed in its Memorandum Opinion of Sept. 16, 1948, terminating FM broadcasting on the band 44 mc to 50 mc after December 31, 1948. This Decision and Order governs operation on that band except as it may be suspended by operation of law or by direction of the Court in actually pending litigation. The Stay Order issued by the Court of Appeals for the District of Columbia was issued in connection with the pending appeal filed by Major Armstrong.

FIRST 15 PROGRAM HOOPERATINGS

Based on Jan. 15, 1949, Report

Program	No. of Stations	Sponsor & Agency	YEAR AGO Hooper	Hooper	+or—	Pos.
Walter Winchell*	259	Andrew Jergens Co. (Orr)	29.7	23.2	+6.5	7
Jack Benny*	167	American Tobacco (BBDO)	27.6	26.5	+1.1	3
Radio Theatre	149	Lever Bros. (JWT)	27.2	26.7	+0.5	2
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	25.1	26.3	—1.2	4
My Friend Irma	153	Pepsodent Div.—Lever Bros. (FC&B)	22.7	21.9	+0.8	10
Bob Hope	151	Lever Bros. (Y&R)	22.5	27.9	—5.4	1
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	20.2	20.0	+0.2	13
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	19.3	19.6	—0.3	14
Amos 'n' Andy	149	Lever Bros. (R&R)	19.1	23.1	—4.0	8
Godfrey's Talent Scouts	150	Lipton Div.—Lever Bros. (Y&R)	18.8	18.6	+0.2	16
People Are Funny	164	B. & W. Tobacco (Seeds)	18.3	15.8	+2.5	24
Stop the Music	173	[redacted]	17.7	—	—	—
Average of Sponsored Periods (8:45-9:00, 21.4) (8:30-8:45, 19.9) (8:15-8:30, 16.7) (8:00-8:15, 12.8)		Smith Bros. (SSC&B) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard (L&M)				
Bob Hawk Show	160	R. J. Reynolds Tob. (Esty.)	16.1	16.5	—0.4	22
Mystery Theatre	149	Sterling Drug (D-F-S)	16.1	12.2	+3.9	50
Bing Crosby	238	Philco Corp. (Hutchins)	16.0	18.2	—2.2	17

* Includes second broadcast

TOP TEN DAYTIME HOOPERATINGS

Based on Jan. 15, 1949, Report

Program	No. of Stations	Sponsor & Agency	YEAR AGO Hooper	Hooper	+or—	Pos.
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	9.1	7.7	+1.4	2
When a Girl Marries	77	General Foods Sales (B&B and Y&R)	8.2	7.3	+0.9	6
Portia Faces Life	89	General Foods Sales (B&B and FC&B)	7.8	6.6	+1.2	11
Our Gal, Sunday	84	Whitehall Pharmacal (D-F-S)	7.6	7.4	+0.2	4
Young Widder Brown	146	Sterling Drug (D-F-S)	7.4	6.4	+1.0	13
Backstage Wife	146	Sterling Drug (D-F-S)	7.2	7.4	—0.2	5
Lorenzo Jones	146	Sterling Drug (D-F-S)	7.2	6.7	+0.5	9
Guiding Light	85	Procter & Gamble (Compton)	7.1	5.7	+1.4	21
Just Plain Bill	58	Whitehall Pharmacal (D-F-S)	7.1	6.0	+1.1	16
Rosemary	62	Procter & Gamble (B&B)	7.0	6.0	+1.0	17
Arthur Godfrey 10:30-11:00	166	Gold Seal Co. (Campbell-Mithun) National Biscuit Co. (McCann-Erickson)	7.0	6.9	+0.1	8
11:00-11:30	165	Liggett-Myers Tob. (Newell-Emmett)				
Average of Sponsored Periods (10:45-11:00, 7.6) (11:00-11:30, 7.4) (10:30-10:45, 5.6)						
Stella Dallas	146	Sterling Drug (D-F-S)	7.0	7.2	—0.2	7

DELETIONS

One AM, Seven FM Stations Dropped by Own Requests

SEVEN FM outlets and one AM station were granted cancellation of their authorizations last week by FCC. All were requested by the applicants.

FM deletions for 1949 to date now total 12 construction permits and one conditional grant. The AM deletion, for WFAR Quincy, Ill., owned by Illmo Broadcasting Corp., was effective Dec. 31, 1948. There have been no other AM cancellations to date this year.

★

For all of 1948 there were 130 FM deletions (licenses, CPs and CGs). In 1947 there were 31. In 1948 there were 53 AM stations cancelled (4 licenses, 49 CPs).

WFAR deletion was made as a result of FCC approval to Illmo Broadcasting's purchase of one-third interest in WGEM Quincy from Quincy Broadcasting Co. [BROADCASTING, Dec. 13, 1948].

WKAL-FM Rome, N. Y., owned by Copper City Broadcasting Corp., was dropped after "extensive surveys in area" which showed "little or no public interest in FM service," FCC reported. Commission said WKAL indicated it is "convinced it should devote entire interest to television station." WKAL has not yet applied for TV.

WREC-FM Memphis, Tenn., owned by Hoyt B. Wooten under the firm name of WREC Broadcasting Service, was dropped for the present time. CP for the station expired Dec. 12. In a letter to the FCC, Mr. Wooten explained he had just returned to his office after illness and an extended tour of Europe. He asked for extension of completion date or deletion without prejudice since plans to combine FM and TV operations are delayed as a result of the video freeze.

KRNA Okmulgee, Okla., owned by Donald W. Reynolds, was granted deletion. According to FCC. Mr. Reynolds "decided not to construct at this time."

Likewise WIRE-FM Indianapolis was cancelled as "applicant has decided not to construct at this time." WIRE is owned by Indianapolis Broadcasting Inc.

KVRO Brownville, Tex., owned by Brownville Herald Pub. Co., and KVMR McAllen, Tex., owned by Valley Evening Monitor Inc., were dropped "after careful consideration of numerous factors involved in an FM broadcast operation," FCC said. Withdrawal requests were signed by Leo E. Owens, president of both firms.

WNYS Nashville, Tenn., owned by Nashville Radio Corp., was withdrawn as the firm "does not desire to engage in an FM operation at this time," Commission said.

Meanwhile, FCC also has granted deletion of WCYB-FM Bristol, Va. Action was inadvertently omitted from the report in BROADCASTING, Jan. 17, page 63. Commission said "applicant is convinced that attempt to operate an FM station in the community upon the basis of the same standards under which its present AM operation is conducted would be impossible." Appalachian Broadcasting Corp., owner, believes "it is wisest to devote all time and resources to AM."

ABC HOLLYWOOD

Promotes Nelson, Hullinger

NORMAN NELSON, assistant sales promotion manager of ABC Hollywood, Feb. 1 becomes director of broadcast promotion, according to Jack O'Mara, Western Division promotion manager.

Ned Hullinger, now trade news editor in the Hollywood publicity operation, will become assistant sales promotion manager on Feb. 1. Mr. Nelson's duties will be concerned with use of radio to promote radio in the KECA and ABC Pacific areas.

WBAP-TV Fort Worth, Tex., has shifted to new six-day weekly schedule, off air on Wednesday instead of Tuesday.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

1260 KC

Grants to WERC and Civic; WLEU Denial Proposed

MOVING to end the long-standing 1260 kc rivalry between the two stations, FCC proposed last week to put WERC Erie, Pa., on that regional channel with 5 kw day and 1 kw night (directionalized), and to deny WLEU Erie's application for the same facilities.

At the same time the Commission proposed to grant Civic Broadcasters Inc.'s application for a new Cleveland station on 1260 kc with 5 kw fulltime (directionalized).

The proposed decision also found "serious doubts" whether WLEU's stockholders or directors have participated in station affairs to the degree "required in the station's license."

But FCC said it would not be proper in this proceeding to pass upon "whether willfulness or improper motives prompted the filing of statements containing false information regarding the attention to the affairs of the station which has been given by the president [Leo J. Omelian Sr.] and/or [the] board of directors, or whether, in a legal sense, there has been a relinquishment of the reponsibilities placed upon its stockholders in the license granted for the operation of the WLEU facilities."

Separate Proceeding

A separate proceeding would be necessary to consider such questions, FCC said.

The case dates back several years, hearings having started in January 1946. WLEU had applied for 1260 kc with 5 kw day and 1 kw night in lieu of its present 1450 kc with 250 w. This raised questions of possible interference with WERC, on 1230 kc with 250 w.

Subsequently FCC granted WLEU's petition for an order directing WERC to show cause why WERC shouldn't operate on WLEU's 1450 assignment. Then it added another issue, on petition of WERC, to determine whether WERC should operate on 1260 kc. Thus it became a fight for 1260 kc, with 1450 kc to go to the loser. Meanwhile, Civic Broadcasters had come into the competition through its application for 1260 kc at Cleveland.

The proposed decision to favor WERC over WLEU was based on a comparison of the degrees of integration of ownership and station management as reflected by the two operations. The Commission said WLEU apparently is "actually operated, and to a great extent its policies determined and caried out, by a general manager [V. Hamilton Weir] who owns no stock in the corporate licensee."

FCC continued:

The Commission recognizes that, for the most part, corporations may function only through their agents; but in dealing with the corporate licensees of radio broadcast facilities, it is expected that definite polices will be laid down by the board of directors for the guidance of their agents who are engaged directly in the management and operation of the radio stations involved; that all of the members of the board of directors will be informed continuously of changes in conditions which might warrant revision in these policies; and that the real responsibility for the management and operation of the stations will not be placed upon a single individual, particularly one who of record has no proprietary interest in the corporate licensee.

In proposing to make final the show-cause order relating to a move of WERC to 1260 kc, FCC said it would do so on condition that WERC use the daytime directional pattern suggested by Civic Broadcasters and the nighttime pattern proposed by WLEU.

Civic Broadcasters is headed and controlled by Frederick C. Wolf, owner of a transcription and recording business in Cleveland, who has 60% interest. Other stockholders: William H. Hlavin, electrical engineer, 18%; Walberg L. Brown, music director for the Cleveland Division of NBC, and Edward J. Sklenicka, attorney, 5% each; Emil J. Jelinek, operator of a clothing store, 10%, and John R. Bennett, Air Forces veteran, 2%.

NAME SEN. HOEY

To Head Probe Committee

THE SENATE Subcommittee on Investigations, which last summer looked into "Voice of America" broadcasts, last Wednesday was officially placed under new management in the reshuffled 81st Congress.

Members of the Committee on Expenditures in Executive Departments, parent group, named Sen. Clyde R. Hoey (D-N.C.) chairman of the subcommittee, replacing Sen. Homer Ferguson (R-Mich.). The two holdover members are Sens. Herbert R. O'Conor (D-Md.) and James O. Eastland (D-Miss.). New members are Sens. Karl E. Mundt (R-S.D.), Joseph R. McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), and Russell B. Long (D-La.).

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

For Every Taste . . .

*For Every Occasion**

● We like to feel . . . and have reason to believe . . . that WHHM caters to one of the broadest audiences in its area.

● Young or old, rich or poor—there's something that WHHM has that brings them back to listening, that gives impetus to WHHM-advertising that makes those cash registers sing a song of sales.

● Alert audience, Healthy Hoopers & Results—who could ask for anything more! Plus the fact that WHHM

DELIVERS

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Independent—but not Aloof

Memphis, Tennessee

Patt McDonald, manager **FORJOE & CO.**, representatives

* Drink Up to Canada Dry for This One

Member
Association of
Independent
Metropolitan Stations

To One Million People CBS Means WDNC



DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

Radio's Net

(Continued from page 21)

business is that 1949 will be a more competitive year than its predecessor [BROADCASTING, Dec. 27, 1948, *Year-End Roundup*]. But few executives anticipate or plan for any net decline in radio revenues.

Television

The *Business Index* estimates TV sales to be about $7.5 million for 1948. There are now 680 advertisers in the television market—37 being network advertisers. There are no official figures for 1947—but last year, it was estimated that television business totalled about a half million dollars. The gain this year has been exceptional for an industry that is yet so young.

There are few persons who would venture to estimate the 1949 television time sale revenues. Certainly TV advertising has caught the imagination of the advertiser—though he may have been skeptical in the past.

Station Breakdowns

(See Table II)

Regional stations captured almost half of the total time sales revenue in 1948. The remainder of the time sale revenue was split about 25% each for locals and clear channel stations.

This is about the same breakdown as 1947—with regionals gaining 2.6% in their share of total revenue—principally at the expense of the clear channel stations, which dropped about 2.4% in share of total broadcast revenues.

Regional stations received 48.2% of the total revenue from spot sales; clear channels 40.5%. In this case too, the increasing number of regional outlets gained a percentage from the clear channel stations. In 1947 the split was about 44% of spot business to each class of station.

Half the income from local sales was received by regional stations, while the local stations took 37%—the remainder going to the clear channel stations.

About 85% of the network business went to the clear channel and regional stations—38% and 47% respectively, and remaining 15% of the $133,545,000 total went to local stations.

Advertisers by Product

The big four network advertising groups—Drugs and Toilet Goods, Food and Food Beverages, Laundry Soaps and Household Supplies, and Tobacco—accounted for about 75% of all network advertising in 1948. Their relative positions were unchanged, as all four led the network advertising field in 1947.

The following table shows the top advertising group, with estimated dollar budget for 1948, and the per cent of total network advertising represented by that figure:

TOP SIX NETWORK ADVERTISERS

Product Group	$ Total (Millions)	% Of Network Total
Drugs and Toilet Goods	$57.0	28.6%
Foods and Food Beverages	52.1	26.1
Laundry Soaps and Household Supplies	19.7	9.9
Cigars, Cigarettes & Tobacco	19.3	9.7
Household Furniture & Furnishings	8.4	4.2
Confections & Soft Drinks	7.2	3.6

These figures are *Business Index* estimates, from Publishers Information Bureau reports.

Comparison with Other Media

Radio's overall 7.7% gain compares with an estimated 13.0% increase in newspaper advertising, according to Media Records reports. The 1948 increase for newspapers was about 3.3% below last year's increase. Magazine advertising in 100 national magazines and 11 farm papers increased about 4%, according to recent estimates.

The *15th Annual Business Index* appears in the *1949 Yearbook Number* with additional tables and graphs showing the course of radio's revenues since 1945.

TABLE I

RADIO NET TIME SALES 1947-1948

Class of Business	1947	% Total	1948 Estimated	% Total
National Network	$127,713,942	34.1%	$133,545,000	33.2%
Regional & Miscellaneous Networks*	7,012,689	1.9%	6,600,000	1.6%
National & Regional Non-Network	91,581,241	24.5%	99,431,000	24.7%
Local	147,778,814	39.5%	163,250,000	40.5%
TOTAL	$374,086,686	100.0%	$402,826,000	100.0%

* Includes miscellaneous networks and stations.

* * *

TABLE II

PERCENT OF SPOT, LOCAL, NETWORK AND TOTAL REVENUES BY CLASS OF STATION—1947 AND 1948 (EST)

	National Spot		Local		Network		Total	
Class of Station	1947	1948	1947	1948	1947	1948	1947	1948
Clear Channel	44.2%	40.5%	15.5%	12.7%	36.6%	38.2%	28.1%	25.7%
Regional	44.4	48.2	46.6	50.1	48.1	46.7	46.3	48.9
Local	11.4	11.3	37.9	37.2	15.3	15.1	25.6	25.4

All columns total 100%

MBS 'FORUM'

Praised by Sen. Johnson

MILLIONS of Americans become better citizens through listening to Mutual's *American Forum of the Air*, Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce committee, told program listeners last Tuesday.

Sen. Johnson's remarks were given on the occasion of the 21st anniversary of Theodore Granik's coast-to-coast broadcast of the program from Washington, D. C.

"The *American Forum*," the solon said, "provides a unique stimulation to the people of the nation, bringing as it does the opinions and views of men in Government to every corner of the land. It is one of the best examples of democracy at work that we have . . ."

President Truman, too, had praised the program, Sen. Johnson said, and had expressed the view that "the radio industry can be proud of this pioneer in the field of public service programs."

High-Paid Page

VISITORS to the studios of WOW Omaha can expect a royal reception and expert "guided tour" service, but they are hereby warned not to underestimate the importance of their "guides." A rancher and his family who recently toured WOW studios were highly pleased with the service rendered and offered the "page" a tip to "go get yourself some good cigars." The "page" declined, explaining that he was being paid by the station for his services. Red faces probably would have resulted if the rancher had learned he offered a 50c tip to Johnny Gillin, president and general manager of WOW.



POWER FAILURE

Radio Helps Avert It In Northwest

STATIONS in the Pacific Northwest played a major role this month in helping to avert collapse of electric power facilities in the area, a spokesman for the utilities told BROADCASTING last week.

While all available media were used to tell the public the urgency of the situation, it was the swift action of radio on two successive weekends that turned the tide.

As early as last October, it became evident that the supply of electric power might be reduced during the winter. Companies sharing in the Northwest Power Pool—which covers Oregon, Washington, Idaho, Montana and British Columbia—started meeting as the Northwest Utilities Conference Committee, a regional organization of major public and private power companies.

As the threatened shortage approached, the group launched a plan in November to educate the public on the need for conservation of power, especially during the peak hours, 4:30-6:30 p.m. Each member company developed its own promotion and education effort, but radio was used from the start by most of the participants.

Collapse Threatened

Then, the severe weather and freeze on Sunday, Jan. 9, cut the available power markedly, and threatened total collapse the following day.

Executives of the Puget Sound Power and Light Co. and its advertising agency, Strang and Prosser, went swiftly to work producing copy and buying all available time that Sunday for spots. Except for one small newspaper ad and a news story in Monday's paper, the spots on 15 stations were the only channel used for indicating the seriousness of the problem.

On Monday morning engineers and advertising men alike watched the power consumption with concern, because the preceding Monday's peak (4:30-6:30) consumption had been the highest in the history of the Northwest, and the company had barely squeezed through without a breakdown. With less power available in the intervening week, a duplication of such heavy power use would force a breakdown.

Load Declines

But by evening, the concentrated barrage of radio advertising and news had its effect. The load dropped to 10,000 less kilowatts than the preceding week, or just enough to give a safe margin. "For this, radio was largely responsible," a spokesman for the company said last week.

Average use of time by the Puget Sound Power and Light Co. was ten spots a day on each of 15 stations. As the crisis eased later in the week, the volume of advertising dropped to six spots, then four, and finally two. By Friday, Jan. 14, however, it became apparent that the problem was no longer one of peak-period consumption alone. The companies were getting through only by using storage water, which was dropping dangerously low.

Accordingly, a round-the-clock power conservation program was developed, to reduce consumption 15%, in addition to the earlier emphasis on the 4:30-6:30 trouble spot. Again, Puget Sound Power and the other companies started to rely almost exclusively on radio. Four spots a day were placed on each station over the next weekend.

ZCMI

(Continued from page 27)

ident and general manager, Harold H. Bennett. His particular pet, however, is the symphony because of the store's policy to give strong support to cultural activity in the community.

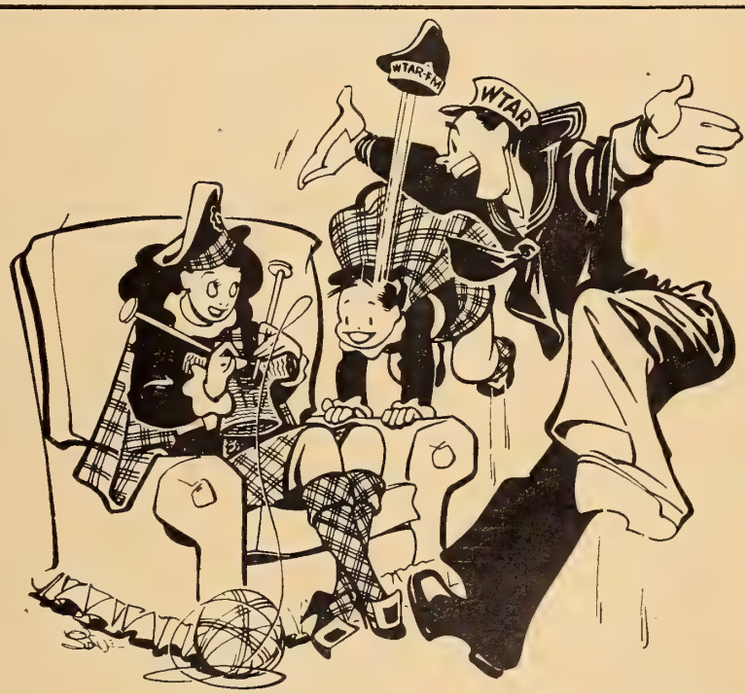
Mr. Bennett attributes to the store's radio promotion the fact that, although Salt Lake City department store business in 1948 was behind that of 1947, Federal Reserve figures showed that ZCMI was way ahead.

Circuit Responsible

Responsible for the round of tie-in parties and letters that have evolved from *The Story Princess* programs is Geoffrey Circuit, ZCMI sales promotion manager, who stepped into the already going radio campaign about a year and a half ago. Mr. Circuit, interviewed by BROADCASTING at the NRDGA convention in New York, wrote and produced shows at KSL before joining ZCMI, taught radio and advertising at Northwestern U., and at one time had his own ad agency in Chicago, where 60% of his business was in placing radio time. He believes that too much emphasis cannot be put on the importance of radio, and throws most of his energy and enthusiasm, of which he has much, behind that belief.

KFI Los Angeles has received radio committee of Los Angeles Tenth District California Congress of Parents and Teachers award for "radio station broadcasting greatest number of programs approved by the Congress." In addition KFI weekly *Jump Jump of Holiday House* was selected by group as "outstanding radio program series of interest to young children."

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles



You, too, will hear good news

. . . when WTAR does *your* selling job in the Norfolk Metropolitan Market

Look at both sides of your advertising dollar . . .

WTAR gives you 3.5 times as many weekday morning listeners as its nearest competitor . . . 3.2 times as many weekday afternoon listeners, 3.4 times as many, evenings . . . 2.3 times as many Sunday afternoon and Saturday daytime . . .

That's what the Hooper Station Listening Index, October-November '48 says for Norfolk—Portsmouth—Newport News, Va.

Check that kind of listenership and the cost per listener, against any audience delivery of any other station on your list.

You'll see why WTAR gets along so well with thrifty folks.

WTAR
WTAR-FM
WTAR-TV (2)

Let us tell you more about it.

NBC Affiliate 5,000 Watts Day and Night

Nationally Represented by Edward Petry & Co.

DEPT. STORE SALES
Up in Early 1949

PRE-CHRISTMAS talk about falling department store sales has tapered off since Federal Reserve Board figures have come in for the first two weeks in January. The sales index for Jan. 8, 1949 is 274 as compared with a Jan. 10, 1948 figure of 251 (1935-39 = 100).

Post-Christmas bargain sales have been at prices not seen since OPA, and the result has been a good clearing of inventory in many large cities. Boston showed an 18% increase over a similar week in 1948, while the average for the 51 reporting cities is a 9% increase.

One of the few major markets showing a loss was New York City, with a 2% drop from the year before. Elsewhere, the picture looked healthy. Christmas buying, helped by the five-day sales week this year, was up 32% over 1947's Christmas week sales.

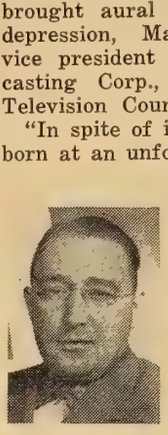
The month including Christmas and ending Jan. 8 was 10% above the corresponding month last year. No report is issued on smaller retail outlets, which may not have turned in such a good record for the holiday business.

CKLW Windsor-Detroit is now completing erection of its four masts for antenna system for new 50 kw transmitter. CKLW plans to have new RCA equipment on air in June.

VIDEO SALESMANSHIP
Need Cited by Crosley V.P. at Chicago Meet

TELEVISION needs vigorous salesmanship like that which brought aural radio through the depression, Marshall N. Terry, vice president of Crosley Broadcasting Corp., told the Chicago Television Council Wednesday.

"In spite of its glamor, TV was born at an unfortunate time—during a fat period—and now we are scrambling to keep on that plateau," he said.



Mr. Terry

"Will we carry over into television the luxuries of days gone by, or will we really go to work like we did when we sold ourselves out of the depression?" he asked.

Mr. Terry, who directs Crosley's television activities, recalled that as a newspaper advertising salesman he met resistance because his paper couldn't "demonstrate" a product. As a broadcast salesman, he often was turned down because his station couldn't "show" a product, he related.

"Now, television can do both—but what are we doing about it?" he inquired.

Most of Mr. Terry's remarks were in the form of thought-provoking questions. He frankly admitted "Crosley doesn't know the answers, either." Some samples cited by Mr. Terry are:

"Is our ambassadorship of television enough at this point?"

"Have we given sufficient study to the problems of department stores?"

"Just what constitutes good TV programming?"

"Should our rates reflect the greater impact of television?"

"How are we to test results?"

He predicted that TV stations may find it necessary to establish sales service departments to assist advertisers who have no agencies, as well as agencies themselves.

HOUSE GROUPS
Dealing With Radio Okayed

THE HOUSE of Representatives last Monday approved majority and minority appointments to three committees which examine legislative measures affecting radio.

Rep. Robert Crosser (D-Ohio), becomes chairman of the House Interstate and Foreign Commerce Committee [BROADCASTING, Dec. 20, 1948], which writes radio legislation.

At the helm of this committee's Senate counterpart is Sen. Edwin C. Johnson (D-Col.), whose appointment the Senate previously confirmed.

The addition of one more Democrat to the House Commerce Committee raises the ratio to 17 Democrats as compared to 11 GOP members.

New Democratic members of the committee are Reps. Arthur J. Klein (N. Y.), Thomas B. Stanley (Va.), John B Sullivan (Mo.), William K. Granahan (Pa.), Andrew J. Biemiller (Wis.), John A. McGuire (Conn.), George H. Wilson (Okla.), Neil J. Linhan (Ill.) and Thomas R. Underwood (Ky.).

Holdover majority members are Congressman Crosser and Reps. Alfred L. Bulwinkle (N. C.), Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), George G. Sadowski (Mich.), Dwight L. Rogers (Fla.) and Eugene J. Keogh (N. Y.).

All GOP appointments to the committee are previous members. They are, in the order of their seniority, Reps. Charles A. Wolverton (N. J.), Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), Harris Ellsworth (Ore.), James I. Dolliver (Iowa), John W. Heselton (Mass.), Hugh D. Scott, Jr. (Pa.) and John B. Bennett (Mich.).

Labor legislation is referred to the House Education and Labor Committee. The FCC's budget is examined by the House Committee on Expenditures in Executive Departments.

Composition of these committees during the 81st Congress will be as follows:

Education and Labor, Democratic members: Reps. John Lesinski (Mich.), chairman; Graham A. Barden (N. C.), Augustine B. Kelley (Pa.), Adam C. Powell, Jr. (N. Y.), John S. Wood (Ga.), John F. Kennedy (Mass.), Wingate H. Lucas (Tex.), Cleveland M. Bailey (W. Va.), Leonard Irving (Mo.), Carl D. Perkins (Ky.), Charles R. Howell (N. J.), Hugo S. Sims, Jr., (S. C.), Andrew Jacobs (Ind.), Thomas H. Burke (Ohio), Tom Steed (Okla.) and Roy W. Wier (Minn.). Republican members: Reps. Samuel K. McConnell Jr. (Pa.), Ralph W. Gwinn (N. Y.), Walter E. Brehm (Ohio), Carroll D. Kearns (Pa.), Thurston Ballard Morton (Ky.), Harold H. Velde (Ill.), Wint Smith (Kan.), Richard M. Nixon (Calif.) and Thomas H. Werdel (Calif.).

Expenditures in Executive Departments, Democratic members: Rep. William L. Dawson (Ill.), chairman; Chet Holifield (Calif.), Henderson Lanham (Ga.), Porter Hardy, Jr. (Va.), Frank M. Karsten (Mo.), John W. McCormack (Mass.), Herbert C. Bonner (N. C.), George G. Sadowski (Mich.), Walter B. Huber (Ohio), John A. Blatnik (Minn.), Harold D. Donohue (Mass.), Earl T. Wagner (Ohio), Robert L. Coffey Jr. (Pa.), William P. Bolton (Md.), M. G. Burnside (W. Va.), Richard Bolling (Mo.), Anthony F. Tauriello (N. Y.). Republican members: Reps. Clare E. Hoffman (Mich.), Robert F. Rich (Pa.), R. Walter Riehlman (N. Y.), Ralph Harvey (Ind.), Charles A. Halleck (Ind.), Harold O. Lovre (S. D.), William L. Pfeiffer (N. Y.).

Multiple Ownership

(Continued from page 30)

today than in 1940, for example, when the number of stations was far less.

Mr. McKenna asked and received permission to submit a supplemental brief on the question of FCC authority. He was appearing for KMMJ Grand Island, Neb., KALL Salt Lake City, Trans-American Television Corp., an applicant for TV at Evansville, Ind., and WISH Indianapolis.

For NBC, Mr. Margraf urged the Commission to "leave the way open for consideration of each case as it is presented."

He said NBC felt there should be no fixed limits "and that broadcasters should have an opportunity to show in any given case that ownership of an additional station would not be contrary to the public interest." In no event, he said, should different limits be set for the three services.

How to be FIRST in the World's No. 1 Oil Market!



It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and allied petroleum industries than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Texas City and Galveston besides. Pick KPRC now! Write Petry or call us for availabilities.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN · Jack Harris, Manager

ONE OF A KIND

Time buyers learn early that some stations sell merchandise, while others do not. WAIR is a selling station . . . made so by popular programming. WAIR sells in volume . . . at a profit.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

NEWS RESEARCH

NARND Probes Wire Reports

CONTINUING study of press association radio reports will be conducted by a committee set up last week by the National Assn. of Radio News Directors.

Co-chairmen of the committee are Sheldon Peterson, KLZ Denver, and Richard Oberlin, WHAS Louisville. Also named by NARND President Sig Mickelson, WCCO Minneapolis, were Ben Holmes, KOMA Oklahoma City; Ed Wallace, WTAM Cleveland; Wayne Kearl, KSL Salt Lake City.

One of the committee's first projects will be an analysis of a sample report for a week as provided by major wire services now serving radio. The NARND board last November authorized the committee, acting on the theory that station criticism of press association reports should be supported by facts.



Mr. Oberlin

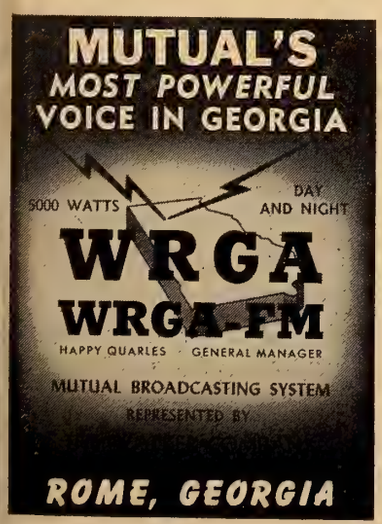


Mr. Peterson

'Important Project'

Mr. Mickelson told the new committee, "This is a project which is of the greatest importance to the entire radio news industry. We have been hearing a lot of comment on the work of the press associations—a lot of unfavorable criticism. But no one has ever been able, or at least no one has ever pointed out specifically to the press associations their weaknesses and methods for increasing their effectiveness."

President Mickelson suggested "a rather thorough analysis" for one week of press association material. "Such a preliminary survey should provide some interesting conclusions and some interesting suggestions for further study," he said.





Mr. Hawkins (r) presents the Gold Medal award to Dr. Zworykin. At left is Dr. Zworykin's daughter, Elaine V. Zworykin.

* * *

RCA's ZWORYKIN

Gets Poor Richard Award

DR. VLADIMIR KOSMA ZWORYKIN, vice president and technical consultant of the RCA laboratories division, Princeton, N. J., Jan. 17 received the 17th annual Gold Medal of Achievement award of Philadelphia's Poor Richard Club. The honor went to Dr. Zworykin for "his distinguished service in the field of electronic research and his outstanding contributions to the development of television."

Presentation was made by Harry L. Hawkins, club president, at the 44th annual dinner, held in the Bellevue-Stratford Hotel ballroom, in commemoration of the 243d anniversary of the birth of Benjamin Franklin, the club's patron saint. The evening was labeled by the club as a "Salute to Television."

Among guests in attendance were Frank M. Folsom, RCA president; Edgar Kobak, MBS president; Mark Woods, ABC president; Harry C. Kopf, NBC vice president, and Lawrence Lowman, CBS vice president. Milton Berle was m.c.

TBA REPLIES

To Detroit TV Housing Plan

THE RIGHT to own a television set is as basic an American right as that to own any other personal property, according to Television Broadcasters Assn. Commenting on the refusal of Detroit's Housing Commission director to allow the installation of TV sets in the city's public housing projects [BROADCASTING, Jan. 3], TBA has expressed the view that the director had exceeded any constitutional authority he might have.

However, TBA added that a landlord can forbid the erection of roof antennas as part of his property rights. It is understood that the Detroit action is based not on any city opposition to television but is merely one of a series of moves designed to discourage tenants from settling permanently in what was designed as a temporary answer to the city's wartime housing problem. The city has not forbidden TV sets in the permanent dwellings, it was reported.

WE DON'T REACH FOR GRAPE (Ky.)!

At WAVE we don't try to pick, pluck or reach for Grape (Ky.)! Our State's got lots of towns like that—sweet, maybe, but so small that even bunched together, they don't make a mass market!

If it's easy pickings you really want in Kentucky, you'll cling to WAVE and the Louisville Trading Area. Here in the State's most important market, people have a much higher Effective Buying Income (*$4069 per family vs. $2769 per family in the rest of the State!*); hence are the best audience for your radio sales message. WAVE gives you this market—without putting the squeeze on you, or wasting our own juice, either!

What do you say; is it a date—*without Grape?*

LOUISVILLE'S WAVE



NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

VIDEO MEET

Chicago Council Releases Event Roster

MORE than 90% of the telecasting leaders asked to speak at the video conference planned by the Chicago Television Council for March 7-9 have accepted invitations, James L. Stirton, council president and general manager of ABC's Central Division, said Wednesday.

Plans for the three-day session, which begins on a Monday, have been formulated by an executive committee headed by Mr. Stirton. As it now stands, he will give the welcoming address at luncheon Monday after a two-hour registration period. All elements of the industry are expected to send representatives to the conference, first major TV meeting in the Midwest.

At the opening-day luncheon, top executives of each TV network will discuss "Television Today and Tomorrow." That afternoon, a session will be conducted on general management, station sales, creation of client interest, and legal problems. The dinner speaker Monday evening will outline "TV From the Public Point of View."

Tuesday morning panel discussion leaders will explain the "Writing, Creating and Directing of TV Programs," including dramatic, audience participation, variety and musical. Concurrently, other discussion groups will take up "Developments in Transmission, Reception and Networking," with emphasis on AT&T, Stratovision, and Western Union and radio relay activities. The Tuesday luncheon topic will be "Impact of Television on Advertising."

★

Three panel sessions will take place Tuesday afternoon: (1) Sales and Management—personnel, sales program and production engineering; AM, newspaper and film company operations integrated in TV operations; (2) Program and Agencies—film sources, news features, shorts, cartoons, rental practices, clearance rights, filming news and special events (with setting up of individual departments); report from film conference committee on TV film standards; (3) Engineering—personnel, number needed, where to get, training; transmission and reception, maintenance problems, control room design and needs, studio organization.

The last day of the conference will begin with a morning session on program trends, including daytime shows, research (Hooper, Nielsen, The Pulse) and a television program demonstration. A representative from the motion picture industry will give his views on video at the luncheon meeting.

In the afternoon, speakers will appear on four panels: (1) Sales and Management (commercial programs)—studio, remote and film problems, and operation costs short cuts; (2) Program and Production Personnel (sustaining programs)—studio, remote and detailed lighting problems, personnel and music; (3) Agencies (studio problems)—production of commercial studio shows, remote problems, TV commercials and music; (4) Engineering—studio, remote, lighting and audio problems.

Among those who have accepted the council's invitation to speak are Mark Woods, president of ABC; James Young, consultant for J. Walter Thompson agency; Leo Burnett, head of the Chicago agency bearing his name, and Lee Cooley, TV director at McCann-Erickson, New York.



LOOKING OVER program are four members of recent eight-man television panel at Hollywood Advertising Club. L to r: Richard Goggin, ABC Western Division TV program head; Mal Boyd, Hollywood Ad Club program chairman; Carlton Winckler, Don Lee video program director; Harold J. Bock, NBC Western Network TV manager.

INTERCITY TV

AT&T Clarifies Policy

A CLARIFICATION of the American Telephone & Telegraph Co.'s controversial policy on intercomconnection of its intercity television facilities with those of other companies is offered in tariff changes filed with FCC on Jan. 14 [BROADCASTING, Jan. 17].

The present tariff provides that the company will not interconnect with other companies except in areas where no AT&T facilities are available. The new tariff, to become effective March 1, establishes two categories as follows:

1. If the customer needs television network service for less than three months (for particular events, for example), and if AT&T has no facilities, then the inter-city channels of other companies may be linked with those of the telephone company for varying periods up to three months or until AT&T facilities become available. "This," AT&T said, "depends upon the particular circumstances involved."

2. If the customer needs television network service for more than three months and if the telephone company cannot extend its facilities to the customer's location within 12 months, then the inter-city channels of other companies may be linked with the telephone company's for at least 36 months and for longer if AT&T does not have facilities by that time.

The whole subject of AT&T's interconnection policy is awaiting an FCC decision as part of the Commission's investigation of AT&T and Western Union TV network rates.

In both cases, AT&T authorities reported, "the tariff provisions stipulate reasonable notice from and to customers as well as the periods of interconnection."

The provision calling for allocation of intercity channels on a quarterly basis—where there aren't enough channels for all monthly service customers—should facilitate broadcasters' sale of network time to advertisers by assuring use of the channels for three months instead of the present 30 days, authorities said.

TAPE RECORDING

ABC Facilities Available

TAPE recording facilities of ABC are to be made available to the network's clients and advertising agencies, Lawrence Ruddell, director of recording, announced last week.

ABC announced that the following charges will include an original and a protection recording which may be used for broadcast, dubbing, or for editing and assembling. The tape remains ABC property. If a disc is required for listening purposes simultaneously with the recording on tape, it may be ordered at regular disc commercial rates.

Length of recording time	Ampex tape recording
15 minutes	$15
30 minutes	20
1 hour	35

(Rates for periods longer than one hour shall be in exact proportion to the one-hour rate. Tape must be recorded with protection copy.)

Supplemental service

Editing and assembly (using one engineer and one machine):

First hour or portion thereof	$25
Any additional half hour or portion thereof	$10

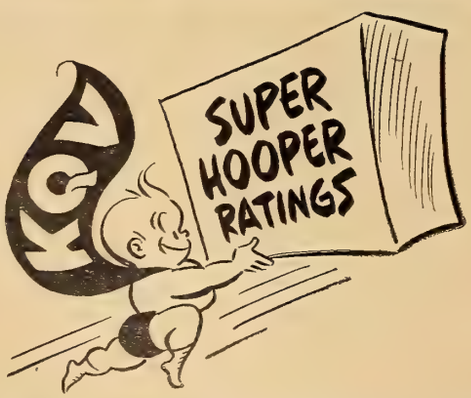
Re-recording (tape to tape, or tape to disc):

¼ hour or less	$3
½ hour	5
1 hour	7

(Rates for period longer than one hour shall be in exact proportion to the hour rate.)

Tape cost (if client wants to keep his program on tape):

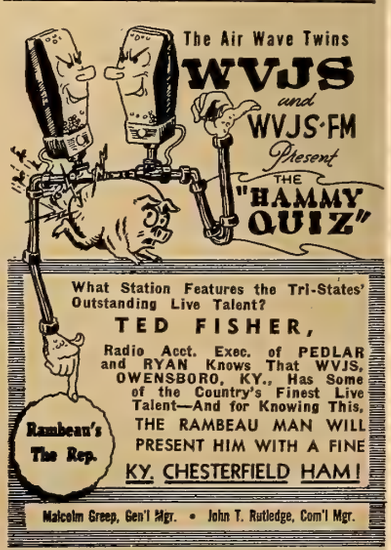
¼ hour	$10
½ hour	17.50

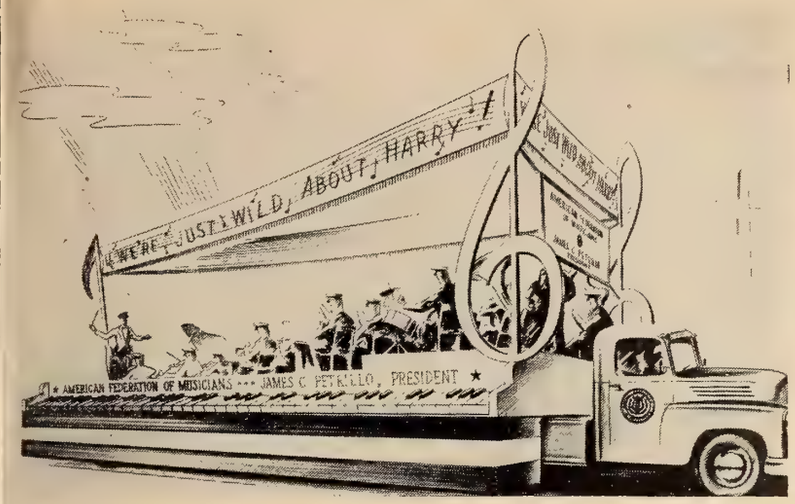


LOOK WHAT MR. HOOPER LEFT US!

The Holidays, bless them, are over, but wotta gorgeous gift that Hooper man left us! Santa looked like a piker when Mr. H. handed over his October-November report—a double sampling in Pittsburgh. "The Shadow," on Sunday afternoon, for instance, came through with a sock 18.3! "Request Matinee," which we've been carrying in a Sunday afternoon slot only since September, rated a 5.1, 5.4 and 7.8. It all added up to happy holidays at KQV . . . and proved once more that our shows, both network *and* local, continue to pull top ratings month after month!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.





AMERICAN Federation of Musicians float honoring piano-playing President Truman caught the eye of music-minded Inauguration Day parade viewers. Three days before the inaugural ceremonies at the Capitol the President had received from James C. Petrillo, AFM president, a silver plaque making him an honorary life member of AFM and praising him as "champion of world peace." Float depicted a 30 x 11-ft. piano. Atop it rode a 25-piece band.

Capital

(Continued from page 25)

cialist and WOL news editor, handled swearing-in ceremonies at the Inaugural stand. Vantage points commanded by the network: the roofs of the Senate Office and FTC buildings, Raleigh Hotel, Treasury Bldg., and the official Presidential and White House Reviewing Stands. Technicians from WCBM Baltimore and WOR New York augmented the full WOL engineering, staff under the direction of Harold Reed, WOL technical supervisor.

Mutual also afforded radio coverage, through special arrangement with the Pennsylvania Railroad, to listeners housed in Pullman cars outside Washington for lack of hotel space.

Full inaugural FM coverage was afforded by Continental Network through WASH to approximately 45 stations, including such AM outlets as WANN Annapolis and WGAY Silver Spring, Md. (Continental had offered its service at cost to any AM stations.)

Its chief announcer was Don Pryor, assisted by James McManus, Frank Harms, Al Becker, and Paul Green. Larry Carl, Continental program director, supervised master control operations.

FM coverage in Washington, other than duplication offered by WWDC-FM and WINX-FM, was given by WCFM. Station covered the Inaugural events in full, going on the air at 11 a. m., with Syd Byrnes, program director, and John Hanly, chief announcer, handling broadcasts. WCFM also tape-recorded the Gala and Inaugural Ball for presentation later.

State Dept's "Voice of America," undertaking its largest operation since acquiring new Washington studios, shortwaved to foreign countries 24 hours of broadcasting, seven-eighths of which consisted of Inaugural material, an official reported.

The text was aired in Russian, German and Spanish, while reports of the ceremonies, along with background material, were piped in full in 16 other languages.

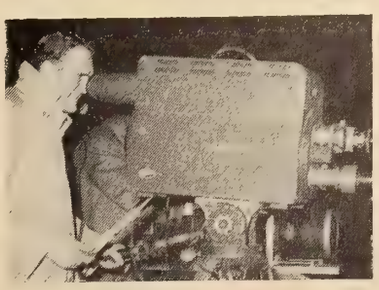
The "Voice" crew was represented by David Penn, announcer, and Fred H. Turner, engineer, fed the commentaries. Other personnel included Sidney Berry, announcer; Jack Gaines, producer, and Art Kaufman, editorial side. Mobile unit consisted of Joseph Sitrick, special events director; Lou Ross, engineer, and Sam Felsinger.

Simultaneous broadcasts were channeled through VOA's Washington Interior studios to New York, "Voice" headquarters, for relay by BBC and the American base at Munich. The Presidential Inauguration was covered in its entirety.

Foreign coverage was not limited, however, to the "Voice." The British Broadcasting Corporation scheduled a direct broadcast of ceremonies, its team consisting of Leonard Miall, Washington correspondent; Henry P. Straker, assistant program director, and Arthur S. R. Toby, chief engineer.

Through special facilities set up by MBS-WOL at the Inaugural Stand and the Washington Hotel, the French Broadcasting System originated special descriptive shortwave broadcasts to Parisian listen-

(Continued on page 64)



FROM his vantage point at the Treasury Dept., Neal Edwards of the WTTG-DuMont Washington staff sights down the length of Pennsylvania Ave. to the Capitol.



INAUGURAL CEREMONIES were beamed to the rest of the world via the Voice of America and the voice of David Penn, announcer, and Fred H. Turner, engr. (r.). Behind, WCFM Washington staff is ready to report for FM listeners; l. to r. Warren McDowell, Syd Byrnes and Carl Taylor.

INAUGURAL TESTS TV

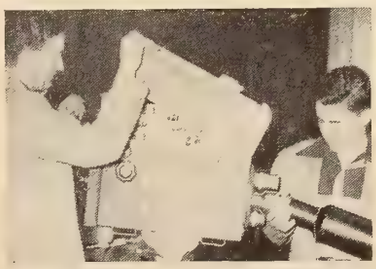
Coverage Success Despite Technical Problems

TELEVISION met its greatest test in the Inaugural ceremonies last week and provided an estimated 20 million viewers with an informative and graphic portrayal of the historic events.

Starting with the pre-Inaugural ceremonies in which leading artists appeared and continuing through the swearing-in ceremonies, parade and Inaugural Ball, the pooled facilities of the TV industry worked together expertly despite unprecedented technical problems.

Interest centered, of course, on the swearing-in at the Capitol and the parade, largest Inaugural pageant of all time. The pickup started at 11:30 a.m. Thursday, after individual stations had put on their own special telecasts, with the announcement, "The television industry proudly presents the inauguration of our 32nd President."

Camera pickups were located at the Treasury Bldg. south terrace, 15th and Pennsylvania Ave.; Old Post Office Bldg., 11th and Pennsylvania Ave.; Standard Oil Bldg., Constitution at 2d St.; East Portico of the Capitol, and Lafayette Park, opposite the White House Reviewing Stand.



AS PART of the ABC's participation in the video coverage, WJZ-TV (ABC) New York sent a truck, remote crew and several cameras to Washington. Setting up equipment in the stands opposite the White House are Bill Lawrence (l) and Bill Degenhardt, both from WJZ-TV.

Good closeups of distinguished persons were given viewers prior to the swearing-in ceremony. Cameras frequently panned the crowd and gave views around the city. For about a half-hour the images were somewhat marred by wiggling on a set in the National Press Club lounge.

During the swearing-in and inaugural address the closeups presented events in detail though cameramen were forced to shoot almost directly into the sun. This tended to cloud the images. As Phil Regan sang the "Star Spangled Banner," a series of montages showed the flag and crowds. In the swearing-in of President Truman, Chief Justice Vinson was scarcely discernible at the left of the image.

Candid pickups and other material filled the time prior to the start of the parade. Cameras were able to show the parade forming, and bring views from vantage points. All during the parade good closeups were given. Most of the shots were excellent, though the camera at the Old Post Office Bldg. didn't produce clear, sharp pictures some of the time.

Minor mixups in cueing occurred occasionally, and some viewers complained that descriptions of floats and parade units were inadequate. These were inevitable, it was felt, considering the magnitude of the job. Now and then a flub or bit of inept ad-libbing brought chuckles to viewers.

Viewers all over the area served by the newly opened coaxial network, from St. Louis to Boston, were given a more complete and intimate view of the parade and other events than all but a few high officials. Moreover, they were able to observe the excitement from many vantage points. In addition, telecasters provided running narrations that provided word pictures to support the visual presentation.

Capital

(Continued from page 63)

ers there.

Independent Washington stations, undaunted by the vast scope of network operations, generally accorded Inaugural events better than average coverage. WWDC assigned five announcers to key locations and aired speech and ceremonies, and the parade in full. Personnel included Jackson Lowe, Ray Morgan, Willis Conover, Roy Hansen and Milton Q. Ford, with Norman Reed directing. In addition, WWDC fed complete Inaugural events to WBMD Baltimore and WINS New York.

Handling WINX commentaries were Tom Wade and George Crawford on the Hill, Lou Aikin and Jack Rowzie at the White House, and Jerry Strong from a 7th floor vantage point in the Washington Post Bldg. Station carried both Hill activities and full parade.

WQQW confined its coverage to President Truman's speech and oath, principally because a pre-Inaugural poll of the independent's listeners indicated they preferred the regular musical format, according to M. Robert Rogers, station's general manager. He added that WQQW could scarcely hope to compete with the networks.

From other cities, stations and personnel also took an active part. Clete Roberts, KFWB Hollywood newsman, fed his report direct, as he had done at political conventions. Gil Kingsbury, of WINS New York and WLW Cincinnati, presented a WINS commentary through WWDC's Washington facilities. Scripps-Howard's WEWS (TV) had its newsreel team of F. E. Wiedman and Nikolai Boris—news director and cameraman—on the scene to provide films of the ceremonies for Ohio viewers. They were to be shipped by air for processing, editing and telecast by 11 p.m. same night, one day ahead of other kinescope and movie versions in that area, WEWS reported.

WCMI Ashland, Ky. carried on broadcasting activities in Washington in connection with the appearance of the city's high school band at the Inauguration. Activities included two wire-recorded programs, live pickups of, and interviews with, the band. Staff included Charles C. Warren, manager, and Dick Martin program director. Broadcasts were arranged with cooperation and technical assistance of Ed Scovill, CBS Washington, and its WTOP staff.

WOV New York, independent station specializing in Italian language programs, gave a running commentary of the Inaugural ceremony in that language through special arrangement with WNBT (TV) New York. Viewed from a television set in WOV's studios, the activities were described by George Padovani, Italian news editor and Julian Gerbi, commentator. Coverage was made possible by arrangement by Arnold Hartley, WOV program director, and with the television pool.



RECIPIENT of the WBAL Baltimore Award for Achievement in Agriculture is Philip C. Turner (r), president of Food Producer's Council Inc. Taking part in the presentation, which was aired by WBAL and WBAL-TV, are Dr. David E. Weglein (l), public service counselor of the stations, and Harold C. Burke, WBAL and WBAL-TV manager.

TV CARTOONS

Fairbanks Plans Series

FIRST large scale production of cartoon films designed for television has been announced by Jerry Fairbanks Productions. Plans call for 130 animated open-end five minute shorts.

Based upon a continuing story premise, series will be offered to television stations singly as well as local, regional and national advertisers. At start series will consist of daily show for 26 weeks.

Animation for *Crusader Rabbit,* as the series will be known, is to be done by Television Arts Productions, Berkeley, Calif. The firm was recently organized by J. Troplong Ward, San Francisco radio producer, and Alexander Anderson, former animator and story editor of Terrytoons. Films are to be completed at the Fairbanks studios where editing and voice dubbing, narration and scoring will be added.

Newly developed Teletoons animation technique, according to Mr. Fairbanks, eliminates many of the costly features of theatrical animation while retaining illusion of movement and life. To accomplish this, Mr. Fairbanks says that backgrounds are held to a minimum and closeups featured. This method cuts cost sharply, he feels.

VANCE TO N.Y.

To Head M-E TV Production

BILL VANCE, television director for McCann-Erickson, Chicago, will report to New York headquarters of the agency today as supervisors of TV production. He will produce the *Swift Show,* starring Lanny Ross, and handle video spots for National Biscuit Co., he told BROADCASTING before leaving Chicago.

Production on these accounts formerly was under the supervision of Lee Cooley, McCann-Erickson TV director.

Ken Craig, Chicago radio director of the agency, will assume charge of television development for M-E in the Midwest.

TELEVISION ROBOT

News, Spots, Time, Weather by 'Multiscope'

TICKER-TAPE news and commercials, with up-to-the-minute time and weather, flashed on the screen of WBKB Chicago Jan. 24 (Monday) when the Balaban & Katz station began using its new "Multiscope" commercially for the first time.

Philco Corp. will sponsor the period between 11 a.m. CST and 1:30 p.m. seven days weekly with the machine operating on the 42-hour schedule during regular test pattern time, according to John Balaban, director of the station. A third sponsor may buy the 9 to 11 a.m. period until baseball games begin in April, at which time a move back to the 9 o'clock starting time is anticipated.

Westinghouse and Magnavox are possibilities for second sponsorship spots.

The "Multiscope" is a projector-type mechanism designed to eliminate expensive production aids and to free other equipment and personnel. Entirely automatic, it requires services of only one projectionist and moves "all title work from the studio into the projection booth," Mr. Balaban said. The "Multiscope" will project on the viewing screen the time in the upper left hand corner, the temperature and weather prediction in the upper right, the constant signature of the sponsor in the center and the moving ticker-tape news or sponsor's commercial in the bottom segment.

Specially selected background music is aired simultaneously, and two announcers—one for each sponsor—will give commercials and station breaks.

Terming the device "the answer to a television operator's prayer," Mr. Balaban said the "Multiscope can put any station close to a break-even point. It has brought WBKB so close to that point that we are probably closer to the profit side of the ledger than any station in the country."

The machine was installed Dec. 24 for experimentation during test pattern time. It was developed by Custom Television Productions, Chicago, from an idea originated by John H. Mitchell, WBKB general manager, and S. C. Quinlan, promotion manager. Custom Television, which holds all patent rights, was organized by three WBKB technicians, George Tressel, Elmer Goodman and Frank Tracey, who have made TV commercial films.

A subsidiary, Sterling Television Sales, is expected to distribute the "Multiscope" to stations throughout the country. Two have been sold, Mr. Quinlan said, and another 40 "will probably be sold within a year." The machine is "very economical, and eliminates necessity of large and expensive show cards," he added.

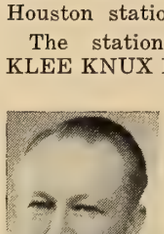
Time use of the machine counts as program time under the FCC regulations requiring a commercial station to operate 28 hours weekly, Mr. Mitchell explained.

HOUSTON SURVEY

Listening Habits Studied

SURVEY on radio listening habits in the Houston, Tex., area has been completed by the U. of Texas Bureau of Research in Education by Radio for the eight competitive Houston stations.

The stations — KATL KOCH KLEE KNUX KPRC KTHT KTRH KXYZ — made a grant of $2,242.50 to the university for the research to study ways in which the stations can better serve the community. Dr. A. L. Chapman, director of the bureau and professor of educational administration, made the survey and report.



Dr. Chapman

Titled "The Listeners Speak in the Bright Spot of America," the survey report includes 1,320 interviews and a series of tabulated results.

General results of the survey, as summarized by Dr. Chapman, include these facts: Most Houston residents have radios; they listen a great deal; they are generally satisfied with programs offered over the eight stations; nearly half of the Houston radio homes are multiple-radio homes; about ⅓ of the persons interviewed stated they have a radio in their car; about seven out of ten adults say they listen to the radio every week day; about ⅖ of the adults say they make an effort to find out about new programs, and about ¼ of the adults in Houston read the newspaper radio log on a week day.

DIRECT WIRE TV

To Be Used by Fox Firm

GEORGE FOX Co., Hollywood television film producer, will reportedly be the first to install Remington-Rand's newly perfected direct wire telecasting communication system.

Prime value of this system is that it permits producer-director and sponsor to see on the television receiver scenes as they are being recorded by the motion picture camera. In this way, present methods of waiting for film to be developed and viewed as rushes the next day are eliminated; also costly delays made necessary by reshooting are avoided.

TV FORUM

Hollywood Ad Club Holds Roundtable

EXCEPT for a few top budget programs New York has nothing on Los Angeles, Klaus Landsberg, West Coast director of television for Paramount Television Productions (KTLA), advised the Hollywood Ad Club a fortnight ago.

Furthermore, he said, even with coaxial cable, quality of transmission suffers between such points as Washington and New York.

Kinescope was his answer and he went on to announce that Paramount's teletranscription unit became operative in Los Angeles Jan. 15. He felt that kinescoped programs were cheapest and without loss in quality provided 35mm film is used. He also commented upon the injudicious backing of programs to one another in the East which he termed inconsistent with the best principles of good showmanship.

Richard Goggin, West Coast television program head of ABC, spoke up for the all-demanding space requirements of television, insisting that television required three to five times more elbow room than radio. He pointed significantly to the 10-acre site acquired by ABC for its Hollywood television operations.

Stresses Talent Needs

Hal Bock, NBC western television head, stressed the need for new talent in the face of limited budgets. From a station standpoint he emphasized importance of an awareness of the advertisers' problems and the money availability necessary to sound program operations.

Don Fedderson, vice president of KLAC-TV, warned advertising agencies to be alert to television. For, he pointed out, failing in this, an advertiser's client could be embarrassed by the activity of a competitor. Advertisers unknown to radio are already in television, he cautioned.

Haan Tyler, television head of KFI-TV, pointed out that any television station, network owned, affiliated or independent would actually continue "independent" for a long while to come because of the difference in time zones. By illustration he observed that 8 p.m. in New York may be effective there but successively less so if a live show were to go cross country at that very time.

Speaking of the position of KFI-TV as an independent station, he said that the station aims to syndicate its shows via kinescope as well as receiving same from other independent stations.

Harry Witt, acting general manager of KTTV, underlined the need for knowledgeable facts in the area of market measurement. He said that KTTV had already retained Facts Consolidated, West Coast research firm, to make such a study.

Carlton Winckler, program head of KTSL, warned advertisers that counsel of stations should be sought to the end of avoiding some of the errors that the stations themselves had earlier committed through ignorance.

WENR-TV-'NEWS'

Plan Chicago Tie-in

WENR-TV Chicago, ABC's key Midwest video outlet, and the *Chicago Daily News* have effected a "cooperative working arrangement," it has been announced jointly by John H. Norton Jr., vice president in charge of the network's Central Division, and Louis L. Pryor, promotion director of the newspaper.

The two organizations will collaborate in "joint promotion and coverage of the various promotional and special events activities handled annually by both," said the announcement.

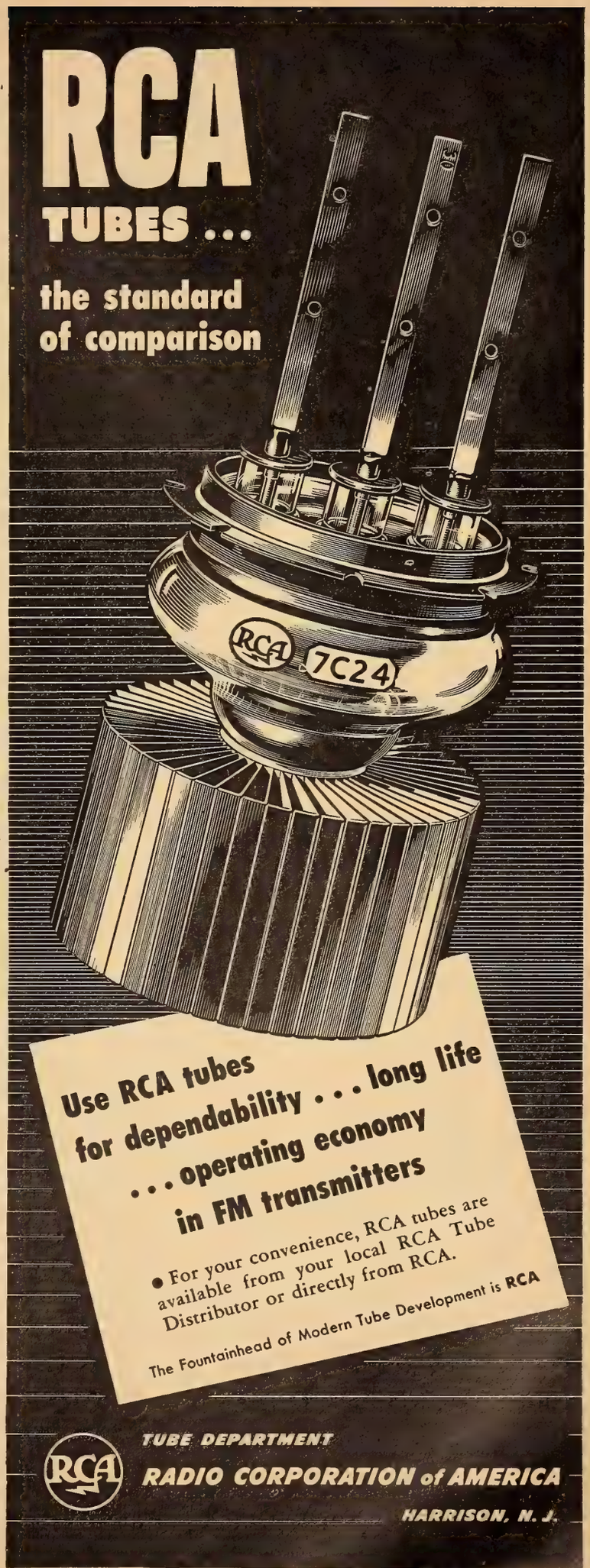
Among the annual promotion projects of the *News* are its track relays, spelling bees, a benefit football game and baseball activities for youngsters.

USDA Film Tests

SOIL CONSERVATION Service has been cooperating with KOB-TV Albuquerque in the testing of U. S. Dept. of Agriculture films for TV. The Department's RFD newsletter quotes A. W. Jarrett, SCS visual man of Albuquerque, as finding that "a motion picture print which is made for projection is ideal for telecasting, but that light prints such as recommended are obviously washed out."

Mr. Jarrett said he expected to work on farm-type SCS programs, utilizing short lengths of movies surmounted with slides and either tape recorded or live interviews.







10,000 WATTS IN KANSAS CITY
WHB AM FM
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Mr. H. N. Spencer
D'Arcy Advertising Co.
St. Louis, Mo.

Dear H. N.;

Wal, January 24th's th' 10th anniversity o' th' ESSO NEWS REPORTER on WCHS. Yessir, that's 4 broadcasts a day on WCHS fer 10 'hull years. 14,468 News Broadcasts, 72,340 minutes o' news 1205 hours an 40 minutes o' news . or better than 50 days o' continuous news broadcastin'. Some people would figer that-a-way but most would say it meant th' ESSO Company found them 5000 watts at 580 plus them CBS programs figered out t'be an audience worth keepin', I guess I'd say "Happy Birthday."



Yrs.

Algy.

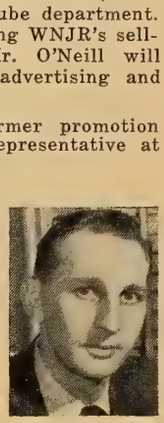
WCHS
Charleston, W. Va.

Commercial



CHARLES G. O'NEILL has been appointed sales manager of WNJR Newark, N. J. For past three years Mr. O'Neill has been staff assistant to **L. W. TEEGARDEN**, vice president of RCA's tube department. In addition to directing WNJR's selling organization, Mr. O'Neill will guide the station's advertising and promotion programs.

CARL BODNER, former promotion director and sales representative at WPAY Portsmouth, Ohio, has been appointed commercial manager.



Mr. Bodner

M. ALLEN STONEKING has joined sales staff of KELO Sioux Falls, S. D.

M. N. BABCOCK, sales manager of WGBS Miami, has been appointed radio chairman for the March of Dimes campaign for Dade County, Fla.

DORA C. DODSON has been appointed general manager of southern territory of Frojoe & Co., New York. Mrs. Dodson will headquarter at company's new Atlanta, Ga., office.

ROBERT M. McGREDY, formerly sales manager of WTOP Washington, has been appointed commercial manager of WPAT and WNNJ-FM Paterson, N. J.

J. E. VAN NESS has been appointed sales manager of the Wisconsin Network, composed of nine Wisconsin stations. Network headquarters are in Wisconsin Rapids and represents stations in Racine, Janesville, Beloit, Madison-Poynette, Sheboygan, Fond du Lac, Appleton, Green Bay and Wisconsin Rapids. Mr. Van Ness was formerly with KMA Shenandoah, Iowa.

ARTHUR M. MORTENSEN, formerly account executive for Intermountain Network, has been appointed merchandising manager for KNX (Columbia Pacific Network) Los Angeles, with headquarters in Hollywood. He replaces **PETER ROBECK,** who recently transferred to KTTV-TV Los Angeles.

MALCOLM O'MARA of Ra-Tel Inc., New York, new representative firm, is the father of a girl, Florence Ellen.

WORZ Orlando, Fla., and WEIM Fitchburg, Mass., have appointed **ROBERT S. KELLER Inc.,** New York radio sales promotion firm, for special services. Company also serves WMFD Wilmington WAYS Charlotte, WCOG Greensboro, N. C., WKIX Columbia, S. C., WHHT Durham, N. C., WMFJ Daytona Beach, WMRN Marion, Ohio.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., has been appointed secretary to the Danbury Board of Trade.

WHOO Orlando, Fla., has appointed **RA-TEL REPRESENTATIVES Inc.,** New York, as its representative, effective Feb. 1.

CHARLES GUNN has been appointed assistant sales manager of CKLW Detroit-Windsor.

WONE Dayton, Ohio, has appointed **HEADLEY-REED Co.,** New York, as its representative.

INTERNATIONAL MEDIA Co., New York, has announced that it will publish an *International Press and Advertising Directory.* Directory will list world's leading newspapers, magazines, trade publications, yearbooks and newsletters, and will include data concerning circulation, sizes, columns, subscription and advertising rates, etc., plus services rendered by agencies, publishers representatives, public relations councils, news services, and radio stations.

WMGM Representation

WMGM New York, 50 kw Metro-Goldwyn-Mayer station, will handle New York business through its home sales office, while Radio Representatives Inc. will represent the station throughout the remainder of the eastern seaboard and the country, the station announced Wednesday. Reports last week said Radio Representatives would handle all national sales.

RTDG Ball

ANNUAL Radio and Television Directors Guild Ball was held on Jan. 21, at the Astor Hotel, New York. Phil Silvers, comedian and m.c. on the *Arrow Show,* was the m.c. for the evening. Among other entertainers appearing at the ball were Milton Berle, Henry Morgan and Morey Amsterdam.

KGLE-FM

Construction Starts Soon

CONSTRUCTION on KGLE-FM Grand Prairie, Tex., was slated to begin before the end of this month.

Owner is Anson B. Brundage, publisher of the semi-weekly *Grand Prairie Texan.* Studios will be located on the second floor of the Burleson-Garrett Bldg. in Grand Prairie, 14 miles west of downtown Dallas.

KGLE will operate on Channel 276 (103.1 mc) with radiated power of 380 w.

Posner Show Starts

THE *Big 'n' Little Club,* new variety program for small fry, started over three ABC stations Saturday, Jan. 15, under sponsorship of Dr. A. Posner Shoes Inc., New York. Initial 20-week contract covers WJZ New York, WFIL Philadelphia and WCOP Boston. Hirshon-Garfield, New York, is the Posner agency. At least 30 ABC stations will be added to the program's lineup during its first 13 weeks on the air.

NRDGA FIRST

Program Heard on WARC

FIRST AWARD for programs entered in the General Family-Class Stores division of the National Retail Dry Goods Assn. radio program contest was given to a program on WARC Rochester, N. Y., NRDGA announced last week [BROADCASTING, Jan. 17].



Mr. Townsend

NRDGA previously had announced that the first award had gone to Sibley, Lindsay & Carr for its *Sibley's Dawn Patrol* on WHAM Rochester. This was in error, according to NRDGA, the program being broadcast on WARC, managed by S. W. Townsend.

NAVY SHOW

Issuing New Duchin Series

MARKING a harmonious climax to recent differences with AFRA over talent fees, the Navy is making available a new 13-program series of *The Eddy Duchin Show.* During the first series, the union was reportedly seeking to collect a full scale payment for program talent in each city where more than one station carried the programs [BROADCASTING, Nov. 15].

In announcing this new series, the Navy chief of public relations, Rear Admiral E. C. Ewen, said the programs were made possible through the cooperation and public spiritedness of such organizations as AFRA, AFM, ASCAP and BMI.

The programs, produced by the Navy in the interest of officer procurement and Naval Reserve recruiting, will feature such vocalists as Jane Froman, Georgia Gibbs, Kay Armand, Eugenie Baird, Connie Boswell, Maxine Sullivan, Anita Ellis, Nan Wynn, Jane Pickens, Bea Wain, Yvette, Nancy Donovan and Janette Davis. The series will be available to start the first week in March.

NBC AFFILIATE
WORZ
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

FTC REPORT

Mason Recommends Changes

LOWELL B. MASON, acting chairman of the Federal Trade Commission, has renewed his previous proposals to Congress calling for an increase in commissioners' compensation and Presidential designation of the FTC chairman, a power now vested within the Commission body itself.

His recommendations were included as minority proposals in FTC's 34th annual report to Congress covering activities for the fiscal year ended June 30, 1948. Mr. Mason, now serving as temporary acting chairman, is expected to head the Commission during 1949 pending approval by other members under its own rules of rotation.

Comr. Mason urged Congress to specifically forbid the Commission to issue an order based on findings of "reasonable possibility" of injury to competition and to limit FTC proceedings on pricing to cases involving conspiracy. He also sought a broadening of the scope of appellate court review of Commission orders. Another recommendation, previously voiced by Comr. Mason in the 1947 annual report, would amend the agency's organic act to provide for an executive director or administrator responsible to the Commission for administrative leadership.

Got Scriptitis?

ARE you affected with scriptitis? Do you shudder when you see a voluminous script? If so, take heart. The Federal Trade Commission, in its annual report filed last Thursday, told Congress that during the fiscal year ending June 30, 1948, it had examined a total of 1,423,515 pages of 643,604 scripts. During the period, FTC reported, it received copies of 748,284 commercial continuities, amounting to 1,580,543 typewritten pages. An average of 5,582 pages was read each working day and from this material 8,819 statements were laid aside for further study.

Programs



TO ANSWER listeners questions about television, WOC Davenport, Iowa, has inaugurated a new program, *Cavalcade of Television*. Purpose is to explain those questions about television which are uppermost in the minds of listeners, and to point up the fact that sound radio will be around for some time. Program brings out such facts as: TV sets in moderate price class, that most people will buy, carry no radio receiving equipment, and that most people will have a radio and a TV set. Complaints of radio dealers that people have delayed purchases of new radios because they feel they should wait for television, served as impetus for program.

TV—With Magazine Format

NEWEST PROGRAM of WLWT (TV) Cincinnati, *49—the Magazine of Television*, debuted on Jan. 19. Rita Hackett is "editor," chatting with personalities in or behind the news. A shift in scenery will take her to a "night club" for the music and entertainment portion of the show, plus brief interviews. Show opens with a picture of "49"—the Magazine of Television, with a table of contents listing each week's program.

'Inside Agriculture'

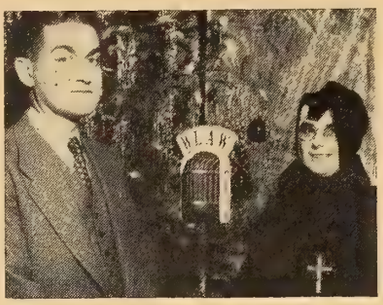
DEVOTED to discussion of farm problems, WRFD Worthington, Ohio's, new program, *Inside Agriculture*, brings to is listeners candid reports on various phases of agriculture. Each Saturday, WRFD brings in an expert on some phase of agriculture of particular interest, and following his talk presents a discussion period dealing with an issue or problem facing farmers. Guests from opposing sides of the question are invited to take part in the discussions.

To Further Religious Understanding

NEW RELIGIOUS program, *The Church Visible*, began on WMAR-TV Baltimore, Jan. 16. Every two weeks station will present Rev. John Sinnott Martin and guests from the Baltimore Catholic Diocese, who will discuss the externals of the Catholic Church. Talks will be illustrated by use of charts and examples, and will endeavor to bring about clearer understanding of the Catholic religion.

Before the Legislature

WORKINGS of Utah Legislature are being brought to listeners by KDYL Salt Lake City, in a series of weekly quarter-hour programs, *Your Legislature*. Each week State Senator Newell Knight, moderator, has as his guests two Republicans and two Democrats, who discuss the issues before the legislature and bills which are being enacted. KDYL has installed special line to pick up broadcasts from a committee room at the State Capitol.



FREDERICK P. LAFFEY, announcer, interviews Rev. Sister Emma Menard, superior of the Protectory of Mary Immaculate in Lawrence, Mass., during WLAW Lawrence's broadcast from the home. The Protectory, founded 83 years ago under the Sisters of Charity of Montreal, cares for 165 children and 65 elderly women. Broadcast was part of WLAW's *This is Greater Lawrence* series, sponsored by Pacific Mills, and designed to bring New England listeners a better understanding of their state.

They're Sold

TELEVIEWERS in Toledo, Ohio, don't like criticisms of their favorite shows, and they believe in letting you know it. When one listener wrote to WSPD-TV Toledo's *The Mail Bag* show and said he wasn't sold on its *Kukla, Fran and Ollie Show*, which originates from Chicago every night, his fellow televiewers avalanched the station with letters suggesting that he "sell his TV set and use the money for a ticket to Alaska." WSPD-TV states that the postmaster telephoned the station and asked officials to do something, the mail was driving him crazy.

'Psychologist's Notebook'

SOME of the things that parents do and do not do for proper rearing of their children, and other pertinent psychological problems are being brought up for discussion on WABY Albany, N. Y.'s newest program, *Psychologist's Notebook*. Each week prominent psychologists and citizens are brought together for the discussions.

Solving Speech Problems

IN ORDER to bring clearer understanding of relationship between speech and personality, WTTG (TV) Washington has started new series of programs devoted to the problems of speech. Titled, *Your Speech is Personal*, program features Richard R. Hutcheson, director of the District Speech Clinic. During each program Mr. Hutcheson will use charts, records and special devices used in speech correction for stressing his talks. And will thus enable listeners to recognize the relationship between speech and personality and to formulate individual programs for improvement of both.



Latest Record Hits on new "DJ" couplings from RCA VICTOR*



The Three Suns
You, You, You Are The One and Moonlight Romance
DJ-630

DENNIS Day

Tarra Ta-Larra Ta-Lar
and
Streets of Laredo
(from the Paramount pic "Streets of Laredo")
DJ-631


JACK Lathrop
with The Drugstore Cowboys, and orchestra
Don't Hang Around
and One Has My Name
DJ-632

PERRY Como

Blue Room
(from the M-G-M pic "Words & Music")
and With A Song In My Heart
DJ-633

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

JANUARY 14 to JANUARY 20

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

January 14 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced adoption of memorandum opinion and order denying petition filed by Boston Metropolitan Television Co. for entry of order dismissing application of CBS for new TV station in Boston.

AM—1240 kc

Announced decision granting application of Jorama-Fer Radio Corp. for new station at Caguas, P. R., 1240 kc 250 w unl., engineering cond. and also subject to cond. that operation of new station at Caguas shall not begin until WKVM Arecibo, P. R., begins operation in 1070 kc in accordance with Commissions, grant of April 30, 1947, and has ceased to operate on 1230 kc, and denying application of Caguas Radio Bcstg. Inc. for new station at Caguas 1230 kc 250 w unl.

AM—1240 kc

Announced decision granting application of Radio Dinuba Co. to change operating assignment of KRDU Dinuba, Calif., from 1130 kc 250 w D to 1240 kc 250 w unl., subject to cond. that applicant will make prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within 250 mv/m contour and subject to further cond. that KRDU shall not commence operation on 1240 kc until KCOK Tulare ceases operation on 1240 kc, and denied application of R. K. Wittenberg and R. L. Stoddard d/b as San Joaquin Bcstrs. for new station at Fresno, Calif., 1230 kc 100 w unl.

Pleadings Denied

Announced memorandum opinion and order denying pleadings filed by Television Bcstg. Co., San Diego, Calif., directed against Motions Commissioner's action of Oct. 8, 1948, granting petition to amend filed by Video Bcstg. Co., San Diego, in proceedings upon applications for TV CPs in San Diego.

AM—630 kc

Announced decision and order denying, for default, application of F. L. Thornhill and D. R. Johnson, partnership d/b as Western Washington Bcstg. Co. for new station at Puyallup, Wash., 630 kc 250 w D.

BY COMMISSION EN BANC

FM Authorizations

CPs for two new Class B FM stations authorized by Commission in addition to Class B CPs for five FM outlets which previously held cond. grants; issued CPs in lieu of previous cond. to seven other FM stations (see story page 78, BROADCASTING, Jan. 17).

Reinstatement Denied

Radio Bcstg. Co. Inc., Memphis, Tenn.—Denied request to reconsider Secretary's action of Nov. 1, 1948 dismissing application for extension of time to complete construction of new Class B FM station in Memphis. In doing so, Commission wrote company: ". . . it would be inconsistent with the clear intent of the Statute to allow applicants passively to hold their FM construction permits against future determinations in other branches of the radio field. Moreover, the policy of this provision (Sec. 319(b) of the Communications Act), is particularly opposite where, as here, the applicant, while requesting extensions of time, has failed even to respond to the Commission's inquiries as to when it intends to commence construction."

License Renewal

WCEC-FM Rocky Mount, N. C.—Granted renewal of license for period ending Dec. 1, 1951.

WJJW-FM Wyandotte, Mich.—Granted renewal of license for period ending Sept. 1, 1949.

KDYL(and Aux.) Salt Lake City—Granted renewal of license for period ending Nov. 1, 1951.

WADC Tallmadge, Ohio—Same.

WFBC Greenville, S. C.—Same.

Hearing Designated

Freeport Journal-Standard Pub. Co., Freeport, Ill.—Granted petition of WGIL and WRJN to designate for hearing application of Freeport Journal-Standard Pub. Co. for new station 1400 kc 250 w unl., and made WGIL Galesburg, Ill., and WRJN Racine, Wis., and WBEL Beloit, Wis., parties to proceeding.

AM—960 kc

Kentucky Mountain Bcstg. Co., Prestonburg, Ky.—Granted CP new AM station 960 kc 1 kw D; estimated cost $17,500; engineering cond.

AM—1420 kc

Comal Bcstg. Co., New Braunfels, Tex.—Granted CP for new AM station 1420 kc 1 kw D; engineering cond.; estimated cost $28,873.

AM—1590 kc

Twin Valley Bcstrs. Inc., Coldwater, Mich.—Granted CP new AM station 1590 kc 1 kw D, DA: engineering cond.; estimated cost $26,750.

Hearing Designated

Radio Station KWBW Hutchinson, Kan.—Designated for hearing application to install new vertical ant. with FM ant. mounted on top, and to change trans. location, and made WSIW Woodward, Okla., party to proceeding.

Reinstatement Denied

WWSW Inc., Trenton, N. J.—Denied petition for reinstatement of application for a new station to operate on 1260 kc, 1 kw-N, 5 kw-LS, unl, DA, because petitioner has failed to make a showing of due diligence in the prosecution of said application in face of repetitive requests by the Commission.

Hearing Designated

Crescent Bay Bcstg. Co., Santa Monica; Oceanside Bcstg. Co., Oceanside; Centinela Valley Bcstg. Co., Inglewood, and Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—Designated for hearing in consolidated proceedings with application of Balboa Radio Corp. following applications: Crescent Bay Bcstg. Co. 1460 kc, 1 kw D; Oceanside Bcstg. Co. 1450 kc 250 w unl.; Centinela Valley Bcstg. Co. 1450 kc 250 w sunset to 5 hours thereafter, and Bethesda Camp Meeting Grounds Inc. 1450 kc 100 w unl.; made KVOE Santa Ana and KPRO Riverside parties to proceeding, and amended Commission's order of April 29 designating Balboa Radio Corp. application for hearing, to include issues 6 and 8 set forth in order. Following hearing on Balboa Radio Corp. application presently scheduled to be heard in San Diego on January 31, the aforesaid applications will be heard in Oceanside on Feb. 1; Santa Monica Feb. 2, Anaheim on Feb. 3 and Inglewood on Feb. 4.

SSA Denied

WMRO Aurora, Ill.—Denied application of WMRO to use facilities of WEBS Oak Park, Ill. (1490 kc 250 w unl.) until WEBS is ready to commence program tests. WMRO presently operates 1280 kc 250 w D. Said the Commission in letter to WMRO: "A study of the operation of WMRO, on the requested assignment, indicated that serious objectionable interference would be caused to station WGEZ Beloit, Wis., affecting approximately 55% of that station's normally protected daytime service area. It was further determined that 22% of the population presently receiving service from station WMRO would be deprived of this service."

Petition Denied

KSRV Ontario, Ore.—Denied petition requesting that application to change facilities from 1450 kc 250 w unl. to 1380 kc 1 kw unl. DA-N be designated for hearing in consolidated proceeding with applications of KIDO Boise, Ida., and KOOS Coos Bay, Ore., and to continue hearing on these applications.

Modification of CP

WAFB Baton Rouge, La.—Granted mod. CP to change hours from D to unl., using 1 kw on 1460 kc, install DA-N and specify studio location; engineering cond.

FCC Correction

WMUL Mullins, S. C.—Item on report dated Jan. 10, referring to WMUL is corrected to read: Granted application to specify trans. site and ant. system to comply with cond. in original CP. Also granted waiver of Sec. 3.30(a) of rules to allow permittee to locate main studio at trans. site outside city limits of Mullins.

ACTIONS ON MOTIONS
(By Commissioner Jones)

Paramount Television Productions Inc., United Detroit Theatres Corp. and New England Theatres Inc.—Granted joint petition for extension of time to file exceptions to Commission's proposed decision on Paramount issue, and time was extended to Feb. 21.

Douglas L. Craddock, Leaksville, N. C.—Granted petition for leave to amend application to add further engineering statement relative to D interference cond. Amendment was accepted, proceeding reopened for purpose of making said amendment part thereof, and record thereupon closed.

WDBC Escanaba, Mich. — Granted petition for leave to amend application to add engineering report containing field intensity measurements.

WILK Wilkes-Barre, Pa.—Granted petition for leave to amend application to change Sec. V-G of application to show change in height of its proposed ant. tower.

William and Lee A. Odessky, Los Angeles—Denied petition to change place of hearing scheduled March 21 in Washington to Los Angeles instead.

Crosley Bcstg. Corp. et al., New York—Commission on own motion continued consolidated further hearing on FM applications from Jan. 25 to March 1 in Washington.

Dunkirk Bcstg. Corp., Dunkirk, N. Y.—Granted petition requesting additional time to file opposition to petition for reconsideration filed by station WBNY against grant of Dunkirk's application and time was extended to Jan. 25.

Suburban Bcstg. Corp., Upper Darby, Pa.—Commission on own motion continued indefinitely hearing scheduled Feb. 2 at Washington in re application.

KXRO Aberdeen, Wash.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant without hearing, hearing scheduled Feb. 3 at Hoquiam, Wash.

Seminole Bcstg. Co., Wewoka, Okla.—Commission on own motion continued indefinitely hearing scheduled Feb. 10 at Washington in re application.

WDBC Escanaba, Mich.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant of application hearing presently scheduled Feb. 14 at Washington.

Gila Bcstg. Co., Winslow, Ariz.—Commission on own motion continued indefinitely pending action on petition for reconsideration and grant of application hearing presently scheduled Feb. 16 at Washington.

The Heights Bcstg. Co., Cleveland—Commission on own motion continued indefinitely hearing presently scheduled Feb. 17 at Washington on application.

(Continued on page 70)

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FCC Actions

(Continued from page 68)

Decisions Cont'd:

Rock Creek Bcstg. Corp., Washington, D. C.—Commission on own motion continued indefinitely hearing presently scheduled Feb. 21 at Washington on application.

Radio Bcstg. Corp., La Salle-Peru, Ill.—Commission on own motion continued indefinitely consolidated hearing presently scheduled Feb. 28 at Washington.

January 14 Applications . . .

ACCEPTED FOR FILING

License Renewal

WCBT Roanoke Rapids, N. C.—License renewal AM station.

Modification of CP

WRUN Utica, N. Y.—Mod. CP new AM station for extension of completion date.

License for CP

WCFM Washington, D. C.—License to cover CP new FM station.
WXNJ Plainfield, N. J.—Same.
WEED-FM Rocky Mount, N. C.—Same.
WLBR-FM Lebanon, Pa.—Same.

Modification of CP

KFMV Hollywood—Mod. CP new FM station for extension of completion date.
KMJ-FM Fresno, Calif.—Same.
WAVZ-FM New Haven, Conn.—Same.
WGTR Boston—Same.
WTTH-FM Port Huron, Mich.—Same.
WFNS-FM Burlington, N. C.—Same.
WCBT-FM Roanoke Rapids, N. C.—Same.
WABX Harrisburg, Pa.—Same.
KRGV-FM Weslaco, Tex.—Same.

License Renewal

License renewal applications were filed by following FM stations: KDKA-FM Pittsburgh, KYW-FM Philadelphia and WBZ-FM Boston.

KFMV Hollywood—Mod. CP new FM station to change name from Union Bcstg. Corp. of California.

Assignment of CP

WRTB Waltham, Mass.—Competitive bid to purchase TV station from Raytheon Mfg. Corp. filed by Meredith Engineering Co. Original application for assignment of CP filed by CBS.



License for CP

WEWS Cleveland—License to cover CP new commercial TV station.

Modification of CP

WKAL-TV Utica, N. Y.—Mod. CP new commercial TV station for extension of completion date.
WHIO-TV Dayton, Ohio—Same.

TENDERED FOR FILING

Assignment of License

WSYR-AM-FM Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to parent firm, Radio Projects Inc.

DOCKET CASE ACTIONS

January 17 Decisions . . .

AM—1230 kc

Announced proposed decision looking toward following: Grant of application of Herald Bcstg. Co. for new station at Levelland, Tex., 1230 kc 250 w unl., cond.; grant application of Southwestern Bcstg. Corp. for change in frequency of KOSA Odessa, Tex., from 1450 kc to 1230 kc; deny applications of Panhandle Bcstg. Corp. and Voice of Amarillo for new stations at Amarillo 1230 kc 250 w unl.; and deny applications of The Big Spring Herald Bcstg. Co. to change frequency of KBST Big Spring, Tex., from 1490 kc to 1230 kc and of W. E. Whitmore to change operating assignment of KWEW Hobbs, N. M., from 1490 kc 100 w unl. to 1230 kc 250 w unl.

AM—1340 kc

Announced proposed decision looking toward grant of application of Lockport Union-Sun and Journal Inc. for new station at Lockport, N. Y., 1340 kc 250 w unl., cond., to denial of conflicting applications of Gordon P. Brown tr/as Niagara Bcstg. System, Niagara Falls, N. Y. and Great Lakes System Inc., Buffalo, N. Y.

AM—1490 kc

Announced proposed decision looking toward grant of application of Alexandria Bcstg. Corp. for new station at Alexandria, Minn., 1490 kc 250 w unl., cond., and to deny application of Alexandria Radio Corp. seeking same facilities.

BY THE SECRETARY

Actions Taken Jan. 14

The Evening News Assn., Area Detroit, Mich.—Granted license for new exp. TV relay W8XRF.

KAAA Red Wing, Minn.—Granted mod. CP to make changes in vertical ant., change type trans. and mount FM ant. on AM tower.

WIRJ Humboldt, Tenn. — Granted mod. CP to change type trans.

KOTS Deming, N. M.—Granted mod. of CP for approval of antenna and transmitter and studio locations and change type of transmitter.

WFAR Illmo Bcstg. Corp., Quincy, Ill.—Granted authority to cancel CP for new AM station and deleted call letters WFAR.

KAMD Camden, Ark.—Granted CP install new trans.

WKBH LaCrosse, Wis.—Granted CP for new STL, WDYF.

Following were granted extension of completion dates as shown: KMAC San Antonio, to 5-4-49; WSVA-FM Harrisonburg, Va., to 7-29-49; WWOL-FM Buffalo, to 4-1-49; WSAN-FM Allentown, Pa., to 3-15-49; WGNB(FM) Chicago, to 6-1-49.

Meredith Syracuse TV Corp., Syracuse, N. Y.—Granted CP and license for new exp. TV relay W2XXJ.

WFVA Fredericksburg, Va.—Granted mod. license to change studio location.

KSCB Liberal, Kan.—Granted assignment of license to Seward County Bcstg. Co. Inc.

KMTR Radio Corp., Los Angeles—Granted CP for new exp. TV relay W6XMU.

KRNA Donald W. Reynolds, Okmulgee, Okla.—Granted request to cancel CP for FM station.

The following were granted extension of completion dates as shown: WOR-TV New York, to 5-15-49; WRGB Schenectady, to 3-13-49; WNBK Cleveland, to 7-15-49; WWOD-FM Lynchburg, Va., to 7-1-49.

WFTW Fort Wayne, Ind.—Granted license to mount FM ant. on top of AM tower.

WCAP Asbury Park, N. J.—Granted mod. CP to change type trans.

WDSU-AM-FM-TV New Orleans—Granted mod. of AM license and CPs for FM and TV stations to change name to WDSU Bcstg. Services Inc.

WREC-FM WREC Bcstg. Service, Memphis, Tenn.—Granted authority to cancel CP for new FM station.

WKAL-FM Copper City Bcstg. Corp., Rome, N. Y.—Same.

Following were granted extension of completion dates as shown: WMCT Memphis, to 7-28-49; W9XGW Alpine, N. J., to 6-19-49; WDAK-FM Columbus, Ga., to 3-31-49; WHEC-FM Rochester, N. Y., to 8-3-49; WHIO-FM Dayton, Ohio, to 5-30-49; KTRH-FM Houston, Tex., to 8-12-49.

WSPA-AM-FM Spartanburg, S. C.—Granted assignment of AM license and FM CP to Surety Bcstg. Co.

WBNT Columbus, Ohio—Granted assignment of TV permit and exp. TV relay permit to The Dispatch Printing Co.

KBRZ Bryan, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WICU Erie, Pa.—Granted mod. CP to make ant. changes.

Following were granted mod. CPs for extension of completion dates as shown: WJIZ Hammond, Ind., to 7-16-49; KBUR-FM Burlington, Iowa, to 3-1-49; WNIQ Uniontown, Pa., to 3-31-49; WJPA Washington, Pa., 3-31-49; KTVU Portland, Ore., to 6-29-49.

Allen B. DuMont Labs. Inc., Pittsburgh—Granted license for new exp. TV relay W3XCS.

KRCN Riverside Bcstrs., Los Angeles—Granted request to vacate cond. grant for new FM station.

WJIM-FM WJIM Inc., Lansing, Mich.—Same.

WHEB Inc., Portsmouth, N. H.—Granted reinstatement of CP which authorized new STL, WEBI.

WKLX-FM Fayette Bcstg. Co., Lexington, Ky.—Granted request to vacate cond. grant for new FM station.

WHEB Inc., Portsmouth, N. H.—Granted mod. of CP WEBI to change power from 5 to 10 w, and equipment.

Following were granted mod. CPs for extension of completion dates as shown: WFDF-FM Flint, Mich., to 6-1-49 on cond. that construction be completed or interim operation provided by that date; KUHF Houston, Tex., to 6-28-49; WMBO-FM Auburn, N. Y., to 3-15-49; WJHL-FM Johnson City, Tenn., 5-1-49; KROC-FM Rochester, Minn., to 5-1-49; WNAV-FM Annapolis, Md., to 8-3-49; KWFM San Diego, to 4-30-49; KFSA-FM Ft. Smith, Ark., to 7-1-49; WDET-FM Detroit, to 1-31-49; WVKO Columbus, Ohio, to 2-1-49; KVOL-FM Lafayette, La., to 3-1-49; WTIC-FM Hartford, Conn., to 4-1-49.

Absent Profs

UNIQUE TITLE "Professor in Absentia" has been awarded five broadcasters by the Radio Journalism Clinic held last Aug. 23-27 at the U. of Denver. Awards were bestowed for their transcribed lectures prepared for the Denver Clinic. The awards are signed by R. Russell Porter, U. of Denver radio coordinator and director of the clinic, and "Dean" Arthur C. Stringer, NAB staff director. Those honored are Richard D. Crombie, KBRO Bremerton, Wash.; Jack Harris, KPRC Houston; Marjorie Jordan, WFNC Fayetteville, N. C.; William B. Ray, NBC Central Division; William Warrick, WJOB Hammond, Ind.

January 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1260 kc, 1450 kc

Announced proposed decision (Comrs. Webster, Sterling and Hennock not participating) proposing following: (1) That order to show cause in original form directed to Presque Isle Bcstg. Co., which contemplates operation of WERC Erie, Pa., on 1450 kc 250 w unl. in lieu of present assignment 1230 kc 250 w unl., shall be set aside; (2) that order to show cause, as amended, which contemplates operation of WERC on 1260 kc 5 kw-D 1 kw-N unl., shall be made final, subject to cond. (a) that site selected for station is found to be in compliance with standards of good engineering practice and receives approval of CAA, (b) that station's D operating pattern will be in accordance with that proposed herein by The Civic Bcstrs. Inc. for simultaneous operation in Cleveland and Erie, Pa., on 1260 kc, and (c) that station's N operating pattern will be same as that proposed in instant application of WLEU Erie, Pa.; (3) that application of The Civic Bcstrs. Inc. for new station in Cleveland, 1260 kc 5 kw unl. DA-DN, shall be granted; and (4) that application of WLEU for CP to change facilities from 1450 kc 250 w unl. to 1260 kc 5 kw-D, 1 kw-N DA-N, shall be denied.

AM—1450 kc

Announced proposed decision looking toward grant of application of Blue Valley Bcstg. Co. for new station at Beatrice, Neb., 1450 kc 250 w unl., engineering cond. and also subject to cond. that operation of proposed station shall not begin until KVAK Atchison, Kan., shall be licensed to operate on 1470 kc and has ceased to operate on 1450 kc, and to deny application of Beatrice Bcstg. Co. seeking same facilities (Comrs. Webster and Sterling not participating).

BY COMMISSION EN BANC

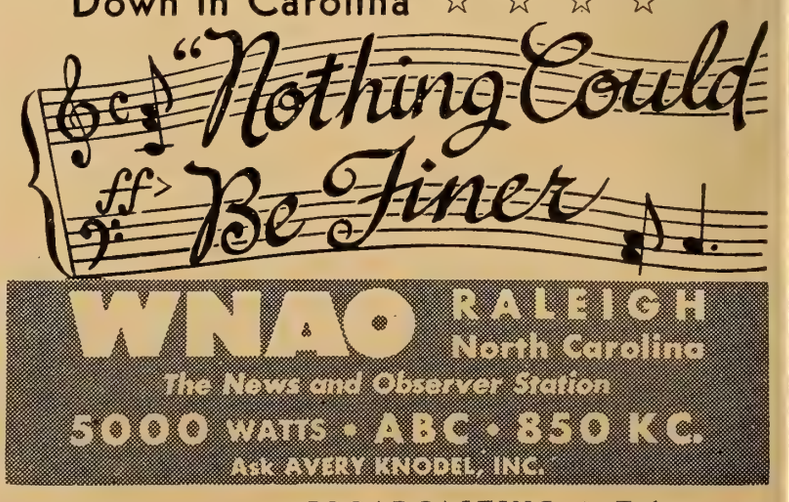
FM Authorizations

CPs granted for one new Class B FM station and for one new noncommercial, educational low-power FM station; CPs in lieu of previous cond. grants issued to two FM outlets, including one Class A and one Class B permit; issued CPs in lieu of previous cond. to two other FM stations; announced order amending FM allocation plan in three instances (see story, page —).

License Renewal

Following stations were granted renewal of licenses for period ending Feb. 1, 1952: WITH Baltimore; WKBO Harrisburg, Pa.; KPRL Paso Robles, Calif.; KXO El Centro, Calif.; WCNH Quincy, Fla.; WAIM Anderson, S. C.; KADA Ada, Okla.; KAST Astoria, Ore.; KFJB Marshalltown, Iowa; KGDE Fergus Falls, Minn.; KODL The Dalles, Ore.; KOSF Nocagdoches, Tex.; KRES St. Joseph, Mo.; KSWM Joplin, Mo.; WBOW Terre Haute; WCAT Rapid City, S. D.; WCLO Janesville, Wis.; WCMA Corinth, Miss.; WCOL (and aux.) Columbus, Ohio; WCPO Cincinnati; WDSM Superior, Wis.; WENY Elmira, N. Y.; WFOM Marietta, Ga.; WFRP Savannah, Ga.; WGLN Glen Falls, N. Y.; WHLN Harlan, Ky.; WHUC Hudson, N. Y.; WISE Asheville; WJOB (and aux.) Hammond, Ind.; WJOY Burlington, Vt.; WMPC Lapeer, Mich.; WPUV Pulaski, Va.; KANA Anaconda, Mont.; KDIX Dickinson, N. D.; KVOC Casper, Wyo.; KYJC Medford, Ore.; WAJR Morgantown, W. Va.; WBPZ Lock Haven, Pa.;

(Continued on page 81)



FINAL GRANTS

FCC Approvals to Holyoke, Palo Alto, Lakeland

REGIONAL facilities for WHYN Holyoke, Mass., a new daytime station for Palo Alto, Calif., and a new local for Lakeland, Fla., were authorized in final decisions issued by FCC last week. Competing applications were denied in each case.

The Commission also made final its proposal to deny both applications in the Atlantic City 1230 kc case.

The decisions all effectuated proposals handed down by the Commission several months ago:

1. Granted WHYN's application to move from 1400 kc with 250 w to 560 kc with 1 kw directionalized; denied Pynchon Broadcasting Corp.'s bid for the same frequency at Springfield, Mass. [BROADCASTING, July 19, 1948].

2. Granted D & K Broadcasting Co.'s application for a new station at Palo Alto using 1220 kc with 250 w, daytime only; denied Times-Star Publishing Co.'s request for the same channel at Alameda [BROADCASTING, Aug. 30, 1948].

3. Granted Coastal Broadcasting Co.'s bid for 1230 kc with 250 w at Lakeland (when WLOF Orlando moves from 1230 to 950 kc); denied WSIR Winter Haven's application for 1230 kc in lieu of its present 1490 kc with 250 w [BROADCASTING, Sept. 6, 1948].

4. Denied the application of Atlantic City Broadcasting Corp. (for engineering reasons) and Strand Broadcasting Corp. (for default), both seeking 1230 kc with 250 w at Atlantic City [BROADCASTING, Sept. 20, 1948].

In the Massachusetts case FCC gave the grant to the newspaper-identified WHYN *(Transcript-Telegram)* despite the general Commission policy of preferring non-newspaper applicants in competitive hearings. This departure from customary policy, FCC said, is justified by WHYN's record.

Without assigning reasons, Chairman Wayne Coy dissented from his colleagues and voted for Pynchon Broadcasting, a group of Springfield business and professional men headed by James F. Egan. Comrs. Paul A. Walker and George E. Sterling did not participate in the decision.

The Palo Alto grant to D & K Broadcasting was authorized on a 3-to-2 vote, Chairman Coy and Comr. Frieda B. Hennock voting for Abraham and Sara F. Kofman's Times-Star Publishing Co. at Alameda. Comrs. Walker, Rosel H. Hyde and E. M. Webster formed the majority. Comrs. Sterling and Robert F. Jones did not vote.

Ownership of the new-station grantee companies:

Coastal Broadcasting Co., Lakeland—Owned in equal shares by President Robert S. Taylor, dentist and Veterans Administration executive at Gainesville, Fla.; Edmund D. Covington Jr., WHOO Orlando announcer, and Duane F. McConnell, acting chief engineer of WRUF Gainesville and part owner of WLYK Live Oak, Fla. Mr. Taylor will be general and commercial manager; Mr. Covington program director, and Mr. McConnell chief engineer. Mr. Taylor has subscribed for additional stock to give him 50% interest; Messrs. Covington and McConnell will then have 25% each.

D. & K. Broadcasting Co., Palo Alto—Limited partnership composed of Millard Kibbe, general partner, and Donald K. Deming, limited partner. Mr. Kibbe, who has been associated with KTKC Visalia, Calif., will be general manager. Mr. Deming, his cousin, is in the hardware business at Visalia and plans no active part in station affairs.

ALLEN TO SPEAK

At Conference on UNESCO

GEORGE V. ALLEN, Assistant Secretary of State for public affairs, will deliver one of the major addresses at opening of the Second National Conference of UNESCO (United Nations Educational, Scientific and Cultural Organization), to be held in Cleveland March 31-April 2. The conference is under the sponsorship of the U. S. National Commission.

Secretary Allen recently returned from Europe where he headed the American delegation to the international UNESCO Conference at Beirut, Lebanon. Jaime Torres Bodet, newly-elected director general of UNESCO, is scheduled to give the keynote speech. Milton Eisenhower, president of Kansas State College and chairman of the U. S. Commission, will also speak. The sessions will draw delegates from more than 800 national organizations. Official observers from government and international agencies will also attend.

Panels of experts will review the problems and accomplishments of UN and specialized agencies. Delegates in group meetings are expected to discuss how radio and newspapers can be used to further UNESCO's objectives.

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Production

R. W. WASSENBERG, of KPIX (TV) San Francisco sales staff, has been appointed operations manager. **BOB HANSEN** has been appointed AM assistant to KSFO-KPIX program director **KEITH KERBY. GEORGE JANDA** and **HERBERT BRETT** have been appointed TV production assistants; both were formerly with WBKB (TV) Chicago.

MYRON COY, formerly with Intermountain Broadcasting Co. of New Mexico, has been appointed program director of WBYS and WBYS-FM Canton, Ill.

ED. A. CONDIT Jr., formerly with WCAX Burlington, Vt., has joined announcing staff of WMTR Morristown, N. J.

DUANE BOGIE has joined TV department at NBC's Central Division, Chicago, as assistant producer. **ANN LIBBERTON** has joined as script girl.

FRANK MONTELEONE, program director of WMGY Montgomery, Ala., has been appointed program director of WMGY's FM affiliate, WMGY-FM. **LONELLE HUDSON** is FM station's traffic manager, and **DOUGLAS HASSING** is chief announcer.

HAZEL KENYON MARKEL, director of public service, education and public relations at WTOP Washington, has been sworn in as permanent lieutenant commander in the Naval Reserve. Mrs. Markel was director of women's radio for the U. S. Navy during the last war.

BLAINE CORNWELL, formerly of KMOX, KXOK, KXLW St. Louis, has joined WIL St. Louis as conductor of the *Blaine Cornwell Show*. **BILL ARENS**, formerly of KWOS Jefferson City, and KIMO Independence, Mo., has joined station as chief music librarian.

JACK McCORMACK, WGBS Miami announcer, has returned to his post following a leave of absence due to illness.

LAWRENCE N. JONES has been appointed by KRUL Corvallis, Ore., to serve as coordinator for the sales, programming, special events and public relations departments of the station. **KATHLEEN DeSPAIN** has joined KRUL's music and continuity staff.

JULES RIND has been appointed program director of WPEN Philadelphia.

BILL FOX has been appointed day program director at CKNW New Westminster, B. C. **DES McDERMOTT** has been assigned night program post, and **SHEILA HASSELL**, publicity director, has been appointed office manager.

J. D. BOWMAN has joined announcing staff of WLOH Princeton, W. Va., replacing **DON MOYER**, resigned.

BING CROSBY has been appointed chairman of the National Heart Week, Feb. 14-21.

SID WILLING, staff announcer at KWTC Barstow, Calif., has been promoted to assistant program director.

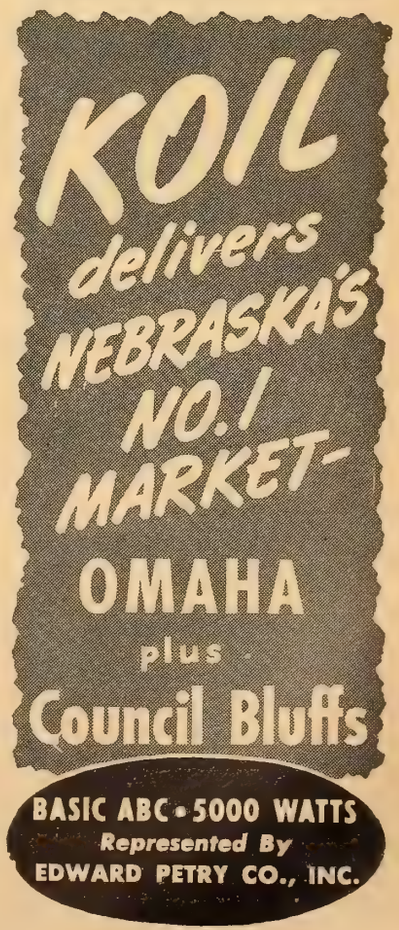
KAY BALFE has resigned as morning announcer on WPGH Pittsburgh. No future plans have been announced.

HELEN M. KORDAY has been promoted to television personnel supervisor of NBC, and **DORIS ANN** appointed placement manager of the network. Miss Korday was formerly NBC employment manager, and Miss Ann was assistant employment manager. Television personnel supervisor is newly created post.

MORT NUSBAUM, m.c. on WHAM Rochester, N. Y., since 1947, has taken over as morning man on that station. He will handle 6:30-9:45 a.m. show, with exception of 15 minute segments at 7, 7:30, and 8 a.m.

JOE ADAMS has joined KFMV (FM) Hollywood as disc m.c. In addition to daily one and one-half hour show on the FM station, Mr. Adams will continue *Mayor of Melody* program on KOWL Santa Monica, Calif.

BILL GAVIN, NBC production man, has been appointed writer-producer on production staff of KNBC San Francisco. He fills vacancy left by **FRED HEGELUND**, recently transferred to NBC Hollywood. For past year and a half Mr. Gavin has had his own one man variety show on KNBC. He has been in radio for more than 20 years, his first program aired in 1929 on KPO San Francisco (now KNBC). He also is well known in Bay Area as organizer and director of male chorus on *Standard Hour Summer Show*, and is national vice president of AFRA.



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt AM and 16,000 watt FM station has position open for local sales manager. Car necessary. Contact William Tedrick, Manager, KWOC & KWOC-FM, Poplar Bluff, Missouri.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Sales manager wanted. Must be experienced and willing to work. State qualifications, references, salary expected. WBET, Brockton, Massachusetts.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Sales executive position open for experienced men in progressive station in large eastern market. This is a $10,000 a year position and only those with experience in a sales executive capacity need apply. All replies will be strictly confidential. Box 859, BROADCASTING.

Texas station has opening for capable manager with sales ideas. Box 846, BROADCASTING.

Radio salesman who can be our sales manager. Experienced radio salesman with good record to sell and service accounts. A good station in a good but competitive market. Vacation, life insurance plan, harmonious working conditions. Population 50,000 to 100,000, excellent market in progressive North Carolina city. Good climate, schools, colleges, churches. If you like to sell radio and service accounts, answer today. Many men are looking for the opportunity we offer. Tell all about yourself, education, experience, references. Send photo if available. Salary commensurate with ability. Our employees know about this opening so answer with complete confidence. Box 833, BROADCASTING.

Owners of corporation now constructing small station in southwest, need experienced associate to handle the business. Will sell a half interest. Box 901, BROADCASTING.

Salesmen

Salesmen—Two young, alert salesmen wanted by daytime independent in Virginia. $70 weekly draw against 15% commission. One will be promoted to sales manager of station. Write or wire Box 789, BROADCASTING.

Permanent sales position open for time salesman. Independent operation in midwestern market of 25,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter, references and photo. Box 793, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Dominant station in excellent California market wants experienced salesman of high character. For interview contact KITO, San Bernardino.

Help Wanted (Cont'd)

Opportunity for salesman with push and ideas. Texas station. Salary and commission. Tell all. Box 844, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 50 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview, write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Wanted: Salesman with some experience for independent station in Massachusetts. Good working and living conditions. Excellent chance for the right man. Box 894, BROADCASTING.

Announcers

To meet with its expansion program a solid 5000 watt fulltime Mutual outlet needs two experienced men. One should have announcing and news experience, the other should have announcing and copywriting experience. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status. We want two permanent men content to settle down in a midwest community of 12,500. No floaters, bottlechasers or boy wonders should apply. Real opportunity for right man. We prefer men from this section of country, but will consider any ambitious young men. Pleasant working conditions with young congenial staff. Write Grover Cobb, KVGB, Great Bend, Kansas.

Announcer for 1000 watt eastern station. No hot-shots or prima donnas. Write Box 863, BROADCASTING.

Immediate opening for combination announcer-engineer. Salary open. Send disc and qualifications to WFLB, Fayetteville, North Carolina.

Announcer who can also run controls. Experienced. Reliable. Ambitious. Working conditions pleasant. Salary plus some talent opportunities. Central New York network affiliate. Immediate opening. Three work-character references required. Personal audition prefered but audition disc and late photo will get full attention. Box 857, BROADCASTING.

Wanted immediately, good, experienced announcer. Must be capable of doing all shows, including disc. Apply in person, WJOC, Jamestown, N. Y.

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Announcer-engineer, KVRH in the heart of the Rockies. Need top announcer with 1st class phone. Good pay and hunting, fishing, skiing and sports in most beautiful part of Rockies, Salida, Colorado.

Wanted immediately—General staff announcer and man capable of general staff announcing with possibility of becoming program director at 1000 watt Iowa station. Box 919, BROADCASTING.

Technical

South Texas two hundred fifty watt network station needs staff engineer. Box 856, BROADCASTING.

Transmitter engineer for WTAW, college station, Texas. 1 kilowatt. Contact Frank J. Sosolik.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Chief engineer with construction experience for new AM station central Pennsylvania . Permanent. Chance to grow with aggressive organization. Box 865, BROADCASTING.

Help Wanted (Cont'd)

Wanted, first phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and supplementary announcing. Good operation, good city, $42.50 base, plus overtime, and regular raises. WWGS, Tifton, Georgia.

Wanted immediately, good combination man with first class ticket. WKUL, Cullman, Alabama.

Wanted—radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Engineer with some experience for AM and FM operation. Send photo and full details. M. L. Koerner, WSAM Saginaw, Michigan.

Need two engineers with best references and experienced in studio and transmitter construction. FM and AM construction now under way. Address replies to Chief Engineer, WBUT, Box 271, Butler, Pennsylvania.

Production-Programming, others

Writer wanted by major northern California outlet. Desire person with experience in all phases of program writing and production. Must have enthusiasm for routine continuity assignments, as show production limited. Good opportunity for person with initiative and training. Personal interview required. State all essential facts in first letter. Box 881, BROADCASTING.

Copywriter, man or woman, NBC affiliate central California. Must turn out real selling copy and take responsibility. One man copy department. Write giving full personal and professional background, also starting salary expected. Write Box 872, BROADCASTING.

Writers—Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary $4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

Copywriter for Texas station. Tell all with samples. Box 845, BROADCASTING.

Northern New York state station needs experienced girl to handle continuity and traffic, plus some air work. Send details plus continuity samples to Box 848, BROADCASTING.

Continuity writer—If you can write good commercial copy, here is a splendid opportunity in a network station with best chances for advancement. Excellent salary. Box 915, BROADCASTING.

Situations Wanted

Managerial

Available as manager or commercial manager or combination, on short notice. Over fifteen years in commercial radio. Experienced in all phases of operation. Top references. Box 851, BROADCASTING.

Manager, young, exceptional sales and promotion man for small station desiring increased gross and offering best opportunity and compensation. Wife experienced office manager. Box 850, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

Sales manager—I can sell and I can inspire and lead salesmen to sell. Advertisers I sell stay sold. The tougher the competitive forces, the better my results. Eight years of unequalled radio and agency sales experience proves this. Can't we discuss your problems to determine if I can be of assistance? Box 873, BROADCASTING.

Good right hand, presently employed. Six years top level executive assistant. Young, forceful, effective. One month availability. Box 908, BROADCASTING.

Situations Wanted (Cont'd)

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

First class station manager, now employed, with fourteen years experience in management, sales and programming, desires connection with a good station. Sober and reliable. Box 759, BROADCASTING.

Manager available immediately to take over construction and operation of new station. Over 16 years experience independent and net. Best references from present employer. Box 917, BROADCASTING.

Young enough to have ideas. Old enough to have good sense. Presently employed station manager with ten years of good hard commercial radio under his belt desires change to more amiable progressive circumstances. Box 906, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

General manager—chief engineer combination available with 30 days notice. Well worth contacting. Good promotional and programming ideas, proven in a large, competitive market. Box 890, BROADCASTING.

Experienced man who has been selling radio time since 1932 and is now station manager will take a job as sales manager with well established station in good market. Good references, sober, dependable. Box 918, BROADCASTING.

Salesmen

Experienced salesman with excellent sales and commercial programming record. Highest references. Midwest. Box 878, BROADCASTING.

Salesman, seeking affiliation with station having rural coverage. Have car. East preferred. Box 876, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 847, BROADCASTING.

Announcers

Newsman - announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Experienced news editor - announcer. Married, five years experience. College education, will travel. Bob Jordan, 2608 Beverly Drive, Birmingham, Alabama. Phone 2-3081.

Announcer, sports, all phases, 1 year experience play-by-play all sports. Personal interview New York, Chicago vicinity. Disc all others. Ed Silver, 4342 Drexel Blvd., Chicago 15, Ill.

Experienced announcer, news, disc jockey. Sell, write. Plenty of ideas. Box 1011, Twin Falls, Idaho.

Sportscaster, play-by-play all sports, 10 years experience. Both live and wire recreation baseball. Veteran, college, capable disc jockey, news, commercial, MC and adlib. Prefer specialize in sports but will go anywhere, do anything if offer is right. With present employer 2½ years, desirous advancement. Salary plus talent. Jim Shelton, WMOX, Meridian, Miss.

Situations Wanted (Cont'd)

Announcer—over 3 years radio, record shows, news. References, background. Midwest. Available now. Box 880, BROADCASTING.

Experienced CBS affiliate announcer. Can do announcing, remotes, studio shows (Mceeing), disc jockey shows and news. Twenty four years old, veteran, plan to marry soon. Two years of college and eager to learn. If you can use me, write or wire Fred Reece, 623 Clara Ave., St. Louis 12, Missouri.

Good newseditor and newscaster desires job in west or northwest. Experienced 27 year old married vet. Sober, dependable, graduate of leading journalism university. Fine voice, fine references. Disc and details promptly furnished. Write Box 882, BROADCASTING.

Newscaster. Ability to double as program director or assistant manager. Seven years experience. Midwest only. Box 825, BROADCASTING.

Announcer—Now employed, four years' experience, graduate University of North Carolina, married, pre-war English instructor, permanent position with future. South only. Box 828, BROADCASTING.

Announcer, young, married, state university graduate, presently employed midwest CBS affiliate doing newscasting, disc shows, commercials, special events. Will travel. Disc on request. Desires change. Box 869, BROADCASTING.

New York disc jockey seeking permanent position with big metropolitan station. Now employed. 8 years experience. Box 868, BROADCASTING.

Newscaster and announcer currently employed at 5000 watt eastern CBS affiliate in metropolitan market. Full data available. Four years experience. Age 25. Only reason for desiring change is inadequate salary. Box 874, BROADCASTING.

Network experienced announcer. Seven years. Deep, resonant voice, vibrant personality. At present chief announcer 5 kw network station. Top disc jockey midwestern city of one million. Family man. Reliable. Do not drink. $100 minimum plus talent. Box 867, BROADCASTING.

Experienced, versatile chief - announcer - program director available immediately, desires position west. Wanna hear my disc? Jerry DeHaan, 3946 Collis. Los Angeles 32, California. Capitol 12322.

Experienced radio personality in Nation's Capital wants morning show in New York City station. Have no connections, have no contacts, just talent. Not a Robbins, not a Block. Unique style, slightly insane. Excellent references from present employer who is aware of this ad. Box 864, BROADCASTING.

Newscaster-announcer. Single, 23, recent graduate state university, radio degree. Announce, news, dee-jay, run panel. Prefer Ohio or western Pennsylvania opening. Short experience. Will work first month free for experience, if living wage guaranteed thereafter. Box 500, Strongsville, Ohio.

Sports announcer. Outstanding Hooper sportscast, play-by-play, nine years. Box 819, BROADCASTING.

Announcer—Want a staff announcer? Young, radio school graduate, good voice. Go anywhere, salary no object. Good news man, adlib, special events. Photo, disc on request. Box 818, BROADCASTING.

Girl newscaster, vibrant clear voice, experienced dramatic shows wants staff position. Prefer Texas. Box 817, BROADCASTING.

All night disc jockey desires deejay-emcee-interview or programming position. Four years experience including announcing, news and acting. Available now. Box 816, BROADCASTING.

Staff announcer currently employed one kw, central New York regional station, desires change. Minimum fifty dollars. Box 815, BROADCASTING.

Announcer, 25, capable all-round staff man, experienced. Middlewest preferred. Box 814, BROADCASTING.

Situations Wanted (Cont'd)

Ambitious newsman desires position on news minded station. Will graduate from Iowa U. in February. Two years experience on 5 kw station newscasting, reporting, rewriting. Normand Schrader, 14 N. Johnson, Iowa City, Iowa.

Experienced young announcer, presently employed, wishes opportunity with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 1000 watt station, looking for permanent position. Will travel. Box 830, BROADCASTING.

Available—27 years old. Commerce and law education. 7 years announcing and program experience. Now employed. Will offer top references and a clean record of dependable performance. Box 920, BROADCASTING.

Announcer—Young, ambitious. Musical and radio experience. Willing to travel anywhere for right position. Have disc. Don Keating, 2419 St. Paul Blvd., Rochester 5, New York.

Staff announcer experienced sports play-by-play, prefer east, midwest. Box 835, BROADCASTING.

Announcer—3 years experience college and small stations. Married. Seeks position larger station. Play-by-play sports, control op. Box 841, BROADCASTER.

Capable, experienced announcer. Four years reporter, editor. Staff announcing, disc shows, acting, news and copywriting, newscasting. College graduate. Agreeable personality. Good voice. Will travel. Disc on request Raymond Moore, 208 West Oak, Orrville, Ohio.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago. Irving 8-1681.

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7763.

Announcer desires permanent position. Two years experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Jupiter 8-5744.

Thoroughly experienced high caliber announcer with excellent delivery on commercials that sell. Excellent sponsor-management references. Personality jockey shows. Authoritative newscaster. Top rating. Excellent production, programming. Box 862, BROADCASTING.

Hillbilly disc jockey, knows business, musical background, selling style, 2 years experience. Desires job in large, progressive station. Presently employed. Box 813, BROADCASTING.

Whoa! Right here! I'm your man. Absolutely tops in sports, news, commercials and special shows. Am presently employed with network affiliate. Believe me sir, I got it. Box 811, BROADCASTING.

Newsman, University of Wisconsin journalism graduate, 24, married. Reporting experience. Box 808, BROADCASTING.

Eight year disc jockey seeking permanent show with station in big city which wants a saleable rating. Box 804, BROADCASTING.

Young announcer, 2 years experience all phases of radio. Presently employed, but desire change to an outfit with an eye for radio rather than intrigue. Available for in-person interview in New York and vicinity. Box 913, BROADCASTING.

Short but varied announcing experience. Want better opportunity in east or Florida. Must include deejaying. College education, excellent reference. Write for details. Box 927, BROADCASTING.

Situations Wanted (Cont'd)

Here we go again. Tried twice recently, but no soap. So I'll be a sport and make this number 3. One year experience as announcer-operator (no first class ticket) with 250 watter. Will travel. Know some music and have scripted various disc shows. Would like to apprentice in directing or producing besides announcing chores. Available immediately if not sooner. Peter Lewicki, 4812 S. Avers Ave., Chicago 32, Ill.

Experienced announcer. Good voice quality plus consistency. Seeking permanency. Emphasis on news, remotes, jockey. Michael Fidler, 3128 Eastwood Ave., Chicago. Irving 8-1681.

Just a second! Announcer—2 years experience, good voice, single, 24, can operate console. Excellent references, prefer midwest, but will travel. Box 914, BROADCASTING.

Sports announcer, play-by-play all major sports. Direct or ticker. Eight years experience. Will go anywhere for right deal. Box 926, BROADCASTING.

Most interesting voice I know of. Single, entertain, radio acting experience. Outstanding appearance and personality. Will accept reasonable offer. Dan Callahan, 1366 Flatbush Avenue, Brooklyn, N. Y.

Announcer, good commercial man, presently employed. Experience all phases. Dramatic training, very interested in TV both announcing and acting. Want to settle permanently midwest. Box 895, BROADCASTING.

No floater—Don't want station about to sink. Experienced. Previously chief announcer two stations. Prefer east. Minimum $65.00 plus talent. Best references. Box 887, BROADCASTING.

Sports director. Idea man. Proven shows. Play-by-play. Box 900, BROADCASTING.

Staff announcer, 26, single, vet. Graduate leading radio school, Radio City. Will travel. Disc available. Box 910, BROADCASTING.

Staff announcer, veteran. Graduate leading radio school, Radio City. Practical knowledge all broadcast phases plus college background. Single. Will travel. Disc available. Box 911, BROADCASTING.

Experienced newscaster, editor, with fine quality voice, deep, authoritative, yet friendly. Solid, well-rounded newspaper experience. Can write and deliver straight news and human interest features as they should be written and delivered—with the smooth punch and proper emphasis that creates interest and commands attention. Good diction and pronunciation. Knows what he's talking about and sounds it (not as run-of-mill detached announcer). Distinctive style and tone. Swapped newspaper reporting for newsscript writing on metropolitan stations. Then, to gain mike experience changed to small station as news editor-newscaster. Has now advanced to present employment in similar position on paper-owned station in medium city. College degree, one child, Merchant Marine, good appearance and personality. Responsible, non-drinker, cooperative disposition. Highest references from all employers. Desires to move ahead to large station, writing and delivering own news. No announcing, but will handle own commercials, if desired. Please state salary, talent fees and news schedule. Will arrange personal interview and audition if possible, otherwise will send complete resume and disc. Box 886, BROADCASTING.

Thoroughly experienced, capable announcer wants staff position. Two years experience all phases: production, continuity. DJ, handle board. College. Will travel. Disc, photo, Norman Wain, 1009 Foster Ave., Brooklyn 30, N. Y.

Newsman, pleasing voice, good delivery. University graduate. 14 months experience with midwest station. Would like a position in a progressive station that appreciates value of news. Experienced in play-by-play basketball. Can gather, edit and write local news. Box 893, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-producer, currently enjoying lengthy stay in present position. There is no rush. Want privilege of doubling in agency and television work during off time. Have handled large audiences for years as quizmaster, variety show emcee. Experience includes narration for radio and picture sound tracks, sportscasting play-by-play and deejay shows. Will be glad to send tailored recording in answer to letter setting forth details of opening. Box 904, BROADCASTING.

Experienced announcer, disc jockey. Dependable—steady. Available immediately. Desire west or midwest. Bob Douglas, 745 East Foothill Blvd, Altadena, California.

Chief announcer with first class phone license. Six years experience. Changing jobs, due to housing conditions. East of Mississippi preferred. Box 903, BROADCASTING.

Announcer, excellent voice, well-trained all phases. Anxious for start in radio. Box 898, BROADCASTING.

Technical

Engineer—8 years all phases of radio, married, 1st class license. Wish permanent position with established 1 or 5 kw network affiliate. Reference. Box 861, BROADCASTING.

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Broadcast engineer, married, veteran. Experienced all phases. Chief engineer major network stations. AM-FM directional experience. Desire position in east. All offers considered and answered. Box 796, BROADCASTING.

Engineer, first class experience 5 kw. Desire Florida climate. Box 877, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Engineer, first phone, 3½ years ship and shore radio station Coast Guard. Graduate communication school. Active ham radio. No broadcast experience. Box 875, BROADCASTING.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation, and maintenance. Box 792, BROADCASTING.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Engineer, first phone, married veteran, 26. Four years radio and electronics experience, 20 months broadcasting. Desires location in southwest. Box 748, BROADCASTING.

Chief engineer. Desire position with 1000 watt or top 250 watter. Will make another installation. Write or wire John Blackwell, Williston, Tenn.

Chief engineer, twelve years experience in operation and installation. Last two years as chief. Age 39, married, no children. Excellent references. Box 896, BROADCASTING.

Engineer—first phone, no broadcast experience. 8 years ham, 2 years college, radio school graduate, flight op. AAF. desire position in New York, New Jersey, Pennsylvania, New England. Box 912, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Experienced kilowatt to 200 kilowatt. Excellent on all phases of construction. Presently chief or kilowatt. Seeking station with future. Box 891, BROADCASTING.

Chief engineer: Now employed in Florida desires change in this area. 15 years experience, AM, FM, Fax, new station construction, etc., excellent combination, manufacturing supervision. Best references, proven ability. Box 889, BROADCASTING.

Production-Programming, others

Program director — Experience, highly successful record, reputedly pleasing personality, ability to handle personnel, looking for a real opportunity for professional and financial advancement. Can program for sales, build listening audience. Top quality anouncing voice, news, remotes, record shows, own singing show. Minimum salary requirements $400 per month. Details, references, disc on request. Box 787, BROADCASTING.

Continuity writer. Single, reliable, hardworking. Modest requirements. Have 32½ synonyms "gorgeous." Go anywhere. Box 797, BROADCASTING.

"Damn," said the Duchess. "I want that 25 year old college graduate with BS degree in advertising to handle my public relations, and promotion (announcing too). Combination of new ideas and experience in both newspaper and radio work can't be beat." Box 879, BROADCASTING.

If you're play-by-playing beaucoup organized baseball, here's an employed, experienced sports editor, copywriter, announcer. Detailed writing, casting knowledge all sports. Box 754, BROADCASTING.

Newsman, 25, now employed regional station, journalism graduate, experience in reporting, newscasting, editing. Desires radio news job. Hardworking, married. Available two weeks notice. Disc etc. on request. Box 883, BROADCASTING.

Sports, color and special events two-man team. Plenty experience and education. Four years play-by-play conference athletics. All sports, any special event. Available March 15. Box 842, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

News, records, continuity, special events, all phases sports and play-by-play. Experienced, capable, dependable. Married, son five. Any locality. Box 885, BROADCASTING.

Nothing succeeds like success! Program director with managerial experience, successful rural and metropolitan station background (9 years) will be available February 1st. Excellent references from past employers. Write Box 888, BROADCASTING.

Experienced radio prog. dir., producer, announcer, studied television directing with NY director. Desires position as television director or assistant producer. College graduate. Photo, resume on request. Box 907, BROADCASTING.

1st class copywriter, some experience announcing, newscasting, disc jockey, control board, seeks position primarily writing with some mike work also. Excellent diction, pleasing voice, college graduate, 27, single. Will travel 150 miles. Jack O'Malley, 90-17 107 St., Richmond Hill 18, N. Y.

Writer, 18, wants start. Selling punch. Low salary. Box 916, BROADCASTING.

Writer: Live sales-getting copy, comedy, drama, musicals, news, prod. asst. Programming, directing, experienced. American Theatre Wing graduate. Excellent references. Box 899, BROADCASTING.

News editor, sports editor. At present with one kw southwestern independent. Would like location in Ohio, Indiana or Illinois. Audition disc and other particulars on request. Box 902. BROADCASTING.

Program director-producer available. 4 years independent station experience. Last 4 years on NBC's famous cigarette program. Seeks progressive radio or television station. Box 897, BROADCASTING.

For Sale

Equipment

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

Available for immediate delivery. Three each Blaw-Knox towers type SGN, height 400 feet. Brand new galvanized complete with insulators and lighting equipment. Properly warehoused. Intended for AM series FED but may be used to support FM or TV antennas if proportionately shortened. Inquire Box 871 BROADCASTING. Reasonably priced.

Complete A3 tower lighting equipment including Crouse Hinds flasher beacon and flasher, $375.00. WGCM, Gulfport, Mississippi.

Practically new portable 540 type Fairchild recording amplifier complete with equalizer. 539 type recorder with improved 542 PL pick up cartridges. One high fidelity dynamic Fairchild cutter head, complete with two carrying cases —one for amplifier and one for recorder. 30% off list price. Box 854, BROADCASTING.

For sale: RCA type WX-2A field intensity meter, perfect condition $500. New General Radio type 916A bridge $400. Two new RCA type 44BX mikes $80 each. Box 849, BROADCASTING.

For Sale: RCA 69-C distortion meter, 68-B audio oscillator, condition new $550 for both. Box 852, BROADCASTING.

4 RCA 9AJX rack cabinets (almost identical present 9AX selling for $165). $90 each. WIP, Philadelphia.

Gates 25-A frequency control unit, brand new, never used, complete with Bliley oven, 1400 kc crystal. Make offer. KUGN, Eugene, Oregon.

Raytheon model RA1000 transmitter, RLIO limiting amplifier, RMIO monitoring amplifier, RCII speech input console, RRIO remote amplifiers, complete Presto model C2 portable recorder with dual turntables, recording amplifier, playback, etc. Will sell in part or as a lot. All equipment used about one year and in excellent shape. Write for price list. Gates Radio Company, Quincy, Illinois. Telephones: Quincy, Illinois, 522· Washington, D. C., Metropolitan 0522.

Western Electric 443-A-1, 1 kw transmitter used seven months, crated ready to ship. Also WE 6-B modified. Make offer to Evans, KNEW, Spokane, Washington.

Wanted to Buy

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 843, BROADCASTING.

Miscellaneous

For personnel — for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and refences in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

Production-Programming, others

NEWS DIRECTOR
WANTED

Aggressive news director to take charge of livewire news operation. Five years minimum previous experience; newspaper background or journalism training essential. Must be topflight newscaster, thoroughly experienced in reporting. Editing local and wire news; able to supervise work of others. Salary commensurate with ability; give previous experience and salaries, salary expected; attach snapshot; forward current audition disc.

WAKR
Akron, Ohio

Situations Wanted

Managerial

Experienced station executive with highly successful record is interested in acquiring ownership or ownership-interest with established network affiliated station. Willing to consider management with contingent provision for acquisition of interest based on performance record.

Box 740, BROADCASTING

Announcer

CAN I HELP YOU?

Widely experienced man seeks position progressive station major market. ALL types announcing, sports, some program and TV MC. Knowledge production direction TV. Work any department, know how. Reference former employers. Married—college. Ability start top or bottom.

BOX 860, BROADCASTING

Production-Programming, others

ATTENTION DENVER AREA

TV director of NYC advertising agency ready to move midwest by order of doctor. Background includes announcing, acting, direction-production and narration. Available in any phase at minimum of 7500 per year. Write

BOX 884, BROADCASTING

TOP TWO-MAN WRITING COMBO

College grads, aggregate 7 years 4A agency, radio, newspaper. We do copy, script, news, sports, promotion, announcing. For right offer we'll relocate anywhere. ABBE, 72-22 67th St., Glendale, N. Y.

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FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

Equipment

For sale—Two channel recording installation. Four Presto 6N turntables in floor cabinets, 1D cutting heads. Complete rack 88A amplifiers, automatic equalization. Two Rek-O-Kut transcription tables. Pickering pickups. The works—all or part. Good buys. Dynamic Recording Studios, 37 W. 57th St., New York 19.

Miscellaneous

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Los Angeles 27, California

(Continued on next page)

PROPOSED GRANTS

FCC Announces Four For AMs

FIRST standard stations for Lockport, N. Y., Levelland, Tex., Alexandria, Minn., and Beatrice, Nebr., were anticipated by FCC in proposed decisions handed down last week.

The Commission also proposed to grant the application of KOSA ★ Odessa, Tex. to move from 1450 kc with 250 w to the 1230 kc, 250 w assignment vacated by KCRS Midland when it switched to 550 kc.

The four decisions proposed:

1. To grant Lockport Union-Sun & Journal Inc.'s application for 1340 kc with 250 w at Lockport; deny those of Niagara Broadcasting System and Great Lakes System Inc., seeking same facilities at Niagara Falls and Buffalo, respectively.

2. To grant Herald Broadcasting Co.'s application for 1230 kc with 250 w at Levelland and KOSA's bid for the same frequency at Odessa; deny competing 1230 kc applications of KBST Big Spring, Tex., KWEW Hobbs, N.M., and two Amarillo new-station applicants, Panhandle Broadcasting Corp. and Voice of Amarillo.

3. To grant Alexandria Broadcasting Corp.'s application for 1490 kc with 250 w at Alexandria, Minn.; deny that of Alexandria Radio Corp.

4. To grant the application of Blue Valley Broadcasting Co. for 1450 kc with 250 w at Beatrice, Nebr. (when KVAK Atchison, Kans., moves from 1450 to 1470 kc); deny that of Beatrice Broadcasting Co.

In both the Lockport and the Texas decisions, FCC proposed to award the grant to the community without an existing AM station, on the basis of the equitable-distribution provisions of the Communications Act. In the Texas case the Commission also ruled that KOSA could operate on 1230 kc simultaneously with the proposed station at Levelland. Having chosen Levelland for reasons of equitable distribution, FCC did not pass upon "discrepancies" it found in Panhandle Broadcasting's presentation.

Between the two Minnesota applicants, FCC preferred Alexandria Broadcasting on grounds that it offers a greater degree of local ownership and of integration of ownership and operation; that its staffing plans are more adequate, and that it "gives greater assurance of its ability to carry to execution the program proposals and representations which it has made."

The Commission held, however, that the rule banning duopoly should not stand in the way of a grant to the other applicant, Alexandria Radio Corp. The question arose out of a 12½% interest held by President Roger L. Dell, who also owns 33⅓% of KGDE Fergus Falls, 50 miles away. FCC held that no common ownership is apparent and that there would be no overlap of the nighttime or of the 2 mv/m daytime service areas of KGDE and the proposed Alexandria Radio Corp. station.

Comr. Robert F. Jones dissented from his colleagues' preference for Alexandria Broadcasting and voted for Alexandria Radio.

In the Beatrice case FCC concluded that the grant should go to Blue Valley for several reasons including its lack of connection, "direct or indirect," with local newspapers. Other reasons: That the station "will have a greater degree of integration of ownership, management and control, has been diligent in the prosecution of its application, and has arranged for qualified personnel. . . ."

Ownership of the proposed new-station grantees:

Lockport Union-Sun & Journal Inc.—FM permittee (WUSJ), headed by Egbert D. Corson and controlled by himself, his wife Katharine, and his sister Marjorie C. Kemble. Peter Corson, his son, manages WUSJ and would manage the proposed AM station. Carl Raymond, who has had broadcast experience at several stations, would be assistant station manager and program director. Company publishes the Union Sun and Journal.

Blue Valley Broadcasting Co. — Headed and controlled by John F. Thorwald, a pioneer Southwest broadcaster, who has 60%. Other stockholders: William V. Davis, Beatrice real estate man, 12.5%; Samuel W. Engle, chief engineer of KHBR Hillsboro, Tex., and Frederick W. Carstens, attorney, 2.5% each, and the following local business and professional men with 3.75% each: Merle G. Jones, Marion I. Norton, Thomas E. Adams, Marion E. Dole, Joseph D. Goldberg, and Forrest E. Wilke.

Herald Broadcasting Co.—Owned by Forrest Weimhold, owner and publisher of the weekly *Hockley County Herald* and *Sun News*, published in Levelland, and the weekly *Morton* (Tex.) *Tribune*.

Alexandria Broadcasting Corp. — Owned by seven stockholders, headed by R. Castle Brown, director of American Institute of the Air, a radio school in Minneapolis. Five veterans organized the applicant company: Everette Q. Walters, who has 21.5%; Wayne L. Moody, 8.6%; Henry T. McNamee, 5.3%; Kenneth C. Bechtel, 10.8%, and Robert R. Hildreth Jr., 10.8%. Remaining stock interest is held (21.5% each) by President Brown and Kenneth A. Tessmer, U. of Minnesota student.

Ownership of the new-station applicants which were given proposed denials:

Niagara Broadcasting System is owned by Gordon P. Brown, licensee of WSAY Rochester. Great Lakes System Inc. is owned in equal shares by Philip Amigone, operator of restaurants in Buffalo, and six employes of Buffalo stations: John R. Gelzer, John H. Lascelles, Robert A. Sherry, John Gillooly, Robert Glacy and Robert B. Snyder.

Panhandle Broadcasting Corp., Amarillo, is headed by Grady Hazelwood, attorney, who has 25% interest. Other stockholders: Bill Southworth, motor company manager, 44%; John Hazelwood, attorney, 11%, and W. H. Dwight, who has had radio experience and would be general manager, 20%. Voice of Amarillo, the other Amarillo applicant, is a partnership of Jim Golding (60%) and Ben H. Guill (40%), businessmen.

Alexandria Radio Corp. is owned by eight business and professional men headed by Roger L. Dell, attorney and president of KGDE Fergus Falls.

Beatrice Broadcasting Co.—President Herbert T. Weston Jr. and Jefferson B. Weston, brothers and businessmen, own about 42.86% each, and Bernard H. Rothenberger, editor of the *Beatrice Times* (owned by the Weston's mother), has about 14.28%.

RCA TV Clinic

MORE than 75 station engineers from the U. S. and Canada attended a television clinic conducted by the RCA Engineering Products Dept. Jan. 17-21 at Camden, N. J. Purpose of the clinic, sixth in a series, was to acquaint the engineers with the design, operation and maintenance of the latest television equipment. In addition to the courses and demonstrations, clinic included tours of the RCA Victor plant in Camden, the RCA laboratories at Princeton, N. J., and three RCA-equipped TV stations, WFIL-TV, WPTZ and WCAU-TV, all in Philadelphia.

Sale Tale

THE WHIRLING DERVISH had nothing on Marion, Ohio, . . . at least not after the Shellhorn Music Store turned to radio to sell drum major batons. Within 24 hours after the company's first announcement on WMRN Marion, the store had reportedly sold over 200 of the batons. With a one-a-day schedule during the three weeks before Christmas, Gene Shellhorn, owner of the store, said he had trouble keeping them in stock. Clark Dozer, WMRN commercial manager, denies having used one of the batons to close the announcement contract, but admits that "Mr. Shellhorn will be a regular advertiser in 1949."

KARO(TV) ASKS STA

Has CP But No Channel

KARO (TV) Riverside, Calif., the station with a construction permit but no frequency, has requested special temporary authorization from FCC to use Channel 6 (82-88 mc) at its auxiliary studio in San Bernardino, Calif.

Station is owned by Broadcasting Corp. of America, licensee of KPRO Riverside, KROP Brawley, KREO Indio and KUCB Blythe, Calif. KARO (TV) received its CP in December 1946 for Channel 1 (44-50 mc). The channel since has been reallocated to fixed and mobile services. In March 1948 the station filed for modification of its CP to request Channel 13 (210-216 mc), assigned to KLAC-TV Los Angeles. No hearing on the request has been set by the Commission.

KARO (TV) also seeks to move its main studio site to Los Angeles and to make Riverside the location of another auxiliary studio. In its STA request, station stated it could begin operations on Channel 6 by 30 days after grant. The request was filed by P. W. Seward, Washington radio attorney.

TO COMMEMORATE opening of *Washington's* newest TV station, WOIC, the *Washington Post* included a separate section in its Jan. 19 edition devoted to news of television and WOIC. Station took air Jan. 16.

Miscellaneous (Cont'd)

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited — immediate action.*
Mutual Radio Features
211 N. Allen St.
Albany. N. Y.

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

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Prompt, confidential service.
Apply Box 720
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Fulltime profitable network outlet in ideal one station market.

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West Coast

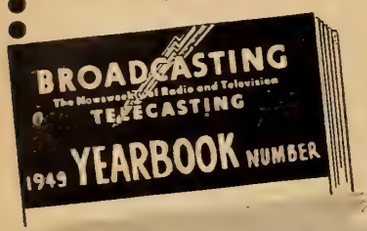
Fulltime profitable independent in a major market.

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• YEARBOOK Special

NABET VOTE

ABC, NBC Choose Union Shop

MEMBERS of NABET at both NBC and ABC overwhelmingly voted for a union shop in an NLRB election, an accounting of nationwide balloting showed last week.

NBC engineers and technicians voted 473 for and 6 against the union shop. ABC engineers, technicians, transmission coordinators and communications operators voted 202 to 3 for the union shop.

The union will bargain for a union shop when it begins renewal negotiations with the two networks on contracts expiring May 1.

To make a union shop enforceable under the Taft-Hartley Law, an authorizing election is necessary. At present NABET has a modified closed shop, which the T-H law makes illegal. Should the T-H law be repealed, it is known that the union will again seek a closed shop.

Actual question voted on was:

"Do you wish to authorize the union, which is your present collective bargaining representative, to enter into an agreement with your employer, which requires membership in the union as a condition of your continued employment?"

Voting took place during the week of Jan. 3. NBC members voted in New York, Cleveland, Denver, Washington, Chicago, Hollywood, and San Francisco. ABC members balloted in New York, Chicago, Hollywood, and San Francisco. Nathan Cohen, NLRB field examiner in New York, supervised the election. At the ballot opening in New York Jan. 15, NBC was represented by C. V. S. Knox, personnel department; ABC by Fred Lynch, personnel, and NABET by Clarence Westover, executive-secretary, and Harry E. Hiller, secretary-treasurer.

Voting summary: NBC — 593 eligible, 473 yes, 6 no, 83 challenged; ABC—270 eligible, 202 yes, 3 no, 28 challenged, 2 void.

WFIL TV, FM

New Tower, Transmitter

ROGER W. CLIPP, general manager of *The Philadelphia Inquirer* radio and television stations, announces new transmitter and antenna facilities, combining the latest broadcasting developments, soon will be constructed by WFIL-TV and WFIL-FM in the Roxborough section of the city, 7½ miles from the business center.

The tower and antenna, rising 916 feet above sea level, will enable both the video station and the frequency modulation station to serve a far greater population area than is reached at the moment by either station.

The guyed steel tower will carry a five-section, super-turnstile TV-FM antenna. By the increased elevation, WFIL-TV power will be increased for both its visual and aural output. Not only will the station's range be increased, but also the intensity of its signal.

MARK WOODS

Chairman of Heart PR

ABC President Mark Woods has been named chairman of the public relations committee in the forthcoming American Heart Assn. Drive, Harold E. Stassen, chairman of the 1949 Heart campaign, announced.

The $5 million goal campaign will be conducted from Feb. 7 to 28 to support the association's program of research, education and community service.

The Public Relations Committee to be associated with Mr. Woods includes Dr. Frank Stanton, president, CBS; Niles Trammell, president, NBC; Edgar Kobak, president, MBS; Thomas D. A. Brophy, president, Kenyon & Eckhardt; Gardner Cowles, publisher, *Look Magazine;* B. C. Duffy, president, BBDO; Don Francisco, vice president, J. Walter Thompson; Sam Fuson, vice president, Kudner Agency; James Linen, publisher, *Time;* Charles Luckman, president, Lever Brothers; Sylvester L. Weaver Jr., vice president, Young & Rubicam, and Raymond Rubicam, publicist. All but Lever Bros., which is in Cambridge, Mass., are New York firms.

Feature

(Continued from page 12)

caves, ideal for atomic bomb protection. The caves were used by Mohawk Indians in their wars along the Mohawk Valley.

The parcels are on an escarpment with a sheer cliff, from 600 to 800 feet high, overlooking the valley and giving a clear view on a good day of the Green Mountains of Vermont, the White Mountains of New Hampshire, the Berkshires of Massachusetts and the Adirondacks of New York .

This summer, WPTR expects to hold a convention of Patroons, taking them to races at Saratoga. Next winter New York State is expected to build two ski tracks and a lodge in the vicinity.

On All Accounts

(Continued from page 12)

it, and conducted a two-week search through Rochester for him that led to Al's first paying job, as his assistant, at $85 a week—a salary that forced him to sacrifice the previous Westinghouse offer.

After nine months' assisting Mr. Sidney at the Aldine, he transferred with him to New York to assist on production of shows at the Capitol Theatre, where he remained for the next five years.

In 1930 he left Loew's for Warner Bros. to assist Spyros Skouras in production of shows at the new Mastbaum Theatre and Earle Theatre in Philadelphia. After five years with them, he returned to New York with Mr. Skouras who had left the Warner Bros. chain to form with his brother, Skouras Bros.

It was at this point in his career, after three years with the Skouras Bros., that Al got fed up with the snow and ice in New York, got into his car and headed for California.

Following his six months' cable-carrying career at Goldwyn, he joined the newly organized motion picture production company, Grand National Picture Co., as studio manager. His career there ended abruptly after 14 months, when the firm—and Al disclaims any influence on his part — lunged into bankruptcy.

His next job was assistant to Mr. Sidney on the *Good News* package.

In 1946 he married the former Betty Turell. And homemaking gave him the opportunity to put his engineering experience to good use. For he, with the help of his wife, built every piece of wooden furniture in their Westwood home.

In fact their property boasts an adjoining work shed that contains lathes, drill presses, and every kind of tool handy for new projects and general repairing. This almost full-time hobby precludes any other hobbies, although he does confess to a weakness for playing the piano, and he does it well.

Organizationally, he is a Mason —to the 32nd degree.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NBC AFFILIATE

WMFI'S PLAN

Stock Is Offered to Public

PLAN to solicit extensive public support of WMFI (FM) Memphis, Tenn., Class B outlet, is reported in transfer application filed by the station with FCC.

Fanny B. Wilson, permittee, proposes to assign WMFI's construction permit to WMFI Broadcasting Co., new firm in which she and members of her family will be owners of the major portion of voting stock. Some voting stock and substantial portion of non-voting preferred stock is being offered for public sale.

Consideration for the assignment is cost of investment by Miss Wilson to date, $10,400, which is paid in stock to her and to children of her brother, York L. Wilson. Mr. Wilson, Washington business consultant and holder of other FM interests, is president and treasurer of the new firm but holds no stock. Miss Wilson, vice president and secretary, is attorney in the claims division of Justice Dept., Washington.

WMFI was granted conditionally by FCC in June 1947 and a construction permit was issued in March 1948 which bore an expiration date of Nov. 24, 1948. Request for modification of permit, seeking extension of completion date to June 1, was filed Nov. 2 but no action has been taken by the Commission. The CP covers Channel 282 (104.3 mc) with effective radiated power of 15.3 kw.

According to a stock prospectus dated Dec. 1, 1948, attached to the application, the proceeds of the stock sale will be used "to complete the construction and for equipment of WMFI, to put the station on the air, and for general corporate expenses."

WMFI Broadcasting Co. was incorporated in May 1948, the transfer application said. Firm has authorized 25,000 shares of Class A common stock, $2 par, and 175,000 shares Class B non-voting preferred stock, $2 par. Miss Wilson holds 2,700 shares of the Class A stock (98.77%) and has subscribed to an additional 5,300 shares Class A. York L. Wilson Jr. and Alexander Long Wilson, law students at U. of South Carolina, each is director of firm and owner of 40 shares Class A and 960 shares Class B stock. Arrah Minerva Wilson, attorney in Charlottesville, Va., is owner of 20 shares Class A and 480 shares Class B stock.

The stock prospectus stated that 6,000 shares Class A and 100,000 shares Class B stock are being offered to the public at $2.67 per share. It said most of this offer is being handled by salesmen of the firm but some would be available through dealers. Selling cost is limited to 57¢ per share.

The prospectus further stated that "the offering is not underwritten" and because "these securities are believed to be exempt from registration, they have not been registered with the Securities and Exchange Commission."

Estimated cost of construction of the station was given as $42,300 by the application and the estimated cost for first year of operation was cited as $4,500. First year's expected revenue was given as $5,000. WMFI Broadcasting Co.'s existing capital was reported as $506.54 with new capital given at $10,000. Miss Wilson has extended credit to the firm in the amount of $33,800.

Uses Senate Report

It was pointed out in the prospectus that "radio broadcasting is now big business" and from its inception in 1922, radio has grown to "second place in dollar volume of expenditures by advertisers in recent years." To explain the system and method of FM broadcasting, the prospectus quoted the April 10, 1946, report on "Small Business Opportunities in FM Broadcasting" of the Special Senate Committee to Study Problems of American Small Businesses [BROADCASTING, April 15, 1946].

The prospectus quoted portions of this report which said that "statistics show also that the profits in the radio field are unusually high in proportion to cost of plant" and which offered as support percentage figures of profit and cost of plant. This data was from FCC for 1944 income in the industry.

Mr. Wilson's other broadcast interests include two-thirds interests in Cinnco Broadcasting Co., owner of WOYO (FM) Cincinnati, and Southern Broadcasters Inc., owner of WRUM (FM) Richmond, Va. The latter has television application pending. Mr. Wilson also is 64% owner of Tropical Broadcasting Co., owner of WFYE Miami.

Class B conditional grants for WOYO and WFYE were issued in August 1947. No CPs have been issued. Class B conditional grant for WRUM was issued in February of that year. WRUM's CP was granted in November 1947 and expired Aug. 4, 1948. Petition for reinstatement was filed Aug. 12 but no action has yet been taken by the Commission.

Allied Arts



MARVIN DRAGER, partner in firm of Wayne Varnum Assoc., New York, has purchased interest of **WAYNE VARNUM**. He will continue to service all accounts under name of Marvin Drager, Public Relations, from same offices at 424 Madison Ave., where he will retain same staff. Mr. Varnum withdrew from firm because of illness.

RALPH M. DARRIN has been elected a commercial vice president of General Electric Co., Schenectady, N. Y. He will handle customer relations in company's New England territory, with headquarters in Boston. Mr. Darrin was formerly manager of Apparatus Dept.'s Central Station Division in Schenectady.

KELLOGG Co., Battle Creek, Mich., has purchased new National Nielsen Radio Index from the A. C. Nielsen Co., Chicago, for minimum two-year period. Service provides firm with non-network ratings, television reports, NRI special research and consumer index on ready-to-eat cereals.

Television

JOEL MURCOTT, freelance radio and screen writer, will join Bruce Eels & Assoc., Hollywood, effective Feb. 1, as vice president in charge of production. **C. O. LANGLOIS**, president of Lang-Worth Feature Programs, New York, has been elected to board of directors of Eels organization.

JOHN SUTHERLAND Productions, Los Angeles, movie producers, will make films for television use. **HERBERT BAYARD SWOPE Jr.** has been appointed an officer in firm and New York manager. Mr. Swope formerly had his own video producing firm, and before that was chief TV program director for CBS.

Equipment

HALLOCK B. HOFFMAN has joined William V. Stancil Co., Hollywood, magnetic tape recording manufacturer, as vice president and secretary. New firm lists **WILLIAM V. STANCIL** as president-treasurer, and **ROBERT PARKER Jr.**, Pasadena, Calif, attorney, as third member of the board.

SCHWERIN RESEARCH Corp., New York, has opened offices in Chicago's Tribune Tower with **JACK FARNELL** in charge.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

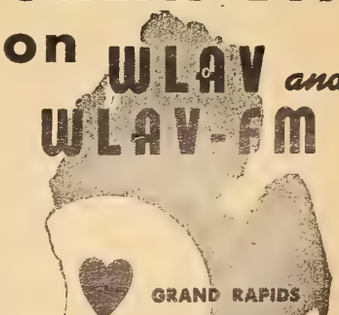
KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

IT'S A GREAT DAY on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

ABC for Grand Rapids
WLAV
Power Plus Perfection

RNED • LEADERSHIP IS EARNED • LEADERSH

Marketing Men who know Central New York Spell "Syracuse" with a "W"

Like this-

WSYR SYRACUSE

570 kc—5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

News



BILL TERRY, formerly with Fort Industry Co.'s WAGA Atlanta, Ga., has joined company's affiliate, WGBS Miami, as news editor and special events director.

FRANK C. BALMERT Jr., WPAY Portsmouth, Ohio, newscaster, has been appointed news editor. Other staff promotions include: **JOSEPH HOLBROOK**, announcer, as sports editor and announcer **ROY VASTINE** as farm editor.



Mr. Balmert

DEAN MONTGOMERY, news editor at KELO Sioux Falls, S. D., is the father of a girl, Meridith Anne.

GUY LeBOW, WPIX (TV) New York sports commentator, has been appointed television sports director of Greater New York for the National Foundation of Infantile Paralysis.

KEN GAPEN, assistant director of radio and television information, U. S. Dept .of Agriculture, is currently on three-week tour of southern states. While in Texas he will visit a number of radio training schools and take part in TV discussions. He is also visiting radio farm directors along route. Mr. Gapen expects to return to Washington Feb. 5.

TED JACKSON, formerly with network and local newsrooms, has joined Tobacco Network, North Carolina regional, as news editor and m.c. Mr. Jackson will conduct five daily newscasts for network, and emcee its *Zeke Daniels Show*.

JOHN CRAMER, writer on government and civil service affairs, has begun a series of government news broadcasts on WOL Washington, each evening at 6:25.

KENNY WASHINGTON, former professional football star with Los Angeles Rams and UCLA, has joined KMPC Hollywood as sports commentator.

VAN PATRICK, sportscaster, has been appointed sports director of WJR Detroit. He was formerly with WGAR Cleveland, WJR's sister station. Mr. Patrick handled U. of Michigan football broadcasts for WJR last fall.

BEN CHATFIELD, WMAZ Macon, Ga., news director, is the father of a boy, Ben Francis.

BRITISH UNITED PRESS has announced opening of three new bureaus at Edmonton, Calgary and Regina, all Canada. Selected to head Edmonton bureau was **GEORGE DOBIE**, formerly associated with news bureau's Winnipeg staff. **RICHARD WELSH**, who has been in Vancouver and Winnipeg bureaus, will manage Calgary office, while **KENNETH LAM**, whose background includes service on the Montreal, Winnipeg and Vancouver staffs, will head Regina operation. Addition of the three new bureaus brings BUP's Canadian offices to a total of ten.

QUINCY HOWE, CBS news staffer since 1942, has been appointed to cover news, education and opinion broadcasts for CBS-TV. Mr. Howe will have his own analysis video program Saturdays, 7:30-7:45 p.m., effective Jan. 22. He will serve, too, as moderator on *People's Platform, U. N.. Casebook* and other education and opinion telecasts. Prior to his association with CBS, Mr. Howe was a regular commentator for WQXR New York.



HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH

Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 124
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.

Name.....
Address.....
City.....State.....
Station.....

25 Years for Monti

TWENTY-FIVE years in prison and a $10,000 fine is the penalty Martin J. Monti, 27, former Air Force lieutenant, must pay for deserting to the Germans and making Nazi propaganda broadcasts during the war. Judge Robert A. Inch pronounced sentence in Federal Court, Brooklyn, last Monday after Mr. Monti had confessed to 21 acts of treason. An 11-page true bill charged that he had deserted his base in India Oct. 13, 1944, and later in Germany, under the alias of Martin Wiethaupt, had prepared and recorded commentaries and speeches for broadcasts in the European theatre.

AP ELECTS 42

Total Radio Membership 977

FORTY-TWO additional stations were elected to Associated Press, bringing the total radio membership to 977, at the recent winter meeting of the AP board at Corpus Christi, Tex., it was announced by Oliver Gramling, AP assistant general manager. Among those elected are the six McClatchy stations on the Pacific Coast, KSTP at Minneapolis-St. Paul, WBRC Birmingham and KUSN San Diego.

The list:

Ala.—WBRC Birmingham; Alaska—KIBH Seward; Calif.—KERN Bakersfield, KMJ Fresno, KBEE Modesto, KFBK Sacramento, KWG Stockton, KGER Long Beach, KUSN San Diego, KTTV-TV Los Angeles; Colo.—KLMR Lamar; Ind.—WWNI Wabash; Iowa—KCOG Centerville, KAYL Storm Lake; Kans.—KGGF Coffeyville, KNEX McPherson; La.—KPLC Lake Charles, KRMD Shreveport; Md.—WMCP Baltimore; Mass.—WEIM Fitchburg; Mich.—WDET Detroit, WLDM Oak Park; Miss.—WSLI Jackson; Mo.—KFRU Columbia, KSIM Sikeston; Minn.—KSTP Minneapolis-St. Paul; Neb.—KTTH Alliance; Nev.—KOH Reno; N. H.—WLNH Laconia; N. M.—KENE Belen; N. C.—WMIT Charlotte, WHNC Henderson, WIRC Hickory, WPAQ Mount Airy; Ohio—WONE Dayton; Ore.—KWRO Coquille; Pa.—WQAN Scranton; S. C.—WGCD Chester; Tex.—KIMP Mt. Pleasant, KEYE Perryton, KTAN Sherman; W. Va.—WSAZ Huntington.

ABC Meetings

MORE than 150 representatives of ABC affiliates in Midwest and Southwest expected to attend network's annual meeting for Districts 2, 3 and 5 at the Ambassador East Hotel, Chicago, Jan. 27. ABC's New York headquarters is to be represented by Mark Woods, network president, and Robert E. Kintner, executive vice president.

Thomas F. Gannon

THOMAS FRANCIS GANNON, 64, vice president of Philip Morris & Co., New York, died Jan. 13 in Providence, R. I., after two-month illness. Mr. Gannon had been with American Tobacco Co., Liggett & Myers and Philip Morris, successively. He was elected vice president of PM in 1933.

ABC NEWS STAFF

Realigns Two Executive Posts

STREAMLINING operations of ABC's network news operations, Thomas Velotta, vice president in charge of news and special events, last week announced two executive realignments.

John T. Madigan, national news editor since June 1945, has been appointed ABC's director of news, and Paul Scheffels, manager for three years of the New York news room, has been named assistant to the vice president in charge of news and special events. Mr. Scheffels will continue his news room managership in addition to his new activities as assistant to Mr. Velotta.

Previous to his ABC association, Mr. Madigan was with NBC, the *Baltimore News Post* and the *Washington Daily News.*

Mr. Scheffels, prior to joining ABC, was with United Press in New York for nine years.

EATON ELECTED

Head of Conn. AP Group

TOM EATON, news director of WTIC Hartford, Conn., was elected president of the Connecticut Assn. of Associated Press Broadcasters at its organizational meeting Jan. 12 in Hartford.

Michael Goode, WNHC New Haven, was elected vice president and Paul V. Cochrane, APs Connecticut chief of bureau, secretary.

Others attending the meeting, held at the Hartford Club, included: Glover Delaney and Sereno B. Gammell, WTHT Hartford; Robert Maguire, WICC Bridgeport; Paul Morency, WTIC; Max Ryder and Walter Howard, WBRY Waterbury; Bernie Moore and Elliott P. Miller, WKNB New Britain; John Deme and Jack Purrington, WNOC Norwich, and Thomas Cunningham, AP, Boston.

Regrets at inability to attend were forwarded by William Elliott of WLIZ Bridgeport, and Sol Chain, WBIB New Haven.



TRANSIT FM

Cross Country, TV Service Mulled

TRANSITCASTING this year will become a regular service of transportation systems in 20 major markets, Richard C. Crisler, executive vice president of Transit Radio Inc. predicted last Monday.

The official of the Cincinnati firm offered the forecast during a Washington news conference called to announce the establishment of transit FM service in the Capital [BROADCASTING, Jan. 17].

Mr. Crisler declined to specify the additional cities in prospect. He intimated that in three major markets only the formality of contract-signing remained. Many others, he indicated, were approaching the pen-in-hand stage.

Plans of the Capital station, according to Ben Strouse, WWDC-FM general manager and a director of Transit Radio Inc., call for the start of installations Feb. 1 at the rate of three or four a day.

Ultimately all of Capital Transit's 1,203 busses and 729 trolleys will be equipped.

Washington became the eighth metropolitan area to radioize its bus and trolley system. Regular broadcast service also began last week from WBUZ-FM Bradbury Heights, Md., to the Washington, Maryland and Annapolis Motor Lines.

Although transit FM is, itself, just a growing child, Transit Radio officials have already considered the potentialities of transit TV, Mr. Crisler revealed.

No definite plans have been advanced for transit TV, but such a project has been discussed, Mr. Crisler said. He explained that technical problems on reception would preclude any immediate steps in television.

FM on cross-country busses has not been eliminated as a possibility.

A twin-crystal set has been developed for use on busses running between points 100 miles distant, Mr. Crisler disclosed. Under this system bus sets would receive signals from the station at the departure point for about 50 miles and then another crystal would be used for reception of signals from the station at the destination.

Another device in which Transit Radio currently has an interest is a "riderrater", being developed by the Doody surveying firm in St. Louis, Mo. to provide an actual count of riders on radio-equipped busses.

KFBK TO 50 kw

Using Special Transmitter

KFBK Sacramento, Calif., boosted its power early this month from 10 kw to 50 kw. The frequency remained the same—1530 kc. KFBK is owned by McClatchy Broadcasting Co. and is affiliated in ownership with *The Sacramento Bee.*

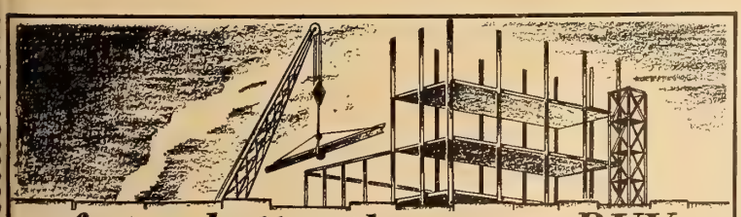
The new transmitter employs a basic type circuit developed by Henry Chirex of France, the outphasing system of modulation. Negative feedback, a distortion reducing circuit, thoriated filament high power tubes and other American developments also have been incorporated. Two 660-foot Franklin towers are being used.

LIFT TV BAN

In Wilmington Projects

A BAN on video sets in three housing developments under the Wilmington (Del.) Housing Authority was lifted last week. Matthew F. Judge, chairman of the six-man authority, said residents would now be allowed to have television sets provided the aerials were "on the ground and not in contact in any way with their dwellings."

Last December the WHA ordered two tenants evicted because they had television sets. Although some members of the authority reportedly were opposed to the ban, the agency had instituted the action for three reasons: (1) Occupants of low-rent housing units presumably could not afford expensive video sets; (2) television aerials could damage dwellings, and (3) the aerials might fall off the roofs and injure passersby.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED



TWO HOGANS put their heads together at WCSH Portland, Me., to discuss a new information feature which started Jan. 17 under sponsorship of Fairbanks-Morse Co. John F. Hogan (r), news director, represented the station and John B. Hogan, promotion representative, the sponsor.

CCNY AWARDS

Trade Editors Are Judges

DR. JOHN GRAY PEATMAN, associate dean of City College of New York, and seven trade press editors will judge the fifth annual CCNY radio and television competition, the college announced last week.

Plaque and Certificate of Merit winners will be chosen by the committee, with radio entries in eight categories to be selected. Television awards will be made for the first time this year. Deadline for entries is Jan. 31.

The judges' committee, in addition to Dr. Peatman, includes: Victor Dallaire, radio editor, *Printers' Ink*; John H. Caldwell, assistant managing editor, *Sales Management*; Joe Koehler, editor, *Sponsor*; Lawrence M. Hughes, executive editor, *Advertising Age*; Frank Saunders, associate editor, *Tide;* Bruce Robertson, senior associate editor, BROADCASTING; and Val Adams, associate editor, *Radio Daily.*

Video Supplement

TO PREVIEW the added television fare which became available to WBEN-TV Buffalo televiewers with the opening of the East-Midwest coaxial cable link, the *Buffalo Evening News* carried a special television section on Jan. 6. The 26-page section covered a variety of subjects, including program availabilities, selection and placement of a set, production of remote programs, engineering information, pictures of the station and a picture spread on the making of a TV tube. The station and newspaper are affiliated in ownership.

Video Awards Group

THREE Hollywood television groups, Television Producers' Assn., Television Film Producers' Assn. and Academy of Television Arts and Sciences have formed joint executive committee to support Academy's first annual awards seminar Jan. 25 in Hollywood. Committee includes Mal Boyd, TPA president; Hal Roach, TFPA head; and Charles Brown, Academy president.

Technical

R. P. McGAUGHEY and GAYLORD E. DURHAM have joined KECA (TV) Hollywood transmitter television operations department. Mr. McGaughey transferred from ABC Hollywood studio and field engineering operations; Mr. Durham from network's daylight saving time engineering operations.

CLARENCE WESTOVER, formerly with engineering departments of NBC and CBS, has been appointed full-time executive secretary of NABET. HARRY E. HILLER, who held the post in addition to his duties as secretary-treasurer, will continue to serve in the latter position.

SOUND APPARATUS Co., New York, has announced production of a recording sound analyzer, models FR and FR-1. Analyzer records frequency analysis of a complex wave from 25 to 7,500 c. p. s. on a 4 inch wide calibrated scale. A permanent ink record is made on a frequency-calibrated longitudinal scale, which is calibrated linearly in equal 20, 40, 60, or 80 db divisions.

RCA Engineering Products Dept., Camden, N. J., has announced production of new attenuating coupler for microwave relay receiver adjustments in same location with television transmitter. Receiver can be tuned, aligned and checked for proper sensitivity, and signal-to-noise ratio, with an ordinary test bench setup.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

The sky's the limit—in Jackson, Mississippi! The value of building permits issued by the city during 1948 showed an increase of $5 million over 1947 statistics, with new buildings accounting for the majority of the total valuation. Jackson is a healthy, growing market!

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Promotion



WPTR Albany, N. Y., is distributing a series of promotion pieces to advertising agencies and potential clients in conjunction with its weekly "Patroon of the Week" ads in BROADCASTING. Through the circulars and the "Fact of the Week" in its ad WPTR is telling the story of its facilities, and personnel, publicity and promotion. Pieces tell story in pictures, only copy being reprints of ads and notices of personnel changes in newspapers and magazines

Learning to Ad Lib

STUDENTS at Northwestern U. are learning ad lib techniques in an advanced announcing class, and at the same time providing WEAW (FM) Evanston, Ill., with an "off the record" program. Students make tape-recorded interviews with persons working at such Chicago sites as the Palmer House, Municipal Airport and Carnegie-Illinois Steel Corp., and these recordings are used by WEAW for its *Tour by Tape* series. The first show featured interviews with pedestrians crossing the Michigan Ave. Bridge.

Tee Up—And Drive

TO PUBLICIZE its new position on the dial (from 1230 to 1320 kc), CKNW New Westminster, B. C., has distributed a packet of golf tees to sponsors and agencies in the United States and Canada.

KIRO's Emissary

THE LUCIA BRIDES, two girls representing Seattle, Wash., and Stockholm, Sweden, helped cement Scandinavian-American relations last month. Girls were selected by their respective communities to participate in the "Bride of Light" festivals. When Seattle's Lucia Bride and emissary to Sweden, Asa Gudjohnson, was selected, KIRO Seattle made plans for radio coverage. Station executives arranged with Radiojanst (official Swedish radio) for transcriptions of Miss Gudjohnson's activities during the festival in Stockholm, plus a message from Sweden's Lucia Bride, Marianne Hylen. Miss Hylen came to Seattle to return Miss Gudjohnson's visit, and participated in a Swedish program on KIRO. A transcription of the program was sent to Stockholm so that listeners there might enjoy Miss Hylen's activities in the U. S.

Brand Names

BRAND NAMES Foundation, New York, has released a brochure devoted to awards given in the field of advertising "branded line" products. Attention is placed on the effectiveness of advertising of this type of merchandise on radio and in newspapers and magazines. Many of the department stores and specialty shops which are mentioned in the booklet are extensive users of radio time. The Foundation has presented "Certificate of Merit" awards to those stores covered for their advertising service and merit.

Coverage Index

FOLDER based on new Hooper Listening Area Index, showing audience distribution in 65 South Texas counties, has been issued by WOAI San Antonio. Maps, bar charts and percentage tables show listening preferences for morning, afternoon and evening programs in the area. In addition, two-color, four-page folder carries complete list of all stations audible in 65 county area.

Bananas, Bananas and More Bananas

WHEN KLZ Denver, Col., heard that the General Fruit Co. had an excess shipment of several hundred pounds of bananas, it sent Jim Bennett to investigate and see what he could do. Obvious solution was children. So, Mr. Bennett loaded a KLZ truck with bananas and took them to the children at Saint Clara's orphanage, Denver. Bananas, children and Mr. Bennett all enjoyed the venture.

Personnel

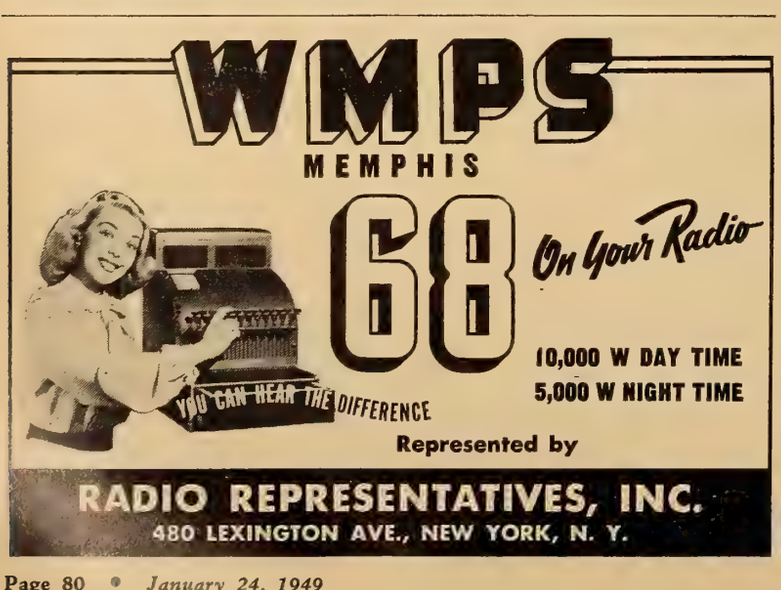
BILL YONAN has joined ABC's Central Division in Chicago as assistant sales promotion manager. Mr. Yonan replaces **DEAN LINGER**, who has joined WXYZ (ABC) Detroit as manager of promotion and publicity department.

SHERRIL TAYLOR, publicity director of KSL Salt Lake City, is the father of a boy, Mark.

RICHARD H. GOURLEY, formerly with WCLE Clearwater, Fla., has joined WSPD and WSPD-TV Toledo, Ohio, promotion and publicity department.

LEONARD G. ANDERSON, formerly audience and sales promotion director of Arrowhead Network in Wisconsin and Minnesota, has joined WKBH La Crosse, Wis., as promotion manager.

PHIL BALDWIN has been named promotion director for CKNW New Westminster, B. C.



WJLD, WINN

Appeal Grants to Competitors

APPEALS from FCC decisions have been argued before the U. S. Court of Appeals for District of Columbia by WJLD Bessemer, Ala., and WINN Louisville, Ky. Both seek rehearings of Commission rulings which awarded facilities they sought to competitors.

WJLD appealed from FCC's grant of 850 kc to WTNB Birmingham, facility which it also sought [BROADCASTING, Oct. 11, 1948, Dec. 15, 1947]. WJLD asked switch from 250 w on 1400 kc to 1 kw night, 5 kw day on 850 kc. WTNB was granted that assignment, moving from 250 w on 1490 kc..

WINN protested the Commission's grant of new station on 1080 kc, 1 kw night, 5 kw day, to Mid-America Broadcasting Co. at Louisville as WKLO. WINN had asked for switch to that assignment from 250 w on 1240 kc [BROADCASTING, Nov. 17, Oct. 27, 1947].

The arguments were heard before Judges Bennet Champ Clark, E. Barrett Prettyman and James M. Proctor on Jan. 12-13. Franklyn K. Lane appeared as counsel for WJLD and Joseph F. Zias for WINN. Richard A. Solomon, chief of FCC's Litigation Branch, argued for the Commission on the WJLD case while Max Goldman, FCC assistant general counsel in charge of Litigation and Administration Division, handled the WINN case. Counsel for intervenors, WTNB and WKLO, respectively were John P. Southmayd and Andrew G. Haley.

WJLD contended FCC acted on an invalid application when it approved the WTNB request because the WTNB application had been sworn to before engineering portions were completed.

WINN charged FCC gave improper consideration to a previous grant to Mid-America in 1941 which had been given up and that FCC also improperly compared the program proposals of the two applicants.

WNNJ-FM

WWDX-FM Is Off the Air

WWDX-FM Paterson, N. J. went off the air permanently Sunday, Jan. 9, to permit construction of a new and more powerful FM station, WNNJ-FM Paterson, Dow H. Krukker Jr., president of both stations announced.

According to Mr. Krukker, who is also president of WPAT Paterson, the new FM outlet will be completed and will commence broadcasting later this month on 103.5 mc.

WWDX-FM was in operation for little more than a year, and operated on 107.1 mc. Its outstanding program features will be incorporated into the schedule of WNNJ-FM.

CHURCH FIRE

TV, AM Cover in Phila

WHEN fire broke out in the 250-year-old First Baptist Church in the heart of Philadelphia's radio district, it received wide coverage from local stations. Telecasts were made by WPTZ and WCAU-TV while KYW gave aural coverage for its listeners. The WPTZ coverage also was carried by NBC to viewers in New York, Boston, Baltimore and Washington.

WCAU-TV broke in on its time, news, weather and music test pattern. Cameras were hastily located on the roof of the WCAU building and at a window in Studio D. A third camera, located on Chestnut St., covered fire apparatus, hose installations, crowd scenes and feeder lines.

A. W. Danenbaum Jr., WPTZ commercial manager, went into immediate action when he heard about the fire, although there were no cameramen, remote crews or engineers on hand. Ray Bowley, chief engineer, became operator of a rarely-used orthicon camera. This camera was mounted between two fire engines, on a parking lot less than 50 feet from the burning building.

In addition to its aural coverage, KYW turned on a video set in its street level window to present the WPTZ telecasts to throngs of onlookers who were kept from the fire by police. KYW also offered Dr. Ivan Rose, rector of the church, the use of its main studio, seating 200, for Sunday services.

WLSI PIKEVILLE

Kentucky Station Starts

WLSI Pikeville, Ky., was slated to take the air last Thursday, with formal opening ceremonies set for yesterday (Sunday). The station, a 1 kw daytimer on 900 kc, is owned by The Cumberland Publishing Co., W. J. Ward, president. The firm publishes the weekly *Pike County News*.

Included in program plans are community service programs, daily devotional services and Sunday services on a rotating basis from Pikeville's churches, news broadcasts every hour on the hour plus 15-minute broadcasts of UP news at 8 a.m., 12 noon and 6 p.m., national and local sports summaries, and musical programs.

WLSI staff includes: Mike Layman, manager; Al Hendershott, who will direct hillbilly and rural programs; Sidney Fraley, chief engineer; Guy Ferrell, engineer; Helen Layman, women's director and librarian; Nancy Tucker, bookkeeper; Don Moyer, announcer, and another announcer to be added shortly.

Z-BAR network in Montana held a presentation broadcast and dinner in honor of Mrs. Esther Hamel, winner of $25,000 first prize in Colgate-Palmolive-Peet Treasure Chest contest.

FCC Actions

(Continued from page 70)

Decisions Cont'd.:

WCED DuBois, Pa.; WGGG Gainesville, Fla.; WHIR Danville, Ky.; WHOP Hopkinsville, Ky.; WIL St. Louis; WJBC Bloomington, Ill.; WJNO (main and alternate main) West Palm Beach; WMMT McMinnville, Tenn.; WMOU Berlin, N. H.; WNNC Newton, N. C.; KFIO Spokane, Wash.; KLAS Las Vegas; KNUZ Houston; KRAI Craig, Col.; KRKN Fort Smith, Ark.; KSLO Opelousas, La.; KSUN Lowell, Ariz.; KWG Stockton, Calif.; WBBZ Ponca City, Okla.; WBVP Beaver Falls, Pa.; WCRO Johnstown, Pa.; WHBY Appleton, Wis.; WIKB Iron Mountain, Mich.; WMNB North Adams, Mass.; WQUA Moline, Ill.; WTNT Augusta, Ga.; WTOL Toledo; WWNF Concord, N. C.

KVOA Tucson, Ariz.—Granted renewal of license for regular period.

WWPG-FM Palm Beach, Fla. — Granted renewal of license for period ending March 1, 1951.

WHFB-FM Benton Harbor, Mich.—Same.

KWIL-FM Albany, Ore.—Granted renewal of license for period ending Sept. 1, 1951.

KSEO-FM Durant, Okla.—Granted renewal of license for period ending Dec. 1, 1950.

KOCS-FM Ontario, Calif.—Granted renewal of license for period ending June 1, 1951.

License Extension

WPIC-FM Sharon, Pa.—Present license extended on temp. basis to June 1, 1949.

WTSV Claremont, N. H.—Present license extended to June 1, 1949, pending receipt of renewal application.

WNDR-FM Syracuse, N. Y.—Present license extended to June 1, 1949, pending processing of renewal application.

January 18 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

WTNT Augusta, Ga.—CP to change from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA-DN.

AM—1450 kc

KIND Independence, Kan. — CP change from 1010 kc to 1450 kc, change hours from D to unl.

AM—790 kc

KNEW Spokane, Wash.—CP change from 1430 kc to 790 kc, change from DA-DN to DA-N.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP increase power etc. for extension of completion date.

WSFA-FM Montgomery, Ala.—Mod. CP new FM station to change ERP from 29.7 kw to 10.65 kw, ant. height above average terrain from 760 ft. to 161 ft.

WDLB-FM Marshfield, Wis.—Mod. CP new FM station to change ERP from 1 kw to 250 w.

WBGE-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

WRWR Albany, N. Y.—Same.

WCOD Richmond, Va.—Same.

License for CP

WPIT-FM Pittsburgh — License to cover CP new FM station.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date.

WCPO-TV Cincinnati—Same.

WJAR-TV Providence, R. I.—Same.

TENDERED FOR FILING

Transfer of Control

WNBZ Saranac Lake, N. Y.—Involuntary transfer of licensee corporation, Adirondack Broadcasting Corp., to Thomas Durkin and Eugene Fitzpatrick, executors of will of John F. Grimes, deceased.

January 19 Decisions . . .

DOCKET CASE ACTIONS

AM—1230 kc

Announced final decision denying applications of Atlantic City Bcstg. Corp. and Strand Bcstg. Corp., both seeking new stations in Atlantic City, N. J., 1230 kc 250 w unl. (Comr. Sterling not participating).

AM—1230 kc

Announced final decision granting application of Coastal Bcstg. Co. for new station at Lakeland, Fla., 1230 kc 250 w unl., engineering cond. and subject also to cond. that Coastal shall not commence operation until WLOF Orlando, Fla., ceases to operate on 1230 kc and is licensed to operate on 950 kc, and denying application of Citrus Belt Bcstrs. Inc. for change in facilities of WSIR Winter Haven, Fla., from 1490 kc 250 w unl. to 1230 kc 250 w unl. (Comrs. Jones and Sterling not participating).

AM—560 kc

Announced final decision granting application of Hampden-Hampshire Corp. to change facilities of WHYN Holyoke, Mass., from 1400 kc 250 w unl. to 560 kc 1 kw unl. DA, subject to approval of trans. site and ant. system by CAA and further subject to any interference which may be received from operations proposed in applications of Atlantic Radio Corp., Boston; Bristol Bcstg. Co. Inc. (WNBH), New Bedford, Mass., or The Fairfield Bcstg. Co., Danbury, Conn., in event any of said applications are subsequently granted; and denied application of Pynchon Bcstg. Corp. for new station at Springfield, Mass. 560 kc 5 w unl. DA. (Comrs Walker and Sterling not participating; Comr. Coy dissenting, voting for Pynchon).

AM—1220 kc

Announced final decision granting application of The D & K Bcstg. Co. for new station at Palo Alto, Calif., 1220 kc 250 w D, engineering cond. and denying application of Times-Star Pub. Co. for new station at Alameda, Calif., 1220 kc 1 kw D. (Comrs. Coy and Hennock dissenting; Comrs. Jones and Sterling not participating).

BY COMMISSION EN BANC

Assignment of License

KEVT Kerrville, Tex.—Granted assignment of permit and license from Leonard B. Brown to Walter T. McKay and Arthur Stehling, partnership d/b as Kerr County Bcstg. Co. for $70,143.

WELM Elmira, N. Y.—Granted assignment of license from James Robert Meachem to Corning Leader Inc. for $110,000.

Acquisition of Control

KITO San Bernardino, Calif.—Granted acquisition of control by Carl D. and Carl E. Haymond, father and son, resulting from purchase of 360 sh. (35%) of stock in San Bernardino Bcstg. Co. from Herbert L. Pettey and William B. Dolph for $45,000, which will give Haymond family 58.4% or majority control.

WNLK Norwalk, Conn.—Granted relinquishment of negative control by Benjamin Ginzburg in Norwalk Bcstg. Co. Inc., licensee.

Petition Denied

WRTB Waltham, Mass.—Adopted order denying Raytheon petition as supplemented requesting reconsideration and grant without hearing of its application for additional time to construct TV station WRTB and STA to operate 500 w trans.; ordered that hearing already scheduled be held in Washington Feb. 2 before Examiner Hugh B. Hutchison. At same time, Commission adopted memorandum opinion and order denying various related petitions filed by New England Theatres Inc. (Comr. Jones voted to grant petition of New England Theatres that Raytheon application be consolidated with hearings on applications for new TV stations in Boston).

January 19 Applications . . .

ACCEPTED FOR FILING

AM—1350 kc

John S. Booth, Corning, N. Y.—CP new AM station 1360 kc 1 kw D AMENDED to request 1350 kc.

AM—1260 kc

Bob Jones U. Inc., Greenville, S. C.—CP new AM station 740 kc 1 kw D AMENDED to request 1260 kc.

License Renewal

WLOF Orlando, Fla.—License renewal AM station AMENDED to show 1230 kc 250 w.

Transfer of Control

KODI Cody, Wyo.—Acquisition of control of Absaroka Bcstg. Co., licensee, by William J. and Dorothy R. Garlow from Breck and Elizabeth L. Moran.

KSFT Trinidad, Col.—Acquisition of control of The Trinidad Bcstg. Corp., licensee by Ellis P. Lupton from E. O. Schoembs and B. C. Bulson individually and as attorneys-in-fact for transferors.

KWIK Burbank, Calif.—Acquisition of control of Burbank Bcstrs. Inc., licensee, by James H. and Alice I. Furns.

WSON Henderson, Ky.—Acquisition of control of Henderson Bcstg. Co. Inc., licensee, by H. S. Lackey through retirement of 50 sh common stock to treasury, by Pierce E. and Montana L. Lackey and Paducah Bcstg. Co., Inc.

KOKO La Junta, Col.—Transfer of control from E. O. Schoembs and B. C. Bulson, individually and as attorneys-in-fact for transferors to Ellis P. Lupton.

Modification of CP

KLMS Lincoln, Neb.—Mod. CP new AM station for extension of completion date.

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

KECA-FM Los Angeles—Same.
KFI-FM Los Angeles—Same.
KDFC San Francisco—Same.
KNBC-FM San Francisco—Same.
KPRA Portland, Ore.—Same.
WMRI Marion, Ind.—Mod. CP new FM station to change ERP from 4.2 kw to 33.3 kw, ant. height above average terrain from 345 ft. to 300 ft.

License for CP

WABX Harrisburg, Pa.—License to cover CP new FM station.
KAGH-FM Pasadena, Calif.—License to cover CP for changes in FM station.
WSTC-FM Stamford, Conn.—Same.

License Renewal

WHLI-FM Hempstead, N. Y.—License renewal FM station.

FM—99.9 mc

WFMD-FM Frederick, Md.—CP to change from Channel 268 (101.5 mc) to Channel 260 (99.9 mc).

TENDERED FOR FILING

Assignment of License

WTRR Sanford, Fla. — Resubmitted application for assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

SSA Extension

WNYC New York—Extension of SSA to operate additional time between 6 a.m. (EST) and sunrise at New York and between sunset at Minneapolis and 10 p.m. (EST) using DA designed therefor for period beginning March 2.

Transfer of Control

KVAI Amarillo, Tex.—Transfer of control from Lonnie J. and V. M. Preston and Alice Howenstine to R. G. Hughes.

KMAE McKinney, Tex.—Acquisition of control of McKinney Air Enterprises, licensee, by George W. Smith, Jr.

KIWW San Antonio—Relinquishment of control of The Good Neighbor Bcstg. Co., licensee, by Joe Olivares to Manuel Leal through sale of 15% interest.

KTRN-AM-FM Wichita Falls, Tex.—Request consent to appointment of Evan Mae Hanks as voting trustee for M. B. Hanks, deceased.

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 20

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,920	1,865	263		470†	280
FM Stations	704	225	699	34*	87	31
TV Stations	56	7	116	..	313	181

* 12 on the air. † Revised by FCC.

AM APPLICATIONS

El Dorado, Ark.—Davis M. Segal tr/as Cotton Belt Broadcasting Co., 1400 kc, 250 w, unlimited (Contingent upon KELD El Dorado being granted change of facilities); estimated cost $8,750. Mr. Segal owns KTFS Texarkana, Tex., and is general manager of that station. Filed Jan. 19.

Quanah, Tex.—Orville L. Jenkins, 1150 kc, 250 w, daytime; estimated cost $11,525. Applicant is owner Jenkins Radio and Appliance Co., Chickasha, Okla. Filed Jan. 14.

Poughkeepsie, N. Y. — Mid-Hudson Bcstrs. Inc., 1390 kc, 1 kw, daytime; estimated cost $41,066.50. Principals: Harold W. Cassill, former general manager of WKIP Poughkeepsie and WGNY Newburgh, N. Y., and now publisher Forest City (Iowa) Summit, president-treasurer and 58.66% owner; Nathan L. Reifler, president-treasurer Electra Supply Co., local wholesale electrical products firm, vice president 15%; George R. Bennett Jr., president The Federal Bearing Co. and Schats Mfg. Co., steel bearings makers, 9%; David R. Clarkson, personnel interviewer, International Business Machines Corp., Plant #2, secretary 6.66%; Harold A. Hennig, announcer WABY Albany, 1%. There are eight other stockholders, all Poughkeepsie business and professional men. Filed Jan. 18.

Schenectady, N. Y.—Public Service Broadcasting Corp., 1240 kc, 250 w, unlimited (Requests facilities of WSNY Schenectady, see story BROADCASTING, Dec. 20, 1948) estimated cost $15,700. Principals: George R. Nelson, head of George R. Nelson Inc., Schenectady advertising agency, and formerly vice president-general manager WSNY, president-general manager and 40% owner; William G. Avery, until retirement president of Industrial Bank of Schenectady and former secretary-treasurer of WSNY, secretary-treasurer 2%, and Edward F. Flynn, former WSNY program director, vice president-station manager 2%.

Other stockholders in Public Service Broadcasting include: Charles Parsons, Amsterdam, N. Y., 10%; Bernard Koehler and John Cummings, Schenectady auto dealers, respectively 3% and 5%; Sharon Mauhs, Schoharie County Assemblyman, 0.2%; Mayor Owen Begley of Schenectady, 0.5%; Schenectady County Clerk Carroll A. Gardner, 0.2%; Schenectady Housing Administrator John McGathan, 0.2%; Joseph A. Field, stockholder in WSNY, 3%; William Carpenter, former WSNY sports director, proposed program director 2%; and other former WSNY employes Richard Van Patten, Sybil M. Neher, Anne Pratt, Robert S. Cragin, Jack Rourke and Alic Pach. Each of latter holds less than 1% excepting Alic Pach who holds 3%. Filed Jan. 18.

CFAC TV MEET

Video's Potential Viewed

EXECUTIVES of three Chicago TV stations discussed television's potential at a video session Wednesday evening which was part of an evening instruction series sponsored by the Chicago Federated Advertising Club. Norman Lindquist, television director at Malcolm-Howard Agency, conducted the meeting.

Jonny Graff, program director at WBKB and former television and motion picture director for Donahue and Coe, New York, discussed programming processes. He pointed out that a good video feature must "project to the audience, and must have real personalities."

The future of TV and advertising agencies is tied closely together, said George Garvey, sales manager of WGN-TV. He urged station men to get advertising people to buy video sets, observing that one can "only get the feeling and scope of video first hand."

Jerry Vernon, coordinator of sales at WENR-TV, listed reasons why advertisers and agencies are delaying entrance into TV. "Perhaps it came too fast, or that some are reluctant to gamble on a new medium," he said. He noted that factors normally used to evaluate the possible success of a television program seldom "tell the whole story."

Mr. Lindquist, who organized the class and panel at the request of the CFAC, explained the types of video commercials, ranging from inexpensive studio easel cards to more elaborate sound movies.

At Deadline...

STRESS VALUE, NOT PRICE IN COPY, KOBAK URGES

VALUE rather than price should be emphasized in copy, MBS President Edgar Kobak told Grand Rapids Advertising Club at dinner Friday. Speaking at conclusion of club's first annual forum, he stressed that truth and good taste in advertising are more important than ever.

Advertising in 1949 must "calm the fears and uncertainty which people seem to have" about American way of life, Mr. Kobak said, continuing that "the advertiser who in the next year or two takes liberties with truth in advertising is taking a big chance." He explained that "the advertiser who neglects the highest professional standards, particularly in good taste, and is less than 100% honest, is flirting with failure."

Mr. Kobak recommended three campaigns for advertisers in 1949: To reassure consumer about America's economic outlook and way of life; to stress unity of its people despite factional battling, and to show "fears" and "sacrificing" of people's living standards tend to retard economic stability.

ADVERTISING CAN SAVE BUSINESS, SAYS MORTIMER

ADVERTISING has undergone "sudden, bewildering change" in recent years, Charles G. Mortimer Jr., vice president of General Foods Corp., declared in address delivered before Chicago Federated Advertising Club. "Our beloved youngster is no longer a gangling kid, but a man. He has acquired responsibility. He can't turn back," said Mr. Mortimer, who is chairman of Advertising Council.

Forecasting rough time for business in 1949, he asserted that "if business is ever to start swimming for the life raft—now is the time to dive in." He expressed hope that advertising industry may save day because "since Pearl Harbor it has been found capable of performing miracles. Advertising's power in the realm of ideas has been revealed for all to see."

RETAINS RADIO PROPERTIES

ALTHOUGH Mrs. Dorothy S. Thackrey has relinquished co-editor and co-publisher posts at *New York Post Home News*, she is continuing her activities in connection with her radio properties, WLIB New York, KLAC Los Angeles and KYA San Francisco, her husband, Ted O. Thackrey told BROADCASTING Friday. Mrs. Thackrey is sole owner of stations. Mr. Thackrey is now *Post's* editor and publisher.

LOST COUGH

WMCA New York's *Man With a Cough* lost its cough Friday night after American Federation of Radio Artists ruled cough is dramatic art and calls for actor at $6 to $12.50 scale. To point up treatment of tuberculosis subject on "Inside New York" series, station planned to have announcer inhale, exhale, then cough. This would be followed by announcement of tuberculosis program. But union held announcer could only read what was before him, that cough couldn't be written, and that actor would have to do job. Station eliminated cough, spokesman said, harrumphing.

DISTRICT 6 NAMES CARMAN TO ABC COMMITTEE

FRANK C. CARMAN, president of KUTA Salt Lake City, reelected to represent District 6 on ABC's Station Planning & Advisory Committee and William C. Grove, manager of KFBC Cheyenne, elected alternate from Mountain District.

ABC executives headed by President Mark Woods and Executive Vice President Robert E. Kintner will convene Jan. 27 in Chicago at Ambassador East hotel with 150 representatives from ABC stations in Districts 2, 3, and 5 of Central, Middle and Southwestern states. It will be third in series of meetings held by network with affiliates.

Other ABC executives to attend Chicago meeting: Joseph A. McDonald, vice president and general attorney; Ivor Kenway, vice president in charge of advertising, promotion and research; Ernest Lee Jahncke, vice president in charge of stations; Otto Brandt, national director of station relations; James Connolly and William Davidson, station relations.

NAB CONVENTION BANQUET

ANNUAL industry banquet will be held Tuesday, April 12, closing day of two-day NAB Management Conference to be held April 11-12 at Stevens Hotel, Chicago. Registration scheduled Sunday, April 10. Details of convention to be arranged Feb. 3 by Convention Sites & Policy Committee, headed by Howard Lane, WJJD Chicago. Meeting to be held at NAB Hdqrs., Washington. (Editor's Note—NAB inadvertently announced convention date as April 9-11 in Jan. 24 *NAB Reports*, due to typographical error.)

UNIFORM TV FILM CONTRACT

MELVIN L. GOLD, National Television Film Council president, will present uniform TV film exhibition contract for consideration by Television Film Conference being held today (Jan. 24) at Biltmore Hotel, New York. If conference approves it, NTFC will send copies to all TV stations and film companies for ratification and adoption. One-day conference also will include station directors panel on films and a film business panel. One of luncheon speakers will be R. J. Rifkin of Ziv Television.

9 NEW BMB SUBSCRIBERS

NINE new subscribers to BMB bring its total, as of Jan. 20, to 811. Present total comprises 657 AM, 133 FM and 13 TV stations, BMB announced. Four national networks and four regional networks make up balance. Newest subscribers: KSUE Susanville, Calif., KWGB Goodland, Kan.; WMTC VanCleve, Ky., WNOE New Orleans, KFSB Joplin Mo., KFEQ St. Joseph, Mo., WVOT Wilson, N. C., KRUN Ballinger, Tex., and KOSA Odessa, Tex.

FITZGIBBONS HEADS WXLW

L. O. FITZGIBBONS, former commercial manager of WOC Davenport, Ia., named general manager of WXLW and WXLW-FM Indianapolis. Edward Lockwood becomes chief engineer, leaving WKAY Glasgow, Ky. He formerly was at WLW. Stations to occupy new studios Feb. 1 in Indianapolis Athletic Club.

ANA FORMS GROUP FOR BMB RE-EVALUATION

TO STRENGTHEN advertiser assistance in projected re-evaluation of Broadcast Measurement Bureau, board of Assn. of National Advertisers authorized formation of Radio Committee at meeting in Chicago. Action stemmed from BMB request that its three sponsoring organizations examine their research requirements and determine which could be best met by tripartite operations.

Imperative need "for reliable and uniform measurements both for television and AM" voiced by ANA Board Chairman W. W. Connolly of S. C. Johnson & Sons. Situation in radio today requires attention of such a new committee, he indicated, which is different from present Radio Council of National Advertisers dealing primarily with talent and labor relations.

MEXICO CONFERENCE MAY LAST INTO MARCH

PROSPECTS for completion of Mexico City International High-Frequency Broadcasting Conference by Feb. 1 goal considered slim, according to State Dept. and industry authorities. Their estimates range from mid-February to mid-March.

In effort to speed completion, conference has deferred consideration of all periphery subjects to Feb. 1 except American plan for frequency allocations among nations, which was presented last week.

ENTER 'GAG' TRIAL

AMERICAN Civil Liberties Union and Civil Liberties Union of Maryland desire to intervene in "Baltimore Gag" trial to be held Wednesday in Baltimore Criminal Court (early story page 28). Two groups object to Baltimore court rules restricting news about crime.

ANA ELECTS BOUCHER

KENNETH BOUCHER, advertising manager of Hawaiian Pineapple Co., San Francisco, elected to Assn. of National Advertisers board of directors.

Closed Circuit

(Continued from page 4)

that tentative formula has been reached whereby major types of maintenance and repair work will belong to IBEW; minor maintenance and operation of equipment to IATSE. Members of either union would be interchanged as their types of work change. Formula follows that worked out by same unions in movie field.

IF SOME Congressional noses are out of radio joint, it can be ascribed to apparent disregard of protocol at Federal Communications Bar Assn. annual dinner Jan. 14. Senate Commerce Committee Chairman Edwin C. Johnson (D-Col.), Ranking Minority Member Chas. W. Tobey, N. H., Ranking Democrat Ernest W. McFarland, Ariz., and Republican Clyde M. Reed, Kans., evidently hadn't been invited by association. Former Sen. Burton K. Wheeler did honors, as member of association. They sat in audience—not at head table.

PLAN NOW in works for top-ranking comedian to conduct 24-hour television show to aid major fund-raising campaign. Project would follow pattern of similar radio round-the-clock charity shows, aiming appeal at different groups during different segments of day and night.

OPERATION:

KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

Central New England,

sharing the nation's strongest concentration of radio sets,

LISTENS LONG and INTENTLY to WTAG

B.M.B. Studies, Hooper Continuing Measurement Indexes and Benson & Benson Radio Diary Survey all provide conclusive proof of WTAG's dominant radio audience in Central New England. Massachusetts (the central portion of WTAG's market) with 98.9% leads the nation in radio set ownership — ahead of every state, the national average and that of the Northeast and New England.

Benson & Benson's Diary Survey of Worcester and 54 surrounding cities and towns, condensed here to quarter hours, gives WTAG the largest audience 81% of the total time. On news periods alone, WTAG actually attracts more than half of the entire listening audience, to make a one station audience out of a many station area.

When You Buy Time In New England,

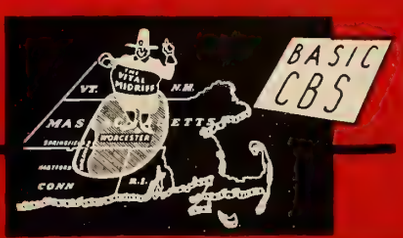
Buy An Audience



ALL OTHERS	19 Quarter Hours	49 Quarter Hours	27 Quarter Hours	95 Quarter Hours
WTAG	**143 Quarter Hours** In the MORNING, WTAG is first in Audience 143 quarter-hours out of 162, or 88% of the total time.	**119 Quarter Hours** In the AFTERNOON, WTAG is first in Audience 119 quarter-hours out of 168, or 71% of the total time.	**141 Quarter Hours** In the EVENING, WTAG is first in Audience 141 quarter-hours out of 168, or 84% of the total time.	**403 Quarter Hours** For the ENTIRE WEEK, WTAG leads in Audience 403 quarter-hours out of 498, or 81% of the total time.

WTAG WORCESTER

580 KC 5000 Watts



WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram — Gazette.

JANUARY 31, 1949 PRICE 25 CENTS

BROADCASTING

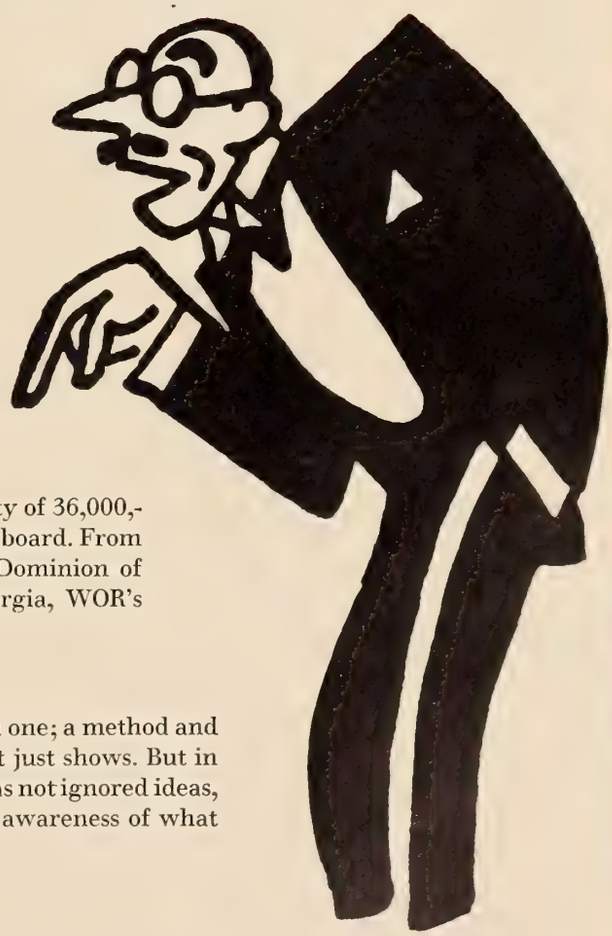
The Newsweekly of Radio and Television

TELECASTING

to quote...

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"... what we've said attempts to mirror the warmth and humanness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."



"... WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

"... WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants ..."

It is qualities such as those described above that make WOR the amazing selling force that it is, and — mind you — at a price that'll leave you gasping.

WOR

mutual

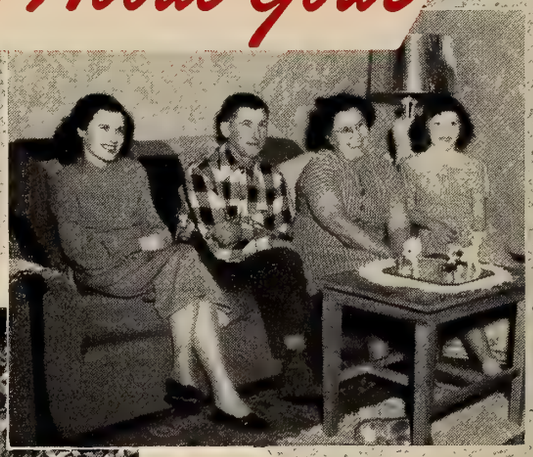
heard by the most people where the most people are

coming! a great television station • WOR-TV, New York ... Channel 9

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR

"They're Still Talking About Your Indiana Picnic"





SIXTY-FIVE thousand people packed their lunch and came to our WLS picnic. Back in 1939, WLS invited Indiana listeners to a Sunday picnic at Noblesville—20 miles north of Indianapolis—asked them to join WLS folks for a day of entertainment, special broadcasts and visiting. Indiana State Police needed help to park 12,000 cars. By early afternoon, they were turning back cars 10 miles away. This family style picnic with sixty-five thousand listeners was one of many great events in the first twenty-five years of WLS.

The Noblesville picnic was a thrill, too, for Mr. and Mrs. Charles Dillenbeck of Pendleton, Indiana. It was an opportunity to see and visit with all the WLS folks they listened to. Thousands of others felt the same way, for, as Mr. Dillenbeck recently remarked, "Seems like everybody went to your Noblesville picnic."

For twenty-two years, Mr. and Mrs. Dillenbeck have loyally listened to WLS. Daughters Florence, Dorothy and Audrey do, too. WLS broadcasts have become a valued and trusted part of their daily lives. Mr. Dillenbeck has a radio in his barn, listens to all WLS farm news and market reports. Recently, WLS hog market reports enabled him to realize an extra $75 profit on the sale of 17 hogs.

Special occasions like the Noblesville picnic, corn husking contests, coverage of the Hindenburg disaster, leave a lasting impression on listeners . . , help develop loyalty and acceptance. Serving the religious, social and business needs of our listeners has built loyalty and acceptance.

This quarter-century of sincere, friendly, unsophisticated relationship between WLS and thousands of folks in the Midwest has led them to remember and regard WLS as a friend in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

The INTERMOUNTAIN FARM NETWORK

Sells the prosperous Intermountain farmer through 9 stations.

Programs slanted to farmers' local interests.

☆ ☆ ☆

INTERMOUNTAIN FARM GROUP

KMON
Great Falls, Mont.
5000W-560kc

KID
Idaho Falls, Ida.
5000W-1360kc

KFXD
Nampa-Boise, Ida.
1000W-580kc

KVNU
Logan, Utah
1000W-610kc

KSVC
Richfield, Utah
1000W-690kc

KOVO
Provo, Utah
1000W-960kc

KPOW
Powell, Wyoming
1000W-1260kc

KWYO
Sheridan, Wyoming
1000W-1410kc

KVMV
Twin Falls, Ida.
250W-1450kc

ALL NINE FARM MARKETS.

Only the INTERMOUNTAIN NETWORK FARM GROUP covers ALL of the important farm areas in the Intermountain West. This includes: 72% of all the farms and 80% of all the farm income in Utah. 82% of the farms and 84% of the farm income in Idaho. 100% of all the farms and 100% of all the farm income in Montana. 33% of all the farms and 42% of all the farm income in Northern Wyoming.

NO WASTE COVERAGE.

Metropolitan centers and major urban population counties are excluded from the INTERMOUNTAIN NETWORK FARM GROUP, as are desert wastelands. Every dollar spent on the Farm Group is for rural coverage, assuring advertisers of intense penetration of the nine farm markets.

FARM STATIONS FOR THE FARM AUDIENCE.

Each station in the Farm Group programs for its particular type audience. This includes: KID, located in the heart of the rich potato producing Snake River Valley. KVNU, nerve center of the highly developed dairy industry of the lush Cache Valley. KMON, KPOW and KWYO, serving the prosperous wheat and cattle farmers of Montana and Northern Wyoming. Each of these station's program structures are slanted to the interests of the farming activity in the particular area it serves.

PROSPEROUS FARM MARKETS.

Here in the Intermountain West farmers have the money to buy. Cash income per farm in 1947 shows Wyoming in 4th place nationally, Montana in 7th, Idaho 15th and Utah 24th.

ECONOMICAL GROUP RATE.

Two or more stations of the FARM GROUP earn 10% discount. See Standard Rate and Data.

EASY TO BUY.

One scheduling, one contract, one affidavit, one billing.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the farmers live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

WHILE precise nature of NBC's new Sunday night program format to offset CBS inroads isn't yet formulated (see story page 25), new emphasis on lowering program costs and developing new vehicles could well include recorded programs (in line with modified policy broached at Sun Valley NBC affiliates convention in September), mystery shows and even modified giveaways, if they finally pass FCC muster.

LOU RUPPEL, former CBS publicity director and former managing editor of *Chicago Times*, on Feb. 1 becomes director of Clear Channel Broadcasting Service, headquartered in Washington. Post has been vacant since Victor A. Sholis left nearly two years ago to become director of WHAS Louisville.

RUTHRAUFF & RYAN, New York, has submitted television show featuring Olson & Johnson to its client Chrysler Corp., New York. Show said to be one of most costly in TV.

DESPITE eleventh-hour effort to stamp out fire at Broadcast Measurement Bureau, reports are current that financial plight of agency is far worse than indicated [BROADCASTING, Jan. 3, Jan. 10]. Investigation of BMB budgets thus far apparently has failed to yield sufficiently clarified statement.

PORTENTS of seriousness of BMB plight indicated with reported resignation of Edgar Kobak, MBS president, from its councils although network has paid up to April so it won't rock boat on March survey. It's reported that substantially more than $100,000 in station payments may be needed for March survey.

CROSLEY Broadcasting Corp., which was alpha of so-called Avco procedure requiring 60 days of public advertisement of station transfers for competitive bids, also may prove to be omega. Avco procedure originally invoked following Avco Mfg. Corp. purchase of WLW Cincinnati and associated Crosley properties in 1945. Crosley's proposed purchase of WHAS Louisville for which there are two competitive bids could well be final important competitive bidding case. Proposed change in rule, tossing Avco into regulatory ashcan, now is pending.

TO PROTECT investment in Jack Benny, CBS is understood to be covering him with "largest" life insurance policy ever written for man of his age. Similar insurance precautions understood planned on other new talent.

WHEN NAB board group meets Friday to take first look at reorganization problem, one of plans will be three-ply vice presidential bracket between front office and department heads. AM, FM and TV station groups would have own v.p. contacts to look after their interests.

READING between lines of hard-socking Senate subcommittee report on communications

(Continued on page 70)

Highlights This Issue

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Bulletins

SENATOR JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, will introduce bill for "outright prohibition of granting of Stratovision licenses by FCC," he said Friday in Chicago. He said stratosphere could be used for broadcasts "which would present a far more serious threat of domination by clear channels than exist today." He said he had been informed color television may be here by end of 1949, and that it would make present video sets "not worth a nickel."

HORMEL ON ABC

GEORGE A. HORMEL & Co. (meats), Austin, Minn., will sponsor for 52 weeks *Hormel Girls' Corps*, drummers and buglers, 11-11:30 a.m. (CST) Saturdays on 204 ABC stations starting March 5 at Knoxville. Corps picks up musician in each town visited. Agency, BBDO, Minneapolis.

U. S. MIGRATION SHOWN

POST-WAR migration remains big factor in United States, report issued by Bureau of Census shows. One of every five persons in the U. S. was living in different place April 1, 1948 than year previous. Approximately one in every 16 lives in a different county. Total of 6.3% of population had crossed county line, while 3.0% or 4,370 persons crossed state lines.

Business Briefly

CAMEL SHOW EXPANDS ● R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels) Feb. 16 expands five-a-week evening NBC-TV video programs from 10 to 15 minutes and switches from Fox Movietone to live-and-film NBC show featuring John Cameron Swayze, shifting from 7:50-8 p.m. to 7:45-8 p.m. Agency, Wm. Esty Co. New York.

CHEN YU NAMES K & E ● Chen Yu Products (nail lacquer, lipstick), recently acquired by Richard Hudnut Co., New York, has appointed Kenyon & Eckhardt, New York, to handle its advertising.

HOTEL TO USE TV ● Hotel New Yorker, New York, March 1 starts 13-week TV film spot campaign in Boston, Philadelphia, Baltimore and Washington. Agency, Peter Hilton Inc., New York.

CRANEY ELECTED HEAD OF ANTI-CLEAR GROUP

ED B. CRANEY, managing director of Pacific Northwest Broadcasters, unanimously elected chairman of group of 75 station officials which met Friday in Chicago's Palmer House to organize offensive against clear channel movement.

Mr. Craney named following to join him on executive committee: Don Searle, KMMJ Grand Island, Neb.; Les Biederman, Midwestern Bcstg. Co., Michigan; Steve Cisler, WKYW Louisville; Clifford Lee, KFXM San Bernardino, Calif.; F. C. Sowell, WLAC Nashville; Bruce McConnell, WHOT South Bend, Ind.

Sen. Edwin C. Johnson (D-Col.) told meeting that network stations should form "unions" and "collectively bargain" with networks (see story page 22). Sen. Johnson said he plans to attend third NARBA at Quebec in October.

Group decided dues should be four times highest hourly rate, for three years. Represented were 139 stations from all over country. Objective is to see that monopoly never is allowed to exist in radio.

Baltimore Stations Fined for Contempt

THREE Baltimore stations fined Friday by city court for violating court's "gag" on publication of crime news (Rule 904). James P. Connolly, WITH commentator, also fined. (Early story of "gag" trial on page 27.)

Appeals expected by guilty stations. Charles Roeder, WCBM program director, said, "Naturally we'll appeal."

Fines were—WITH $500 and costs; Mr. Connolly, $100 and costs; WFBR $300 and costs; WCBM $300 and costs. WSID in suburban Essex, outside city limits, found not guilty since court found no proof was offered that its broadcasts had been heard in city.

Stations have 10 days to appeal. WBAL, similarly charged with contempt, to have separate trial. Court to rule on WBAL procedural claims Feb. 21, with hearing tentatively set for Feb. 28.

Judge John B. Gray Jr. held Maryland courts have power to punish for contempt, with right not limited by legislation; held Rule 904 is valid; said rule is not censorship; asserted he believed in free speech and free trial, but that press must yield in favor of right to free trial. Mr. Connolly severely rebuked for broadcast on ground his material did not originate outside city as in case of other three stations. Judge Gray said court had no difficulty in concluding that effect of broadcasts was "devastating."

3 out of 4

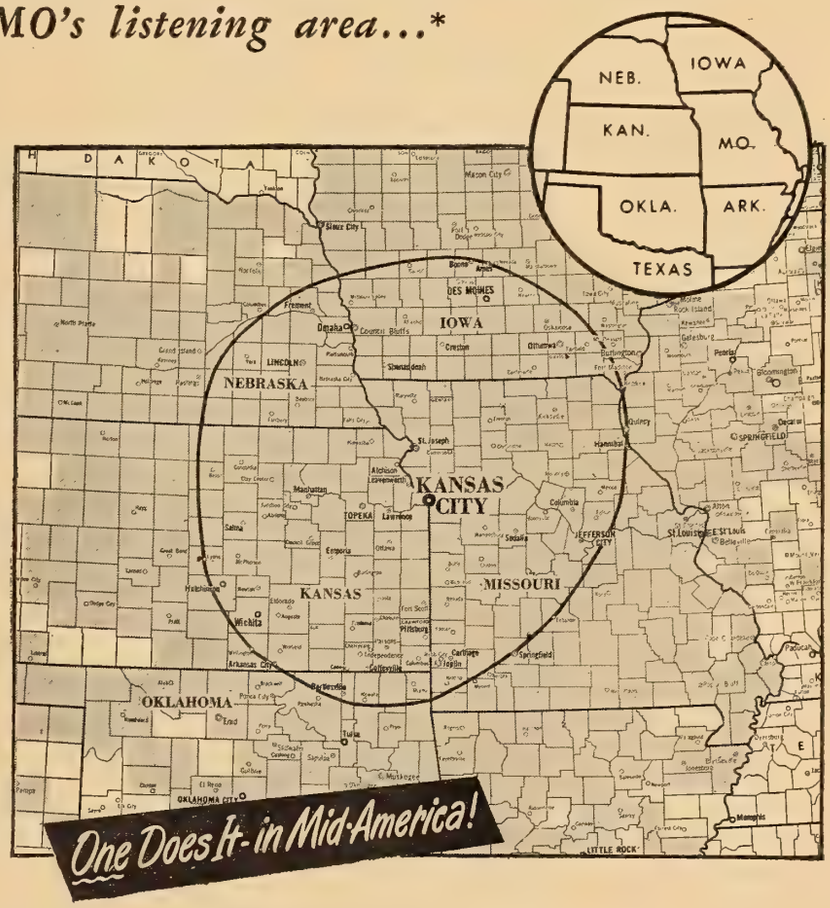


*radio listeners in the booming Magic Circle land live in KCMO's listening area...**

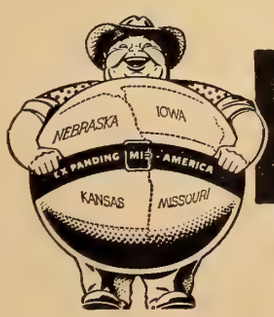
Talk about a bonus in listenership... you just can't beat KCMO's 50,000 watt coverage of Mid-America and Roger Babson's famous Magic Circle land!

Three out of four... yes, three out of every four persons in the Magic Circle live in KCMO's listening area... based on mail response. That's a population of over 11,560,000 persons! Almost half this audience—5,435,000—is inside KCMO's measured ½-millivolt area (213 Mid-America counties). There's nothing small about that!

To sell the Magic Circle's farm-and-factory-rich millions, center your selling on KCMO—Kansas City's most powerful station for Mid-America in the Magic Circle!



50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.



KCMO

and KCFM... 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

ONE station
ONE set of call letters
ONE spot on the dial
ONE rate card

National Representative:
JOHN E. PEARSON COMPANY

*KCMO Listening Area. Shaded area indicates KCMO mail response counties (476 counties in 6 states).

WMT paddles its own in Canoe (IOWA)



. . . and a spanking good time is had by all, advertisers as well as listeners. Canoe's population wouldn't crowd a fair-size yawl—but if you're fishing for markets there's a whole fleet of prosperous Canoes in WMTland. 1,121,782 people live within the WMT 2.5 mv line.

For smooth sailing in the important Eastern Iowa farm-and-industry market, navigate with WMT, the exclusive CBS outlet in the area. The Katz agency man will welcome you aboard with full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING
*

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

PITTSBURGH'S
CBS
OUTLET.....

W★J★A★S



ONE OF THE OLDEST BASIC CBS STATIONS IN THE UNITED STATES

★

ANNOUNCES THE APPOINTMENT OF THE

George P. Hollingbery Company

AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE



★ Call a Hollingbery man today for full information about Pittsburgh's highest rated shows and availabilities. Offices in . . .

CHICAGO ★ NEW YORK ★ LOS ANGELES

SAN FRANCISCO ★ ATLANTA

★

W★J★A★S

PITTSBURGH, PA.

Operated by Radio Supply House, Inc.

H. K. Brennen, ***President & Gen. Mgr.***

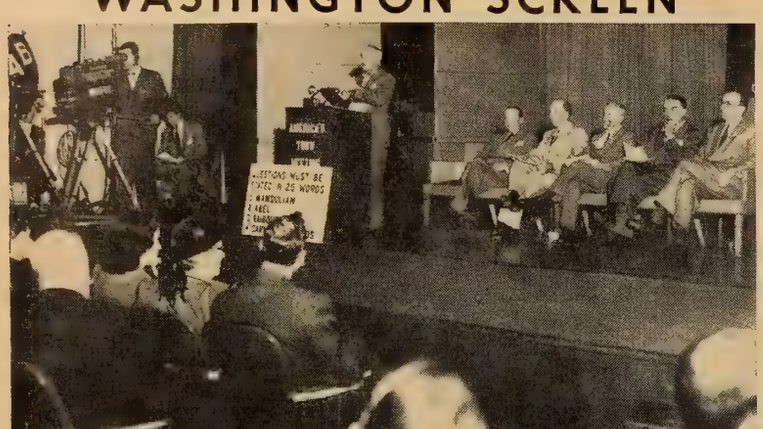
John H. Buchheit, ***Commercial Mgr.***



AM 5,000 Watts

FM 20,000 Watts

ON THE WASHINGTON SCREEN

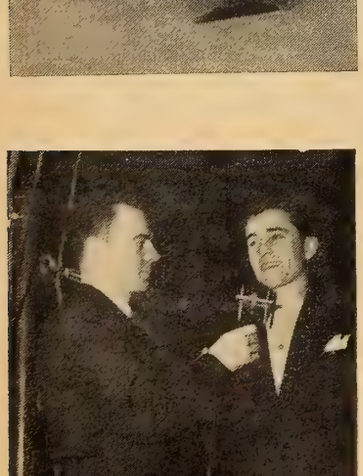


AMERICA'S TOWN MEETING OF THE AIR is now on the Washington Screen! Above Dr. George V. Denny, Jr., presides at a typical telecast of the distinguished, informative program as a group of experts prepare to discuss both sides of an important issue before the American public. WMAL-TV is proud to bring such a worthy program to televiewers in the Nation's Capital.



BRYSON RASH, WMAL-TV's Director of Special Events and noted ABC correspondent, interviews newly elected Senator Hubert H. Humphrey, and his family on "Capital Close-Up," the television show designed to acquaint the public with new members of Congress and their families.





EVERYTHING from the most expensive jewels in the world to full course dinners are seen on Ruth Crane's "Modern Woman" television show. The "Modern Woman" show also has the distinction of presenting the first electrocardiogram demonstration in television, the subject being announcer Jackson Weaver shown here with Ruth Crane and guest William Green, President of the AF of L.

JIM GIBBONS, popular Sports Director of WMAL-TV, interviews Jimmy Youel, star quarterback of the Washington Redskins, during intermission time at the boxing matches from Washington's Turner's Arena—another top sports attraction on WMAL-TV!

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies



RUSSELL PIERCE of Pierce, Threlkeld & Assoc., San Francisco, resigns to become vice president of Abbot Kimball Co. of California. He also will be an account executive in company's Los Angeles office. Mr. Pierce is former manager of J. Walter Thompson Co.'s San Francisco office.

FAIRFAX CONE, chairman of board, Foote, Cone & Belding who headquarters in Chicago, elected to board of directors of Community Fund of Chicago. Mr. Cone, chairman of the Fund's public relations committee for two years, will organize new year-round campaign committee, which he will head.

WALTER McCREERY, president of Smith, Bull & McCreery Inc., Hollywood, announces plans to open Chicago office sometime this year. Agency recently expanded its San Francisco office, with new headquarters at 522 Powell St.

JOHN W. SHAW Adv., Chicago, announces formation of new television department headed by **ROBERT ZELENS**. New department will make market-by-market television tests for clients to help them determine relative positions in TV before launching big budget programs.

PEGGY WOOD joins Zeder-Talbott Inc., Hollywood, as public relations director. Miss Wood was formerly assistant radio publicity director for West Coast offices of J. Walter Thompson Co., Hollywood, and prior to that was NBC Western Division assistant promotion manager.

LEONA L. LaPELLE joins Yardis Adv., Philadelphia, as account executive.

WILLIAM L. O'BRION, formerly with merchandising department of Newell-Emmett, New York, joined St. Georges & Keyes, New York, in similar capacity.

VIVIENNE BARNES, formerly contest editor with Butler Bros., Chicago, joins Roy S. Durstine Inc., San Francisco, as production manager.

ROBERT S. HENDRICKSON, formerly account executive with Gerth-Pacific, San Francisco, joins merchandising department of Young & Rubicam, same city.

DON PICKENS, formerly manager of California Newspaper Advertising Service, joins Biow Co., San Francisco, as assistant media director and office manager. **DICK GRANT**, formerly with J. Walter Thompson Co., San Francisco, joins agency as production manager.

WILLIAM R. MINER, former managing editor of the St. Louis *Star-Times*, joins publicity department of Needham, Louis & Brorby, Chicago. Mr. Miner is former special writer and Washington correspondent for Chicago *Sun* and member of editorial staff at Chicago *Tribune*.

RALPH H. WHITMORE, formerly account executive with Allied Adv., Los Angeles, joins Smith, Bull & McCreery Adv., that city, in same capacity.

J. VAN VELSOR SMITH joins William von Zehle & Co., New York, as account executive.

CHANDLER STEWART WOOLLEY, formerly of BBDO and Roy S. Durstine Inc., both New York, appointed director of service for Jules Livingston Adv., Binghamton, N. Y.

A. C. MacGOWAN joins Cruttenden & Eger, Chicago, as head of firm's new marketing research department. Mr. MacGowan was manager of marketing research division at Firestone Tire & Rubber Co., Akron, for six years. He also directed research for J. Stirling Getchell Agency, New York.

RICHARD N. GULICK, with Charles Dallas Reach Co., New York, for past 12 years, appointed vice president and account executive of A. W. Lewin Co., Newark, N. J.

ELIZABETH FOWLES, formerly with Garfield & Guild, San Francisco, joins copy department of Smith, Bull & McCreery, same city.

LAWRENCE Adv., Chicago, moves to new offices at 203 N. Wabash Ave. from 59 E. Van Buren St. Telephone: DEarborn 2-2841. **LAWRENCE COHEN** heads office.

FRAN HARRIS, television director of Ruthrauff & Ryan, Chicago, and **RALPH G. TUCHMAN**, Hollywood news editor of BROADCASTING, have announced plans to be married at the end of this summer.

(Continued on page 67)

some

Pacific Coasters enjoy wading out into low-tide Saturday pools—to dive under with a crowbar for prying abalones off the rocks. Succulent seafood, when pounded immediately and thoroughly.



more

people throughout the West stay home Saturdays and listen to their radios. Look: The family availability on Saturday (Hooper average) is 74.2—8% *more* families than are available on weekdays. And sets in use on Saturdays have increased 32% over four years ago.

Even on NBC, there are still a few Saturday morning and early afternoon availabilities. You'll want to find out about them—and see more of the startling Saturday listening figures. That day, as advertisers know, is no exception to the rest of the week which marks NBC as No. 1 Network—in the buying West as in the nation.

listening's first on a western saturday over

NBC WESTERN NETWORK

HOLLYWOOD • SAN FRANCISCO a service of Radio Corporation of America

Remember the story about...



Franklin's lightning experiment

that grew into the Age of Electricity



Many great achievements come from small beginnings. Take WWDC in Washington, for instance. It started out small . . . and then it grew . . . and grew . . . until today it is a huge power in the Washington market. Today your sales message over WWDC goes out to a buying audience that brings you profitable sales — economically. Get the whole story from your Forjoe man today.

WWDC

AM FM — The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

A DOUBLE-BARRELED campaign for home improvement has been launched by WTMA Charleston, S. C. Not only has the idea brought the station a nice piece of business—28 quarter-hours a week under sponsorship of 14 firms—but it promises to impel Charleston area residents to improve and remodel their homes to a greater extent than ever before.

The idea was conceived by Robert E. Bradham, WTMA manager, and uses the theme "It's later than you think." Participating in the effort with the station are the Citizens and Southern National Bank of South Carolina and building material and construction concerns in the area.

The campaign officially started with programs of Jan. 3, after extensive pre-broadcast promotion in local papers and on the air.

Before the initial program a dinner was held for representatives of the bank and participating concerns. The purpose was to discuss every aspect of the overall campaign plan.

Dealers answered questions and explained their part in the remodelling and home improvement work and, in turn, representatives of the bank explained financing of the project. Members of the advertising and program departments of WTMA were present at the dinner so that they might get a clear view of the type of programs best suited to the campaign.

During each WTMA home improvement program, in the regular commercial time, a sponsor plugs the campaign in general, urging listeners to remodel and improve their homes, and at the same time advertises his own product. The Citizens and Southern Bank, in its *Music for Dreaming* program, gives the campaign a boost while explaining how it will lend the money necessary for home improvement.

Different Titles Chosen

Appropriate titles were chosen for each program—*Pastels in Melody* for a paint company, *Melody Manor* for a brick company and *Open House*, a participating program for several dealers.

The campaign is running 26 weeks with the station confident that the double pounding from the bank and the various dealers will bring a great wave of home improvement to Charleston.

On All Accounts

ON New Year's Day, there were some in this country who didn't interrupt their hangover treatments to summon any unusual interest in the news that Texas was defeating Georgia in the Orange Bowl at Miami. But to Leslie Talbot Harris, newly appointed radio director at Benton & Bowles, New York, that intelligence might very logically have stirred happy recollections, for it was out of that Bowl that Mr. Harris drew the first small fruits of what has turned out to be a particularly blossoming career in radio.

As aid to Ted Husing at that winter football classic, Les Harris made his big-time bow into radio.

Born on March 21, 1914, in New York City, Mr. Harris first entered radio 14 years later as a part time announcer at WDBO Orlando, Fla. Later enrolling at Washington & Lee, where he studied law, he spent the summers as a special events announcer for WGN at the Chicago World's Fair.

Departing Chicago, Les Harris toured the country with Jan Garber and his orchestra, serving as radio expert for the General Motors Automobile Shows.

Returning to New York and the Columbia School of Journalism, Mr. Harris kept a portion of his heart and his good right hand in radio as an announcer at WOR. Deciding finally to let his left hand in on what his right hand was doing Les Harris left New York and Columbia to take a full-time job as production director of WQAM in Miami. After a time he became program director of the station.



LES

It was then that he was sought out by CBS to assist Ted Husing at the Orange Bowl. Other assignments followed: Mr. Harris handled the celebrated interview with the Duke of Windsor when the ex-monarch first arrived in this country after his abdication; he recorded the last words of Amelia Earhart before the takeoff on her fatal flight; he covered the celebrated Cash kidnapping, innumerable hurricanes, served as announcer for the late President Roosevelt, cov-

(Continued on page 65)

For Profitable Selling INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS



In sports-minded Portland, skiers too have fun on the Kay West program.



Hula 'n' everything! Kay broadcasts direct from Hawaii.



Here's Kay before leaving to help inaugurate Hawaii-Portland air service.

OH, KAY!

KEX's fabulous KAY WEST PROGRAM is a prime favorite with Pacific Northwest listeners.. and a powerful sales tool for advertisers who share this scintillating show at 1:30 PM, Monday through Friday.

Kay is seen and heard everywhere.. starring at fairs, planning special events, serving as toastmistress, broadcasting from Hawaii. Timely interviews and audience-participation stunts keep Kay's program pulling the largest quantity of mail on KEX. Listeners.. *and lucky clients*.. really "love that gal."

KEX

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV
For WBZ-TV, NBC Spot Sales



Portland's present to the islands: an Oregon turkey. Kay's the chaperone.



Kay pulled the largest crowd at the Multnomah County (Portland) Fair.



Guests win roses in "The City of Roses" on Kay West's daily program.



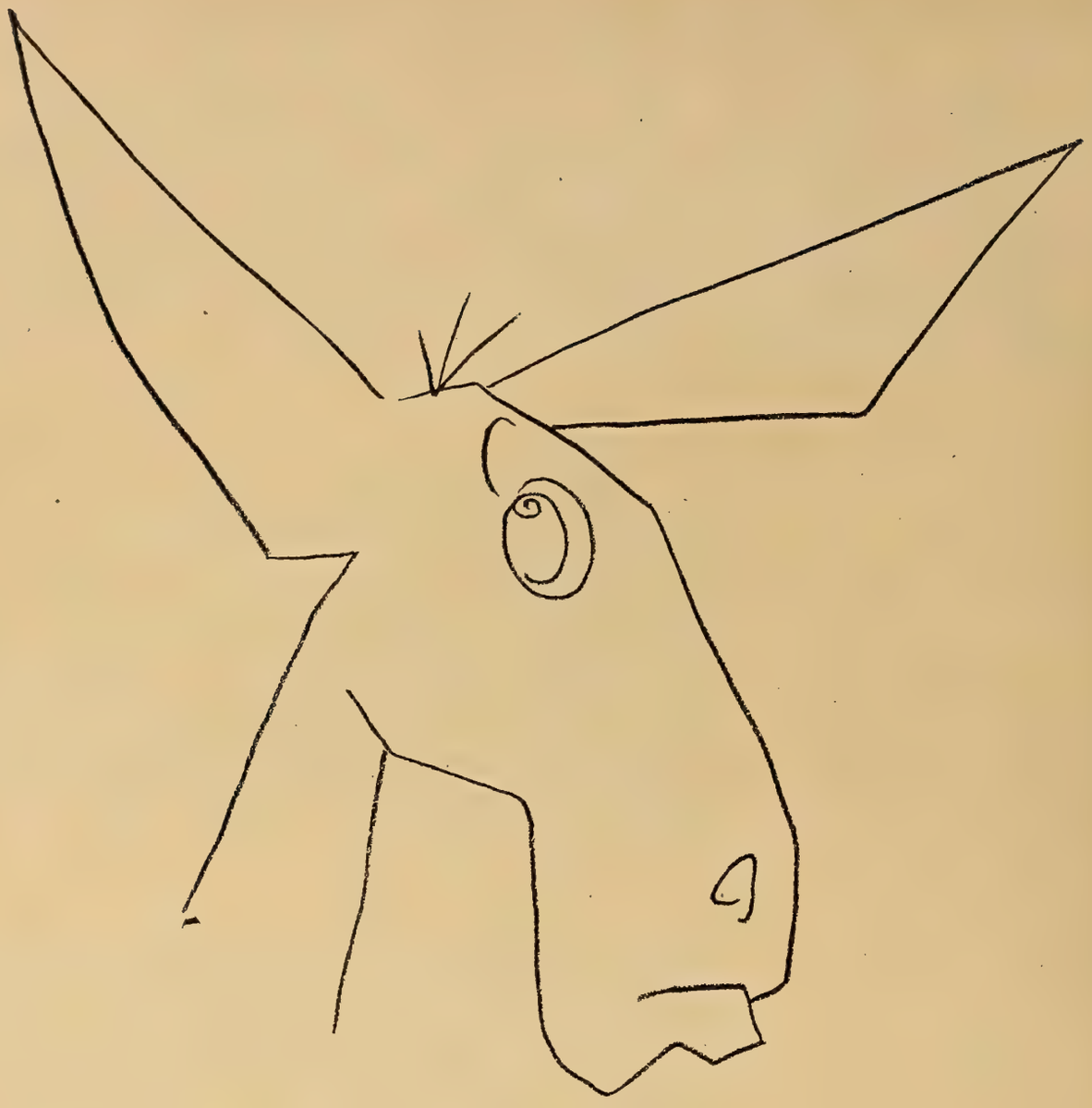
Kay finds homes for puppies. Here are two of the lucky winners.



At beauty contests, too! Here Kay helps select "Miss Portland."



Part of the large studio audience that features Kay's daily program.



IF YOU'RE FROM MISSOURI, LET US SHOW YOU...

Listeners want shows! Sponsors want shows! That's what the Capitol Transcription Library gives you – shows that we program for you as part of this unusual service. Want to know more? Fill out the coupon. Let us show you.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B131
Hollywood 28, California

FREE – Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

In the Public Interest

Radio's Role in The March of Dimes

EDITOR'S NOTE: With the close of the national March of Dimes campaign today (Jan. 31) BROADCASTING, in recognition of the outstanding public service rendered by the industry, this week utilizes its "In the Public Interest" section to publicize the activities of stations which reported March of Dimes work. Herewith are a few of the many activities by stations and networks, as reported to BROADCASTING.

FROM COAST to coast this month the radio industry has been on the march aiding in collecting money for the March of Dimes campaign. The drive to aid victims of infantile paralysis opened nationally Jan. 14 and closes today (Jan. 31).

CBS presented an hour and a half *Cavalcade of Bands* last night (Sunday) from 11:30 to 1 a.m., featuring five of the nation's top orchestras — Larry Fotine, Garwood Van, Johnny Austin, Joe Reichman and Tex Beneke. Each of the orchestra leaders paid tribute to the work of the National Foundation for Infantile Paralysis and appealed for contributions.

Jack Benny, known as a gag for his penny-pinching, led a nationwide appeal, "Ten Pennies From Benny." Loading his famous vault on a wagon, Mr. Benny made the trip from Hollywood to Washington where his contributions were turned over to the national foundation. CBS affiliates across the country tied in this drive with their own local March of Dimes campaigns.

WCSC Booth

In Charleston, S. C., WCSC set up a "Ten Pennies From Benny" booth in the downtown area manned by station staff members, each of whom contributed an hour a day to care for the booth. In addition to the booth, air announcements and numerous posters throughout the area, WCSC cooperated with the U. S. Army Recruiting Office which donated a truck to aid in collections. The truck carried large posters of Mr. Benny's wagon and its public address system was handled by soldiers and WCSC announcers.

WPAY Portsmouth, Ohio, also plugged the Benny march with a strongbox in which to deposit contributions. A large picture of Mr. Benny appeared on the side of the box which was sent by Railway Express to the comedian in Washington at the close of the drive.

Special 15-minute broadcasts were aired every day during the two-week campaign by WLAW Lawrence, Mass. Arthur Flynn, WLAW commentator and fightcaster and chairman of the local March of Dimes, handled the broadcasts which originated in a large booth installed on the main street of Lawrence. Aiding Mr. Flynn in his interview-type programs was Jimmy Dowd. Mr. Dowd, a Marine veteran paralyzed from war injuries, was the subject of a recent WLAW drive which raised $20,000 for his care.

In Washington state, listeners to KPKW Pasco put their energy—accompanied with contributions—into finding a last line for a limerick. The contest was sponsored by KPKW with local merchants donating prizes for the daily winners.

"Remember Mike" was the 1949 theme for KJR Seattle's drive. Mike is a young polio victim who was spotlighted by the station in 1947 when the slogan was "For the Love of Mike" and again in 1948 with "Sure, Mike." This year the station featured Donna, a six-year-old girl, who cut transcriptions with most of the station's announcers and personalities for use throughout the campaign. The mailing address for contributions was simply: "Remember Mike—Seattle."

KIRO and KXA, both in Seattle, adopted two of the March of Dimes tables in the downtown area and urged their listeners to contribute to those particular tables. KOMO Seattle transcribed the kickoff broadcast which was supplied to all stations in the area which requested it.

In an effort to help Bibb County, Georgia, meet its $20,000 quota for the drive, WMAZ Macon held a "Dimes and Dollars Derby." Announcers Lloyd Harris and Frank Hubbs painted lines with their noses down Macon's main street. They painted an inch for a dime or a foot for a dollar. Dressed in overalls and catchers' masks, to which paint brushes were attached, the painters netted $1,200 for the drive in the first three days of their stunt. WMAZ broadcast a description of the event each afternoon.

One-minute spot appeals transcribed by polio victims were cut by KNBC San Francisco for broadcast on Bay Area stations. Pressings were distributed free to all stations in the area.

In Des Moines, Iowa, KCBC and the Junior Chamber of Commerce combined forces to sponsor a benefit basketball game for polio patients. Theme of the campaign was "Help These Children." Clair Grant, station sales promotion

(Continued on page 57)

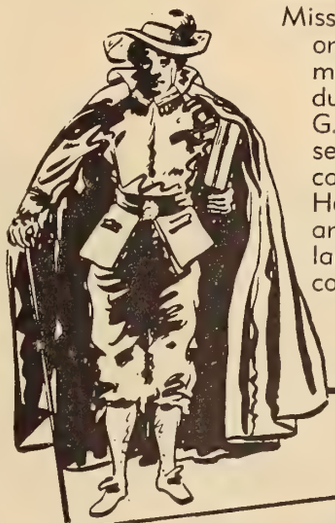
The Patroon* of the week

KAY KENNELLY

Time Buyer, OLIAN ADVERTISING CO.



Director of all time buying at Olian, Miss Kennelly is recognized as one of the most active and most efficient women in the industry in Chicago. The William G. Rambeau rep today presented Miss K. with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.



*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only the WPTR-WBCA combination gives you all this:
10,000 watts of AM power,
America's first commercial FM station,
regional coverage at local rates,
unexcelled equipment, top talent.
And, hard-hitting promotion, too:
car cards, newspapers, outdoor boards, direct mail, counter displays and courtesy announcements.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*



Fulton Lewis Jr. and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mike at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

New Business



HYGRADE FOOD PRODUCTS Corp., New York, sponsoring *Deems Taylor Concert,* transcribed series, on WOR New York, WPEN Philadelphia, WNAC Boston, CKLW Detroit and WBEN Buffalo. Agency: Maxwell Dane Inc., New York.

COMFORT BEDDING Co., Los Angeles, sponsoring half-hour weekly *Stars Are Bright* program on KTTV (TV) Los Angeles. Contract is for 13 weeks. Agency: Milton Weinberg Adv., Los Angeles.

KORVO Co., Chicago (germicidal hair preparation) Feb. 21 starting 13-week test spot campaign on two California stations, five-weekly on KYNO Fresno and four-weekly on KITO San Bernadino. If successful, campaign will be extended to other California markets. Agency: David S. Hillman Inc., Los Angeles.

ESQUIRE KITCHENS, Los Angeles (pre-cooked frozen foods), appoints Allied Adv., that city, to handle advertising. Radio and television will be used in Los Angeles markets first, expanded into others later.

CALCO Corp., Santa Monica, Calif. (Crayoffs drawing crayon), appoints Mayers Co., Los Angeles, to handle advertising. Television will be used.

OLD HOMESTEAD BAKING Co., (Butter-Nut Superb and Butter-Nut Dutch Krunch breads) appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Radio will be used.

RIESER Co., New York (manufacturers of Venida hair nets, Jiffey pins and Hair Beauty preparations) is sponsoring participations on *And Everything Nice* on WABD (TV) New York. Agency: Ralph Harris Adv., New York.

SOUTHERN CALIFORNIA Horticultural Institute Inc., Los Angeles, appoints William Kester & Co., that city to handle advertising for annual flower show being held March 26-April 13. Extensive radio campaign planned in Southern California.

MACMILLAN PETROLEUM Corp., Los Angeles, Feb. 2 starts quarter-hour weekly *The Roving Camera* on KTLA (TV) Los Angeles. Contract is for 13 weeks. Agency: Marketers Inc., same city.

Adpeople • • •

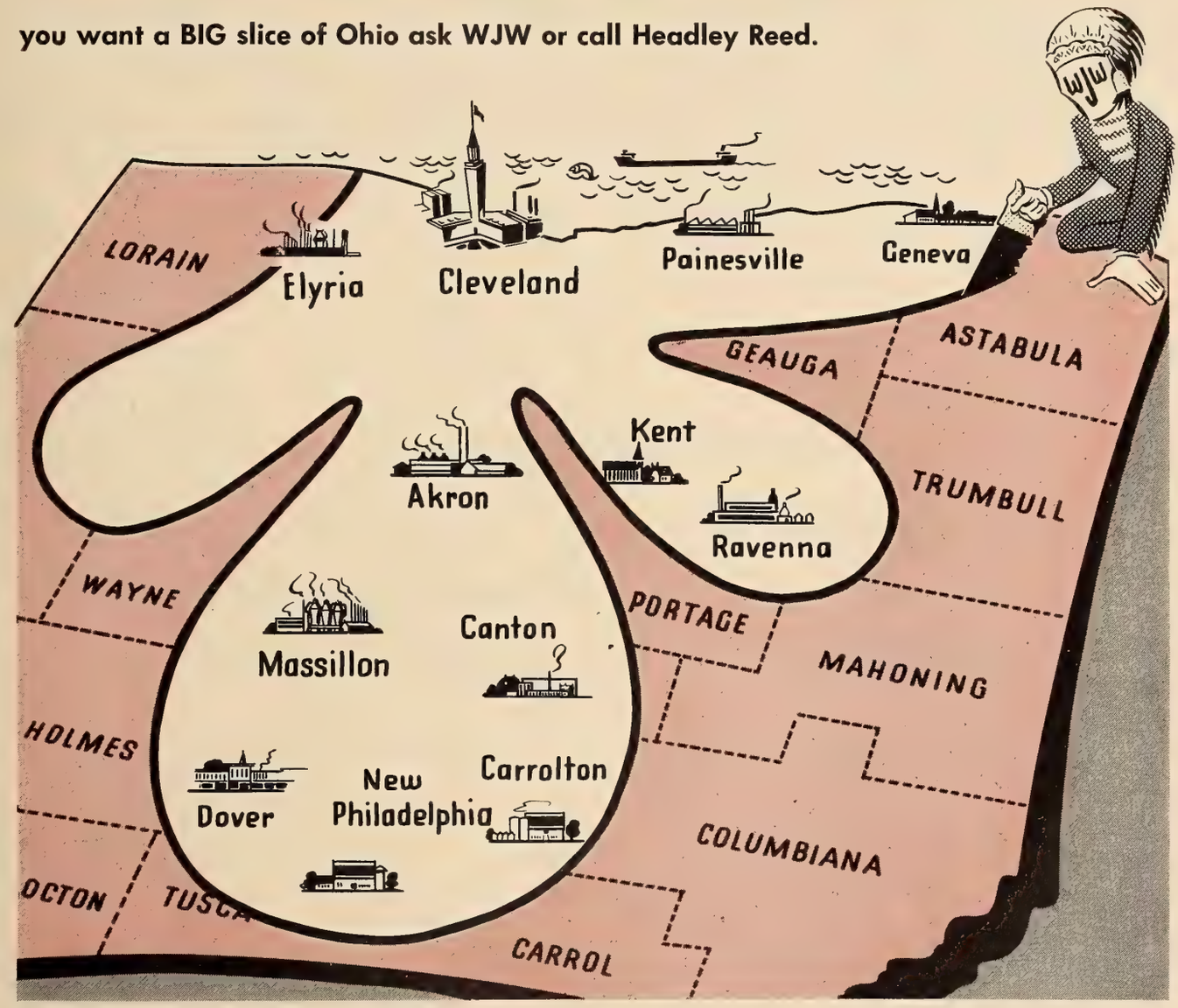
EDWARD A. LeROY, assistant vice president of Pepsi-Cola Co., Long Island City, N. Y., elected a vice president of firm.



NASH KELVINATOR Sales Corp., represented by zone manager R. W. Walsh (seated), initiates sponsorship of *The News by Television,* three times a week on WWJ-TV Detroit. Other representatives of the participating firms are (l to r) Russell Manney of Geyer, Newell & Ganger; Willard Walbridge, sales manager of WWJ-TV; Norman Hawkins, WWJ-TV salesman, and R. M. Stockwell, advertising, promotion and training manager for Kelvinator.

Want a big slice of Ohio?

Cleveland's Chief Station with its 675,000 radio families . . . $2,300,000,000 in sales, gives time buyers more for their money in this great market. If you want a BIG slice of Ohio ask WJW or call Headley Reed.



BILL O'NEIL, *President*

WJW

BASIC **ABC Network**

CLEVELAND

850 KC **5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Talking People'

EDITOR, BROADCASTING:

May the ghosts of the Greek choruses of ancient Hellas haunt Bill von Zehle and the writer of the Meredith Willson* article! Did neither of them ever hear of Aeschylus, Sophocles or Euripides—hm-m-m?

Bob Keller
Robert S. Keller Inc.
Radio Sales Promotion
New York City

* "The Talking People" by Ann August [BROADCASTING, Jan. 3].

[Editor's Note: One laurel wreath coming up for Meredith Willson. He was willing to go all the way back to Euripides' closing choruses to crib a good idea.]

* * *

Video Views

EDITOR, BROADCASTING:

Are we starving the goose that laid the golden egg?

It begins to look like it. Pick up any trade magazine these days and all we can read about is "Television", the cost of transmitters, programs, extra personnel, studio enlargements, and on through other figures that keep you awake at night.

It will, no doubt, be mighty fine for the larger cities to have television, and no doubt television is definitely on its way, but what I would like to know is this; what will become of the more than 1,500 smaller stations who cannot afford television for possibly ten years yet? Will they have to fold up and go out of business? Will they go to the bughouse trying to figure out where they stand?

It would seem to me, with my 14 years radio experience, that we need enlightenment in another direction. How many of the radio stations in the United States are doing a really good, bang up job of presenting "good" radio to their listeners? . . . When you come right down to it, half of the 50,000 watters today are not giving "good" radio, half of the time, and certainly that goes for 75% of the smaller stations. . . .

Nat L. Royster
Manager
WBUY, Lexington, N. C.

* * *

EDITOR, BROADCASTING:

I know television is here to stay, and sometimes when I'm watching my set I say, "What a pity!" But, aren't the people of BROADCASTING emphasizing the Telecasting part of the news with more vigor than radio?

Please send my very best compliments to J. Frank Beatty for a highly interesting word picture of radio in Baltimore. Every word of it was true. I am inclined to be impatient with this old-burg at times, but some things go on here that are important and I think Mr. Beatty put those points across clearly.

Bill Roche
Promotion Director
WFBR Baltimore

* * *

[Telegram]

EDITOR, BROADCASTING:

Making fight here again for equality with newspapers for full freedom radio news re sports on public property. Refusing to pay fees for monopoly claim. . . . Have offered substantial amount for exclusive rights against newspapers and radio with promise to give all free for simple copyright credit if I can buy negotiation or auction. Please run story including request any station wire me if professional sports are broadcast without fee to or with pay from promoters. Need material for public pressure to accomplish this last vital freedom without lawsuit if possible. Urgent.

Rogan Jones
President
KVOS Bellingham, Wash.

* * *

EDITOR, BROADCASTING:

After looking at some of the television coverage of the Inauguration on the night of Jan. 19 I can quite readily understand why

(Continued on page 18)

Call Change List

EDITOR, BROADCASTING:

Several of our members read with interest the letter to "Open Mike" from William D. Laudeman, 357 W. 46th St., New York City, which appeared in the Jan. 17 issue.

They have written me and suggesting that you be asked to also include the call letter and call letter changes that are issued by the FCC.

They point out that you publish the actions of the FCC each week in full and that the inclusion of calls issued and call changes will add much information. . . .

Ray B. Edge
Board Chairman
National Radio Club
Buffalo, N. Y.
(Also signed by 11 other members of the club who subscribe to BROADCASTING*)*

[Editor's Note: In the future BROADCASTING will print call letter changes weekly in the FCC Actions section.]

No other station—

Chicago or elsewhere—

COVERS

South Bend . .

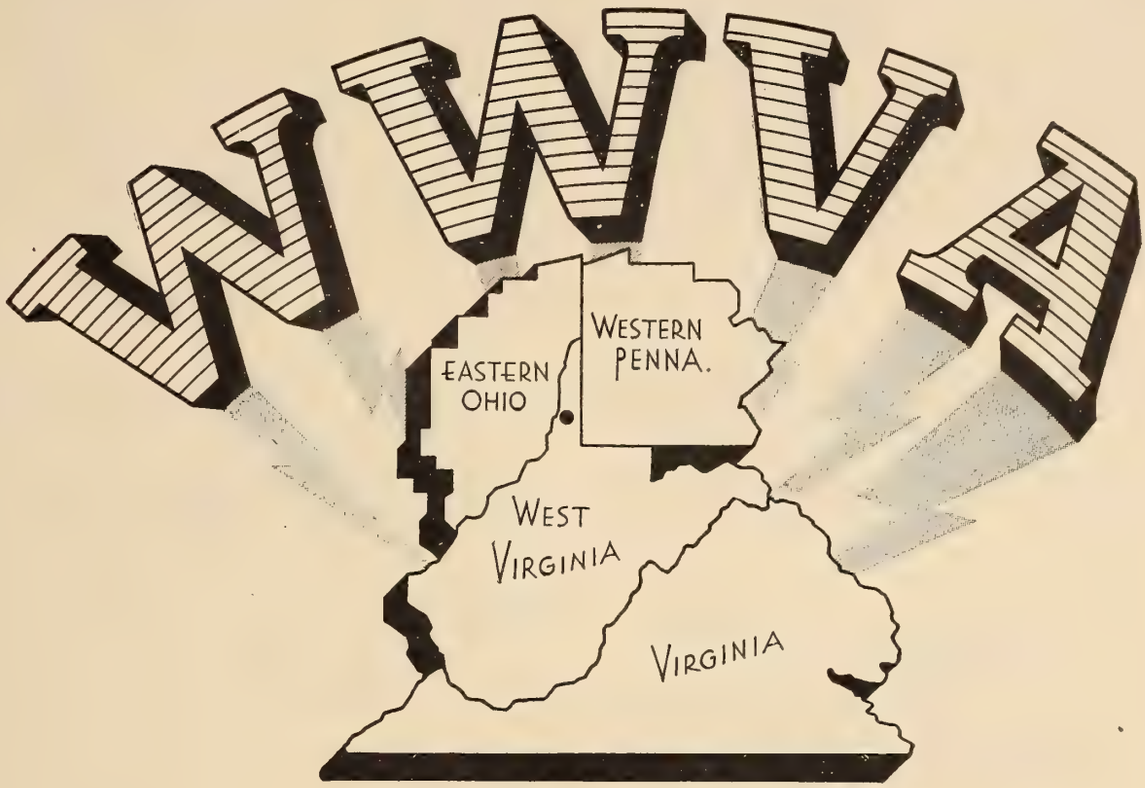
only WSBT does that!

Sure, other stations *can* be heard in South Bend — but the audience *listens* to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



All You Need to Know to Cover WESTERN PENNSYLVANIA • VIRGINIA EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

• • •

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver *your* advertising message to a ready-made, loyal, responsive audience economically with *one* cost, *one* billing. An EDWARD PETRY Man has the details.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Open Mike

(Continued from page 16)

NBC allowed Jack Benny, and is going to allow some of its other stars, to go over to CBS.

Television is going to pave the way for the downfall of the old names in radio, which isn't bad, since radio itself has been trying to find a way in which to rejuvenate. Phil Harris and his wife, George Jessel, Edgar Bergen can definitely retire with their gold sacks, so that we can get some stimulating new faces like Paul Winchell, girl singers, who have always sung well, but now add more charm to listening over television.

The one and only gripe I have with your magazine, as well as other trade publications, is that you put too much stress on TV and you sort of forget the guy who is out in the "sticks" and is still on AM and FM. Maybe I am wrong!

O. R. Davies
Manager
WKAP Allentown, Pa.

[Editor's Note: TV zealots want more TV news; some AM'ers want little or none. Whether it's AM, TV or FM, it's still broadcasting. It behooves all identified with the mass media to keep abreast of developments in these changing times. BROADCASTING hasn't cut its aural coverage; it has expanded all news coverage to an average of better than 40 pages per issue.]

* * *

Combating Newspapers

EDITOR, BROADCASTING:

. . . It is obvious that the radio industry is doing a poor selling job. As always, radio stations are fighting among themselves, while the newspapers in their markets run further and further ahead in the field of local advertising.

Only today I visited a two-station market which is now attempting to support three radio stations. I talked with the manager of each of these stations. Each manager told me with glowing pride how they are really giving their competitive stations "hell"! Yet not one of these station managers is doing anything material to compete with the one newspaper in their market. . . . Still that one newspaper has a greater monthly revenue from advertising than the three radio stations combined! . . .

Maybe I'm losing my mind, but I suggested to these three station managers a simple plan for combating newspaper competition. This plan consisted of a joint campaign of sales promotion letters pointing out the economy of radio advertising in comparison with newspaper advertising — AND — combination rates offered by the three stations. In other words, if an advertiser bought one station he would pay straight rates; buy two stations and get a five per cent discount from each; buy all three stations in the market and receive a ten per cent discount from each. . . .

May I compliment BROADCASTING on its continuing campaign to awaken the radio industry to the fight against newspaper competition. . . .

Robert D. Buchanan
Station Sales and Service
P. O. Box 954
Sanford, N. C.

[Editor's Note: Selling radio as the most effective of all advertising media benefits not only the advertiser but all phases of radio as well. Cooperation is essential in putting this message across.]

* * *

AM-FM Identification

EDITOR, BROADCASTING:

. . . Without doubt combination call-letters ["This is WPRO and WPRO-FM Providence!"] has caused difficulty with potential set buyers and listeners. First, not many laymen realize the difference between FM and AM. Secondly, set owners do not realize that a station with FM and AM constitutes two separate stations. Finally, set owners are satisfied that they are hearing static-free programs when they hear "WPRO-FM" over AM. In order to alleviate this existing condition, I would like to make two suggestions. First, that stations resort to a technique used a few years ago by WTIC Hartford. The station break went something like: "This is Hartford, WTIC," and then a button was pushed cutting the voice from AM. The announcer would add over FM, "—FM." On AM, the break sounded like, "This is Hartford WTIC." On FM, "This is Hartford WTIC—FM." . . .

Roy M. Schwartz
Boston U.
School of Public Relations—
Radio Division
Boston

[Editor's Note: Many stations besides WTIC Hartford are using some variation of this technique.]

* * *

Bible of the Trade

EDITOR, BROADCASTING:

. . . Incidentally, I think this "Study" (of major radio markets) was a wonderful idea and have found it so interesting that I want to keep the entire series permanently. As I said once before when complimenting your magazine: "An announcer or radio man without BROADCASTING is like a minister without a Bible." Keep up the good work.

William Stewart
Dir. of Public Service Programs
WBMS Boston

Financial Report

COPIES of FCC Form 324 for the annual financial report of stations to the Commission are to be mailed to broadcasters during the week of Feb. 7, FCC announced last week. The Commission said there are no substantial changes in this year's report. The forms are to be returned to FCC by April 1.

WSIX GIVES YOU THE NASHVILLE MARKET AREA!



NO WASTED COVERAGE

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone — via WSIX!

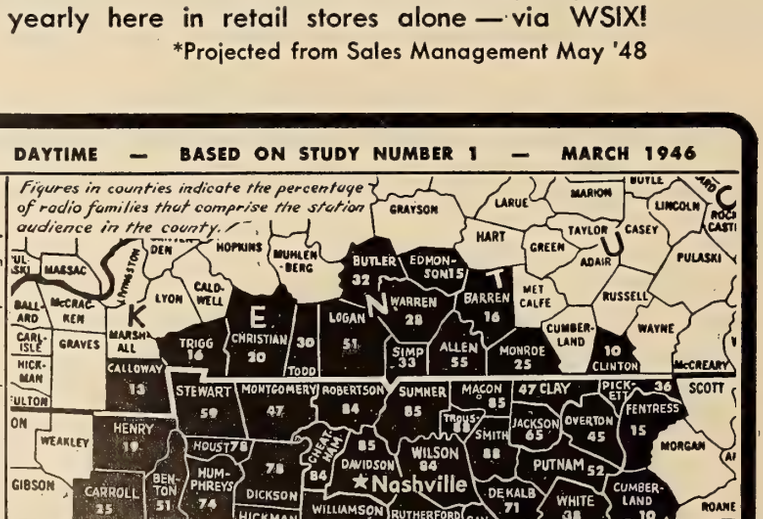
*Projected from Sales Management May '48

BMB STATION AUDIENCE MAP — DAYTIME — BASED ON STUDY NUMBER 1 — MARCH 1946

SUMMARY DATA—DAYTIME
Tabulation by the KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City **Nashville 83%**		**47,850**	**39,810**
Home County **Davidson 85%**		**67,540**	**57,610**
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	**29**	**159,060**	**120,030**
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	**48**	**216,800**	**140,900**
20% " "	49	224,490	142,470
10% " "	**60**	**252,610**	**146,690**

Complete BMB County and City Data available on request.



WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC

ANNOUNCING

Jingl-Library

SINGING ANNOUNCEMENTS FOR 48 TYPES OF BUSINESS

Appliances
Auto Accessories, Tires
Auto Repair
Bakeries
Beauty Parlors
Book Stores
Breweries
Camera Shops
Children's Shops
Coal and Ice
Commercial Banks
Credit Clothing
Dairies
Department Stores
Drive-In Theaters
Drug Stores
Dry Cleaning
Farm Equipment
Feed and Grain
Florists
Food Stores
Fuel Oil
Furniture Stores
Furriers
Gas Stations
Hardware Stores
Ice Cream
Jewelers
Laundries
Loan Companies
Luggage Stores
Men's Clothing
Movers and Storage
Movie Theaters
Music Stores
Opticians
Optometrists
Paint and Wallpaper
Real Estate & Ins.
Restaurants
Savings Banks
Savings and Loan
Shoes
Soft Drinks
Sporting Goods
Taxi Companies
Used and New Cars
Women's Apparel

Straight copy is dull.





Musical Spot-Frames sparkle and sell.

Here, at last, is a *new* way to increase station income! The life blood of your station is spot announcements. Now you can sell more local business with jingles that are comparable to the best national spots. Jingl-Library,* with "singies" for 48 different kinds of local accounts, was created by nationally known writers and talent. It will be available to only one station per market.

The 672 jingles sparkle with fresh ideas—each one irresistible and different. Each category has 14 versions. They are designed for chain-breaks and minutes with plenty of room for live copy. In addition, there will be special monthly releases. This brand new idea gives you, *exclusively*, selling ammunition to stimulate new business. The cost is unbelievably low!

Wire or phone
for
Audition Record
($2.50 Deposit)
No Options! One Station per Market!

QUICK FACTS
48 Different categories
14 Different jingles per category
672 Jingle cuts
Additional monthly releases

*Registered Trademark

RICHARD H ULLMAN, INC.

277 DELAWARE AVE., BUFFALO 2, N. Y. • PHONE CLEVELAND 2066



Miami's strategic location at the southeastern tip of the United States has made it the logical gateway for commercial and passenger traffic between the Americas. Last year nearly 500,000 tons of foreign shipping alone passed through the Miami harbor, and the value of Miami's imports and exports reached close to the $100,000,000 mark. In addition, Miami attracts thousands of Latin-American tourists whose purchases point up the year-round nature of this great market.

Yes, Greater Miami's natural trade area extends in all directions, forming a truly international market whose annual spending bankroll is conservatively estimated at $500,000,000. And comparisons prove the way to reach the most customers at the lowest cost per capita is WQAM, Miami's First Station, whose strong, clear signal blankets Greater Miami, and gives bonus night and daytime coverage of 15 additional counties in Greater Miami's trading zone.

Miami's First Station

WQAM

W Q A M · F M

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 5 WASHINGTON, D. C., JANUARY 31, 1949 $7.00 A YEAR—25c A COPY

NBC RECONNOITER

Affiliate Conclave to Map Program Strategy

By EDWIN H. JAMES

A SPECIAL MEETING of all NBC affiliates will be called in Chicago Feb. 28 and March 1 to explain to stations the network's tactical plan in the intensifying battle for programs, it was learned last week.

Top executives of NBC will advise the stations:

1. That AM network broadcasting is at or very near its maximum financial development.

2. That soon advertisers will begin to withdraw budgets from radio to finance television ventures.

3. That lavish investments in talent are economically unsound in view of the uncertainties of the transition period from radio to telecasting.

4. That NBC will embark on a vigorous campaign of new program development to bring new and presumably refreshing voices to radio and to unearth personalities and shows which can grow with television.

Although the network made no announcement of the future meeting, it was understood that the decision to call it was made at the insistence of the NBC Stations Planning and Advisory Committee which met last Monday and Tuesday in New York.

Closed Session

Niles Trammell, NBC president, and Charles R. Denny, executive vice president, were understood to have given SPAC members a complete outline of the network's programming plans and to have proposed that all stations be briefed on the subject by closed circuit broadcast. SPAC, however, urged that station interest in programming was so intense as to warrant longer discussion than would be possible in closed circuit talks.

The Chicago meeting, lasting two days, will be a closed business session, it was said.

The essence of Messrs. Trammell's and Denny's remarks to SPAC, it was said, was that NBC believed it economically unsound to defend itself against CBS raids on its talent by outbidding the other network. NBC believed such a course would lead only to skyrocketing talent costs which stood slim chance of amortization.

The "purchase" of talent, either through capital gains deals or guarantees of large salaries for extended periods, is considered unwise by NBC.

The NBC executives said they believed:

1. That some top ranking radio stars may not prove to be equally popular in television.

2. That for some time advertisers will be unwilling to pay talent costs in television commensurate with those in radio now. Production costs exclusive of talent are much higher in television than in radio, it was pointed out, and the obligation to assume a bigger "nut" in television will discourage sponsors from indulging in the kind of talent salaries that are paid to the Hooper favorites of radio today.

SPAC was told that NBC will seek out and develop new stars and programs which are less expensive than top radio properties of the moment. The network is prepared to match CBS "dollar for dollar" in programming expenditures,



Mr. Trammell



Mr. Denny

SPAC was assured, but the money won't be spent the same way by NBC as by CBS.

Rather than invest heavily in a comparatively few properties, NBC will undertake broad creative program development, the executives said.

Survey of Prospects

Already NBC has auditioned hundreds of prospects. Of these 52 are being further examined. The 52 are called "possibly acceptable" programs, SPAC was told.

The network has rosy hopes for its comedy team of Dean Martin and Jerry Lewis, with whom a long-term contract was signed several weeks ago. At least one sponsor was said to have virtually committed itself to the show and the most thorny problem concerning the introduction of the team—which as yet has been unheard on NBC—was the selection of a time for it.

The NBC contract with the comedians guarantees that once Messrs. Martin and Lewis are put on the air in a regular show, they must be kept there for a minimum of 52 weeks—no matter what their rating or commercial standing, it was learned. This contractual provision naturally is causing NBC to study carefully the matter of scheduling.

It was also understood that NBC executives told SPAC their programming plans were not confined to creation and exploitation of

(Continued on page 52)

RETAILERS

Mitchell Lobs Mortar for Radio

RADIO's fight for the retail advertising dollar got underway in earnest last week.

Scene of the opening phase in an all-out battle with newspapers for a larger share of store advertising was the Memphis Advertising Club, where a newspaper spokesman had set the scene recently with a below-the-belt denunciation of radio.



ADDRESSING upstate New York agency, retailer and broadcaster groups, Maurice Mitchell (at microphone), NAB director of broadcast advertising, sets forth radio's claim in battle for advertising dollar. Mr. Mitchell spoke before Jamestown Advertising and Sales Club, Jamestown, N. Y. Seated (l to r) are John Henzel, manager of WHDL Olean, N. Y., and Si Goldman, manager of WJTN and WJTN-FM Jamestown.

Shooting the competitive works on behalf of radio was Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell departed from the traditional friendly competitive role of broadcasting spokesmen by tearing the newspaper medium into shreds.

He used two principal weapons. First, he discussed radio's advantages as a medium and its growing use by retailers. Second, he drew from an address by B. Earl Puckett, president and director of Allied Stores, to show that newspapers are outmoded and rapidly losing public as well as advertiser respect. Mr. Puckett's views were given in a Jan. 18 address to the Newspaper Advertising Executives Assn. in Chicago.

The Memphis address signifies that NAB is starting after retail business aggressively pending completion of the All-Radio Presentation, Mr. Mitchell told the gathering that included over 100 retailers.

"We sense a revolution in retail advertising," Mr. Mitchell said.

(Continued on page 24)

JOHNSON PRODS ANTI-CLEARS

Craney Group Girds

By ED KEYS

INDEPENDENT broadcasters, girding for battle with the clear channel forces, were warned by Sen. Edwin C. Johnson (D-Colo.) Friday that "intelligent, hard hitting action" is imperative to defeat those he charged were seeking national radio control.

The battle cry was sounded by Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, during his address at the organizational meeting of the anti-clear group in Chicago's Palmer House.

Sen. Johnson, ardent foe of the clears and author of a bill (S-491) to break down the clear channels and forbid power in excess of 50 kw, sized up the independents' adversary as "a well entrenched, well financed, well staffed group who are determined to have radio control in the United States."

Broadcasters who had responded to the rally call of Ed Craney, managing director of Pacific Northwest Broadcasters, were cautioned by Sen. Johnson against placing their faith in what Congressional support they may have or to rely upon trade organizations to fight their battles.

Urges Unified Action

"The main thing to do now," he advised, "is to get together, stick together, have clear cut objectives, develop good strategy, plan an intelligent campaign, get it going fast, keep fighting hard, and you won't lose out and neither will the American people lose out."

Just prior to his departure for Chicago, Sen. Johnson reiterated his opposition to clears in a statement on the floor of the Senate prefacing introduction of the Senate subcommittee interim report. He asked and received consent for reprinting of the lengthy report in the *Congressional Record*—an unusual procedure—and commended Sens. Tobey and McFarland for their "excellent work."

The chairman urged all Senators to study the Senators' report. He criticized the FCC for arrogating unauthorized powers. He added:

"Furthermore, the committee report raises the important legal question of whether a fundamental policy matter which directly concerns and affects all the people of the United States shall be decided by an administrative regulatory agency created by Congress for that function or whether such a paramount question of important national policy should be determined by the Congress itself. I believe, and I am sure all Senators believe, that basic, fundamental policy questions must be determined by the lawmaking body."

Mr. Craney had earlier announced that he had received 112 replies to letters he circulated last month seeking support for the organization of independent broadcasters. His goal is a war chest of more than $10,000 for establishment of a Washington office with a paid director [BROADCASTING, Jan. 24].

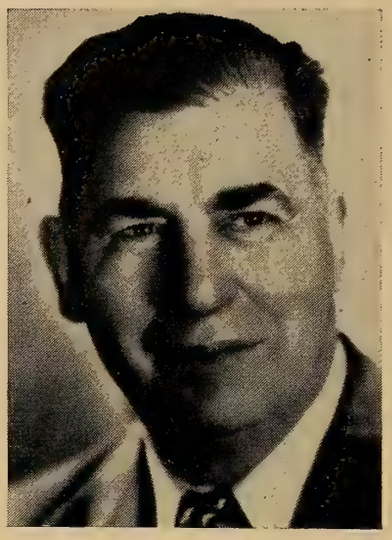
★

In commenting on the position of radio trade organizations relative to the clear channel issue, Sen. Johnson said he remembered "all too well that neither the National Assn. of Broadcasters nor the Regional Broadcasters desired to testify for you in the hearings on the Johnson bill." He referred to a bill he had introduced in the 80th Congress to accomplish the same purposes as the current proposed legislation.

"You must depend on yourselves alone, and remember that you do comprise the overwhelming majority of the radio stations in this country," the solon continued.

Gratified at Response

In reference to the independent broadcasters' response to Mr. Craney's call, Sen. Johnson described the action as gratifying and noted that the collective action signified their intention to actively support "a strong, cohesive organization which will truly represent the middle man and the little man in radio in order to fight effectively for the interests of the listening audience whom they serve."



Sen. JOHNSON

"It is well," he continued, "that this spirit prevails when one contemplates the disasters which threaten the very existence of that major part of this great industry which you operate. The state of the Union in radio is not good. Intelligent, hard-hitting action obviously is imperative now."

Limitations, which Sen. Johnson understood would be acceptable to some independent broadcasters, would include: (1) Reallocation of clears so they would be located only in so-called unserved "white areas." (2) Complete duplication of all other clear channels. (3) Limit high power clears to three or four, with maximum power of 100 kw. (4) Deny ownership of such high power clears to every network and deny these stations the right to broadcast network programs. (5) Require such stations to do their own programming.

The Colorado legislator put him-

(Continued on page 48)

LEVYS TO LEAVE

Resign WCAU April 1

THE Levy brothers—Dr. Leon, president and general manager, and Isaac D., vice president and general counsel—have resigned after a quarter-century of managing the WCAU stations in Philadelphia, effective April 1. They will continue on the board, however, and be available in advisory roles.

Their successors are expected to be Joseph L. Tinney, executive vice president and assistant general manager, and Louis Levinson, an assistant in the station's legal department, it was speculated.

The Levys sold their controlling interest in WCAU to the *Philadelphia Record* in 1946. Each had owned 32.67%. They retained substantial stock holdings in CBS. The *Record* sold WCAU in 1947 to the *Philadelphia Bulletin*.

Dr. Levy attributed the two resignations from active WCAU management to the press of personal and outside business interests. Simultaneously he revealed that they are establishing their own offices April 1 at 123 S. Broad St., Philadelphia, where they will conduct their various enterprises.

The Levys joined WCAU in 1924 and have since been continuously associated with its management. Under their direction the station grew from a 500 w outlet to its present 50 kw clear channel position. WCAU was the first station to join the Columbia Broadcasting System in 1927, and last year became the first affiliate of CBS' television network. The brothers are members of the CBS board of directors.



Dr. LEON LEVY



ISAAC D. LEVY

Dr. Levy, Philadelphia-born and graduated from the U. of Pennsylvania's Dental School in 1915, practiced dentistry before entering the radio field in 1924. Co-owner of Jaclyn Stable, he is a director and member of the executive committee of the Atlantic City Racing Assn., as well as a director of Yellow Cab Co. of Philadelphia. Dr. Levy's civic activities include directorship of hospitals and many charitable organizations.

Isaac Levy, also a native of Philadelphia, was graduated from the same university's Law School in 1913. A prominent member of the Philadelphia bar, he has handled WCAU's legal matters since his entrance into the broadcasting business, also in 1924. Mr. Levy is considered one of the nation's foremost authorities in radio law. Like his brother, he also serves as director of the Atlantic City Racing Assn. and the Yellow Cab Co. For the past two years he has been chairman of the city's Community Chest's Red Feather Rally Committee.

Both Levys reside in the Germantown section of Philadelphia.

WCAU Inc. includes the 50 kw CBS WCAU, WCAU-FM and WCAU-TV.

SENATE GROUP CRACKS FCC

Wants Clears Split

By RUFUS CRATER

IN A REPORT foreshadowing greater Congressional activity in FCC policy determinations, a two-man Senate Interstate Commerce subcommittee last week recommended unequivocally that clear channels be broken down and the power ceiling kept at 50 kw.

The report also contained a a recommendation which, if carried out, would mean that more than 200 U. S. stations and scores in other North American countries would have to be put off the air or moved to other frequencies.

This was a proposal—also advocated in substance by the Mexican Government—that the new North American Regional Broadcasting Agreement provide that "no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory." The U. S. now has 182 daytime and 25 full-time stations operating on channels to which other nations have 1-A priority under NARBA.

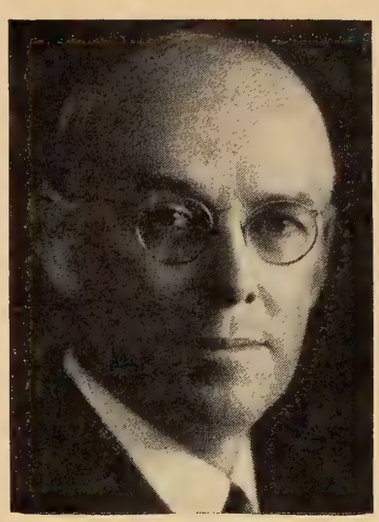
Sen. Ed C. Johnson (D-Colo.), chairman of the commerce committee and author of a pending bill to maintain the present 50 kw power limit and break down the clears (S-491), endorsed the subcommittee's recommendations and pledged himself personally to bring them before the NARBA treaty conference which is slated to convene in Canada next September. *(Also see page 22).*

But other authorities noted that the U. S. position for NARBA is not formulated by the commerce committee alone (or its subcommittee), but primarily by the State Dept.'s FCC and industry representatives. Further, they said, Sen. Johnson's participation in the NARBA conference presumably would be as a member of the U. S. delegation—and as a delegate he would be committed to support the U. S. position, which has not been formulated and which may or may not coincide with the recommendations of the commerce subcommittee.

Limitation Recommended

The subcommittee, composed of Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), ranking Republican and Democratic members of the commerce committee, also recommended a 50 kw power limitation for all NARBA signatory nations as well as for stations within the U. S. Mexico, with a claimed six stations using more than 50 kw, is the only signatory now operating above that range.

The subcommittee made clear that it would "deplore" issuance of an FCC decision on the long-pending clear-channel case before next September's NARBA conference.



Sen. TOBEY



Sen. McFARLAND

The questions involved form a "fundamental policy issue of tremendous national import" and should be handled by Congress, the report asserted.

Sen. Johnson sent a copy of the report to FCC Chairman Wayne Coy, declaring he subscribed to the recommendations "fully and completely."

"I trust that you will acquaint your colleagues on the Commission with the report and my views on it," he told the FCC chief. FCC authorities had no immediate comment on the report.

Sen. Johnson also sent a copy to the State Dept.

Other views and recommendations in the subcommittee's unheralded report included:

1. The panel system of organization being considered by the Commission "is not contemplated by the existing law" *(see story page 46)*, but a procedure "somewhat similar to that of our appellate courts" might expedite FCC action;

2. The commerce committee should make a continuing study of FCC and its operations, including "a complete exploration of every influence that has been exerted to bring about various decisions";

3. FCC should be given authority, via legislation, to issue cease-and-desist orders against stations violating provisions of the law or FCC's rules and regulations;

4. Use of radio or wire communications to defraud should be made a federal offense with a new law similar to the postal fraud statute;

5. FCC's review of programs is not censorship and the law needs no changes in this respect.

Early Legislation Unlikely

There appeared no great likelihood of early legislation to implement the report. Capitol Hill sources felt the present plan is to legislate on the clear-channel question only if developments at the NARBA conference require it, despite the pendency of Sen. Johnson's breakdown bill.

Nor was it thought that bills would be introduced to provide the Commission with cease-and-desist authority or to deal with the fraud question until the full Committee has studied the report. When this might be could not be foretold, since the committee has not yet held its organizational meeting.

The recommendations for continuing study of the FCC spurred speculation that Sen. Johnson might name a new subcommittee with himself as chairman but retaining both Sens. McFarland and Tobey as members. Named during the last Congress, the subcommittee has been functioning under the chairmanship of Sen. Tobey. Sen. Albert W. Hawkes (R-N.J.), who has since retired, was the third member but did not participate actively.

Observers felt little doubt that the Commission would abide by the lawmakers' views and hold up its long-awaited clear-channel decision at least temporarily, as it did in parallel circumstances a year ago. Similarly it was felt unlikely the Commission would proceed now with its plan to reorganize into semi-autonomous divisions which would handle broadcasting, common carrier, and safety and special service matters respectively [BROADCASTING, Jan. 10].

Suggests New Procedure

While professing that it was neither "approving" nor "rejecting" the division plan, the subcommittee questioned its lawfulness and suggested a different procedure in which cases would be assigned to a "group or subcommittee of Commissioners" but with all Commissioners participating in the decision.

Although it questioned the panel system for the Commission, the subcommittee recommended "panelizing" of the staff—that is, organizing it along functional lines. Instead of legal, engineering and accounting bureaus as such, there would be broadcasting, common carrier and safety and special services bureaus, with lawyers, engineers, and accountants assigned to

(Continued on page 46)

REPORT HIGHLIGHTS

HIGHLIGHTS of report submitted to Senate Interstate Commerce Committee last week by Sens. Charles W. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.), the subcommittee named last year to study communications problems:

- The clear-channel issue, including the question of power above 50 kw, should be decided by Congress, not FCC, and should be resolved in favor of clear-channel breakdowns and retention of present 50 kw power limitation.
- Reorganization of the Commission into semi-autonomous panels, which has been under consideration, would be unlawful. A "subcommittee" principle of operation, however, should be helpful.
- The FCC staff should be reorganized along "functional" lines, with the general counsel, chief accountant, and chief engineer operating directly under the Commission itself.
- A legal review board, outside the jurisdiction of the Law Bureau, should be established to help the Commission review and write decisions.
- Legislation should be enacted to give FCC authority to issue cease-and-desist orders to stop violations of the Communications Act or the Commission's rules and regulations.
- No further legislation is needed with respect to the Communications Act's ban on censorship: the FCC is acting within its authority, and not violating the censorship ban, in reviewing the past performance of stations.
- Use of radio to defraud should be made a federal offense.
- The new North American Regional Broadcasting Agreement should impose a 50 kw power limitation on all participating countries, and no signatory should share or duplicate the clear channels assigned to other nations.
- A watchdog committee should be set up by the Senate committee to make a continuing study of the FCC, its operations, and communications affairs in general.

RADIO-PRESS WAR II? . . . . . AN EDITORIAL

THE GLOVES are off in what could become Press-Radio War II. The first war began 20 years ago when radio first entered the news field. It ended when newspapers found they couldn't lick radio. They joined it. Press associations opened their portals to radio and stations now are their biggest customers.

Press-Radio War II is being pitched on the business front. There were "cold war" indications following V-J day in 1945 when newsprint rationing ended. Newspapers, through the ANPA Bureau of Advertising, began shooting at radio business, notably in the retail field. They hit below the belt, in the view of many broadcasters.

The gun went off last Friday at Memphis. Maurice B. Mitchell, NAB's director of broadcast advertising, let go in an address before the Memphis Advertising Club. It was his second blast within a fortnight, the first having been fired at Jamestown, N. Y., before a group of retailers, agency men and broadcasters from the upstate area.

At Memphis, however, Mr. Mitchell was armed with a block-buster, in the form of an address delivered Jan. 18 by B. Earl Puckett before the Newspaper Advertising Executives Assn. at Chicago. Mr. Puckett controls a sales promotion budget of $16,500,000 for the Allied Stores, largest single retailing entity in the country. He threw the book at the newspapers, and backed up his criticisms with statistics. He called newspapers arrogant, arbitrary, smug and behind the times.

Then the statistics: In the last decade newspapers have been dropped from 75% to 65% of Allied Stores' advertising budgets. Newspaper expenditures, dollar-wise, increased 165% But radio increased 450%, direct mail 620% and magazines 990%.

What Mr. Puckett said (and you can read about it on pages 21, 24 in this issue) was the perfect springboard for Mr. Mitchell in Memphis.

He cited the reasons for the swing to radio by the retailer, now pegging him as radio's biggest customer. He pointed to the new generations grown and growing up, which are accustomed to being talked to; who were not weaned on newspapers or the printed page. These same new generations in large measure are directing advertising of these retail establishments. To them there has always been radio. They have depended upon radio for information, news, entertainment. It has always been their way of life—an indispensable part of it.

It's a convincing story because it's a factual one. Radio—less than 30 years old—serves a nation with 77,000,000 receiving sets in use. Newspapers, 250 years old, are less in number than they were 10, 20 and 30 years ago. Radio serves its listeners *free*, and entertains them in the process. Newspapers are *sold*. The radio-advertised product costs no more than the newspaper-advertised wares.

An all-out Radio-Press War II isn't necessary. Clean competitive selling is much to be desired. So far there has been the sort of provocation that broadcasters cannot long condone.

Radio is keeping its powder dry.

Retailers

(Continued from page 21)

"Retailers are beginning to realize that newspapers are no longer talking to their stores.

"The retailer always has considered radio his best friend, but has been the slowest to get in. Major retailers have urged small stores to use the medium, prodding the little guys. The little stores have pulled radio's local advertising above network expenditures. Major retailers are the only holdouts but the little stores with their radio campaigns are cutting into their sales and hurting them.

"Store operators now take personal pleasure in going into other media, especially radio, and the big department stores are getting ready to make the jump. Joskes provided the first big step. Then National Retail Dry Goods Assn. became actively interested in broadcasting and started its national radio awards contest."

NAB is actively pushing its five-point retail advertising formula, Mr. Mitchell said. This formula really works, he added. "We know it gets results," he continued. The five points are:

1—Have an objective; what do you want from radio and who do you want to talk to?
2—Beamed program technique, a rifle shot at a target. Make a regular date with the people who are listening to your program, deliver a service to them in return for their attention to your advertising, and deliver to the same people on a regular basis.
3—Advertise in-demand merchandise and advertise it regularly.
4—Direct action copy, talking to people in terms they understand, in the terms in which they think of the use of the merchandise.
5—Coordinate your advertising; make all other media work to make your radio more successful and use your radio to make other media work better.

Mr. Mitchell reminded the Memphis club that new generations are living differently, influenced by the progress of advertising and accustomed to being talked to over the air, and depending on radio for their news and entertainment. He said the swing of retailers to radio is already a "landslide," attributable to the new living habits, though in the past they were traditionally newspaper advertisers.

"We believe that soon all retailers will be using radio as a basic advertising medium," he said. "And when they do they will be buying the most powerful selling force ever created; they will be greatly decreasing the one annoying factor in today's business picture—the high cost of operating a store and the high cost of advertising—because we believe radio reaches more people more persuasively for less money. In short, we believe we're on the threshold of a brand new era in American advertising and retailing."

Small Growth

Referring to the *Printers' Ink* 1948 newspaper circulation estimate of 52,000,000 compared to the 1947 daily average of 51,673,276, Mr. Mitchell called the increase, less than 1%, the "last twitch in the growth of newspapers in the United States. Newspapers are going out of business rapidly, with consolidations and mergers. Retailers no longer figure they have to use every newspaper in a city.



Mr. PUCKETT

"Radio is a basic part of the American way of life—America's first activity. The development of specialized printed media has made the newspaper an outmoded means of disseminating information. There's nothing left in the newspaper but the advertising and the newspaper now performs no unduplicated service of broad interest."

The speech by Mr. Puckett, Mr. Mitchell indicated, gave newspapers the worst public scolding they have had in a long time. Mr. Puckett cited these developments in newspaper-retailer relationships in the last decade:

Daily newspapers have increased their circulation 25% and Sunday papers by 48%.
Home magazines have increased their circulation 117% and fashion magazines 318%.
Newspapers have increased their milline rates 25% while the leading magazines have decreased their cost per page per thousand circulation.
Newspapers have increased their advertising revenue 93% while magazine and radio advertising revenue have each increased approximately 175%.
Magazine advertising revenue increases were particularly large in lines of merchandise carried by department stores, averaging over 350%. This represented increases of almost 400% in men's wear, almost 500% in women's and children's wear, and 225% in home furnishings.

Mr. Puckett, according to Mr. Mitchell, revealed this surprising trend in the sales promotion budget of Allied Stores, which placed over $16,000,000 of advertising annually, during the last decade:

Newspapers did receive 75% of our expenditures. Today, this figure has dropped to 65%. (It is still eleven million dollars though for white space.)
Newspaper expenditures have increased 165%.
Radio has increased 450%.
Direct mail has increased 620%.
Magazines have increased 990%.

Recalling a Pennsylvania survey conducted by Allied Stores, Mr. Puckett showed that 75% of retailers said newspapers refused to give publishers any news publicity; two-thirds of the stores surveyed said newspapers refused to mention name of the store even though in connection with stories of admitted news value having reader interest.

Mr. Mitchell told the Memphis Club Mr. Puckett termed unrealistic newspaper "standards" the result "of much intellectual inbreeding." He quoted Mr. Puckett as saying, "Publishers and editors should not develop such inferiority complexes just because their livelihood is based on our advertising revenue. It is a business deal. They need not resort to 'defense mechanisms'."

Puckett's Definition

Mr. Puckett's speech questioned the current editors' definition of newspaper news, citing the greater increase in Sunday papers than in dailies because of the broader approach to current life interest and its acceptance by the reader.

"Fashions for the women, fashions for the children, fashions for dad and fashions for the home are important, most important to a majority of potential newspaper readers," Mr. Puckett told the Chicago group. "Time was when the retailers' advertising could build and hold this readership for the newspaper. That was most advantageous for newspapers. The paper charged the retailer for building and holding its own circulation. There is little wonder that many fortunes were made in the newspaper publishing business. The customer did half the work and paid generously for the privilege."

Mr. Puckett said his new appraisal of what constitutes news is based on changed and broadened interests and on the facts that women do two-thirds of the reading and spend four-fifths of the money.

A one-lesson course in radio advertising was given by Mr. Mitchell in a Jan. 19 address to the Jamestown (N. Y.) Ad Club. Simon Goldman, general manager of WJTN Jamestown, said the response was "tremendous and enthusiastic" and the club authorized printing of the speech in booklet form for distribution to the 800 ad clubs in the country.

NBC EXODUS

CBS Signs Bergen, Skelton, Three Others Said Near

THE TRANSFER of talent to CBS last week took on the proportions of a stampede.

Edgar Bergen, Red Skelton, Fibber McGee & Molly, Ozzie & Harriet and at least one other top ranking NBC show were set, or nearly so, to start work at CBS in the fall.

And, one CBS executive exulted, "There are more to come."

Mr. Bergen, it was learned, had been signed to a long-term contract covering both radio and television services for the network. He will begin a radio show next fall in the 8-8:30 p.m. Sunday spot which he occupied on NBC before his "retirement" at the end of 1948. His sponsor will be Coca-Cola.

Additionally, a regularly-scheduled television program starring Mr. Bergen and, of course, his wooden accomplices, McCarthy and Snerd, was all but set last week on CBS under the sponsorship of Coca-Cola.

It was understood that Mr. Bergen had suggested that his radio program be kinescoped in Hollywood, and telecast at a subsequent time. The sponsor, however, wanted him to originate a live television program over CBS from New York. Settlement of the television plans hinged upon Mr. Bergen's acquiescence to move his residence from Hollywood to New York.

What would happen to Wildroot's *Adventures of Sam Spade*, now heard in the 8-8:30 p.m. Sunday time, when Mr. Bergen moved in, was unknown.

Bergen's Salary

Mr. Bergen's "retirement" from NBC was by mutual consent with his former sponsor, Standard Brands, which had advised the comedian it wished to release him because of the high cost of his show, said to have been approximately $25,000 a week. Although his contract with the sponsor still had more than a year to run, the ventriloquist agreed to the cancellation.

He subsequently figured with Coca-Cola in a proposed capital gains deal which was called off after the government had advised against it. His new association with Coca-Cola is the more usual one of sponsor and star. His basic contract is held by CBS.

It was authoritatively reported, although denied by CBS, that Coca-Cola would pay Mr. Bergen less for his radio show than he earned from Standard Brands and that the difference would be made up by the network. The salary guaranteed by CBS to Mr. Bergen was not announced, but it was believed at least to equal that he was receiving from his former association.

The transfer of Red Skelton to CBS, scheduled also to take place in the fall, was reported to have been a deal between the network and Procter & Gamble, his sponsor on NBC.

Mr. Skelton will be placed in the 8:30-9 p.m. Sunday time, a move which will again cause a rescheduling of *Lum 'n' Abner*, sponsored by Frigidaire division of General Motors. *Lum 'n' Abner* recently moved to that time from their former 10-10:30 p.m. Sunday spot, in a switch with the sustainer, *Life With Luigi*.

The time for which *Lum 'n' Abner* would be scheduled next fall was unsettled last week.

Mr. Skelton is now heard 9:30-10 p.m. Fridays on NBC.

It became known that CBS has also virtually completed negotiations with International Silver Co. through Young and Rubicam, to transfer its *Ozzie and Harriet*, now on NBC 6:30-7 p.m. Sundays, to CBS next fall.

If present plans are executed, the CBS Sunday evening lineup would be:

6:30-7 p.m., Ozzie and Harriet
7-7:30 p.m., Jack Benny
7:30-8 p.m., Amos 'n' Andy



RED SKELTON

8-8:30 p.m., Edgar Bergen
8:30-9 p.m., Red Skelton

The Spike Jones program, now heard at 6:30-7 p.m. under sponsorship of Coca-Cola, will either move to another time or be cancelled because of the advertiser's investment in Mr. Bergen. The decision will probably be made soon.

Meanwhile, negotiations between CBS and *Fibber McGee & Molly* were reported to be at the signing stage. Whether a capital gains proposal was involved was unknown, but it was certain that the network had at least offered the comedy team a long-term contract for both radio and television.

At least one other comedy star now on NBC was also near capture by CBS, it was authoritatively reported, but the star's identity could not be learned.

The CBS program campaign was not confined to negotiations with stars themselves. It was known that the network had made presentations to several agencies and sponsors having programs on other networks, in an endeavor to entice them to join the parade to CBS.

Where it would stop no man knew. As Fred Allen remarked at the close of his broadcast Jan. 23: "I'll be back next week, same time, same network. No other comedian can make that claim."

'48 GROSS

Networks Near $200 Million

GROSS TIME sales of the four nationwide networks in 1948 totaled $198,995,742, according to figures released to BROADCASTING last week by Publishers' Information Bureau.

Total represents an increase of 4.7% over the combined network gross of $190,930,336 reported by PIB for 1947.

For the month of December, the network total was $17,950,632, more than a half-million dollars ahead of the November billings. Major increases were in the network advertising of toiletries and smoking materials, each with December billings more than a quarter million ahead of those for November.

Smaller increases over the preceding month were also shown by advertising for agricultural equipment, beers and wines, building materials, drugs, foods, gasoline, insurance, jewelry, office equipment and stationery, radios, and sporting goods and toys. Last category showed expenditure of $22,380 for network time in December, after having used no network time at all during November.

For the month of December, food advertising was the leading category of network users, followed by toiletries, smoking materials, laundry soaps and drugs, in that order. For the year 1948, food advertising was also first and toiletries second, but drugs wound up in third place and smoking materials in fifth, soaps and cleansers remaining in fourth position.

Tabulations

Tabulation of the various types of advertising on the networks and the gross time billings for each class, for December and for the full year of 1948 is shown in adjacent table.

* * *

NETWORK GROSS BY PRODUCT GROUP
January-December 1948

Class	Dec. Gross Value	Jan.-Dec. Gross Value
1. Agriculture & farming	$147,361	$1,531,531
2. Apparel, footwear & accessories	116,870	1,431,598
3. Automotive, automotive accessories & equipment	772,429	7,696,776
4. Aviation, aviation accessories & equipment		
5. Beer, wine & liquor	86,775	1,116,697
6. Building materials, equipment & fixtures	105,812	988,686
7. Confectionery & soft drinks	629,684	7,655,484
8. Consumer services	165,764	2,549,586
9. Drugs & remedies	1,890,512	22,566,488
10. Entertainment & amusements		5,215
11. Food & food products	4,318,500	47,208,282
12. Gasoline, lubricants & other fuels	612,915	5,969,057
13. Horticulture		98,946
14. Household equipment & supplies	727,865	8,628,906
15. Household furnishings	109,588	1,331,640
16. Industrial materials	180,116	1,747,826
17. Insurance	352,538	4,238,745
18. Jewelry, optical goods & cameras	194,135	1,201,942
19. Office equipment, stationery & writing supplies	147,651	2,317,072
20. Political		1,213,282
21. Publishing & media	30,247	1,450,097
22. Radios, phonographs, musical instruments & acces.	164,645	1,560,098
23. Retail stores & shops		
24. Smoking materials	1,966,469	20,323,300
25. Soaps, cleansers & polishers	1,954,739	20,767,870
26. Sporting goods and toys	22,380	81,469
27. Toiletries	2,869,240	32,145,225
28. Transportation, travel & resorts	106,112	333,616
29. Miscellaneous	278,285	2,836,308
TOTAL	$17,950,632	$198,995,742

Named Media Chief

ALBERT E. FOSTER, with Lever Bros. since 1922, has been appointed media director for the company. Until recently Lever's radio manager, he was named to his new post following consolidation of firm's space and radio units. Michael J. Roche, Lever general advertising manager, who announced the appointment, said W. J. Watts will continue as space buyer and C. P. Lynch, whose previous title was radio spot buyer, will become radio timebuyer. Before becoming Lever radio manager Mr. Foster had been special assistant for research and later special assistant for radio.



Mr. Foster

GIVEAWAYS

M.C. Says Sponsor Suffers

By HERMAN BRANDSCHAIN

GARRY MOORE, who has been asking $64 questions on *Take It or Leave It* since the fall of 1947, arrived in New York last week with some answers to such $30,000 questions as, "How good are giveaway shows for sponsors?" and "What's their future?"

The answers sounded like he was biting the sponsor that feeds him in four figures. He took a dismal view of giveaways.

His own high-Hoopered program (NBC, Sundays, 10-10:30 p.m.) is sponsored by Eversharp Inc., which also buys a piece of *Stop the Music*, a reigning ruler of the realm of giveaway.

His opinions, in one, two, three order, were something like this:

1. Giveaways are not apt to create the "warm feeling" toward sponsor that makes the listener an enthusiastic customer of the buyer's product.

2. Giveaways as presently run, with a multiplicity of product mentions, offer poor sponsor identification records.

3. Giveaways are, however, among the cheapest ways of building immediately a big audience. But this may not be the best thing for the sponsor, anyway.

4. Giveaways are a fad, riding the top of a cycle—but who knows what the next turn will be?

5. Giveaways are not good radio.

6. Giveaways are tough on talent.

7. For the long-term pull, a sponsor will build good will and be able to do a better selling job through the ever-popular "girls-tunes-comedy" pattern.

The 34-year-old quizmaster left the office-study and goldfish tanks in his nine-room house in Brentwood, Calif., to come East for huddles on how to de-emphasize the jackpot part of his own *Take It or Leave It*. He'd like to see the jackpot eliminated.

Incidentally, he does not consider *Take It or Leave It* a giveaway show. He reserves the giveaway classification for programs which draw their audiences primarily because of the money to be won on them. People listen to *Take It or Leave It*, he said, to hear the fun, not for a big prize.

* * *

Jackpot Conferences

All week he held so-called "jackpot conferences" with Martin Straus 2d, chairman of the board of Eversharp; Milton Biow, president of Biow Co., Eversharp agency; executives of Allied Syndicates, Eversharp's public relations agents, and Bruce Dodge and Edith Oliver, respectively producer and writer of *Take It or Leave It*.

"As a performer," said Mr. Moore, "I deplore giveaway shows. As a radio man, I can't blame a client for buying them."

He explained that talent was finding itself at a loss to compete against the element of greed engendered in listeners by giveaways.

"If you put Ingrid Bergman in 'Joan of Arc' in a theatre on one side of the street and put a mediocre deal with a $30,000 jackpot in a building across the street," he said, "you'll find Ingrid Bergman won't do any business."

Radio quality has suffered from just this same kind of dangling of a too-big red apple in front of audiences, he believed.

"Shows with small money prizes used to have a homey, personal quality. That's all been destroyed now by the $30,000 giveaway shows. The old element of greed has come in and destroyed the happy relaxed quality of radio."

Mr. Moore said he enjoyed *Take It or Leave It* because of the quality of friendliness it had. This quality, he feared, is threatened by introduction of a bigger jackpot.

He felt that as jackpots got larger and larger, the win-or-lose shows ceased being a happy game and became a deadly serious battle. When a person loses in a battle for very high stakes, he may try to laugh it off, but he can't help feeling resentment, he reasoned. Ultimately, the resentment is directed toward the sponsor, he felt.

"If the person trying for the jackpot loses, both he and the audience feel bad, since the audience identifies itself with the contestant. I'm the villain in the plot, the croupier at the gambling casino—and no one loves a croupier—who has taken this fortune away from the person because I've refused to give him a hint and let him win a few thousand. So I become the enemy of the audience. This way, I'm losing the chance I have for rapport with the audience."

Sponsor Suffers Ultimately

And when he does that, Mr. Moore believes, his sponsor is the ultimate sufferer.

Pointing out that a giveaway can be the means of handing the sponsor a huge, immediate audience, he

(Continued on page 48)

MOVIE LICENSEES

FCC to Probe

THE AWAITED PROBE of the radio qualifications of major motion picture producers was set in motion by FCC last Thursday.

The investigation will determine the rights of the producers to own and operate radio stations in the light of the U. S. Supreme Court's decision finding them guilty of anti-trust law violations.

Instead of calling a general hearing, the Commission initiated its study by putting two television stations and their associated experimental outlets on temporary license pending an examination of the qualifications of the licensees as a result of the Supreme Court decision.

The stations were WBKB Chicago and WABD New York. WBKB is licensed to Balaban & Katz Corp., a subsidiary of Paramount Pictures. WABD is owned by Allen B. DuMont Labs, which FCC in a proposed decision has held to be under the control of Paramount.

Officials indicated that other stations associated with film producers named in the anti-trust decision would be given similar temporary extensions when their licenses come up for renewal, unless the whole issue has been settled in the film firm's favor by then. Presumably AM and FM as well as TV qualifications would be involved.

Millions of dollars in present and planned investments in radio stations would be affected if FCC concludes that the Supreme Court's decision should bar the producers from station ownership.

Those Involved

Among the producers and theatre operators involved in the anti-trust decision, all of which have or are seeking radio interests, are Paramount, Twentieth Century-Fox, Warner Bros., Loew's Inc., Schine Chain Theatres, and H. J. Griffith.

FCC's action with respect to WBKB and WABD marked its second move toward such a motion picture investigation.

Last July the Commission announced it was holding up action on an application for consent to the sale of KSO Des Moines so the participants might have a chance to file briefs on the qualifications of Paramount, which would have acquired 25% of KSO under the transfer [BROADCASTING, July 19, 1948].

But Tri-States Meredith, the purchaser, called off the transaction, denying Paramount lacks broadcast qualifications but declaring FCC had failed to act until the day the KSO contract expired.

Before that, the possible effects of the Supreme Court decision had been under study by the Commission staff for several weeks [BROADCASTING, June 21, 1948].

Concerning procedure FCC may follow in its investigation, authorities pointed out that a favorable showing by Paramount in the WBKB-WABD case could prompt the Commission to drop the whole inquiry. A hearing is not necessary for a favorable decision. But the Commission must offer a hearing before it can deny any application.

The stations and applications of companies found guilty by the Supreme Court are as follows:

Paramount — Through subsidiaries owns KTLA (TV) Los Angeles and WBKB (TV) and WIBK (FM) Chicago; has 50% of WSMB New Orleans; controls applicants for television in San Francisco, Detroit, Boston, and Tampa; owns half interest in a TV applicant for Des Moines and an AM applicant for Atlanta, and 10% in an AM applicant for Hot Springs, Ark. In addition FCC has issued a proposed finding—contested by Paramount—that the film company's 29% interest amounts to control of DuMont, which operates WTTG Washington, WDTV Pittsburgh and WABD, and is applying for Cincinnati and Cleveland.

Warner Brothers—Owner of KFWB Los Angeles; purchaser (subject to FCC approval) of Mrs. Dorothy Thackrey's KYA San Francisco, KLAC Los Angeles and KLAC-TV; television applicant for Chicago.

20th Century-Fox—Television applicant for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Loew's Inc.—Owner of WMGM and WMGM-FM New York.

H. J. Griffith (Southwest theatre chain operator)—Owner of KEPO El Paso, part owner of KWFT Wichita Falls, Tex., and interested in other Southwest applicants.

Schine Chain Theatres—Owner of WPTR Albany and part owner of WBCA (FM) Schenectady.

Experimental TV stations placed on temporary license by FCC last week were Balaban & Katz' W9XBB and W9XOE Chicago, and DuMont's W1XUX W2XEM W2XQW W2XWV W10XKT W3XHC W3XHD W3XWT W2XVT W2XQX.

DISCUSSING plan whereby listeners to Eversharp's NBC *Take It or Leave It* and studio audience may bid for $64 and jackpot are (l to r) Garry Moore, m.c.; Martin Straus 2d, Eversharp board chairman, and John Hamm, Biow Co. radio department manager.



FREE SPEECH BATTLE

'Baltimore Gag' Gets Court Test

By J. FRANK BEATTY

THE BATTLE to extend democracy's basic right of free speech into the 48th state was fought last week in a Baltimore courtroom. Outcome of the fight rests in the eagerly awaited decision of a lone Maryland judge, or perhaps the U. S. Supreme Court, eventually.

Foes and friends of free speech challenged and defended the notorious "Baltimore Gag" last Wednesday and Thursday. The occasion was a hearing by the Baltimore Supreme Bench in the contempt citations of several broadcast stations and a commentator.

The defendants have lived under a court-imposed cloud since last July 8 when they broadcast official announcements that a man had been arrested and had confessed the sex killing of a little girl.

Juridical history was made in the marble-walled courtroom as the biggest array of legal talent in the city's history confronted a neutral judge, John B. Gray Jr., of Calvert County. In this same building had been brewed the legal stench known variously as Rule 904, the "Baltimore Gag" and "Chesapeake Censorship."

Never in modern American history has so flagrant an example of censorship been imposed, Judge Gray was told by attorneys for WCBM, WFBR, WITH, all Baltimore, and WSID Essex, Md.; NAB; American Newspaper Publishers Assn.; American Civil Liberties Union; American Society of Newspaper Editors. WBAL Baltimore, also a defendant, was not heard last week because it had raised procedural issues. Cited with WITH is James P. Connolly, commentator.

Supporting the court's unique censorship system were two states attorneys, Senior Bar Assn. of Baltimore, Junior Bar Assn. of Baltimore, and the Maryland Civil Liberties Committee, which split with the national organization.

After two days of hearing, a lone issue stood out: Can the city court ignore constitutional and legislative guarantees to impose a censorship system by which individual judges decide what can be printed and broadcast, and then use contempt of court powers as a penal device?

Lash Back at Ruling

The answer from broadcasters and newspapers and the liberties union was a ringing "No." They presented U. S. Supreme Court authority, as well as constitutional and legislative basis, and then challenged nine prosecuting lawyers to produce any support for their contention in American law or legislation.

From the beginning the battle of lawyers assumed an international aspect. The prosecution side wrung English law completely dry as counsel offered citation after citation from his majesty's bench, dating back to 1669.

Against their common law contentions were arrayed stacks of American court decisions, including the basic Bridges vs. California (314 U. S. Supreme Court 252, 262) and supporting cases. These decisions, the defense contended, completely upset and rejected the old English contempt theory. This theory places in contempt any action that has a "reasonable tendency" to interfere with justice.

The generally accepted American contempt principle—except in Maryland, the "Free State" — is that "clear and present danger" must exist.

Though Maryland justice suffered a black eye as attorneys worked over what they called the un-American and unconstitutional methods of the city court, general agreement was heard on both sides that Judge Gray had conducted the trial fairly and efficiently.

Everyone in the crowded courtroom, including the 45-foot array of lawyers, sensed the importance of the case as proceedings opened Wednesday morning. Fireworks abounded as Judge Gray refused to admit exhibits dealing with a murder case not directly involved in the proceeding.

Only two witnesses were presented, one by each side, but their testimony was worked over thoroughly by cross-examining counsel.

The states attorney's witness was William H. Murphy, Negro attorney for the convicted murderer. Mr. Murphy testified that he chose a bench trial for his client because he feared an impartial jury could not be impaneled due to effect of broadcasts. On cross-examination he admitted the nature of the case influenced this decision.

Checked Stories Regularly

Andrew Banks, city editor of the *Baltimore News-Post*, testified that he constantly phoned the paper's lawyer or the local judges before printing stories about criminals after their arrest and before conviction.

Mr. Banks estimated that he had phoned the judges in 75 cases. He said he withheld stories when they ruled the material violated the court's Rule 904.

Thus the operation of the court's private censorship system was unveiled. As the implications of such an operation sunk in, James Lawrence Fly, former FCC chairman appearing as counsel for American Civil Liberties Union, ignored a bronchial infection that cut his delivery to a whisper as the courtroom remained spellbound.

For 12 minutes he recited his shock at the "relish" with which states attorneys and supporters referred to the English suppression of basic rights of free speech. Mr. Fly called Rule 904 "a drastic piece

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Text of 'Baltimore Gag'

PERTINENT paragraphs of the Baltimore Supreme Bench Rule 904 restricting publication of news about criminals follows:

Photographs, Statements for Publications, Etc.

In connection with any case which may be pending in the Criminal Court of Baltimore, or in connection with any person charged with crime and in the custody of the Police Department of Baltimore City, or other constituted authorities, upon a charge of crime over which the Criminal Court of Baltimore has jurisdiction, whether before or after indictment, any of the following acts shall be subject to punishment as contempt:

* * * * * * *

C. The issuance by the police authorities, the State's Attorney, counsel for the defense, or any other person having official connection with the case, of any statement relative to the conduct of the accused, statements or admissions made by the accused, or other matter bearing upon the issues to be tried.

D. The issuance of any statement or forecast as to the future course of action of either the prosecuting authorities or the defense relative to the conduct of the trial.

E. The publication of any matter which may prevent a fair trial, improperly influence the court or the jury, or tend in any manner to interfere with the administration of justice.

F. The publication of any matter obtained as a result of a violation of this rule.

BMB DRIVE

Factors That May Affect

THREE FACTORS as yet unresolved may determine the success or failure of BMB's drive to secure 1,000 or more subscribers for its second nationwide station and network audience study to be launched in March.

First factor will be the success of the newly appointed engineering committee in developing an engineering formula which, in combination with the BMB survey findings, will indicate where non-listening to a station is due to inability to get a satisfactory signal and where it is due to dissatisfaction with the station's programs.

The second will be provided by the results of the pilot field studies and whether or not they show the anticipated differences between average weekly audience, which was reported in the first BMB study, and average daily audience, which is being added to the average weekly audience reports in the upcoming study.

The third factor stems from the decision of the BMB board to make available to subscribers information about non-subscribing stations, for their "restricted" use. Broadcasters in highly competitive markets may well feel that they cannot afford to have their competitors armed with information about their own audiences of which they themselves are uninformed.

Pending more information on these three points, many broadcasters are withholding decisions on whether to become or to continue as BMB subscribers or to go along with MBS in sitting this one out.

Budget Motive

Mutual's cancellations, which becomes effective April 1 after the expiration of the 90-day notice period, follows that network's dropping of its subscription to the Hooperatings service. Both moves are said to be based on budget cuts which have eliminated all but the most productive research services which MBS was buying.

It should be noted that the Mutual withdrawal from BMB, which will decrease the bureau's revenue by about $1,000 a month, is not irrevocable. Part of Mutual's dissatisfaction with BMB data as sales ammunition stems from this network's feeling that BMB has not given enough consideration to the engineering factors influencing listening and its preference for the "listenability" formula developed by Mutual's own statisticians. Should the BMB engineering advisory committee come up with a satisfactory formula for combining engineering measurements with its family reports of listening, it is not impossible that MBS might reconsider and rejoin BMB.

The first task of this committee, which will shortly hold its first meeting, will be to attempt to set some engineering measurement on which they can agree as a standard for acceptable clarity of reception. Then, the committee must find a way to relate that engineering standard to the BMB data on listening as reported on the family ballots.

Essentially, the function of this committee is to devise a formula to show when a low BMB rating derives from a poor signal and when

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RATINGS

Given Too Much Attention, Says von Zehle

DANGER signal for those who place too much importance on program ratings is sounded by William von Zehle, president and radio director of William von Zehle & Co., New York, and president of Packaged Shows Inc., radio production subsidiary of his agency. Ratings are of secondary consideration, he says; the essential purpose of advertising is to increase sales. Mr. von Zehle formerly was with WNEW WHN and WINS, all New York, and radio director in Hollywood for Music Corp. of America. Some 50 accounts are handled by his agency. Among the larger accounts are Brotherhood of Railway Trainmen, Standard Radio and Pluto Corp.

By WILLIAM VON ZEHLE

President, William von Zehle Co., New York

THE TIME has come, I think, to run up a danger signal in connection with high radio ratings.

For my money, entirely too much attention is being focused on the importance of the "percentages" of network programs, especially give-away shows and those starring comedians and news commentators. Popularity ratings are unquestionably valuable in indicating trends, but the recent presidential election showed that research methods, especially when used to test popularity, are far from infallible.

Generally speaking, the best test for a radio program is whether in addition to producing good entertainment it sells goods.

Good Public Relations

Some high-budget shows are conceived, of course, for the primary purpose of achieving a good press and a prestige rating which result in good public relations.

The United States Steel Corp.'s program which features stage, screen and radio stars in condensed versions of outstanding plays is a good example. Everybody knows that the sponsor does not expect the listener to rush to the nearest hardware store and buy five pounds of U. S. steel; essentially the program is a good will builder.

But for purposes of illustration let's discuss programs that advertise specific products.

Naturally we do not pretend at the von Zehle agency that ratings are unimportant. We do claim, however, that too often they are incorrectly interpreted. In fact, too many agencies, we feel, have fallen prey to the claim that a high-budget program possessing a high rating will guarantee increased sales. The graveyard of radio is filled with discarded high-budget shows that met their death by slipping downward on a sales chart.

The rating-craze is a carry-over from the war years when it was the only way an advertiser could determine the value of his program. His product sold then whether he advertised or not, because of the terrific demand for goods.

However, on a big-name, highly rated show, the product is often of much less consequence than the program. In fact, a careful survey might disclose that an alarming number of listeners don't even know who sponsors the program.

On a low-budget show with a comparatively low rating, the product usually takes first importance. This becomes evident as a rule in increased case sales, especially if it is a packaged product.

Ratings Bragged About

We hear high ratings bragged about from the housetops. But very little is said about their sales power. For instance, I know of certain radio programs whose ratings are practically nil, but whose sales ratings are tremendous.

Take some of the soap operas as examples. A number of them have been going continuously a dozen years or more, getting outstanding sales results, yet the rating of some has never exceeded an average of 5. Nevertheless they have out-lasted innumerable other shows with infinitely higher ratings.

There can be only one answer to their phenomenal survival: They sell goods and at the same time provide ample entertainment to hold their loyal audiences regardless of ratings.

There is a growing tendency these days, however, to create a low-budget program that will provide a high rating. At our agency we believe it is much better to concentrate on a low cost program that sells goods and also entertains. The rating, we think, is a secondary consideration. The essential purpose of advertising is to increase sales, regardless of whether the budget is expended in newspapers or for the purchase of radio time.



Mr. VON ZEHLE

Media, regardless of its form, is a means to an end.

That end is the cash register.

On many high-rated shows, sales results are hard to check because in addition to radio, other media are used to advertise the product. For that reason we plan our campaigns so that regardless of media, sales can be checked, due to special media handling.

Coast Guard Show

Last spring we did a show for the Coast Guard through Packaged Shows Inc., called *This Is Adventure*, which showed how far apart rating and sales can get. With a period rating of 4-plus, we established a record in 13 weeks by overfilling the Coast Guard quota.

In fact, the sales power of the program grew so rapidly that enlistment standards were raised and credit for previous service reduced. In spite of these stiffer requirements, the Coast Guard not only enlisted the thousands of recruits required but turned away vast numbers unable to qualify.

While this program indicated in its first few weeks that it was heading for the high-rating bracket, we did not wait for this to happen before concentrating on its "sell." In fact, it accomplished its job and ended its run before reaching high rating because the show was tailored to sell from the start and therefore did not need a high rating.

In producing *It's in the Bag*, a give-away show sold on a participating basis, we perfected a format by concentrating sales power and listener appeal in a carefully defined shopping area. We also set up a 13-week pre-testing period used for laboratory purposes.

We learned through trial and error what products were best adapted to this type of program, what presentation techniques brought best results, what gags had most appeal, how the program could be most effectively timed, and innumerable other production details for which there was no book of rules.

As a result we established the fact that our program would definitely boost sales. In fact, we found 15 different types of household products that have definite "give-way" appeal. Sales for these products, therefore, can be increased, thus automatically adding entertainment value to the program because the give-away gimmick becomes an integral part of the show.

We also built a sturdy market for a new "mix" product, proving that a brand new, unknown item can be introduced as a "give-away," providing it's the right type. And although we materially increased sales for all 15 products adapted to this type of radio offering, we never at any time achieved what radio would term a high rating.

Business of Broadcasting
(One of a Series)

CONGRESS TELECASTS

Lane Urges Regular Televising of Proceedings

TELEVISION networks were urged last Wednesday by Rep. Thomas J. Lane (D-Mass.) to inaugurate regularly scheduled telecasts of Congressional proceedings. They were assured his cooperation in securing the approval of Congress for such programming.

Congressman Lane's proposal was inspired by the manner in which President Truman's one-man campaign aroused public interest in activities of the Congress.

Calling upon the networks to reserve daily time for telecasting proceedings of Congress, Rep. Lane explained that "it is still difficult for the people to visualize how their representative government functions."

In his public statement, the legislator expressed the opinion that the people should be shown how a committee works when considering legislation before approving or rejecting it.

"The work of a committee such as Rules in unsnarling the traffic of bills," he maintained, "is a remote fact which is not appreciated by the great majority of our citizens."

Rep. Lane said he would seek authorization of such telecasts from Speaker of the House Sam Rayburn (D-Tex.). If legislation is required he will introduce a bill to provide authorization, the legislator said.

Congressman Lane told BROADCASTING the chances of getting Congressional approval of such telecasts had been enhanced by public reaction to Inaugural coverage by television.

Arrangements, Rep. Lane felt, should be worked out by a committee, appointed by the Speaker of the House, in consultation with network representatives.

His proposal was not restricted to video, but also includes aural broadcasting, Congressman Lane explained. He laid particular stress on television, however, which he felt would be of value to high school and college classes in civics and government, in "bringing such subjects to life and to stimulate interest in current problems of government."

FRANK RESIGNS

Leaves BMB Post on Feb. 4

PHILIP FRANK has resigned as secretary of BMB and will leave the bureau Feb. 4.

Mr. Frank joined BMB in January 1946, just prior to the start of the organization's first nationwide study of station and network listening. He went to BMB from ABC, where he had been a member of the sales promotion staff.



Mr. Frank

At BMB he has been public relations head and also has supervised the preparation of the organization's reports and other material for publication, in addition to his administrative duties.

Concurrent with announcement of Mr. Frank's resignation, Hugh Feltis, BMB president, announced appointment of Anne Slattery, Mr. Frank's assistant, as acting director of news relations. Cort Langley, assistant to the president, will take over Mr. Frank's administrative functions.

Co-author of *This Thing Called Broadcasting*, Mr. Frank has contributed chapters to other volumes on advertising and has contributed articles to the radio and advertising trade press. He is a lecturer in the advertising and selling course conducted by the Advertising Club of New York.

'Ad Woman of Year'

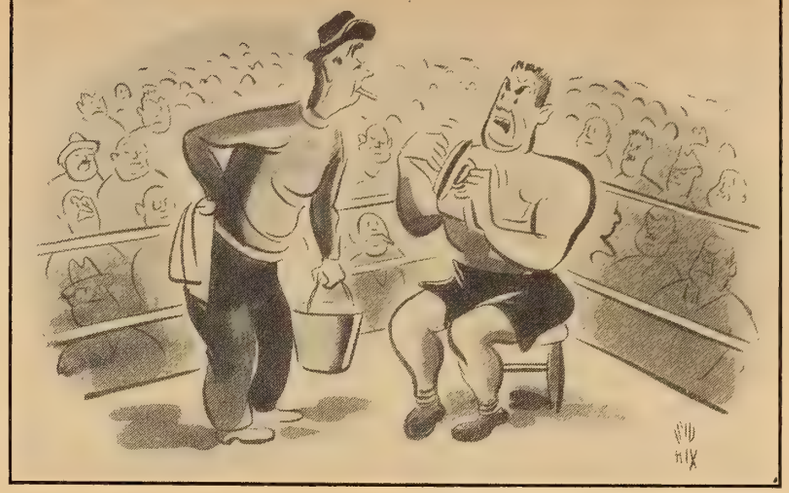
CONTEST to select the "Advertising Woman of the Year" was opened last week by the National Council of Women's Advertising Clubs in New York. The winner, second to be recognized by the Advertising Federation of America, with which the council is affiliated, will be announced at the federation's annual convention in Houston May 29-June 1. Presentation of the first award was made to Mrs. Ella B. Meyers, retired advertising manager of General Foods, at the federation's convention in Cincinnati last June.

Dillon to FC&B

LUIS G. DILLON, with McCann-Erickson for the past 15 years, has been appointed executive vice president of Foote, Cone & Belding International Corp., it was announced last week by Harry A. Berk, president. Mr. Dillon will be in charge of all Latin American activities.



Mr. Dillon



Drawn for BROADCASTING by Sid Hix

"I've got so much more than that other guy. Why, I was voted the most telegenic wrestler of the month."

O'MARA QUITS ABC

Joins Hooper on Coast

RESIGNATION of Jack O'Mara, KECA Los Angeles and ABC Western Division promotion manager, to become Pacific Coast manager for C. E. Hooper Inc., New York, was announced last week.



Mr. O'Mara

Mr. O'Mara, who graduated from the U. of Missouri School of Journalism and took his master's degree with a thesis on the programming policy of KFRU Columbia, Mo., in 1938, joined KVOE Santa Ana, Calif., upon completion of his schooling. Later, as promotion manager of WOWO-WGL Fort Wayne, he was associated with Westinghouse Radio Stations Inc. In May 1943, Mr. O'Mara returned to the Pacific Coast as merchandising manager of KNX Los Angeles and the CBS Pacific Network, assuming his ABC post in 1944.

San-Nap-Pak Campaign

THE MAJOR portion of the 1949 advertising campaign on Lydia Grey Doeskin tissues and Doeskin dinner napkins, made by the San-Nap-Pak Mfg. Co., New York, will use radio spot and participation programs in addition to a newspaper schedule. The radio campaign started Jan. 24 on ten stations in the Middle West and the eastern seaboard. Federal Adv. Agency, New York, is the agency.

PALL MALLS

$250,000 Spot Drive Set

FOR the first time in approximately eight years, American Cigarette and Cigar Co., New York, (Pall Mall cigarettes) will use a spot announcement campaign. The firm through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, will spend approximately $250,000 on the spots, scheduled to start Feb. 1.

The one-minute announcements were placed on a number of stations in the following nine markets: New York, Chicago, Philadelphia, Boston, Cleveland, Detroit, Miami, Washington and Los Angeles. Contracts were for 10 weeks.

Pall Mall also sponsors *The Big Story* on 162 NBC stations, Wednesday, 10-10:30 through SSC & B.

PHILLIPS SIGNS

For ABC's 'Barn Dance'

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed to sponsor ABC's *National Barn Dance* over 68 of the network's midwest and western stations.

Signing of the new 52-week contract brings to six and three-quarter hours the weekly total of new business contracted by ABC so far this year. In addition, the network has had five and a quarter hours per week of program renewals effective in 1949. *National Barn Dance* will be heard, starting March 19, on Saturday nights, 9-9:30 p.m. CST. Sponsorship is on behalf of Phillips 66 premium gasoline and motor oil. The Phillips agency is Lambert & Feasley Inc., New York. WLS Chicago produces the program.

CAPITOL HILL

Measures Affecting FCC Studied

FCC figured prominently in three actions taken last week on Capitol Hill.

Congress gave its first consideration to a bill which would provide President Truman with permanent authority to reorganize all agencies in the executive departments, and a subcommittee was assigned to study pay raises for agency heads and other high government officials.

A subcommittee of the Senate Interstate and Foreign Commerce Committee submitted its report on communications to the parent group last Tuesday (see separate story, page 23).

One bill, empowering the President to reorganize departments subject to veto by both Houses of Congress, was considered Jan. 25 by the House Committee on Expenditures in Executive Departments.

Committee members heard Comptroller General Lindsay C. Warren give strong support to the reorganization measure. He recommended that the government put its house in order.

Speaker of the House Sam Rayburn (D-Tex.) explained that a number of agencies such as the Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission and the Securities and Exchange Commission, will be exempted from provisions of the bill because they are "quasi-legislative" and "quasi-judicial," as well as administrative.

FCC 'Fringe' Agency

FCC was identified by Speaker Rayburn as one of the "fringe" agencies, which probably would also come in for exemption.

Bi-partisan support of a companion measure before the House Executive Expenditures Committee was predicted by Chairman William L. Dawson (D-Ill.) as hearings opened Jan. 24.

Former President Herbert Hoover, chairman of the Commission studying reorganization of the government, is expected to appear before the House committee this week.

Rep. Dawson said the Hoover Commission report will serve as at least a partial blueprint for government reorganization. Reorganization powers were requested by President Truman in his message to the Congress Jan. 17.

A subcommittee of the Senate Post Office and Civil Service Committee was appointed Jan. 25 to study all proposed federal pay increases.

The subcommittee, headed by Sen. Herbert R. O'Conor (D-Md.), includes Sens. J. Melvin Broughton (D-N. C.), Russel B. Long (D-La.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

Among the proposals the subcommittee will study is a bill (S-498) to raise the pay of FCC and FTC

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AMA MEETING

Video Panel Featured

NEXT SIX MONTHS may tell whether television is already a better selling medium than radio in the New York market, Paul Raibourn, vice president, Paramount Pictures, told the New York Chapter of American Marketing Assn. Tuesday.

He spoke at a panel discussion on television, participated in by eight others, representing various phases of TV and AM broadcasting.



Mr. Raibourn

Ted Cott, vice president of WNEW New York, who felt other panel members were assuming radio already was dead, became the principal spokesman for AM broadcasting.

Others participating: Joseph A. Moran, vice president, associate director of radio and television, Young & Rubicam; H. Malcolm Beville Jr., director of research, NBC; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; C. E. Hooper, president, C. E. Hooper Inc.; A. E. Sindlinger, president, Sindlinger & Co.; Allen M. Whitlock, advertising manager, Jell-O Division, General Foods; Fred Coe, producer-director, NBC.

Mr. Raibourn said that surveys made by Paramount indicate that when a home acquires a television set, movie-going, magazine reading and book reading each decline from 20 to 30%, but that radio listening declines 80%. This finding, he said, plus the findings that TV sets have 4.8 listeners per set as against 2.1 for radio sets and that TV sets are on almost three times longer than AM sets, indicates that when 14% of the audience has TV sets that a TV program may have almost as large an audience as an AM program.

He said he believed that sight and sound was a better selling medium than just sound and if the costs came out about equal "I'm going to buy TV."

He asserted that a moving picture could best be sold by television and visualized a bigger and better motion picture industry as the result of television rather than television supplanting the movies.

Mr. Cott warned the association and panel members not to assume that television has killed radio. He said the "death of radio has been greatly exaggerated," that radio has been supporting TV and "that no one yet has cut the umbilical cord."



Mr. Cott

He blasted the building up "of a scare psychology to take money out of radio advertising and put it into television." He maintained present audiences of the two media do not justify such a psychology. He did predict, however, that as TV expanded in New York, the 23 AM stations might be reduced to as few as ten, with "specialist stations," like WQXR in fine music and WOV in the Italian language field, being the types most likely to survive.

Mr. Whitlock said he believed now was the time for the big advertiser and local advertiser to get into television. The medium-sized advertiser, he said, might well sit back for a while and watch the experimentation of the bigger and smaller companies. He explained his company is in television now to build a time franchise, to preempt the type of program it wants, to obtain the best possible talent early and to learn how to sell by television.



Mr. Whitlock

He predicted that television will mean more to the masses than to a select audience. The select few can go to Broadway and other places, he said, but the housewife, who also would like to see Broadway, will do so via television.

He also expressed the belief that television already was a profitable advertising medium where the product sold is compatible to that type of presentation and where the product distribution pattern follows the pattern of the TV audiences. In the interim, where both TV and AM can be used, he said the solution might be to develop a program which can be broadcast simultaneously on both media.

Both Mr. Sindlinger and Mr. Hooper asserted studies show that AM listening suffers in homes having television sets. Mr. Sindlinger also added that his studies show it is possible, different from radio, for a given TV show to capture almost all the audience from competing stations even though the competition might be a very creditable performance put on at big expense. "Television, in that respect, seems to be an 'all or nothing' medium," he said.



W. B. Edwards (l), Gray & Rogers producer and writer for the show, completes negotiations with Manny Baum of Tele-Fites Inc.

* * *

RING BATTLES

Sponsor Expands on WPTZ

THIRTEEN of the greatest matches in boxing history, as recorded on film, will be part of the *Sunshine Sportsman Show* as that telecast expands its time on WPTZ Philadelphia Tuesday night to a quarter-hour at 7:15 p.m. Formerly a five-minute show on Friday, the Sunshine Beer-sponsored program will also include Ginny Brown, Miss Philadelphia of 1946, as the daughter of the "Old Coach," central figure in the telecasts.

One year rights for the films, which reach back to the days of Jack Dempsey and Benny Leonard, were obtained from Tele-Fites Inc., New York. Gray & Rogers, Advertising, Philadelphia, is the sponsor's agency. Under new format, show has been renewed for one year.

TV COSTS

Comparable to Newspapers, CBS Clinic Told

THE COST of television advertising compares favorably with the cost of newspaper advertising—even at this early stage of video development—J. L. Van Volkenburg, CBS vice president and director of television operations, told more than 300 agency and advertiser representatives at a special meeting in New York last week.

Mr. Van Volkenburg spoke at both sessions of two CBS television clinics, one for agency executives Tuesday and the other for advertisers Wednesday, at New York's Waldorf-Astoria Hotel. The agency-advertiser meetings were capsule versions of the week-end-long clinic held for CBS affiliates Jan. 21-23.

The television vice president cited the cost-per-thousand viewers of three CBS programs as opposed to the cost-per-thousand readers of full page ads in three New York newspapers. Figures were: On television, *Toast of the Town*, $7.21; *Lucky Pup*, $3.77, and *Winner Take All*, $6.45. In full-page newspaper ads, *New York Times*, $7.15; *New York World-Telegram*, $7.44, *New York Herald-Tribune*, $9.10.

In contradistinction to the emphasis placed on television by Mr. Van Volkenburg and other CBS executives during the two-day-long meetings, William C. Gittinger, CBS vice president in charge of network sales, asserted that television would not seriously encroach upon radio.

"Radio," he said, "will continue to grow."

Mr. Gittinger saw radio and television developing as complementary media and even thought that television would in one respect increase radio listening.

Leisure Time Increasing

According to Mr. Gittinger's analysis, a progressive increase of leisure time is destined. Television will encourage people to spend more of their growing leisure time in their homes. Once the stay-at-home habit is formed, he believes, there will be more time for radio listening, more time for newspaper and magazine and book reading.

"Radio did not put other media out of business," he said, "and television won't either."

The one amusement form about which Mr. Gittinger was uncertain was movies. He said he did not know whether they would be harmed by television.

Mr. Gittinger thought it possible that "radio will be blitzed temporarily in some markets (by television), just as phonograph records were temporarily blitzed by radio." But radio will survive television as robustly as records survived radio, he said.

Television, he said, will attract new advertisers who never used radio. There will be enough advertising money available, he said, to keep both radio and television in healthy business.

The agency and advertiser executives were addressed also by Frank Stanton, CBS president; Charles Underhill, CBS TV director of programs; Oscar Katz, CBS director of research; George L. Moskovics, CBS TV manager of sales development, and William B. Lodge, CBS vice president and director of general engineering. All gave similar versions of their addresses to the clinic for affiliates the weekend before [BROADCASTING, Jan. 14].

1-Piece Viewing Tube

NEW Major TV sets will feature hand-blown one-piece viewing tubes with 12½ and 16-inch screens, Stuart Hall Frank, president of Major Television Corp., announced last week. Designed by M. E. Macksound, chief engineer of MTC, the tubes will be produced by Warren L. Kessler Co., Bethpage, N. Y., which made fine art glass pieces before converting to radar tube production during the war.

The regular TELECASTING section which usually starts in this part of the issue, this week is a separate insert between pages 52-53.

TV BASEBALL

Coverage in 3 Cities Set

PLANS for television coverage of major league baseball this year in Detroit, Chicago and Cincinnati have been set.

All 77 home games of the Cincinnati Reds will be telecast alternately by WLWT (TV), Crosley Broadcasting Corp. outlet, and WCPO-TV, Scripps-Howard station now under construction, it was announced last Wednesday. Telecasts, to include Sunday and night contests, will be handled by the Crosley outlet in the early part of the season, due to construction delays at WCPO-TV. Burger Brewing Co. will sponsor video and AM (WCPO) accounts, with Waite Hoyt handling play-by-play.

Joint announcement of the contract on Cincinnati games was made by James D. Shouse, Crosley Broadcasting Corp. president; Mortimer C. Watters, vice president of Scripps-Howard Radio Inc.; Warren Giles, Reds' president, and Jack Koons, vice president of Burger. Last season WLWT carded 34 Red games for telecasts, with weekend and night games omitted.

To Carry Tigers

In Detroit, WWJ-TV will telecast a minimum of 35 Tigers games, with Goebel Brewing Co. as sponsor. Tuesday and Thursday will be "regular" television days according to Edwin J. Anderson, president of Goebel. Games have been carried by WWJ-TV since it began commercial operation in June 1947. Schedule has called for an increase each year, with 17 games telecast in 1947 and 26 last year.

At least two and possibly three Chicago TV stations will carry 1949 home games of the Cubs. WGN-TV and WBKB have notified the club's management they plan to telecast the games. WENR-TV is said to be seriously considering the schedule. The Cubs will levy a $5,000 service charge against all video stations providing coverage.

In the South an FM station, WAFM Birmingham, announced last week that sponsorship of all the Birmingham Barons' Southern League games had been sold to Hart-Greer Inc., Zenith radio distributors.

Dalton Joins ECA

APPOINTMENT of Neil Dalton, public relations director of WHAS Louisville, as director of information for the Economic Cooperation Administration, was announced Jan. 26 by ECA Administrator Hoffman. Mr. Dalton, who served also as public relations director of Louisville *Courier-Journal* and Louisville *Times*, assumed his new duties Jan. 27, succeeding Brian Houston. Mr. Houston resigned two weeks ago to return to the advertising business.



AT LEAST half of the Detroit Tigers' baseball games will be telecast this year by WWJ-TV Detroit under sponsorship of Goebel Brewing Co. Contracts, which call for a minimum of 35 games, are surveyed by (l to r) Charles Carey, Goebel Brewing executive; Edwin Anderson, president, Goebel Brewing Co., and Willard Walbridge, sales manager of WWJ-TV.

AM-TV SCRAP

Rights Suit Is Dismissed

THE HALF-MILLION dollar damage suit filed against ABC and Lester H. Kewus, producer of *Hollywood Screen Test*, an unsponsored ABC television program, was dismissed Wednesday by New York Supreme Court Justice Aron Steuer.

The suit is regarded as being the first in which a television program is accused of invading the rights of a radio show.

The action was brought by Screen Test Inc., and by Robert Monroe and Latham Ovens, owners of *Screen Test*, a radio show which was aired over MBS under M-G-M sponsorship in 1944 for 26 weeks.

They claimed that the television program unlawfully used the *Screen Test* title, was a poor copy of their show and prevented them from selling the AM program.

After three days of trial, starting last Monday, Norah K. Donovan, attorney for Mr. Lewis and for Neil Hamilton, director of the TV show, also made a defendant, moved to dismiss the complaint because of insufficiency of the evidence.

She argued that non-use of the title *Screen Test* from 1944 to 1948 constituted an abandonment of any trademark rights which plaintiffs might have acquired, that the 26 weeks plaintiffs used the title was not long enough to give it any secondary meaning in the minds of the public and that the public could not be confused between an AM program aired for 26 weeks four years before a current television program, and that the defendants had used good faith in adopting and using the name *Hollywood Screen Test*.

Justice Steuer's decision was oral and on the merits. Miss Donovan also represented ABC in the action, her clients, Messrs. Lewis and Hamilton, being under contract to indemnify the network.

AUSTRIAN

Becomes a TV Consultant

RALPH B. AUSTRIAN, until recently vice president in charge of television for Foote, Cone and Belding, New York, has established his own video consultant service in New York, it was announced last week.



Mr. Austrian

Mr. Austrian will act as a liaison between the television field generally and entertainment, advertising and business groups.

Before his association with FC&B, Mr. Austrian was president of the RKO Television Corp. for four years. He was assistant vice president for more than seven years of the RCA Manufacturing Co.

KPIX SPONSORS

20 Now Signed

SAN FRANCISCO's only operating television station, KPIX, has announced it now is, or shortly will be, telecasting 14 regular weekly shows, supported by 20 sponsors. The station started operation last Christmas Eve and is working under an interim affiliation with NBC.

Advertisers now buying time, or scheduled to begin, on KPIX are: NBC network advertisers — Philco, Disney Hats, Admiral, American Tobacco, Bigelow Sanford; selective advertisers — B.V.D., Benrus, Botany, Handmacher-Vogel, Polaroid, Bank of America, General Motors; local retail advertisers—Leo J. Meyberg Co., RCA distributor; Thompson & Holmes, Philco distributor; Robert S. Atkins; J. W. Allen Co.; Raven-Wagar Motors; H. R. Basford Co., Zenith distributor; City of Paris, Clyde Wallichs Co., Packard-Bell distributor.

'TELEVISION CYCLE'

ATAS Holds Seminar

By RALPH TUCHMAN

TELEVISION had a day of its own in Los Angeles last Tuesday by official proclamation of Mayor Fletcher Bowron out of respect to the first annual Television Seminar and Awards sponsored by the Academy of Television Arts and Sciences.

Tuesday morning ATAS opened its seminar with the overall theme of "Television Cycle." Participants were Don Frick, Advertising manager of Rexall Drug Co.; Leonard F. Erikson, Kenyon & Eckhardt vice president in charge of radio and television; Hal Roach Jr., president of Television Film Producers Assn.; Mike Stokey, Television Producers Assn. (live); Al Wager, talent agent; Klaus Landsberg, West Coast director of Paramount Television; Donn Tatum, partner in legal firm of Lillick, Geary & McHose; William R. Watson, Southern California Radio & Electrical Appliance Assn., and Edward C. Stodel, head of Stodel Adv. Co., Los Angeles.

Mr. Erikson stressed the fact that despite the cost of television, "The advertiser who immediately eliminates all consideration of television on the basis of this factor alone is also fooling himself." To support the change in thinking in one year's time, he pointed to approximately 235 advertisers utilizing the medium one year ago whereas 680 were spending as of December 1948.



Mr. Erikson

He also warned that even with six stations currently operative in New York, "Prime night-time can no longer be obtained just for the asking." Cable allocations are also a matter of "serious considerations," he advised. And, as proof of the importance of network time options, he cited the case "of at least 13 network time periods in radio which have been held by the same sponsors for ten years or more."

New York Sets

Analyzing factors of audience, Mr. Erikson underlined the high sets-in-use statistics which prevail in the New York area. In support of this he pointed to the "February evening when Jack Benny's radio Hooper for New York was discovered to be a history-making low of 6.0 in homes equipped for both radio and television."

Free-lance package ideas were not generally of any use to the agency, Mr. Erikson said, contending that in most cases, the agency must build for the specific needs of

(Continued on page 32)

'Television Cycle'

(Continued from page 31)

its client. Pointing to the time and preparation involved in *Ford Television Theatre,* he reported that a two-week schedule of actual production precedes the once monthly presentation. All told, he said, this represents the combined work of almost one hundred people. And he pointed out that this may compare favorably with movie production but it far exceeds the radio needs of a comparable program.

While admitting that "unquestionably Hollywood knows how to make motion pictures, it is important for Hollywood to keep in mind that television is not motion pictures, that it is actually something different from either the movies or the stage."

Recognizing that Hollywood will "soon be producing important dramatic films made especially for television," he reminded the seminar audience that "many considerations will be involved, and a highly important one will be the question of costs." Finally Mr. Erikson concluded that "television should still be approached in an experimental frame of mind to develop its potential as an entertainment and sales medium."

Summarizes Rexall's Steps

Mr. Frick identified his comments with an appropriate sub-title of "Confessions of a Television Sponsor." Reviewing Rexall's steps in the medium, he said it was just about one year since the start. Starting with participations via KTLA, he said the first question to be ascertained was which merchandise could be moved.

Since variety of merchandise to be sold was the problem, Mr. Frick showed how film had to be eliminated in the face of cost. Still photos, he said, were too flat. This left only live presentation and demonstration. And even there, he said problems loom.

Looking backward he said they led with a high-priced binocular chin which cost $169 for each. Here the reasoning was that most sets must be in upper income homes. This brought no sales result. Next came several institutional approaches, via film. In this area no measurement of results could be obtained, he reported.

This wandering has developed a two-way rule for television spending in the present, according to Mr. Frick:

(1) Sponsor identification and (2) Presentation of merchandise.

For the first, BBDO has developed a short animated film to sell the identification of Rexall. Secondly he warned "that in the proper selection of merchandise, lies the key to successful selling by way of television."

On phone call selling through television, he cited the case of a large insulated metal box with separate waterproof container holding enough chopped ice to keep the contents cold for several hours. Being a left-over item, with new models coming in, he said the price was cut from $10 to $6.95. This offer produced 83 phone orders plus heavy calls at all stores. This was a sell-out and necessitated wires to warehouses in other regions.

In reviewing the lessons learned by Rexall, Mr. Frick concluded that television has paid off in cases of "merchandise with either a bargain appeal, a novel new appeal or seasonal demand."

There was considerable difference of opinion on the question of live versus film between Mr. Stokey and Mr. Roach. The former, an advocate of live, felt that it was cheaper and as effective. And in reply to whether he could do a "western" live he said "no," but also pointed out actors whose looks must be catered to for maximum appearance will go by the boards. Pointedly he said, "We'll have to forget those ugly movie actors in television."

Mr. Roach exuded boastful confidence over film producers' ability to lower costs to meet telecasting's ability to pay. "Labor will come in at a price," he said, by pointing to the fact that actors, writers and directors are used to more than one income level.

Mr. Landsberg gave a pencil-and-paper breakdown of the minimum cost for a half-hour dramatic program which he set at close to $1,000. Broken down, this meant $300 for time, $75-100 for a writer; producer with 10 hours of preparation time, including three hours of rehearsal, $100; cast of six, $150; sets, etc., $150-200.

Mr. Wager commented that wage standards had not yet been established in the medium and emphasized that the price of talent is most fluid in the present.

Mr. Tatum, commenting on the legal aspects, felt that there are many problems with three standing out in importance at present: Copyright, invasion of privacy and controlling transmission. While little precedent exists today, he looked for INS-AP case to be the base of rulings in regard to "ownership" of content.

Television Set Figures

NBC TV DATA
January 1, 1949
Estimated TV Set Ownership

City	No. of Sta-tions	No. of Families 40-Mile (Service Area)**	No. of TV Sets In-stalled
New York	6	3,597,000	410,000
Baltimore	3	732,000	35,600
Boston	2	1,175,000	35,300
Philadelphia	3	1,184,000	102,000
Richmond	1	130,000	5,700
Schenectady	1	258,000	13,800
Washington	3	691,000	30,500
East Coast NBC Interconnected Network			632,900
Buffalo	1	323,000	9,900
Chicago	4	1,438,000	52,000
Cleveland	2	695,000	22,300
Detroit	3	839,000	32,000
Milwaukee	1	327,000	14,200
St. Louis	1	474,000	15,500
Toledo	1	241,000	5,100
Midwest NBC Interconnected Network			151,000
Albuquerque	1	22,000	300
Atlanta	1	233,000	5,000
Cincinnati	1	384,000	11,800
Ft. Worth	1	269,000	2,500
##Dallas		277,000	3,500
Louisville	1	188,000	3,000
Memphis	1	177,000	2,200
Minn.-St. Paul	1	333,000	9,200
New Orleans	1*	225,000	3,500
Salt Lake City	1	93,000	1,700
San Francisco	1*	825,000	3,500
Seattle	1	307,000	2,100
Total NBC Stations Operating (25)			832,200
Houston	1*	217,000	2,500
Los Angeles	5*	1,372,000	79,600
New Haven	1	557,000	17,200
Syracuse	1	199,000	1,000
Total All Operating Stations (51)			932,500

Operation Date—First Station

#Dayton Jan. 1949	291,000	1,400
#Erie Mar. 1949	112,000	300
#Indianapolis Apr. '49	281,000	300
#Miami Jan. 1949	117,000	1,000
#Pittsburgh Jan. 1949	742,000	3,500
#Providence Apr. '49	1,011,000	4,900
#Others		56,100
Total		1,000,000

Station Status

	Licensed	STA's	CP's	Pending	Total	Per Cent
NBC	4	21	21	34	80	18.4
CBS	2	17	15	48	82	18.9
ABC	0	16	12	42	70	16.1
MBS	0	3	5	37	45	10.3
IND	2	11	20	150	183	42.1
Totals(c)	7	44	73	311 (a)	435	
Markets(b)	5	28 (24)	51 (38)	127 (78)	145	

Station Status Notes

STA—Operating under Special Temporary Authority.
CP—Construction Permit.
(a)—205 actual FCC channel allocations applied for.
(b) Figures in parentheses represent additional markets.
(c)—Network figures in **STA** and **Total** columns aggregate more than column totals since several stations are affiliated with more than one network.

Set Installation Notes

*—New station added.
**—Figures represent total number of families in each 40-mile (½ millivolt) service area and may not be combined to show net coverage in 2 or more cities. Net family figures for NBC networks are shown below:

	Families in Range of NBC Stations
Families — NBC East Coast Network	7,107,000
Families—NBC Midwest Network	4,294,000
Families—ALL NBC Stations	14,457,000

#—Sets also distributed to area with no present TV service.
##—Included in coverage area of Fort Worth TV Station.

Statistical Data Compiled by the Television Research Institute

TELEVISION SET DISTRIBUTION IN 36 U.S. CITIES
(As of January 1949)

Albuquerque	250	Milwaukee	14,187
Atlanta	4,400	Minneapolis	9,200
Baltimore	35,649	New Haven	17,200
Boston	34,000	New Orleans	3,685
Buffalo	9,900	New York	410,000
Chicago	55,000	Philadelphia	100,000
Cincinnati	12,500	Pittsburgh	2,500
Cleveland	20,600	Providence	4,900
Dallas	4,600	Richmond	5,697
Dayton	1,100	Salt Lake City	2,000
Detroit	35,000	San Diego	200
Erie	200	San Francisco	1,600
Fort Worth	2,000	Schenectady	13,800
Houston	2,000	Seattle	2,000
Indianapolis	200	St. Louis	15,500
Los Angeles	72,000	Syracuse	600
Louisville	3,050	Toledo	5,100
Memphis	2,200	Washington, D. C.	30,500
		Total Sets in U. S. Cities	932,318

16-HOUR VIDEO

Planned by CBS in Spring

CBS is preparing for 16-hour-per-day television operations, to begin by the end of spring, J .L. Van Volkenburg, CBS vice president and director of television operations, said last week.

Addressing more than 100 advertising agency executives attending the CBS television clinic in New York, Mr. Van Volkenburg said that the network already had advanced plans for the daytime telecasting operations. Later, he told BROADCASTING that although at this stage CBS intends to institute daytime programming only on WCBS-TV New York, it was entirely possible that it would feed daytime programming to the television network.

Network telecasting on the longer schedule depends upon the completion of additional coaxial cable facilities which AT&T promises by July. The greater availability of network lines, Mr. Van Volkenburg said, would eliminate the East-Midwest facilities bottleneck.

RTDG-WPIX

Contract Meeting Set

MEETING to discuss proposals and counterproposals is scheduled for Thursday (Feb. 3) between Radio and Television Directors Guild and WPIX (TV) New York.

RTDG has asked for $200 weekly for directors, $150 for associates and the same for floor managers, with a 35-hour work week and for five-hours additional on straight time. Also demanded is the principle of commercial fees, permitting the men covered to negotiate for themselves additional fees on sponsored shows.

Counter-proposals, it is said, would set minimums of $90 for directors, $50 for associates and $60 for floor managers. Also proposed by management is a 40-hour week over a six-day period.

The RTDG's negotiations at ABC for WJZ-TV, where a strike-authorization still is in effect, will be resumed tomorrow. It is understood that discussions there are still on definition of duties of directors, associates and floor men.

Set for Wednesday are talks between the union and agencies and package producers for free lance directors in the AM field. These talks, too, are in such early stages that definition of what constitutes a free lancer is still among matters to be thrashed out.

KFRE to CBS Feb. 20

MOVING its CBS affiliation to an earlier date, KFRE Fresno, Calif., will become the 24th 50 kw CBS affiliate on Feb. 20, instead of on June 15 as previously announced, according to Herbert V. Akerberg, vice president in charge of station relations for CBS.

Success story:



A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representative*

ABC MEETING

Woods Progress Report Pleases Affiliates

A "REASSURING" appraisal of ABC was given 150 representatives of the network's district 2, 3 and 5 affiliates Thursday in Chicago by ABC president Mark Woods.

Those attending this third in a series of ABC regional meetings between network and station officials came from the Central, Middle and Southwestern states.

Hailing 1948 as ABC's greatest year, with billings $750,000 above those of 1947, Mr. Woods is reported to have inspired the station officials, in closed session at the Ambassador East Hotel, with a report on ABC's recent successful presentation before the United States Steel Corp. He said the network held its own against a "superb," all-out effort by NBC to sign the steel concern.

One of those attending the meeting, declared Mr. Woods, "reassured us with his frankness."

"For example, he admitted having sold some ABC stock in recent months because his banker needed cash," said the informant. "We believed him when he said the transaction had nothing whatever to do with his feelings toward ABC."

Lacks Powerful Stations

Mr. Woods blamed lack of a large number of powerful stations, as well as clear channel outlets, for the network's failure to sign such sponsors as Rexall, Campbell Soup, and Ford, but he questioned whether his organization could be "slipping" when it still had Procter and Gamble, Swift and Co., General Electric, Philco, Goodyear, Texaco, American Oil, Revere Camera, Pepsi-Cola, American Assn. of Railroads, U. S. Steel and others.

He attributed the CBS talent raids to anxiety because ABC is "gaining ground," and predicted ABC will not need to indulge in similar practices.

Maintaining that *Stop the Music* is popular because it is "entertaining," and not only because listeners get something for nothing, he promised ABC would carry its fight for giveaways to the Supreme Court if necessary. Mr. Woods lauded the network's "prestige and public service shows" as the best in the land, and noted that only on ABC can one hear liberal, conservative, and middle-of-the-road commentators.

He brushed by television with the remark that ABC is off to an even start with the other networks and has reason to be especially proud of its facilities in Hollywood, where it recently acquired the 20-acre Vitagraph motion picture lot. He expressed the feeling TV would not eliminate aural radio, but that viewers would fit it into their scheme of living like going to the movies. Millions will continue listening to sound broadcasts while they work, he said. ABC will never sacrifice AM or TV, he emphasized.

Mr. Woods promised new ABC program ideas and program packages in 1949. He indicated the network sales staff would be strengthened in the face of anticipated tough selling. He urged that salesmen go after a large volume of smaller accounts in the future as million-dollar-plus allocations may be few and far between. He called for more activity in promotion and publicity by affiliated stations, terming this "vital" to ABC's health.

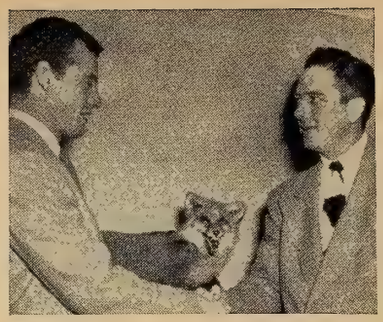
PRAISE FOR CBS

Richards Hails Paley, Too

CBS is making possible "the most successful year in history for its affiliates," G. A. Richards, chairman of the board and principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, asserted at a stockholders' meeting in Detroit Wednesday.

Mr. Richards attributed this to the network's acquisition of "the most brilliant array of stars in the history of broadcasting." In separate talks to WJR and WGAR stockholders, Mr. Richards called William S. Paley, CBS board chairman, "the new atomic sales force in American network radio."

President Frank E. Mullen of the Richards stations, with station managers Harry Wismer of WJR and John Patt of WGAR, were commended for "record breaking sales." Both stations reached new all-time highs in dollar voume of gross sales, Mr. Richards reported.



NEW member of the WFOX Milwaukee sales and promotion staff is Stan Heath (l), the nation's No. 1 football passer from Nevada. He is greeted here by Charles Larphier, WFOX president and general manager. Mr. Heath, who has just signed a five-year contract with the Green Bay Packers, will devote his off-season time to WFOX.

NEW EXECUTIVES

Columbia Records Ups Two

APPOINTMENTS to two newly created executive posts at Columbia Records Inc., New York, were announced last week by Paul E. Southard, vice president in charge of merchandising.

Ken McAllister, former co-ordinator for long-playing Microgroove record activities, was named manager of distribution and promotion. Jeff Willson, former manager of Masterworks records merchandising, has been elected manager of distribution and merchandising. Both executives will report directly to Mr. Southard.

Mr. McAllister joined Columbia in 1941 and Mr. Wilson joined in 1940. Robert Kirsten, former assistant Masterworks merchandising manager, will succeed Mr. Wilson.

INAUGURAL

TV Especially Noted In Fry Report

TELEVISION has developed one of the bad habits of its AM brother —the newsreel short shot technique—which detracted from the visual medium's "fine job" of Inaugural coverage, according to Kenneth D. Fry, Inaugural radio director.

In a synopsis of the report he will file with the Inaugural Committee, Mr. Fry observed that "following its spectacular achievements at the 1948 political conventions and during the 1948 election, television moved another step toward its full growth in its coverage of the 1949 Inaugural."



Mr. Fry

Mr. Fry, who was on leave from his job as radio director of the Democratic National Committee, thinks that "television, in general, did a fine job, and undoubtedly learned much."

"There were comments," Mr. Fry said, "that the coverage and switching was too jumpy. In other words, the newsreel technique of short shots, and then a switch to another spot, bewildered some viewers. Longer shots, giving continuity to an event such as the parade, might be more acceptable to viewers on a TV screen. Perhaps there were too many pickup points. The habit of fast and frequent switches from one point to another, a habit borrowed from AM radio, might well be reviewed with an eye to better continuity and programming. The same criticism was made of television newsreels. They can well be lengthened, with longer single shots."

Mr. Fry pointed out that future events such as conventions and Inaugurals must be completely replanned from an operations standpoint. "No longer," he said, "can we do these things 'as we used to.'"

CSBA MEETING

In San Francisco Feb. 25

CALIFORNIA State Broadcasters Assn. annual meeting will be held Feb. 25 at San Francisco in one of KQW's studios in the Palace Hotel, Paul R. Bartlett, organization's secretary-treasurer, announced last week. Morning and afternoon sessions and a luncheon in the hotel's French Room are planned.

Discussion of state legislation proposed by the association and of plans for promoting radio as an advertising medium will be among important items on the agenda, Mr. Bartlett said. Officers and directors will be elected. Advance registration is not required, and all California broadcasters are invited, he added.

Block of 50 rooms has been set aside by the Palace for broadcasters attending the meeting. Those planning to attend should make their room reservations directly with the hotel, Mr. Bartlett said.

In a circular letter mailed to California broadcasters under date of Jan. 11, CSBA reported on a meeting which its board held with Gov. Warren at Sacramento Jan. 7. Conference dealt principally with the subject of libel legislation.

The broadcasters were advised that Sen. Clarence Ward, representing the Santa Barbara district, had volunteered to introduce a libel bill drafted by CSBA's general counsel, Donn Tatum. Hearings on the bill are to be held after the legislature's February recess.

HENNESSY NAMED

Storecast Executive V.P.

GEORGE N. HENNESSY, who has been with Storecast Corp. of America, as vice president, since February 1947, has been named executive vice president of Storecast, it was announced last week by Stanley Joseloff, president. Mr. Hennessy was with BBDO, New York, prior to joining Storecast.

Mr. Hennessy's appointment is in line with Storecast's expansion plans for 1949, Mr. Joseloff said. The latter will concentrate his own activities on a national expansion program of the Storecast super market network beyond current operations in New England, Philadelphia and Chicago.

New TV Tube

GENERAL ELECTRIC Co. has announced a bigger television picture tube designed for use in low-cost receivers. The new tube, which will handle a 39-square inch picture, will provide 50% more viewing area than the 7-inch tubes it will replace. It is 8½ inches in diameter and will cost no more to build than the 7-inch tubes now in use in low-priced sets, according to GE. Heavy production will get underway during the year.

Radiorama



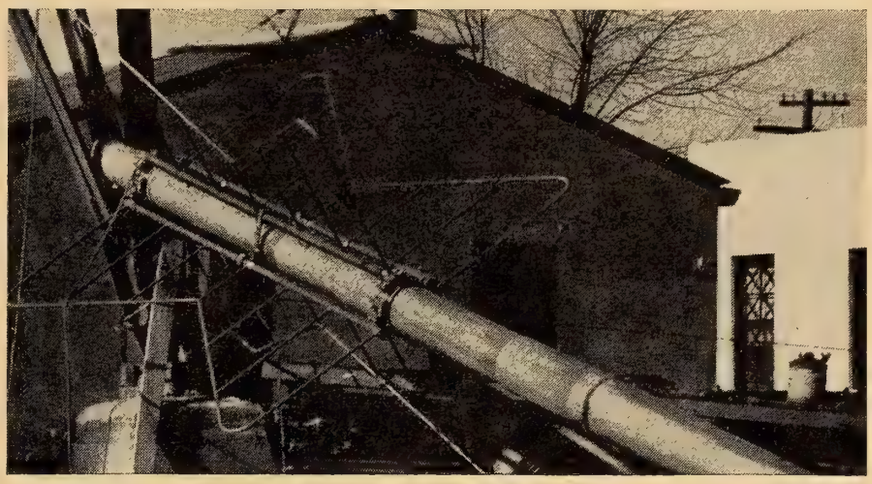
E. T. HARKER (seated) v.p. of Hertzberg's, San Antonio jeweler, initiate sponsorship of *Guy Lombardo Show* on KTSA San Antonio. Looking o are (l to r) Elmer Beaser, Ziv Co., program producer; Claude Aniol, pres Claude Aniol & Assoc., agency, and Bill Kelley, KTSA.

AT Congress on Industrial Health in Chicago are (l to r) E. G. Gerbic Johnson & Johnson; Joseph Moran, Young & Rubicam v.p.; Dr. Thoma Parran, dean, School of Public Health, Pittsburgh U., and Ben Park producer of Johnson & Johnson's *It's Your Life* on WMAQ Chicago



RELAXING with their catches are R. K. Hanger (r), Texas State Network v.p., and daughter, Vivian. Frank Coats, Houston attorney, joined pair on trip off coast of Acapulco.

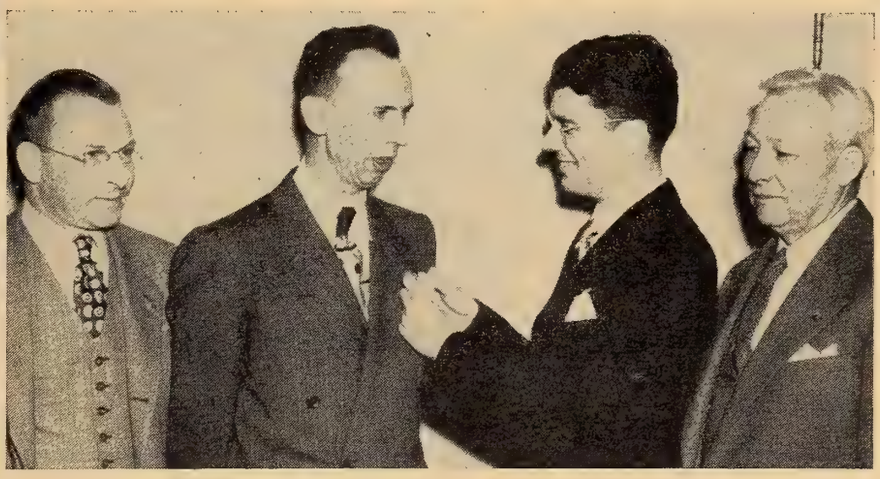
WESTINGHOUSE veterans Harold Randol (r), WBZA Springfield chief engr., and Gordon Swan (l), WBZ Boston prog. mgr., see W. H. Hauser, WBZ chief engr., get 20-year button from W. C. Swartley, WBZ mgr.



HERE is the top segment of the six-bay super-turnstile antenna of WTVR (TV) Richmond, Va., being lifted into place atop the new 417-ft. tower. With completion of the antenna the station will operate with its full authorized power of 12.16 kw visual, 6.4 aural.



INAUGURATING *Master Brea News* on KDAL Duluth for Zin master Baking Co. are (l to Bill Krueger, news editor; Em Wahlund, Zinsmaster plant mgr Dalton LeMasurier, KDAL ge mgr., and Pres. Harry Zin master.



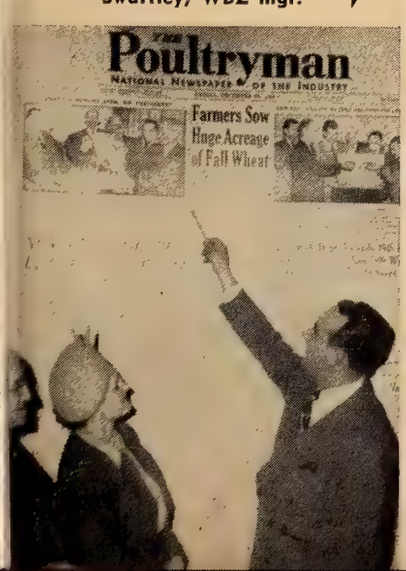
PHIL ALAMPI (r), WJZ New York radio farm director, shows Mr. and Mrs. Harry Souder, publishers of *Poultryman* shown in blow-up at Great Penna Farm Show, picture taken of himself at White House turkey presentation.

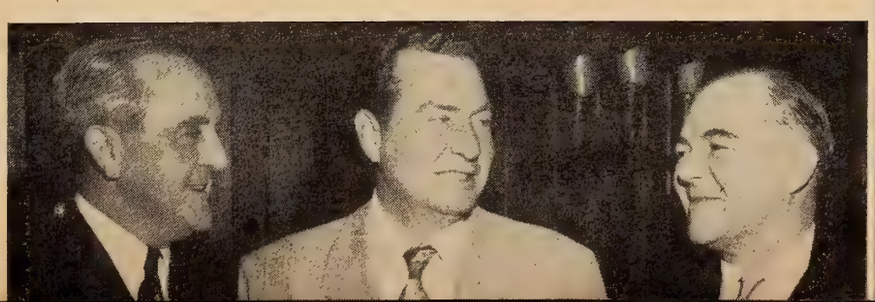
GREETING Phil Harris (center), who co-stars with wife, Alice Faye, on NBC Sunday night comedy show, are Niles Trammell (l), NBC president, and Arthur Pryor, BBDO radio v.p.



AT Nat. Photo Finishers Ass banquet in Los Angeles are (l t r) Phil Stewart, Roche, William & Cleary; Jo Stafford, star Revere Camera's ABC sho James McGookin, Revere.

NEW KNBC-NBC San Francisc program director, Paul Speegl (r), meets Harry Bubeck, form program director moving Hollywood [BROADCASTIN Jan. 24].







THE LATEST WCKY STORY

WCKY SET THE PACE IN 1948!

IN AUDIENCE - 12% INCREASE

Average audience, 8:00 AM - 8:00 PM, 7 days weekly, November-December, 1948 over November-December 1947

WCKY NOW LEADS ALL CINCINNATI STATIONS IN AUDIENCE 8 AM-8 PM, Sunday through Saturday, except one*

WCKY	**22.8**
STA A	18.4
STA B	22.3
STA C	29.9
STA D	18.8

A CONSISTENT YEAR ROUND AUDIENCE

And remember WCKY carries no baseball or football. WCKY's audience is a consistent year round audience built with outstanding block programming and news.

**Pulse Report*

INVEST YOUR AD DOLLAR WCKY'S-LY

WCKY SET THE PACE IN 1948!

IN MAIL - 33% INCREASE

WCKY, the No. 1 Direct Sales Station in the country, pulled 832,000 pieces of mail (with orders!) in 1948—from 39 states, with 81% coming from the intense night time listening area of 13 Southern States.

IN ADVERTISERS - 21% INCREASE

WCKY had a total of 186 Advertisers selling their products to the WCKY-Land audience in 1948.

WATCH WCKY IN 1949!

Thomas A. Welstead
Eastern Sales Manager
55 E. 51st. St. New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

C. H. "Top" Topmiller
Station Manager
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Who Pays Whom?

THERE'S a staggering amount of double-talk surrounding the effect of television upon sundry facets of the sports industries. Does TV help or hurt box office? The sports entrepreneurs have had their hands out for a hunk of money for telecasting rights, whatever the nature of the events. They wail plaintively about imagined gate losses which should be made up by station ownership or sponsors.

But where's the evidence? Sports industries are thriving. TV is drawing more and more customers. It's the radio story all over again.

Proof of this comes in a highly intelligent dissertation by Bob Cooke, sports columnist of the *New York Herald-Tribune.* He points out that wrestling in New York has been so stimulated by television that the authorities now are considering its return to Madison Square Garden, the grand opera of the professional sports arenas. (Since publication of his column, the return of wrestling to the Garden has been authorized.)

Mr. Cooke continues:

Speaking of television, it wasn't so long ago that the smaller fight clubs were dubious about permitting video, lest rust develop in their turnstiles. . . . Television was finally judged acceptable and immediately drew more customers, but the tragic part of the tale is the fact that the video people are now pulling out of the smaller clubs, like the Jamaica Arena, the Westchester Community Center and the Park Arena, with the result that these clubs may not operate any more.

It appears that instead of trying to sell telecasting rights, promoters might well start buying TV time to stimulate box office.

Beyond The Usual Call

INGENUITY and enterprise of American broadcasters are demonstrated so often that the public takes for granted that radio is an art which knows no frontiers.

During the war extraordinary programming was the rule.

The end of the war didn't bring an end to public service with an international flavor. Networks and independent stations alike continue to cover "cold war" fronts, and those hotter spots too.

Falling strictly in the enterprise category was the recently fulfilled farmers' mission to Europe conducted by WOW Omaha. The station is in the middle of America's breadbasket —heretofore regarded as the isolationist belt. Shepherded by Mal Hansen, farm director, and Bill Wiseman, promotion director of WOW, 26 dirt farmers selected from 53 who wanted to go, visited nine western European countries. They paid $2,500 each for expenses. They talked, ate and slept with their agrarian cousins. It was strictly grass roots.

Within 10 days after they arrived home last month, these farmers had more than 130 speaking engagements before farm and civic groups, and Messrs. Hansen and Wiseman made the agricultural Chautauqua, with more upcoming. From overseas there had been 73 broadcasts—a dozen over the networks, and many on foreign stations. WOW has a barrel of clippings of news stories and pictures.

Here was international good-will with a radio accent. It was the "Voice of America" in reverse. Johnny Gillin's WOW made good on an international assignment.

This is but one current example of the kind of service independent stations perform regularly—beyond the usual call. It can be an announcement for a rare type of blood that means life or death—or a mission to Europe.

Solar Plexus Punch

NOW COMES a subcommittee of the Senate Commerce Committee with a solar plexus blow at the FCC in which it all but proposes to preempt authority over allocations and policy-making. It comes when the FCC is still smarting from the sting of the House Select Committee report which accused it of utter disdain of the statutes.

If the FCC succeeded in brushing off the House action as the handiwork of Republican partisans now out of power, it can't duplicate the feat with the Senate group. The report bears the signatures of a two-man subcommittee—Tobey of New Hampshire, Republican, and McFarland of Arizona, Democrat. But it has full endorsement of Democratic Chairman Ed C. Johnson. That puts administration pants on it.

The Senate report is as astonishing as it is serious. It could lead to stripping the FCC of its most important function—allocations. It all but decides the clear channel issue by virtually commanding the Commission to duplicate clear channels and limit power to 50,000 w. Of course, to complete the job, Congress as a legislative whole would have to sustain it. But we doubt whether this FCC, or any other, would openly defy the subcommittee.

We think the subcommittee's report is fraught with danger. We do not condone past actions of the FCC and we agree that the FCC has been inconsistent, and has engaged in "extra-legal" conduct. We think too much policy-making has reposed in the hands of the FCC's legal staff. Certainly some allocations have been bungled.

The report, like the action of the Senate Committee nearly a year ago, implies a vote of "no confidence" in the FCC. If Congress wants another FCC it can enact a "ripper bill." If it wants to take over the policy-making and allocations authority, Congress might as well abolish the FCC and set up a one-man administrator, thereby saving the taxpayer the salaries of seven commissioners and their staffs.

Certainly this flaming report and the House Committee indictment which preceded it, point up the need for action. The proposed panel plan of the FCC, which the Senate committee construes as "not contemplated" by the present law, presumably now goes into deep freeze. Yet the subcommittee favors a division or panel principle. It reaffirms the White Bill provision holding that the FCC can look into programs, which we regard as back-door censorship. It calls for a continuing study of the whole communications structure.

There could be legislative action at this session. Chairman Johnson has more than donned the mantle of former Senator Wallace H. White Jr., as radio leader. He's swinging with both fists against large interests in radio and TV. In Chicago last Friday he urged independent affiliates to rally behind Ed Craney.

The task of convincing Congress that it shouldn't become a super-FCC isn't going to be easy. But it shouldn't be any tougher than the job of convincing Congress that its regulatory creature—the FCC—shouldn't meddle in programming and business operations of stations.

Here we have the unique situation of a Senate committee holding that the FCC is incompetent to handle allocations, but that this same Commission should have broader powers of censorship.

Broadcasters, as specialists, know infinitely more about programming to the public taste than seven members of the FCC. And seven commissioners, or nine or 11, as specialists, should know more about allocations than 531 members of Senate and House.

Our Respects To —



GLENN McCARTHY

TEXANS, a clan not easily impressed even by other Texans, may well pause and take note of the new KXYZ Houston owner, Glenn McCarthy. A man who friends will tell you had trouble borrowing $10,000 on his personal signature at one time, Mr. McCarthy has now wildcatted his way to fame and fortune as one of Texas' "Big Rich."

A self made man, the obviously Irish Mr. McCarthy started his amazing life on Christmas Day 1907. Whether his birthplace has had anything to do with his luck and success in the oil business is debatable, but he was born beside the fabulous Spindletop oil field near Beaumont.

His father, whose family originally came from County Cork, Ireland, was a driller in the field. His mother's family (Tounsend) were of Scotch and Irish extraction and were early settlers of Texas. Her family fought in the battle of San Jacinto and had an active part in the history of the Texas Republic.

A graduate of San Jacinto High School in Houston, Mr. McCarthy took his college training at Tulane, Texas A. & M. and Rice Institute. During vacations he worked as a roughneck and roustabout in the oil fields, gaining practical knowledge in the business which was to bring him fame and fortune.

The cleaning and pressing and service station businesses were the first to attract Mr. McCarthy. After short but successful ventures in each, he turned his attention to oil and began wildcatting in 1933.

Combining a native business acumen, ingenuity and a capacity for hard work, Mr. McCarthy was able to finance his operations with a small amount of capital, saved from his previous ventures.

He brought in his first well at Big Creek after drilling a dry hole at South Strang. Although several disappointments followed, Mr. McCarthy had cleared enough on a well at Conroe to enable him to bring in his first real discovery well. It was here that he made his first fortune when he brought in a well on a 1,000-acre tract at Anahuac.

Mr. McCarthy's oil activities suffered more than the usual ups and downs. Accidents and disasters in the field ate away profits and forced him deep into debt on several occasions. He was, however, able to fight his way back and recoup his losses each time.

Since 1940, when he brought in the League

(Continued on page 51)

Take the GUESS out of Buying

with WOV's 5 Audited Audiences



YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ...real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • The Bolling Co., National Representative

★ WAKE UP NEW YORK *with Max Cole*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Williams*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

SET OUTPUT

Figures Over a Million For Video in 1948

PRODUCTION of TV sets passed the million mark in 1948, based on figures of Radio Mfrs. Assn. manufacturers and estimates of non-member output.

RMA members turned out 866,832 TV sets last year, 1,590,046 FM-AM sets, 11,675,747 AM sets for a total of 14,132,625 receivers. The 1947 radio set total for the entire industry was about 16,000,000 compared to over 20,000,000 in 1947, an all-time record.

December TV production by RMA members was 161,179 sets, only 17,500 under the entire TV output for the year 1947. Since the war RMA members have made 1,160,000 TV sets with an additional 30,000 unassembled TV kits.

Nearly 44% of TV set production by RMA members was turned out in the fourth quarter with December weekly production reaching a peak of nearly 39,000. Holiday shutdowns cut the late-month figure. The 30,000-rate, if maintained during 1949, would mean annual output of over 2,000,000 TV sets. Actually, many companies are expanding production lines and new ones are entering the field so the total may well exceed the 2,000,000 mark.

Output of radio receivers fell 20% in 1948 under the all-time 1947 peak. RMA's member total was 13,265,763 receivers. AM-FM sets on the other hand rose 35% over 1947 production despite the general decline in receivers. AM-FM output by RMA companies for December was 200,326, an all-time record.

AM-FM table models accounted for 42% of the dual band sets. TV receivers including FM reception are not separately tabulated by RMA. The postwar total output of AM-FM sets by RMA companies is nearly 3,000,000.

Auto and portable sets continued in high production last year, reaching higher percentages of total radio receiver output. Auto radios totaled 3,409,013 for the year, 26% of the 1948 total of radios made, with portables numbering 2,114,133 or 17%.

The entire decline in 1948 radio set output was accounted for by the drop in AM only home receivers. Table models dropped from 72% to 46% of the total radio output with consoles maintaining about the same proportionate share they had in 1947, or 12%. Table model TV sets represented 68% of all TV receivers produced.

Following is a month-by-month table of RMA television and radio set production in 1948:

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
August	64,953	110,879	759,165	934,997
September	88,195	171,753	1,020,498	1,280,446
October	95,216	170,086	869,076	1,134,378
November	122,304	166,701	827,122	1,116,127
December	161,179	200,326	876,315	1,237,820
Totals	866,832	1,590,046	11,675,747	14,132,625

NABET, IATSE

Seek Terms Without NLRB

JURISDICTIONAL scrap before the NLRB between NABET and IATSE over television lighting workers on ABC and NBC will be held in abeyance while top level officers of the two unions try to settle their differences outside government hearing rooms. This was learned Wednesday after an NLRB hearing in New York.

The NBC case was postponed until March 16. It is understood that Clarence Westover, NABET executive secretary, and Dick Walsh, IATSE president, will attempt to reach an agreement" in the best interests of the industry and the unions involved" which would be "acceptable to the industry and the unions."

A temporary and local solution of the differences between the two unions was reached in December and is in force. Under it, NABET has jurisdiction over supervisory employees while IATSE has jurisdiction over the men who actually place and rig lights. It is believed that talks between the national officers will seek a solution along the same lines.

The ABC case is expected to be controlled by whatever solution is reached in the NBC controversy.

New WORL Manager

ASHLEY ROBISON has been promoted from assistant general manager to manager of WORL Boston, the station announced last Thursday. He succeeds George Lasker, now sales manager of the Friendly Group stations, with headquarters at Steubenville, Ohio [BROADCASTING, Jan. 10]. Mr. Robison became assistant manager of WCOP Boston and WORL in 1938. He continued in that post until 1944 when he resigned from WCOP.



Mr. Robison

Agency Formed

LEE WYNNE and Vincent Alexander have formed Wynne-Alexander Adv. Agency at 903 South Fair Oaks, Pasadena, Calif. Phone is Pyramid 1-2319. Mr. Wynne had been with KGER Long Beach for past 13 years, the last two as general manager. He has served as a director of Southern Calif. Broadcasters Assn. for past five years, and is one of founders of California State Broadcasters Assn. Mr. Alexander was formerly announcer-writer-producer for several stations.



Mr. Wynne

PROPOSED GRANT

Issued for Wis. Local

DESPITE findings of minor interference which would result to several existing stations, FCC last week proposed to grant application of Richland Broadcasting Co. for new AM station at Richland Center, Wis. Facilities are 250 w fulltime on 1450 kc.

Commission found that Richland Center (1940 pop. 4,364) receives no primary broadcast service, has no daily paper and no medium "for the rapid dissemination of local news." FCC said 89.6% of all farms in area have a radio but only 45.5% have telephones.

Minor interference would be caused to WDLB Marshfield and KFIZ Fond du Lac, Wis., and KCRG Cedar Rapids, Iowa. The proposed station itself will suffer 24.7% population loss within its interference-free contour because of outside signals.

Firm is owned by Arthur Overgaard, road contractor, president and 128 shares, and Thomas R. Kelley, senior electronics instructor at Industrial Training Institute, Chicago, vice president and 122 shares. Secretary is Donald E. Gill, certified public accountant in Madison, Wis. Mr. Overgaard has net worth in excess of $400,000.

CODE VS. FCC

Miller Speaks in Chicago

RECENT changes in the membership of the FCC and the "tremendous pressures of work which have fallen upon it, will make the Commission happy to discontinue its adventures into the field of producing Blue Books" NAB President Justin Miller said Wednesday at a Chicago Radio Management Club luncheon.

Judge Miller stated that the Blue Book and FCC had "a great deal of influence in establishing a background for adoption of the Standards of Practice."

"Broadcasters were very much disturbed and some of them considerably frightened by the attitude of FCC and by the strictures and unsupported allegations of the Blue Book," he declared. "These fears made them realize the need for self regulation far more than ever before."

Noting that the standards relating to over-all timing of commercials and content of commercials are "directly traceable" to Blue Book, and FCC influence, Judge Miller emphasized that NAB is working toward "a realization on the part of both broadcasters and the FCC that advertising per se is in the public interest."

"Although FCC's position was subject to the interpretation that advertising itself is not in the public interest, recent considerations have persuaded the Commission to concede ground on this point," he observed. Citing the recent Hearst Radio case as a "setback," he recalled that the U. S. Court of Appeals for the District of Columbia indicated that preparation of the Blue Book and its release by the Commission was "outside the function of the FCC."

Self Regulation Needed

"There can be no doubt that the fear of FCC practices, the Blue Book and other administrative operations will provide a continuing influence through which the need for self regulation will be apparent to broadcasters," Judge Miller asserted.

He added that newspaper and magazine editorials and commentary played a "substantial part in creating a background favorable to adoption of the standards and in creating an attitude favorable to their observance and implimentation."

"The critics on metropolitan papers seem to have an influence on broadcasters," he said.

The NAB president deplored use of the word "enforce" as applied to the standards. "We have no intention of enforcing the standards in the sense of applying coercion, pressures or punishment," he explained. "Realizing that broadcasters are licensees of the government, subject to control by several governmental agencies, the NAB recognizes that the enforcement methods practiced by other groups may be entirely inappropriate in the case of such government licensees. Our problem is to find ways and means to go as far as we can in securing implementation of the standards without inviting prosecution under the anti-trust laws for operations in restraint of trade.

"We realize also," he added "that

(Continued on page 48)

TV FILMS PAY OFF

N.Y. Conference Told

FILM PRODUCTION for television can pay off now, if the producer is willing to scrap the high standards and high costs of Hollywood productions and adopt assembly line methods, John Mitchell, television director of United Artists, told the television film conference held in New York last Monday.

What is needed, Mr. Mitchell said, are programs representing out-of-pocket production costs between $500 and $10,000 per program. He added that there are today producers willing to finance production at this cost level. When that statement was questioned, Mr. Mitchell explained that the figure of $500 applied to a five-minute show. Quarter-hour programs, he said, would range in cost from $1,750 to $6,000.

R. J. Rifkin, Ziv Television Inc., urged television producers to develop new production techniques for this new medium and not to go on imitating radio techniques as is now the custom. In pointing out the limitations of today's live TV programs, he stressed the advantages of film and its growing importance in video programming.

Ed Evans of WPIX (TV) New York described the film handling problems of TV stations, decrying the poor quality of prints furnished by some producers and distributors as his principal complaint.

Elaine A. Phillips, WSPD-TV Toledo, outlined the film requirements of a TV station so that it may program regular series of film of the same type and so build up a faithful audience for a particular period each week.

Ed Woodruff, Telecast Films Inc., urged stations to check carefully on film offered at very low prices, citing the dangers of improper clearances which might lead to suits for copyright infringements.

Presents Other Side

From the other side of the picture, Myron Mills of Equity Film Exchange stated that many stations mishandle films, fail to return prints on time, etc. He urged careful handling of films, for the benefit of TV stations as well as the distributors of film.

Irving Leos, Official Films, attributed most of today's problems to video's growing pains, predicting that time will cure most of them. Noting that he received contracts from stations which do not include date or time of showing and other pertinent information, he said that adoption of a standard contract form would be of great value.

Seymour Peyser, attorney, discussed the many legal problems arising with television, the difficulty of clearing rights when contracts were drawn before television was thought of as a medium, the problem of controlling the reception of a video program in a movie theatre or elsewhere where the act of receiving a TV broadcast may constitute a performance for profits, etc. The best practice in the face of today's legal uncertainties, he said, is to be sure that all contracts are as complete and as precise as possible, providing for all contingencies which might arise.

Melvin Gold, president, National Television Film Council, concluded the meeting by reading a draft of the proposed standard exhibition contract for the use of films on television. He urged those attending the meeting to think over the contract and send their suggestions and criticisms to the council for consideration prior to the contract's adoption as an industry model.

Irwin A. Shane, publisher of *Televiser* magazine, was general chairman of the meeting, which had a total attendance of 238. Conference was held at New York's Hotel Biltmore, under the auspices of *Televiser*.

Upcoming

Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.

Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.

Feb. 28: WHAS Transfer Hearing, FCC, Washington, D. C.

March 1: Wander Co. hearing before FTC continued, Durham, N. C.

March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.

March 7-9: Chicago Television Council national TV conference, Chicago.

March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.

March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.

March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.

April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.

April 6-12: NAB Convention, Stevens Hotel, Chicago (April 6-8, Engineering sessions; 11-12, Management sessions).

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

Want to Get a Client "Set" in Memphis

AVAILABLE

To Make Sales

★ 8:45 to 9 a.m. CST, Segment

BILL GORDON'S

"No Name Show"

Mondays Thru Saturdays

WHHM	Sta. B.	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.7	3.5	2.9	2.2	1.2	0.9

Latest Memphis Hooper Continuing Measurement

Forjoe & Co., representatives

Patt McDonald, manager
WHHM
Memphis, Tenn.

WHAS CASE

Hearing to Start Feb. 28

COMPETING applications of Crosley Broadcasting Corp., The Fort Industry Co. and Hope Productions Inc. (Bob Hope) for $1,925,000 purchase of WHAS-AM-FM-TV Louisville were designated by FCC last week under its AVCO rule for competitive hearing to commence Feb. 28 in Washington.

WHAS-TV's request for additional time to complete its construction also was ordered for hearing at the same time. It is expected that a hearing examiner will be named to preside.

One of hearing issues is question of whether Crosley's WLW Cincinnati has coverage overlap with WHAS and, if so, whether such overlap would contravene the Commission's rule banning duopoly (Sec. 3.35). Another issue concerns whether or not a transfer to Fort Industry would conflict with regulations limiting the number of FM stations one entity may own or control (Sec. 3.240).

FCC rules now do not limit AM holdings but do restrict FM outlets to six and TV to five. The Commission has proposed new rules keeping the FM and TV limits and adding an AM limit of seven [BROADCASTING, Aug. 23, 1948, Jan. 24].

Other issues concern inquiry into price, contracts and manner of payment, and plans of each bidder for staffing and programming the stations. The order for hearing on the television extension request indicated FCC wishes to determine whether WHAS "has been diligent in proceeding with the construction" of WHAS-TV. Permit was granted in September 1946.

Crosley filed the initial application for purchase of the Louisville *Courier Journal* and *Times* radio properties last fall [BROADCASTING, Oct. 18, 1948]. WHAS, a clear channel outlet, is assigned 50 kw on 840 kc. In addition to WHAS-AM-FM-TV, deal includes a facsimile station, a developmental outlet and six remote pickup stations.

Crosley is owned by AVCO Mfg. Corp. and in addition to operating WLW has other broadcast interests. These include WINS New York, WLWT (TV) and WLWA (FM) Cincinnati, WLWC (TV) and WLWF (FM) Columbus and WLWD (TV) and WLWB (FM) Dayton, Ohio. Crosley has TV request pending in Indianapolis.

Fort Industry owns WSPD Toledo, WGBS Miami, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WMMN Fairmont, W. Va., and WLOK Lima, Ohio. Each has affiliated FM operation except WMMN. Firm also operates WJBK-TV, WSPD-TV and WAGA-TV and has applications pending for TV in Miami and Wheeling.

Hope Productions Inc. is solely owned by Bob Hope, NBC comedian and movie star.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK DEC 19-25, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	32.8	+0.5
2	7	Harris-Faye Show	27.4	+3.0
3	3	Fibber McGee & Molly	25.7	—1.8
4	6	Jack Benny	25.4	+0.1
5	2	Talent Scouts	25.3	—2.4
6	4	Bob Hope	24.3	—1.3
7	5	My Friend Irma	24.0	—0.2
8	8	Jergens Journal	23.7	+0.6
9	19	Charlie McCarthy	23.6	+3.3
10	34	Fred Allen	22.5	+4.0
11	16	FBI in Peace and War	22.4	+1.5
12	13	People Are Funny	22.2	+0.9
13	10	Duffy's Tavern	22.0	—0.4
14	15	Mr. Keen	21.6	+0.7
15	9	Suspense	21.1	—2.2
16	12	Mr. District Attorney	20.9	—1.4
17	23	Amon 'n' Andy	20.3	—0.8
18	41	Red Skelton	19.8	+1.2
19	17	Big Town	19.8	—0.1
20	63	Merry Go Round	19.7	+4.8
EVENING, 2 to 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	14.4	—0.1
2	3	Edward R. Murrow	13.9	+0.7
3	1	Lone Ranger	13.8	—2.7
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	5	Godfrey (L.M.)	11.3	—0.1
2	2	When a Girl Marries	11.2	—1.3
3	1	Backstage Wife	11.1	—1.3
4	3	Right to Happiness	10.8	—1.3
5	9	Portia Faces Life	10.6	—0.6
6	10	Pepper Young's Family	10.3	—0.7
7	6	Stella Dallas	10.3	—1.4
8	4	Young Widder Brown	10.3	—1.8
9	8	Our Gal, Sunday	10.2	—0.4
10	28	Front Page Farrell	9.9	+0.8
11	7	Helen Trent	9.7	—0.6
12	19	Godfrey (Nabisco)	9.6	+0.3
13	14	Big Sister	9.6	—0.4
14	13	Ma Perkins (CBS)	9.5	—0.5
15	11	Lorenzo Jones	9.5	—1.3
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	18.4	+3.1
2	2	Quick as a Flash	17.6	+3.4
3	7	The Shadow	15.4	+3.1
4	10	House of Mystery	13.8	+1.4
5	24	Merrill-Boston Pops	12.5	+5.1

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	24.2	—0.7
2	10	Harris-Fay Show	21.5	+3.3
3	2	Fibber McGee & Molly	21.3	—0.6
4	7	Jack Benny	21.2	+1.2
5	3	Jergens Journal	21.0	+0.5
6	4	My Friend Irma	20.6	+1.2
7	24	Charlie McCarthy	18.4	+3.1
8	14	People Are Funny	18.4	+1.2
9	5	Talent Scouts	18.3	—1.6
10	12	Mr. Keen	18.2	+0.3
11	33	Fred Allen	17.2	+3.0
12	11	Duffy's Tavern	17.2	—0.6
13	9	District Attorney	17.2	—1.6
14	15	Suspense	17.0	—0.3
15	6	Bob Hope	16.7	—3.5
16	23	Mystery Theater	16.3	+0.1
17	25	Amos 'n' Andy	16.1	+0.2
18	48	Roy Rogers	15.5	+3.4
19	19	FBI Peace War	15.4	—0.5
20	18	Crime Photographer	15.3	—0.8
EVENING, 2 to 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	12.3	—0.2
2	6	Edward R. Murrow	11.2	+1.3
3	1	Lone Ranger	11.0	—1.9
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Backstage Wife	10.2	—1.1
2	2	When a Girl Marries	9.7	—1.5
3	3	Right to Happiness	9.6	—1.2
4	9	Portia Faces Life	9.5	—0.5
5	7	Pepper Young's Family	9.2	—0.8
6	5	Stella Dallas	9.1	—1.4
7	8	Godfrey (L & M)	9.0	—0.5
8	10	Our Gal, Sunday	9.0	—0.2
9	4	Young Widder Brown	8.9	—1.9
10	17	Godfrey (Nabisco)	8.6	+0.3
11	11	Ma Perkins (CBS)	8.5	—0.6
12	27	Front Page Farrell	8.4	+0.7
13	6	Helen Trent	8.4	—0.6
14	13	Big Sister	8.4	—0.4
15	24	Just Plain Bill	8.1	0.0
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	14.7	+2.2
2	4	The Shadow	12.9	+2.7
3	7	Quick as a Flash	12.0	+2.7
4	10	House of Mystery	10.3	+1.3
5	6	Armstrong Theater	9.1	—1.0

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COL. NUSSBAUM

Injured in Plane Crash

COL. HOWARD NUSSBAUM, chief of the radio and television branch of the Air Forces public information division, was among the five men injured in the crash of an Air Force plane near Washington, D. C., Jan. 23, which claimed the lives of two others.



Col. Nussbaum

The plane, a C-45, crashed near Andrews Air Force Base, in its third attempt at an instrument landing during rain and poor visibility.

Col. Nussbaum, 38, was taken to Bethesda Naval Hospital, Bethesda, Md., where his condition was described Thursday as being improved.

Ayers Is V.P.

WALTER C. AYERS, senior partner for several years in the firm of Brooke, Smith, French & Dorrance, Detroit, has been elected executive vice president of the advertising agency.

WTVJ (TV)

Gets Temporary Go Ahead

SPECIAL temporary authorization to commence commercial operation was granted by FCC last week to WTVJ (TV) Miami, Fla. Station fortnight ago was subject of an initial decision by Comr. Paul A. Walker ruling that the Commission should "revoke" its revocation proceeding against WTVJ [BROADCASTING, Jan. 10].

FCC last week also granted application of WTVJ for extension of completion date to July 27 and denied petition of pending Miami TV applicants seeking that the extension request be consolidated in the new station hearing. Comr. Robert F. Jones dissented in part. Consent also was given to WTVJ's request for modification of its permit in part, with effective radiated power of 1.45 kw visual and 0.73 kw aural.

The STA, valid until April 17, specifies temporary antenna 286 ft. about average terrain and ERP of 2.2 kw visual and 1.1 kw aural.

The initial decision of Comr. Walker also had recommended that approval be granted to transfer of WTVJ to Wolfson-Meyer Theatre Enterprises. Permittee is Southern Radio and Television Equipment Co. The Commission's earlier order of revocation was based upon alleged concealment and misrepresentation of ownership.

STATION SALES

Three Apply to FCC

APPLICATION was tendered for filing last week at FCC for acquisition of control of KSAL Salina, Kan., by John P., Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAL. Mr. Bailey received $207,000 for his stock. The Harris family controls Hutchinson Pub. Co., other major stockholder in KSAL.

Transfer applications also were filed with the Commission for consent to transactions involving KDLK Del Rio, Tex.; WDIG Dothan, Ala., and KCOI Coalinga, Calif.

The KSAL case is an intercorporate transaction in which the Harris group acquires control solely as result of Mr. Bailey's retiring of his stock and they pay no consideration.

Details of the transfers follow:

WDIG Dothan, Ala.—Assignment of license from Houston Broadcasters to new partnership of same name and including two of three present equal owners. J. P. Burnett sells his one-third interest to Jess M. Swicegood, general manager, for $12,500. Mr. Swicegood becomes two-thirds owner. His sister-in-law, Lola C. Robinson, retains one-third interest. WDIG is assigned 250 w on 1450 kc.

KCOI Coalinga, Calif.—Assignment of CP from D. O. Kinnie, sole owner, to Albert F. Blain (45%), Richard E. Newman Jr. (45%) and Forrest W. Hughes (10%) d/b as KCOI Broadcasting Co. for $500. Mr. Kinnie, part owner of KKIN Visalia, Calif., stated he needed capital for other business. He also has 30% interest in Sierra Broadcasting Co., Visalia TV applicant. Mr. Blain is sales manager and part owner of KKIN and Mr. Hughes is KKIN chief engineer. Mr. Newman owns Sanitary Laundry, Taft, Calif. KCOI is authorized 500 w day on 1470 kc.

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee by John P., Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of station, for $207,000. Salina Journal Inc. owns 194 of total 400 shares in KSAL Inc. Hutchinson Pub. Co., owner 150 shares in KSAL, is owned by Harris family. Total 385 shares now outstanding in Salina Journal are held as follows: Robert J. Laubengayer 65, John P. Harris 124, Sidney Harris 125, Earl C. Woodward 70, and Fred M. Harris 1. Mr. Laubengayer was granted consent by FCC in October 1945 to sell his controlling interest in station. KSAL is assigned 5 kw day, 1 kw night on 1150 kc.

KDLK Del Rio, Tex.—Assignment of license to new partnership of same name, Del Rio Broadcasting Co., and composed of three of four original co-partners. Thomas O. Mathews withdraws to re-enter Army as major. Consideration for his one-quarter interest is $750 plus assumption of proportion of obligations. Partners continuing are James A. Clements, Richard J. Higgins and Joe H. Torbett. KDLK is assigned 250 w on 1230 kc.

Canadian Inquiry

INQUIRY into Canadian broadcasting and television was announced in Ottawa Wednesday coincident with the opening of Parliament. The activities of CBC and other governmental cultural agencies is being investigated by the Royal Commission, according to the announcement.

TV CHANNELS

Coy Sees More Space by End of '49

TELEVISION broadcasters were reassured last week that, in the belief of FCC Chairman Wayne Coy, "the need for additional channels will be met before the current year is finished," and that the VHF video freeze may be lifted within a few months.

In a speech before a joint luncheon meeting of the Radio Executives Club and the Advertising Club of Boston last Tuesday, he substantially reiterated his statement of a few days earlier that FCC hopes the UHF video channels may be opened before the end of the year [BROADCASTING, Jan. 24].

But, he warned, it's not yet known definitely whether FCC now has sufficient propagation data to write UHF video standards. A further hearing on this subject may be necessary but is "by no means certain," he added.

He said his own "present thinking" is that 50 to 70 additional channels may be required for "a nationwide competitive system" of television. At present there are 12 channels. The UHF TV band, extending from 475 to 890 mc, would accommodate 69 6-mc channels, but considerably fewer if 12, 14 or 16 mc channels were necessary.

In discussing the lifting of the VHF freeze, Mr. Coy did not go quite as far in the prepared text of his Boston speech as he went at the CBS Television Clinic in New York the preceding Friday. In New York he predicted the freeze would be removed by April or early May. In the Boston text he renewed his original estimate of six to nine months, pointed out that March 30 will mark the end of six months, and said:

"I am sure the 'freeze' cannot be lifted before then, but it is still a good target date."

He also said he expected a report "within a few weeks" from FCC-industry engineers studying technical data relating to VHF television standards.

"It is my belief that there is substantial agreement on the correctness of the data," he said. "If I am correct in that assumption then it can be expected that the Commission may within a few weeks be able to submit proposed revisions of Standards of Good Engineering Practice for television."

Chairman Coy noted that industry spokesmen seemed agreed that most or all of the UHF band should be used for the present TV system and that high-definition black-and-white or color would have to wait for future development. "It is almost unnecessary to observe that such a position is compatible with their present interests," he said, adding:

"The Commission must, however, look at the problem from the point of view of the public interest. If either high-definition black-and-white or color television is now practical and feasible, the Commission can hardly stand in the way of such a development and thus retard progress."

He considered it "inevitable" that the present sound networks "will soon begin the task of revising their program structures and may end up with two network services—one to areas with television service available and one to areas where television is not available".

Of the programs inaugurating the coaxial link between the Eastern and Midwestern TV networks [BROADCASTING, Jan. 17], Mr. Coy said he "had the feeling . . . and it still persists, that television broadcasters did not put their best foot forward on that night. They missed a great opportunity to showcase the best of their program services; like, for example, 'The Man Who Came to Dinner' on CBS Sunday night, Jan. 16, or 'Papa Is All,' which was on NBC the same night."

He cautioned that "new techniques" of television broadcasting must be devised "or a considerable segment of the population of the country may be without television service." He cited Stratovision as a possible contribution to the coverage solution, but saw some high-policy questions rising out of Stratovision's potential:

"Sometime in the near future the FCC will determine if this novel method is technically feasible and whether assigning exclusive channels for nationwide coverage in this way would be in the public interest. Investing one company with so much power over publicly owned channels of communication raises serious questions of free speech and monopoly and must be carefully weighed."

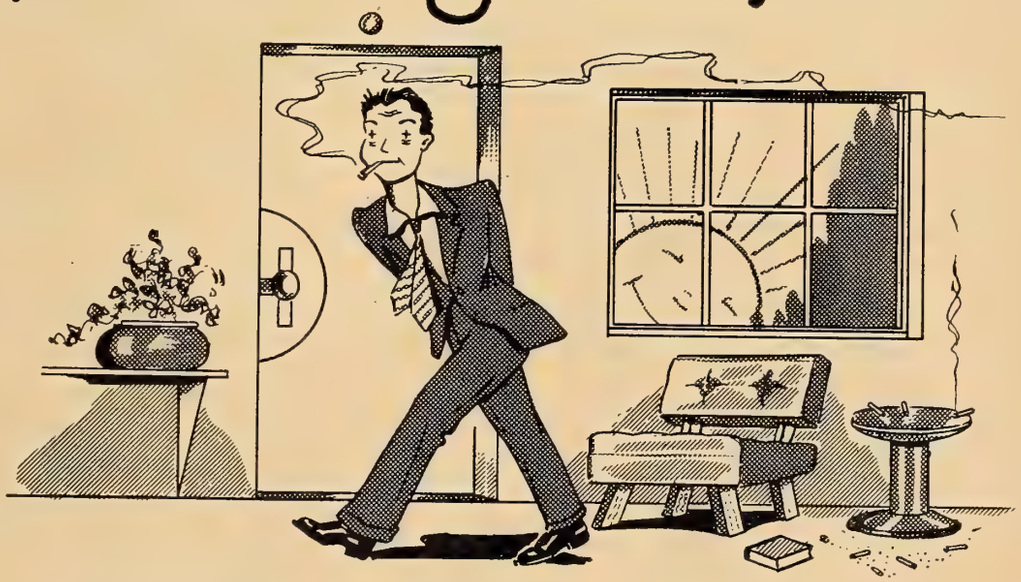
DR. IMRE PATAL

Tube Researcher Dead

DR. IMRE F. PATAL, 54, noted for his research in the electron tube field, died Jan. 19 in University Hospital, Philadelphia. Dr. Patal, noted physicist and member of the staff of Franklin Institute's Bartol Research Foundation, Swarthmore, Pa., was credited with developments in radio tube cathodes, improvements in television tubes and a new process for darkened glass.

Before coming to this country, Dr. Patal was in charge of television and radio research laboratories in his native Hungary and Holland. He is survived by his wife, Agi Jambor, a concert pianist.

We're having a Baby at 630!



YES . . . any minute now KMAC will be the proud possessor of a nice fat 5,000 watts, unlimited, at 630 . . . and we're all sweating out the big event. And along with us, there's an audience of one and one-quarter MILLION awaiting the new arrival . . . here in the nation's 27th market. Let Pearson give you the details!

MUTUAL IN SAN ANTONIO

MBS KMAC-KISS TSN

Howard W. (Papa) Davis, owner

Represented Nationally by John E. Pearson Company

Free Speech Battle

(Continued from page 27)

of legislation having the effect of law and backed up by the most sinister method of punishment in our system of law."

Most of the facts in the case were stipulated in an agreement among counsel, with stations (except WBAL) conceding they had made the broadcasts that aroused the court's ire last July.

Judge Gray and counsel agreed that use of the terms "publication" and "freedom of press" and similar words applied to broadcasting as well as newspapers.

Several times suggestion was made that Gov. William Preston Lane Jr. should have been cited for contempt because he congratulated Baltimore police for capturing the murder suspect. Similar action against police officials who announced the prisoner had confessed also was proposed.

Opens Prosecution

Opening the prosecution, Anselm Sodaro, assistant states attorney, said the court's contempt power is inherent under common law. He introduced Attorney Murphy as his only witness. J. Harold Grady, another assistant states attorney, contended that trial by newspaper seriously impaired the right of accused persons to an impartial trial and must not be allowed to interfere with the administration of criminal law.

Charles G. Page, appearing with George Coachran Doub for the Senior Bar Assn. of Baltimore, cited right to a fair trial under Maryland's Bill of Rights and said trial by newspaper is nonexistent in England. He felt the power of the courts must not be impaired by legislation.

Shriver Appearance

J. Nicholas Shriver presented the case of the Junior Bar Assn. of Baltimore. Associated with him were James B. Maginnis, E. Paul Mason Jr. and James R. Crock Jr. Mr. Shriver traced the English common law history of contempt powers and asked the court to take judicial notice "that you don't listen to out-of-town stations but to your local stations." He apparently referred to statements that WTOP Washington, for example, had Baltimore coverage and carried news about the murderer without being subject to the Baltimore court's censorship.

Joseph L. Paper, associated with John H. Skeen Jr. in representing the Maryland Civil Liberties Committee, too, took issue with the national organization's position and argued on behalf of the court's powers. He conceded Rule 904 restricts freedom of the press and cited the Hauptmann case as an example of a trial in which newspapers "decided they were king."

Hilary W. Gans, for WITH and Mr. Connolly, reduced the case to two issues—validity of Rule 904; but assuming its validity, did the broadcasts support the contempt citations? He pointed out that both sides concede Rule 904 is based on the "tendency" contempt rule. Therefore the rule is invalid since predicated on a standard no longer part of the law, he argued. "We can't be held in contempt of a rule which is invalid," he said.

All jurors will be influenced somewhat by publication of news about criminals but this doesn't prevent a fair trial, he contended.

Mr. Fly, closing the Wednesday argument, contended that if this proceeding involves the "right of a radio station to squawk," then everyone might as well go home. Free speech protects the vast reading and listening public, he contended. "This is an awfully grave case," he added. "I didn't think there was anything like this in the country. I'm not surprised that our friends (prosecution) had to go to England to support their position. Give us a fettered press and our democracy is in danger. The only thing certain is that you have a substantial abridgement of liberties guaranteed by the First and 14th Amendments."

WCBM Testimony

W. Frank Every and Paul D. P. Spearman represented WCBM Baltimore. Their brief described Rule 904 as vague and ambiguous, denying equal process rights under the 14th Amendment. The rule has no control over broadcasts and news dissemination originating outside the state, they reminded. The restraints were declared to amount to censorship, prohibited by Article 40 of the Maryland Declaration of Rights and the U. S. Constitution. The rule was said to control the time of making the material public, not the nature of the matter.

NAB cited Section 326 of the Communications Act as forbidding censorship. Don Petty, for NAB, covered court decisions on the contempt rule and said the court was acting as a "board of censors." American Newspaper Publishers Assn., represented by William K. Van Allen, flatly opposed the court's contempt procedure [BROADCASTING, Jan. 24].

William L. Marbury and John W. T. Webb, for WFBR Baltimore, pointed out that the Baltimore judges often disagree on whether individual stories violate Rule 904, with one newspaper getting an adverse ruling while its competitor was receiving a favorable opinion and printing the material. The Maryland Act of 1853 forbids courts from inflicting summary punishment for contempt, they argued in their brief, reminding that contempt powers arose from the need of maintaining order in the courtroom. They cited constitutional guarantees and insisted publication of press releases by public officials cannot be treated as contempt.

In his oral argument Thursday Mr. Spearman said regulation of interstate and foreign commerce is up to Congress, which has preempted the right to control broadcasting. FCC has the specific right to control "all" interstate and foreign transmissions, he said, reminding that under Federal law "there is no such animal as an intrastate broadcast." As a result, Rule 904 "has to be thrown right out the window," he claimed, being a threat and burden to the broadcasting of news in interstate commerce. WCBM signals are transmitted to other states, he said, a fact stipulated in the case.

Arguing for WSID, John J. Neubauer said the station is outside Baltimore city and out of the court's jurisdiction the same as the Eastern Shore and other parts of Maryland. Even if its broadcasts in the murder case had been heard in Baltimore, WSID is not guilty since the prosecution failed to prove they were actually heard in the city, it was contended.

Judge Gray wound up the Thursday afternoon session by asking counsel to submit further argument Friday on constitutional questions.

BERLE SHOW TOPS

N. Y. TV Hooper for Jan.

FOR THE fifth consecutive time, Milton Berle's *Texaco Star Theatre* (NBC-TV, Tuesdays, 8-9 p.m. for the Texas Co.), tops all New York TV Hooperatings, according to the C. E. Hooper Inc. January report.

The report gives the Texaco show a 79.6 rating.

Hitting a second-place 60.0, *Arthur Godfrey and His Friends*, (Liggett & Myers) established an all-time record 97% sponsor identification. The figures represent the program's premiere broadcast.

TOP TEN TV HOOPERATINGS
(Regularly Scheduled Sponsored Television Programs)
January 1949

		Station	Rating
1.	Texaco Star Theatre	WNBT	79.6
2.	Arthur Godfrey and His Friends	WCBS-TV	60.0
3.	Arthur Godfrey's Talent Scouts	WCBS-TV	56.1
4.	Toast of the Town	WCBS-TV	49.0
5.	Kraft TV Theatre	WNBT	42.4
6.	Amateur Hour	WABD	37.5
7.	We, the People	WCBS-TV	37.1
8.	Arrow Show	WNBT	35.6
9.	Dunninger and Winchell	WNBT	34.5
10.	Gulf Show	WNBT	31.6

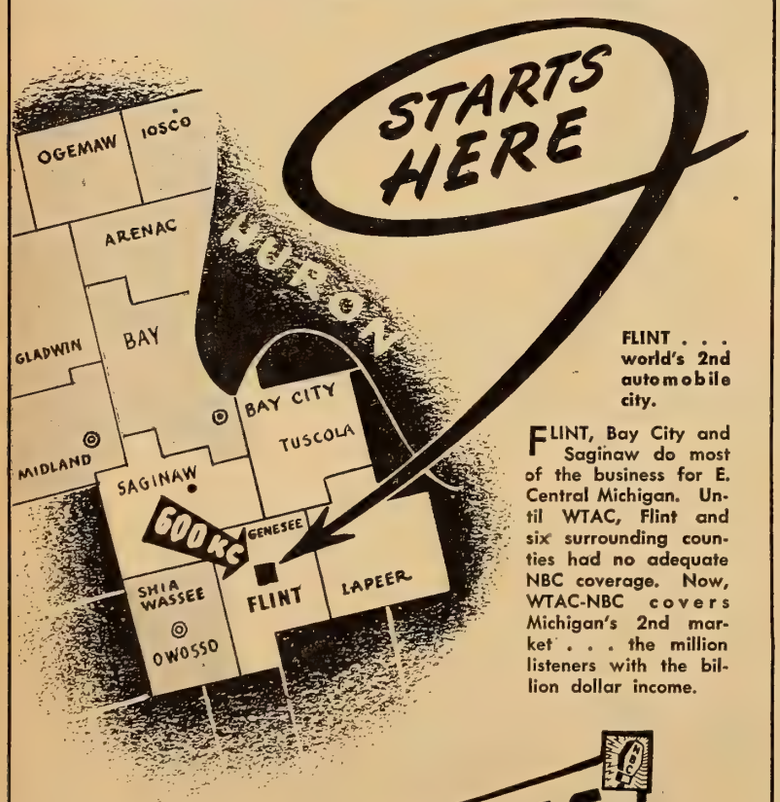
PERFECT CIRCLE

Sponsoring Speed Classic

FOR the fourth consecutive year, Perfect Circle Corp., Hagerstown, Ind. (pistons), will sponsor the 500 mile Indianapolis Speedway Races over the MBS network on Memorial Day.

More than 500 stations will carry the May 30 event, with race descriptions to be reported during four different broadcast periods. Bill Slater, Mutual's ace commentator and sportscaster, will act as chief announcer. Agency for the sponsor is Henri, Hurst & McDonald Inc., Chicago.

YOUR NEW CHEVROLET OR BUICK



FLINT . . . world's 2nd automobile city.

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

WTAC
FLINT, MICHIGAN

DETROIT

1000 Watts Day — 500 Night

600 KC

Paul H. Raymer, Representative

TV PICTURE

Merits of AM, FM Tested at Laurel

FCC last week unveiled its laboratory tests of an FM television picture to a group of industry engineers. The demonstration was staged at the Commission's laboratory outside Laurel, Md., about half way between Washington and Baltimore.

The experiments are designed to show relative merits of AM and FM pictures from an interference standpoint [BROADCASTING, Jan. 17].

Though the FM pictures showed less interference effect in some portions of the tests, the opposite was true at other times. This led some of the engineers present at the experiment to question the value of FM pictures as compared to the present AM images.

Most of the engineers present spoke favorably of the experiments as another step in the long-time visual art, but there seemed to be a feeling that FM transmission of pictures could not be developed in time for allocation of the ultra-high frequency band within a year.

FM made its best showing at Laurel in demonstrations of co-channel and adjacent-channel interference. When multipath or ghosting effects were produced artifically, FM didn't show superiority.

The demonstration was in charge of Edward W. Chapin, chief of the FCC Laboratories Division. Operating the equipment and explaining various aspects of the tests was Willmar K. Roberts, assistant chief, aided by Frank D. Craig, engineer.

Three Receivers Used

Two TV receivers were set up in the laboratory, 12-inch DuMont Chatham models. One was modified as an FM receiver, containing a limiter and discriminator but not including sound. The two receivers were driven by a third receiver, which picked up TV stations in Washington and Baltimore.

First test showed FM and AM video modulation from a local monoscope source, using desired to undesired signal levels of 1 to 1, 4 to 1, 10 to 1, 20 to 1 and 100 to 1. The WNBW Washington test pattern was on the screen.

Most of the time there was little difference in picture quality.

Then co-channel interference was demonstrated between two AM video signals on Channel 4 and two FM video signals on Channel 5. At 4 to 1, the FM picture had a beat distributed over the frequency. With AM, the synchronization suffered from interference.

At 10 to 1, FM was better, showing slight moving vertical bars as AM was marred by heavy bars and background interference.

At 20 to 1, FM interference was fine in detail without herringbone or stripes whereas AM had a large beat. At 100 to 1 the moving component was apparent on FM but to the average viewer the difference between AM and FM was not noticeable.

Interference from signals other than TV (CW) was demonstrated. Both FM and AM were hopeless at 1 to 1. At 10 to 1 FM was good, with AM showing moving diagonal bars. In FM the beats did not line up in regular patterns. At 2 to 1, FM was quite superior to AM. It was pointed out by Mr. Roberts that there always is a point on an FM set where interference can be minimized at some sacrifice in definition.

Multipath Tests

FM failed to show up so well in the multipath or ghost tests. Here a 900-foot cable and attenuator were used to create ghost effects artifically. At 1 to 1, the AM picture had a ghost of about ¼-inch displacement on the screen. The FM screen showed brilliant white halo outlines around the images. AM synchronization was off somewhat.

With 5 to 1 signal ratio, AM was brighter, with black and white ghosts. It appeared at least as good as FM which had flashing diagonal lines some of the time.

RCA representatives recalled their FM picture tests nearly a decade ago in which laboratory results were extremely promising. In the field, however, the results of 1 kw transmission from the Empire State Bldg. in New York were extremely disappointing, it was explained. These tests played an important role in the later recommendations of National Television System Committee and Radio Technical Planning Board against use of FM picture transmission. Those tests showed barely noticeable effects in AM, with FM faring badly by comparison. Similar results were obtained in wartime Project Ring, in which AM and FM picture transmission were compared in airborne tests.

Those observing the demonstration included Dr. Thomas T. Goldsmith, DuMont Labs.; T. A. M. Craven, Ronald H. Culver, George M. Lohnes and Lawrence R. Poast, of Craven, Lohnes & Culver; Ray D. Kell, Dr. George H. Brown, Raymond E. Simonds, RCA; Dixie B. McKey, consultant; Oscar C. Hirsch, Robert Hirsch, KFVS Cape Girardeau, Mo.; George P. Adair, consultant; Jay W. Wright, CBS; Dr. Frank G. Kear, ABC; K. R. Cooke, WGBI Scranton, Pa.; John P. McGoldrick, WQAN Scranton; Cy Braum, chief, FM Broadcast Division, FCC; Royal V. Howard, Neal McNaughten, Charles A. Batson, Harold Fair, Ben Miller, NAB.

QUINONES

Hits Government Inroads In Puerto Rico Radio

THE PRECEDENT of a government-owned and operated commercial station is being established in Puerto Rico now, U. S. broadcasters were warned last Thursday by Jose Ramon Quinones, president of WAPA San Juan, P. R., in a Puerto Rico Day address before the Radio Executives Club of New York.

He said he came before American broadcasters to plead his case, which, he asserted, involved unfair competition by government against business. He further warned that if a government-owned commercial station could happen in Puerto Rico, an American territory, it could happen here in any state.

He traced the establishment of the government-owned AM station in San Juan and of two FM stations, all licensed by FCC to the Island's Communications Authority. He said the 10-kw AM station was not, for the time being selling time, but was permitted to do so.

Its existence, with this right to sell time, was a threat to Island broadcasters and ultimately to U. S. stations, he indicated. He said it was built with taxpayers' money, some of which was paid by private radio stations, and was permitted to operate under these conditions which were unfair to private broadcasters.

1. The government station is excluded from the 19.8% internal revenue tax on radio or electrical equipment imposed on privately-owned stations.

2. Non-resident artists on the government station must pay 12% income tax but on private stations 29%.

3. Government - owned stations pay no income tax, but privately-owned stations do.

4. Government - owned stations pay no interest on debts.

5. Government advertising expenditures will now go to the government station to the hurt of private radio.

Mr. Quinones then said:

"I want to call your attention today, that if this situation is allowed to develop in an American territory where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any state government constructing or owning one, two, ten or fifty radio stations in their respective states and operating commercially in competition with the rest of the stations owned by private persons or entities in said state? If this precedent is permitted and accepted, why should the federal government not own or control two, ten or fifty stations in different parts of this nation, with 50 or 100,000 watts power and operating on commercial basis to compete with the nation's private broadcasters?"

Thomas Muniz, president of the Puerto Rico Broadcasters Association, also spoke. He was presented with the original of the proclamation opening Puerto Rico ports to world trade in 1815 by Carl Haverlin, president of the Radio Executives Club. Mr. Haverlin greeted the Puerto Rican visitors in their native tongue.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

FIRST!



For over 24 years, WDBJ has maintained FIRST place in PRESTIGE, COVERAGE, SERVICE and LISTENERSHIP in Roanoke and most of Southwest Virginia.

Ask Free & Peters!

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

AM • FM
TELEVISION
TOWERS



Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES. PA.

Senate

(Continued from page 23)

each. The general counsel, chief accountant and chief engineer would be directly under the Commission.

The report sounded a "note of caution" with respect to the proposal, in connection with the panel system which FCC is considering, that the chairman devote himself to administrative duties and serve on no panel. The chairman, said the report, "is the responsible head of the agency and it cannot, by its own rules, lift from him the responsibility that the law lays upon him."

Creation of an FCC "legal review board" apart from the law bureau and assigned solely to aid the Commission in reviewing proposed decisions and writing final decisions also was recommended. This, the subcommittee felt, would obviate "many" criticisms of FCC.

Blaming FCC's administrative faults basically upon "an archaic and clumsy organization of its administrative machinery," the report said:

"We are aware that the Commission, even today, frequently ignores and by-passes its own rules in arriving at decisions; that it continues the extra-legal conduct of judicial law-making which is repugnant to sound regulation; and that on occasion it arrogates to itself powers and authority which we fail to perceive in the basic Act."

Would Offset Criticism

The subcommittee felt "an internal reorganization" could eliminate or modify "a great deal of the very valid criticism made against the Commission." But of the panel system of organization it said:

We must observe that the panel system has its weaknesses. We believe it is one of the axioms of judicial procedure that the body created to render decisions is expected to render those decisions as a whole. Litigants have a right to expect that a decision which may vitally affect them has been passed upon by the entire Commission created to make such adjudications.

Many Members of Congress feel, and we believe rightly, that creation of a panel system may result in bypassing of the Commission as a whole with contested decisions being left to three Commissioners, which could mean under certain circumstances that one Commissioner finally decides the issue. On the other hand, we are aware that the Commission must find a method of speeding up its work and reducing the current backlog of cases, which we are informed represents as much as 15 months' work.

The subcommittee felt that contested cases in particular need the attention of the full Commission. It suggested that such a case might be assigned to a committee or group of Commissioners to write the final decision, but with "the fullest consideration" by all members. In uncontested cases the subcommittee's decision "would naturally become the final decision of the whole Commission unless objected to by the majority."

With respect to its proposal for cease-and-desist orders, the subcommittee pointed out that the law now provides the same penalty—revocation—for all types of violation. "Obviously," the report said, "the Commission would be reluctant to revoke a license for a minor offense and therefore minor offenses may be committed almost with impunity." The report continued:

Your subcommittee recommends, therefore, the enactment of a section which would authorize the issuance of cease-and-desist orders for less serious violations. The revocation penalty would remain in effect for two classes of violations: (1) For cases in which the Commission learns of facts or conditions after the granting of a license which would have warranted it to refuse a license originally had it known those facts; (2) for violation of a cease-and-desist order. Both the revocation and cease-and-desist procedure would remain, of course, subject to judicial appeal.

The fraud statute recommended by the subcommittee would be designed primarily to plug a loophole. In most cases, the report noted, licensees are victims rather than perpetrators of fraud schemes using radio, so that there is no basis for proceeding against them. Consequently, the perpetrators can't be reached by present law unless their schemes also employ the mails.

Doubt FCC's Authority

Messrs. Tobey and McFarland held that "in the absence of affirmative legislation authorizing power in excess of 50,000 w, we doubt the Commission's legal authority to grant power in excess of 50,000 w." This belief stemmed from the so-called Wheeler Resolution of 1938, which held it to be the sense of the Senate that no station should use more than 50 kw power.

The subcommittee took the Commission to task for not having continued "the policy it began years ago of duplicating so-called clear channels in the interest of better use of scarce radio frequencies."

Text of the subcommittee's recommendations on the clear-channel and high-power question, on the outcome of which depends the fate of the clear-channel stations and their bid for power in the 500-750 kw range:

(a) That since the question of increasing power for operation of AM radio stations above the present limit of 50,000 w involves a basic, fundamental policy of the highest national importance concerned with the economic and political health of the U. S., it is a question which can legally be determined only by the Congress through the enactment of legislation (the Commission obviously has reversed its interpretation of the law and has abandoned its own precedents of duplicating clear channels); that such legislation should not be considered until after the North American Regional Broadcasting Conference is held; thereafter the Commission be invited to make recommendations for such legislative changes as it deems advisable with respect to these matters;

(b) That if it is deemed essential to circulate this country's views on the clear-channel superpower question among the other signatories to the NARBA prior to said Conference, the U. S. should declare that since the Congress has never authorized operation of domestic AM radio stations with power in excess of 50,000 w in this country, the U. S. will advocate such 50,000 w power limitation for all signatories (with each signatory having the authority to prescribe such use of its own clear channels as best serves its own listeners and the country's public interest but no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory); and

(c) That the FCC be promptly advised of these recommendations.

The subcommittee said "we reject completely the argument that the FCC should render a decision forthwith in the clear-channel case

FCC's PANELS

Report Doubts Legality

THE TOBEY-McFARLAND communications report to the Senate Interstate Commerce Commission (see story, page 23) sent observers scurrying to look up the Communications Act when it discussed the legal authority for establishment of the panel system which FCC has been considering [BROADCASTING, Jan. 10].

The report held that "adoption of the panel system without enactment of legislation specifically dealing with the subject is not contemplated by the existing law, which contemplates that all decisions must be made by the whole Commission."

Here, in part, is what Sec. 5 of the Communications Act provides with respect to the division system:

The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members . . . Each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations . . .

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so that U. S. policy on this question would be established for the purpose of informing the other countries now of what our position is to be at the forthcoming Conference. It would be a new departure in Government, in our experience, for a regulatory agency decision involving private litigants to become binding as formulating what this country's policy should be in an international treaty."

Messrs. Tobey and McFarland said they knew that a number of other NARBA nations "do not look with favor" on U. S. use of 500 to 750 kw. The U. S., they added, should oppose "excessive power" in other countries, "for our own good." They noted that "such high-power operation in Mexico at the present time already provides serious interference with stations ranging from Florida to California."

The subcommittee said it was aware of contentions that the clear-channel case involves engineering questions which should be left to the FCC. "We reject that contention as unrealistic, bureaucratic, and not in accord with the formulation of the Communications Act and the legal precedents thereunder," they declared. They regarded the issue as a policy matter of national importance which should be decided by Congress.

The report said:

We deem it essential to point out here that the most effective and available means of bringing additional AM radio service to . . . underserved areas is to duplicate in those areas the present clear-channel stations. There is no sound reason, either from an engineering or policy standpoint, why the same channel now occupied by a New York or Chicago or Louisville station could not also be assigned to a station located in Texas, or Arizona, or Utah, or Colorado, or Idaho, or eastern Washington to provide additional radio service to those areas.

. . . In fact, we suggest that under the Communications Act, the Commission has a duty under the fair-and-equitable-distribution-of-facilities section to make a better and fairer assignment of frequencies than now exists; we do not believe that exclusive use of a frequency by a single licensee is in accord with the clear meaning of the law.

The report harked back to Sen. Tobey's probe of FM progress in hearings succeeding those on the 1948 Johnson Bill.

Obviously referring to FM Inventor Edwin H. Armstrong's fight with FCC over its reallocation of FM, the report accused the Commission of sometimes being "overawed and too much impressed" by the engineering views of representatives of "major commercial interests in the industry."

The report continued:

. . . We earnestly recommend that this committee continue its investigation into this phase of Commission and industry operations with the purpose of a complete exploration of every influence that has been exerted to bring about various decisions.

We recommend this course because only by such pitiless exposures can we hope to make certain that yet-to-be-made decisions of the greatest and most paramount importance to the American people in the field of electronics generally and radio television specifically will be really in the general public interest and not for the benefit of vested interests.

The subcommittee upheld FCC against charges of censorship through program review, declaring:

"To us it appears ridiculous to hold that a person operating under a federal license shall not be answerable to a constituted authority for his performance under that license . . . In view of the repeated court decisions which confirm our interpretation of the Act, we see no need for and recommend no legislative changes in the Act in this respect."

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BASEBALL RATE

Revision Sought by WU

NEW RATES permitting subscribers to sell Western Union's direct-wire baseball play-by-play service to other stations are being prepared by Western Union for filing with FCC.

The proposed new charges were disclosed by the company last week in the release of a telegram answering protests raised by Edward Breen, president and general manager of KVFD and KFMY (FM) Fort Dodge, Iowa.

Mr. Breen, also NAB board member for small stations, had wired FCC and Western Union that he understood the rates were to be raised for subscribers to the direct-wire service if they feed re-creations of games to associated stations. He said this would "result in death of many small baseball networks including one of which I am president."

Western Union Vice President W. S. Fowler replied that the present contracts "include the condition that the service is furnished to individual subscribers who may not sell or give away the reports to others.

"In order to permit dissemination of the service to others a new tariff is being prepared for filing which will give radio stations subscribing to the service the privilege of selling it to other stations in the same network," Mr. Fowler continued.

The new rates, in addition to the present charge to the "control" station, will be $5 each for the first five additional stations, $2.50 each for the next five, and $1.50 for each station over 11 in any network, WU reported.

Capitol Hill

(Continued from page 29)

Commissioners from $10,000 to $17,500 per annum.

Quick subcommittee approval of the measure was expected with possible full committee action by tomorrow (Feb. 1). It may reach the Senate floor by Feb. 3.

No hearings on this legislative proposal were scheduled last week by the House Post Office and Civil Service Committee, which has a similar bill before it.

During an organizational meeting Jan. 25, the House Interstate and Foreign Commerce Committee agreed to the establishment of subcommittees.

Formation of a communications subcommittee reportedly was not authorized but the possibility of its creation at a later date has not been dismissed.

A seven-month extension of the voluntary allocation program under which scarce materials are rationed among industrial users was unanimously approved Jan. 26 by the Senate Banking and Currency Committee. A companion measure was favorably reported Jan. 27 by the House Banking Committee.

Census Bill

A second bill (HR-1688) seeking inclusion of a housing census in the 1950 decennial census was introduced Jan. 20 by Rep. George P. Miller (D-Calif.).

In this measure and in a similar one (HR-1215) introduced by Rep. John E. Fogarty (D-R. I.) [BROADCASTING, Jan. 24], lies the only hope for a radio census question in 1950.

Both measures have been assigned to the House Post Office and Civil Service Committee.

A companion census measure (S-688) was introduced Jan. 27 in the Senate by Rep. O'Conor. It was referred to the Senate Post Office and Civil Service Committee.

Rep. Robert Crosser (D-Ohio) introduced a measure (HR-1711) Jan. 24 to provide for the dissemination of technological, scientific and engineering information to American business and industry.

Congressman Crosser's proposal is designed to clarify and define the functions and responsibilities of the Department of Commerce as a central clearinghouse for such data.

Tax Repeal Measures

Additional agitation for repeal of taxes on telegraph, radio and cable services was evidenced last week.

Rep. Wesley A. D'Ewart (R-Mont.) introduced a measure (HR-1893) Jan. 27 to repeal the wartime increases on these taxes. A similar measure was offered in the House that day by Rep. James I. Dolliver (R-Iowa).

Previously two other measures for outright repeal of the taxes were presented to the 81st Congress.

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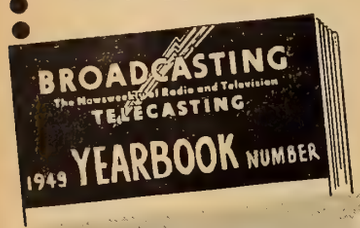
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YEARBOOK Special

Johnson Prods

(Continued from page 22)

self on record as being "firmly and unequivocally opposed to this or any other compromise on this question."

Transmittal to Congress of the view that "the overwhelming majority of the radio stations in this country oppose superpower and clear channel operation" failed, he said.

They failed, also, in bringing the issue "home to the people in your own communities and states," according to the legislator.

There is a place for AM radio and the clear channel fight should not be abandoned in view of the apparent proximity of mass television, Sen. Johnson told the broadcasters. He said:

I also understand that some of the independent broadcasters believe that this fight doesn't make much difference since television is going to destroy all of you anyway. Don't you believe it! None of the clear channels is planning on suspending because of television. If there is a place for them, there is a place for you. Television is a great development; people like it and it is bound to grow. But it will be many, many years before a television program will be available in every town and hamlet and farm and ranch house in this country. For years there will be room for radio, as we know it today. But conceding that television is the coming thing, isn't it clear that if you quit now you will have taken a big step toward barring yourselves from television as it improves and expands. The defeatist viewpoint echoed by some of the independent broadcasters is exactly the viewpoint that the big stations and networks want you to have. They want you to quietly fold up your AM and FM operations so that when they are ready, they, and only they, will be in a position to take over television.

. . . The most equitable and stabilizing thing that could be done for the radio industry in this period of conversion from aural radio to a combination of aural and video is to assure AM and FM licensees that they will not be denied the opportunity to get in on the ground floor when additional video channels are made available by new scientific development already well past the initial stage.

The issue of higher power and clear channels was labelled "the most important issue in AM radio today" by Sen. Johnson. He said:

It is important to broadcasters from an economic standpoint. If and when 24 stations in this country are authorized to operate with 750,000 watts of power, 2,000 stations are going to wither on the vine . . . I regard this glaring situation as alarming not only because the radio tail will wag the radio dog but because super power means domination of the air waves—domination of programming—domination by a few powerful corporations of what the citizens of America must hear. There will be no middle class of broadcasters. Either radio will be big and powerful or small and strictly local. Super power plus clear channels plus four networks plus a slower momentum in business spell disaster to your group.

The question of upped power and clear channels, Sen. Johnson maintained, can be properly settled only by the Congress and "not by the quasi-judicial arm, the FCC, which Congress created to administer radio policies and radio law."

On this matter, Sen. Johnson held:

. . . when three vital sections of the law are considered together—the public interest section, the section which requires competition in radio broadcasting, and the equitable allocation of frequencies section—the Commission does not have the legal right under the law to make a decision granting power above 50,000 watts. I make this statement fully realizing that the Commission is given the power under Section 303. I insist the Commission was correct, and that it was functioning in accordance with the law when for years it followed the principle of duplicating clear channels. I assert that the Commission has reversed itself on the policy of duplicating clear channels and that should it grant any power in excess of 50,000 watts it would act without due regard for the welfare of the listening public. To the contrary it would be acting in the interests of special privilege and monopoly and in violation of the clear intent of the law.

Sen. Johnson told the anti-clear band that his position was "strongly fortified" by a report of a communications subcommittee of the Senate Interstate and Foreign Commerce Committee (see separate story, page 23.)

Informed that a clear channel decision was forthcoming from the Commission a few weeks ago, Sen. Johnson discussed the matter with Chairman Wayne Coy.

At that time, Sen. Johnson explained "I made clear to him that I would regard it as unfortunate if the Commission were to render a decision prior to the North American Regional Broadcast Conference, scheduled for next fall."

Sen. Johnson insists that the Commission "cannot and must not commit the United States to a policy affecting all of North America" a few months prior to the September NARBA conference in Canada.

No Interference

It was the contention of the legislator that "this country's position at the approaching NARBA conference should be that no AM radio station in any North American country be operated with more than 50,000 watts of power to the end that we do not interfere with them and they do not interfere with us, as is the case today with Mexican and Cuban stations."

The Commission should recommend to Congress whatever legislation is needed if basic legislation is needed after the NARBA agreement to implement the principles agreed upon then.

Giveaways

(Continued from page 26)

questioned whether a 20-Hoopered giveaway would sell as much as a 14-Hooper (which, by peculiar coincidence is the *Take It or Leave It* rating) show having a warm, personal relationship between audience and performers.

Even if a giveaway show does result in satisfactory sales, Mr. Moore said, it can at best only be a short-term vehicle, stopping when the giveaway fad ends, as he believes it will.

"So, the sponsor who has placed his money on this type of show may find, when the cycle ends, the need of finding something entirely new by the costly trial and error method," he said.

He felt that the Jack Benny type of show, the comedy-tunes-girls vehicle, while taking longer to build a loyal audience, will always be a sponsor's cheapest, best, long-run selling vehicle if the sponsor can make the initial investment.

Code vs. FCC

(Continued from page 40)

arbitrary or extreme measures designed to enforce the standards might very well wreck NAB itself and thus destroy the organization which is now engaged in the process of education, looking toward understanding, compliance and implementation of the standards."

He noted that in the medical and law professions "much work has been done to secure self regulation and thus convince people that there is little need for governmental discipline to control them."

'Hands Off'

Asked his opinions as to the use by FCC of the standards when stations are applying for license renewals, Judge Miller expressed the "hope" that FCC will "keep its hands strictly off the standards and make no reference whatever to them in any of its proceedings—either in support of its decisions or in derogation of the wisdom of the standards."

"In my personal opinion, the comments of my old friend Charles Denny, then chairman of FCC, at the 1947 Atlantic City NAB Convention, to the effect that FCC would use the standards for this purpose, was one of the most unwise statements that has ever been made by a representative of the FCC. It failed completely to take account of the difference, in purpose, of penal sanctions, governmentally applied, and of professional standards, self-imposed. It will be my endeavor to persuade the chairman of the FCC and the several members of the Commission to give us an opportunity to make our standards effective, rather than to create distrust and resentment against them by governmental interference."

EDWARD R. MURROW, CBS commentator, has been appointed chairman of the committee soliciting funds in the New York radio field for Salvation Army's 1949 appeal.



SALE APPROVAL

Given Four Stations

CONSENT was granted by FCC last week to sale of KBST Big Spring, Tex., for $265,000 by Big Spring Herald Broadcasting Co. to new firm which includes individuals associated with that organization.

Approval also was given to partial change in ownership of KUGN-AM-FM Eugene, Ore., and to assignment of license of KFXD-AM-FM Nampa, Ida., from Frank E. Hurt and son, a partnership, to new corporation of same ownership.

Purchaser of KBST is Big Spring Broadcasting Co., whose ownership includes: William J. Wallace, KBST general manager for five years, president and 40% owner; Howard Barrett, manager and 8% owner of KRBC Abilene, Tex., and 10% owner of Big Spring Herald Broadcasting, vice president 20%; Lewis O. Seibert, manager and 10% owner KGKL San Angelo, Tex., secretary-treasurer 20%, and R. H. Whipkey, publisher of the *Big Spring Herald* for past five years, director 20%. Mr Whipkey held 1.33% in the KBST license and 1% interest in the *Herald*. Mr. Seibert also is 25% owner of WEAR Pensacola, Fla., and KELP El Paso, Tex.

Principals in Big Spring Herald Broadcasting include: Houston Harte, 232 of total 750 shares; Isabel Harte, 63 shares; M. B. Hanks, 232 shares; Eva Mae Hanks, 63 shares; Bonnie Davis, 75 shares (10%). Group is identified in ownership of the *Herald*. KBST is assigned 250 w on 1490 kc.

KUGN was granted assignment from C. H. Fisher and B. N. Phillips d/b as Valley Broadcasting Co. to KUGN Inc., new firm owned by Mr. Fisher and two new stockholders. Mr. Phillips sells his 50% interest for $50,000 to Otley E. Berke, KUGN Inc. vice president, and Pete R. Burke, secretary. The Berkes each hold one-third interest in Berke Bros. Construction Co., Portland. KUGN is assigned 250 w on 1400 kc.

KFXD is assigned 1 kw day, 500 w night, on 920 kc.

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EMMY VIDEO AWARDS

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HOLLYWOOD has long known its Oscars but last week was introduced to Emmy awards developed by the Academy of Television Arts & Sciences. A day of seminar sessions was capped by an award banquet attended by 700 people. Four Emmys and two other special awards were presented Tuesday night at the Hollywood Athletic Club.

For the station award representing "overall achievement in 1948" Paramount's KTLA received a plaque. It was presented to Klaus Landsberg, West Coast director of Paramount Television.

The technical Emmy went to Charles Mesak of Don Lee's KTSL for "outstanding advancement" in the development of the phase fader which permits change of white on black to black on white in use of title cards.

"Outstanding personality of the year" Emmy went to Shirley Dinsdale for her voice and partner dummy, "Judy Splinters," which has been seen in Los Angeles over KTLA. Program is scheduled to shift to KNBH shortly.

Top film produced for television was "The Necklace," which is one of series, *Your Show Time*, produced for the American Tobacco Co. by Grant-Realm Productions.

Honored as "most popular television program" was Mike Stokey's *Pantomime Quiz*, also aired over KTLA.

Special award for KTSL ballet series of television half-hours was presented to Lewis Allen Weiss, MBS board chairman, and Don Lee president, on behalf of station.

Presentation ceremonies were telecast by KTSL, with Walter O'Keefe as m.c.

'AXIS SALLY'

Treason Trial Opens in D. C.

THE trial of Mildred Gillars, alias "Axis Sally," charged by the U.S. with having broadcast official German propaganda during the war, got underway last week as Government prosecutors and the defense paraded more than a score of witnesses before the Federal Court jury.

If convicted, Miss Gillars faces a possible maximum penalty of death or the minimum sentence of five years' imprisonment and a $10,000 fine. Under law, two witnesses to each overt act are required to prove treason.

Defense attorneys maintained that Miss Gillars was under the hypnotic influence of a Nazi professor and broadcaster. Last Thursday, testifying at her own trial, the defendant claimed the U. S. Government had illegally seized seven original "Axis Sally" records from her Berlin apartment. Judge Edward Curran ruled, however, that the Government's action was legal. The records were introduced in court as evidence.

FCC FORM

Revised for Estimates

REVISED form for summary estimates of broadcast revenues and expenses for preceeding year was adopted by FCC last week with first report (1948) due to be filed with the Commission March 1. Proposal to incorporate data on expenses had been reported in late December [BROADCASTING, Dec. 27, 1948].

Inclusion of expenses was ordered by the Commission in recognition of "the rapid upward movement of broadcast expenses during recent years" and in order to provide "a more accurate appraisal of the broadcast industry's financial experience." AM, FM, TV and international stations are covered.

The final forms "incorporate" comments made upon the proposed forms by Westinghouse Radio Stations, ABC and a group of 75 stations, FCC said.

To provide for the new forms, the Commission amended Part I of its rules and regulations to require the submission of estimates of expenses as well as revenues, in the annual FCC Form 324A, ordinarily due Feb. 1.

WIKH GIVEN CP

4 FMs Get Facility Grants

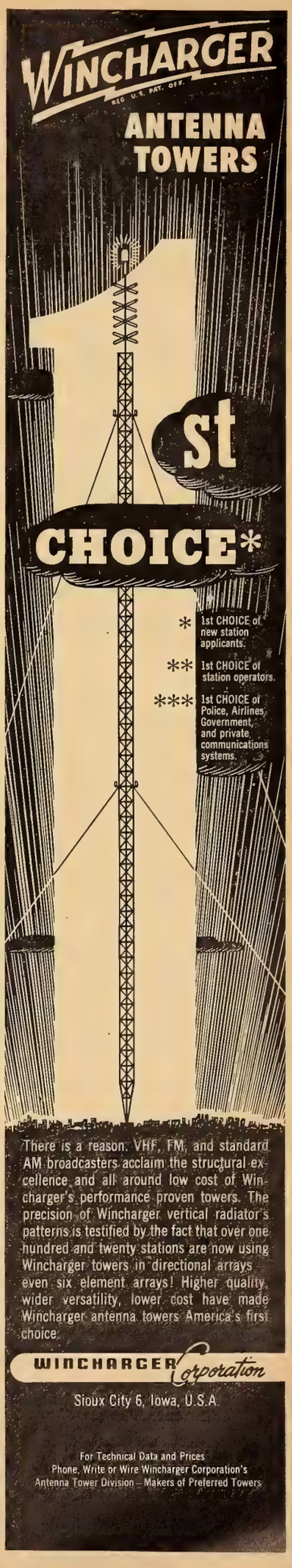
CONSTRUCTION PERMIT was granted by FCC last week for new Class A FM station to WIKH Shaker Heights, Ohio, previously conditionally granted FM outlet. Four other FM stations were given CPs covering new facilities.

WIKH, owned by Science Education Foundation Inc., received CP for Channel 261 (100.1 mc) with effective radiated power of 640 w and antenna height above average terrain of 300 ft.

WAYS-FM Charlotte, N. C., was granted CP to change ERP from 20 kw to 7.7 kw and antenna height from 435 ft. to 415 ft. WBGE-FM Atlanta received CP to switch from ERP 20 kw to 14.5 kw and antenna 330 ft. to 410 ft. KVOL-FM Lafayette, La., was authorized to switch from 14 to 15 kw ERP and KGLO-FM Mason City, Iowa, was granted power change from ERP 260 kw to 16 kw and reduce antenna from 920 ft. to 230 ft.

Van Car Firm

VAN CAR Productions, a new television package company, has been formed from the television department of Van Diver & Carlyle Inc., New York advertising agency.



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WNOE GRANT

50 kw Day, 5 kw Night Given by FCC

FINAL DECISION granting WNOE New Orleans' application for 50 kw day and 5 kw directional at night on 1060 kc in lieu of its present 250 w operation on 1450 kc was issued by FCC last Wednesday on a 4-2 vote.

The decision, effectuating the Commission's proposed disposition of the case [BROADCASTING, Sept. 20, 1948], denied the competing application of Deep South Broadcasting Corp., which was seeking the same facilities for a new station in New Orleans.

WNOE is owned by former Gov. James A. Noe, who also owns KNOE Monroe, La., which has a grant for 5 kw, and a half interest in 250 w KOTN Pine Bluff, Ark. Deep South is controlled (80%) by John D. Ewing, a trustee and 25% owner of the Robert Ewing Estate which owns KWKH Shreveport, a 50 kw 1-B outlet, and 80% of 1-B KTHS Hot Springs, now operating with 10 kw. The Robert Ewing Estate also owns the Shreveport *Times* and the Monroe *World* and *News-Star*.

The Commission majority held that Deep South's program proposals were "less definite" than WNOE's, and that WNOE, in the absence of compelling reasons to the contrary, should have an opportunity to improve its facilities.

Citing the relative communications interests of Messrs. Noe and Ewing, the majority also felt a grant to WNOE would "result in a greater diversification of control of media of mass communications." Comr. Robert F. Jones, however, felt this point was "unnecessary to a determination in this proceeding."

Chairman Wayne Coy voted for Deep South, contending "the superior program proposals of Deep South and the record of WNOE's operation . . . outweigh the factors upon which the majority bases its decision."

Hennock Vote

Comr. Frieda B. Hennock voted for further hearing.

The majority was composed of Comrs. Paul A. Walker, Rosel H. Hyde, E. M. Webster, and Jones. Comr. George E. Sterling did not participate.

WNOE, a Mutual affiliate, is under the general managership of James E. Gordon, who also is an advisor in the operation of KNOE.

The FCC majority recognized that "the number of commercial spot announcements broadcast by WNOE in the past has been in excess of the number which we consider should be broadcast in a well balanced schedule." But, they said, "this practice . . . would be corrected by the proposal of Mr. Noe in the future . . . to limit the number of commercial spot announcements."

The Commission said its grant to WNOE was not meant to imply approval of a contract, entered when Mr. Noe bought the station from Coliseum Place Baptist Church in 1936, whereby WNOE is to carry ★ church services from 11 to 12 o'clock every Sunday for 99 years from 1941. Such time-reservation contracts are permitted now, under a new FCC rule, only if modified to meet certain Commission requirements including termination by Feb. 15, 1964 [BROADCASTING, Jan. 10].

In the Deep South company, Mr. Ewing is associated with Clarke Salmon, 20% owner and president. Mr. Salmon has had 23 years' newspaper work in New Orleans and now is active head and 75% owner of the George Banerlein Adv. Agency.



THREE-SPEED automatic phonograph, which plays records at 33 1/3, 45 and 78 rpm, is introduced in Chicago by Scott Radio Labs Inc. Pickup arm at left plays two slower speeds, while conventional 78 rpm takes pickup on right-hand side.

VIDEO SOCIETY

Vallee to Speak at Forum

RUDY VALLEE, appearing not as an entertainer but as president of the television program firm of Vallee-Video, and secretary of Producers Television Assn. of Hollywood, will discuss the Hollywood approach to the production of films for television tomorrow night (Feb. 1) during a film forum to be held by American Television Society at the Museum of Modern Art, New York.

Other speakers on the panel program will be: George Bonwick, president, Pathe-Pictorial Films, speaking on the rental of films for TV; Paul Alley, director, *NBC Newsreel*, discussing video news films; Howard Bailey, assistant managing editor, *Washington Evening Star*, owner of WMAL-TV, on operation of a newspaper owned by TV station.

Emerson Yorke, independent video producer, secretary of ATS and chairman of its film committee, will preside. Session will open at 8 p.m. with a showing of one of the new American Tobacco Co. film series. Admission is $1.

WLW REALIGNS

Sales Personnel Shifted

TRANSFERS in WLW Cincinnati's sales department personnel, involving the station's New York, Chicago and home offices, were announced last Wednesday by R. E. Dunville, vice president and general manager of Crosley Broadcasting Corp. The moves will take place within the next few weeks.

Andrew Niedenthal, of the Chicago sales branch, will transfer to the Cincinnati office where he will assume special duties in the field of program sales development. He will work under the supervision of Harry Mason Smith, vice president and general sales manager. Stuart Lewis, previously with WLW's merchandising department, will replace Mr. Niedenthal in Chicago. Moves were necessitated by an increasing number of network originations in Cincinnati, Mr. Dunville said.

The Crosley official also announced the addition of Warren Morton, previously with The Branham Co., to the New York sales staff, and transfer of Neil Smith from television sales to WLW sales in the Cincinnati office.

Serving
Fort Worth *AND* Dallas,
the South's richest single radio market.
WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS
AM - FM - TV
FREE & PETERS, Inc.,
National Representatives

Respects

(Continued from page 38)

city field, the McCarthy fortune has been on the rise. He discovered Chocolate Bayou field and the South Stowell area; brought in Winnie, one of the major producing areas in Texas; and discovered Blue Lake, Anchor, and Bailey's Prairie, Lovell's Lake and Coletto Creek, all signal names in the oil history of Texas.

After wildcatting in a few of these fields and making several million dollars, Mr. McCarthy turned his Midas touch to other activities. At present—and the figure may grow at any time—he is active head of 16 important corporations.

As a by product of his activities in the oil business, Mr. McCarthy has played a leading part in the development of natural gas resources in the Gulf Coast area. Ten years ago he pioneered in the selling of low cost gas in the Beaumont-Port Arthur-Orange region. With the availability of low cost fuel, the tremendous industrial growth of the area is in part a tribute to his foresight.

Today his oil and gas interests are among the most highly coordinated of any independent operator. By taking advantage of all phases of the business, his operations now include exploration, drilling, production, manufacture, transmission and sales.

He, also, has built a plant to produce chemicals from residue gas from the absorption plant. Residue gas from both plants is transmitted and sold by Mr. McCarthy's company to industrial, commercial and domestic users for fuel.

To provide many of his steel materials in the field, Mr. McCarthy recently purchased the Detroit Tube and Steel Co. The large mill is located in Detroit and formerly operated as the Sharon Steel Corp. Co-purchaser in this new line of endeavor was International Rolling Mill Products Co. of Chicago. The organization is now operating as the McCarthy-International Tube Corp.

With completion of the purchase of KXYZ last summer from Harris County Broadcasting Co. for a reported $875,000, Mr. McCarthy made plans to move the station from its present location in the Gulf Bldg. to his McCarthy Center. Television facilities for the station which are now on the drawing board—the application is cooling in the FCC's deep freeze—will also be included in the new location. Shamrock Broadcasting Co., the name under which Mr. McCarthy operates his radio interests, has applied for Channel 7 at Houston.

The Shamrock Hotel, a $12 million structure which forms the focal point of the $18 million McCarthy Center, will be opened St. Patrick's Day, March 17. It is one of the few hotels to be built since the war. The 1,100 room structure forms an impressive tribute to Mr. McCarthy's real estate activity in Houston.

A royal send-off is planned for the hotel with a large roster of stage, screen and radio stars lined up for the event. Don McNeill will originate his ABC *Breakfast Club* from Houston that day and Lou Costello is planning to bring his *Kid's Show.* Screen stars Dorothy Lamour, Hugh Herbert, Walter Brennan, Alan Hale and Pat O'Brien are among the Hollywood contingent who will be in attendance. Earl Wilson, Broadway columnist, also plans to attend with other notable representatives of the press.

In addition to the KXYZ facilities and the hotel, McCarthy Center includes a Post Office, exhibition hall and large garage. Original plans had called for a number of small specialty shops along the hotel's approach. This idea, however, has been discarded in favor of landscaping for the area.

An Eye to Video

In another field of endeavor, and possibly with an eye to his contemplated television interests, Mr. McCarthy now heads his own motion picture producing organization. Operating in Hollywood as Glenn McCarthy Productions, the firm expects to release its first offering, "The Green Promise," within a short time.

Despite the delay in establishment of his own video outlet, Mr. McCarthy has already demonstrated his interest and resourcefulness in the field.

With three planes entered in the 2,500 mile Bendix Air Race last year, Mr. McCarthy was interested in getting video coverage of both the start and finsh of the air classic the night of the race.

To accomplish this purpose he had cameramen shoot necessary background material before the race. Then, as the first plane, with a McCarthy pilot took off from Long Beach, the cameras covered the scene. The film was taken out of the camera and put aboard the second McCarthy plane, which was in turn photographed as it started the race. This film then went east with the third plane of Mr. McCarthy's.

Cameramen at the Cleveland finish line recorded the end of the speed dash. When the winner landed he had films of the start of the race. The films were made available to CBS and were shown almost as soon as the winner was announced. Prints were air mailed back to California and shown the next day.

In this race the McCarthy entries took first, second and fourth places.

The year before, in the Bendix Races, the McCarthy entry, the Shamrock, won widespread publicity when it was christened by Lynn McClain, the "Miss Texas" of that year.

Eighteen months ago Mr. McCarthy entered the publishing business with the purchase of Houston's largest weekly, *The Citizen.* Today this business venture has been expanded so that from the improved printing plant he publishes 14 weeklies, covering every section of the city and its immediate suburbs.

During the elections last year, coverage of Houston public affairs reached a new high when *The Citizen* and KXYZ combined to report the returns. During primary, city, run-off and general elections, the team exerted every effort to bring fast returns to the radio audience.

Aviation is not only a hobby with Mr. McCarthy—he is director of Eastern Airlines and the National Aeronautic Assn. In addition he has several planes of his own and flies almost every place on business. Mr. McCarthy also is a leader in the movement to provide adequate airport facilities for Houston.

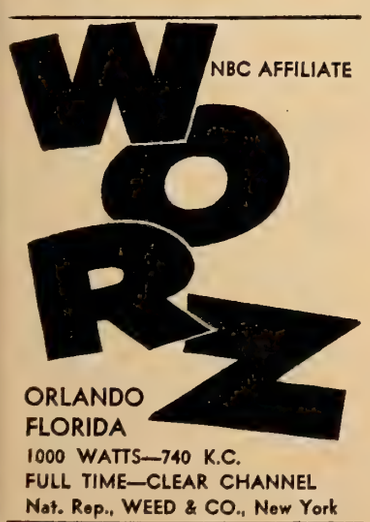
A Civic Leader

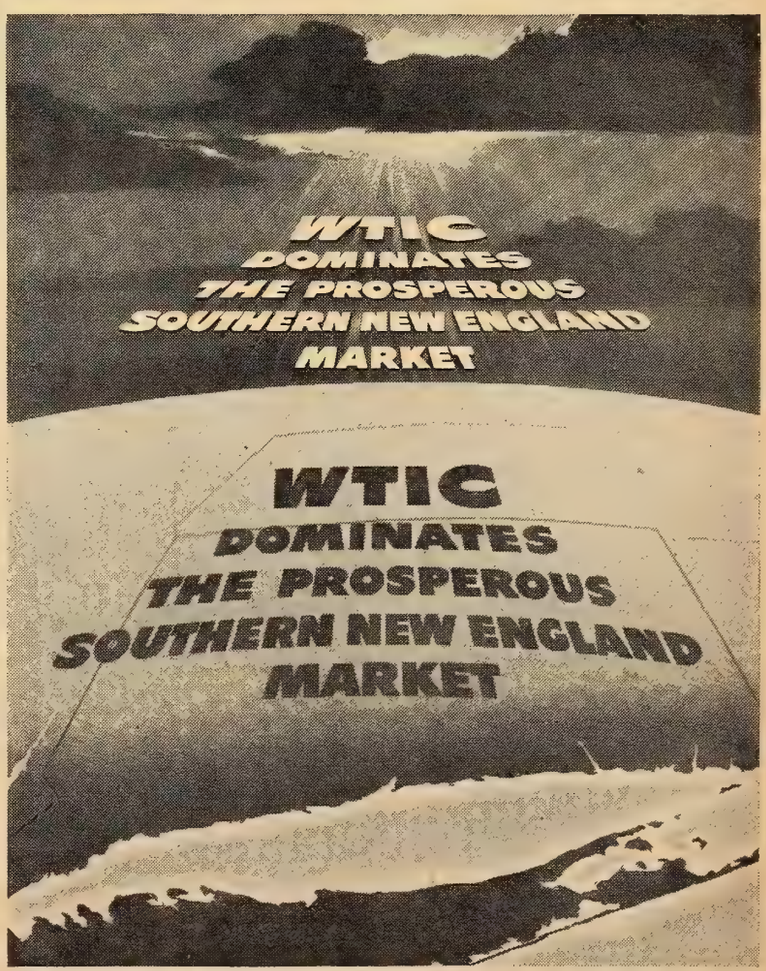
As a civic leader, he is a director of the Houston Anti-Tuberculosis League, a trustee of the Methodist Hospital and has served on the executive committee of the Sister Kenny Foundation. Mr. McCarthy is active in Masonic charities and the Community Chest. He is a member of the Houston Chamber of Commerce and several independent oil men's associations.

Mr. McCarthy has been a leader in the fight against the Anglo-American oil treaty and has constantly opposed price fixing and other governmental control in the oil business. He is a strong advocate of hemispheric development as an international security measure for the Americas.

Mr. McCarthy is married to the former Faustine Lee and is the father of four daughters and a son. Their home is located in the Braeswood addition of Houston.

When not actively engaged in the management of his other interests, Mr. McCarthy likes to spend as many weekends as possible relaxing on his 15,000 acre ranch in Uvalde and Real counties.





Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

NBC SPAC POSTS
Campbell, Essex Are Named

MARTIN B. CAMPBELL, general manager of WFAA Dallas, was elected chairman of NBC Stations Planning and Advisory Committee at the opening session Monday of a two-day meeting in New York. He succeeded Paul W. Morency, vice president and general manager, WTIC Hartford.

Harold Esex, vice president of WSJS Winston-Salem, was named secretary.

Other SPAC members, all welcomed by Niles Trammell, NBC president, are: Harry Bannister, general manager, WWJ Detroit; Walter J. Damm, vice president and general manager of radio for the Journal Co., Milwaukee; Ed Yocum, general manager of KGHL Billings, Mont.; Harold C. Burke, general manager, WBAL Baltimore; John M. Outler Jr., general manager, WSB Atlanta; Clair R. McCullough, WGAL Lancaster, Pa.; Wiley P. Harris, director, WJDX Jackson, Miss., and Ewing C. Kelley, general manager, KCRA Sacramento.

EIGHT seminar students at Montana State U's School of Journalism studied radio propaganda first hand, when they made tape recordings of political speeches and newscasts with their own analysis and interpretation. The finished product was played to other students as an "oral" report.



Mr. Campbell



Mr. Essex

BMB

(Continued from page 27)

from poor programming. The task is complicated by the subjective nature of the problem. A signal may not be good enough to bring the listener a symphony concert with acceptable clarity but yet not too weak for him to hear a comedy program well enough to listen throughout. Signal may be too poor for a run-of-the-mill program to be listened to, yet strong enough for a favorite program which the listener will go to extra effort to hear. Also, a signal which a listener in one part of the country might find unsatisfactory may be considered all right by listeners elsewhere where they have never had anything better.

Analysis of the pilot studies of average daily audience and a comparison of these figures with the average weekly audience data is not yet completed. Preliminary data indicate, however, that the average daily audience measurement is much more sensitive than the weekly measurement and that it shows a greater variance between competing stations than the weekly figures do.

Beneficial Results

If, as it is hoped they will, the average daily audience figures provide a better picture of the way in which American listeners divide their listening time between low power, local stations and high power, clear channel stations some distance away, the results should be beneficial to broadcasters, advertisers and agencies alike by giving them more accurate, more usable information.

The decision to permit "restricted" use by BMB subscribers of data revealed by the BMB study about the non-subscribing stations is similarly foreseen as a valuable addition of BMB service to advertisers and agencies, as well as to its subscribing stations. While the ultimate value of these data will of course depend on the extent of the restrictions, a number of broadcasters have already expressed the opinion that they will be able to use this information to good sales advantage. The BMB executive committee is expected to define the extent of "restricted use" at its next meeting.

WLAG-FM La Grange, Ga., is now operating daily from 2:30 p.m. to 10:30 p.m.

NBC Reconnoiter

(Continued from page 21)

their own shows. The network has not abandoned hopes of enticing U. S. Steel to move its *Theatre Guild* dramatic program from ABC, although the sponsor and its agency, BBDO, said last week the program would remain on ABC. Mr. Trammell made a personal presentation on the subject to the sponsor a fortnight ago. NBC is hopeful the show may join the network in the fall.

Capital Gains Issue

The latter-day distrust in which NBC holds capital gains arrangements with talent was also explained to SPAC, it was said. Network executives told the stations committee that the Bureau of Internal Revenue was reported to be reviewing the CBS deal with Amos 'n' Andy. NBC attorneys doubted that this particular case would be reversed by the government tax experts, which approved it at its outset, but SPAC was advised that the government was intensifying its interest in deals of that kind and that NBC regarded such deals as hazardous.

This represented a post-Benny development. At the time CBS originally bid for the services of Jack Benny, Mr. Trammell offered the comedian a counter-proposal which contained capital gains features. It was after CBS succeeded in capturing the comedian that NBC began looking with disfavor upon capital gains deals.

WNEW Honored Again

HONORED for the sixth time for service in the cause of democracy, WNEW New York's prize-winning *Little Songs on Big Subjects* last week won the Willkie Memorial of Freedom House 1949 Civil Rights Award. WNEW was the only station to be so honored, according to Ted Cott, station's vice president in charge of programming, who accepted the award at a meeting in Carnegie Hall, New York. Presentation was made by Robert P. Patterson, former Secretary of War.



Recording?
demand Universal
on top of the OPERA BUILDING
in chicago
TRANSCRIPTION MASTERS • REFERENCE RECORDING

JANUARY 31, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

clearest

16% Clearer on WNBT

The face on the living-room screen is 16% clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . *and the audience to NBC.*



three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

**Complete details on request*

NBC Television

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? *Take a Look at WPTZ!*

Speaking of Progress in Television...



ABOUT this time last year, we took a few minutes out for a look at the previous twelve months and all they had brought to Television Station WPTZ. What we saw was good. But what we see this year looks a whale of a lot better!

A year ago our sales department was mighty enthused over the fact that we had 38 sponsors on the books. As this is being written 76 different advertisers are buying time on WPTZ every week! There may be other television stations with more customers but offhand none come to mind.

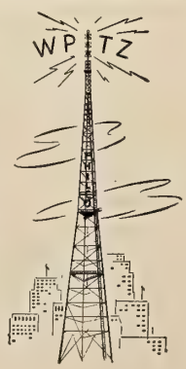


Moreover, the very first broadcast scheduled for 1949 (the Mummers' Parade) brought another brand new sponsor into the fold—Strawbridge & Clothier, a great department store, as Philadelphian as the parade itself.

1948 was a year of major technical improvements at WPTZ, too. Our 552-ft. tower went into operation in March to put our antenna higher than anything else in or around Philadelphia including the price of steak. Add to that our new up-to-the-minute transmitter (as we did in September) and the result is a superb television signal.

We also added a third complete two-camera mobile unit; full studio-orthicon and associated equipment; several new relay links; an additional relay site atop the Penn-Mutual Building—and at the moment they're putting what we hope are the finishing touches on our new studio facilities on the 5th and 6th floors of the Philco-Westinghouse Radio and Television Center. All new motion picture projection equipment will be part of the new studios. We also revised Philco's own New York-Philadelphia relay system to full micro-wave, two-way operation.

These improvements add up to one of the best equipped television stations in existence—and a pretty penny too, we might say.



A lot of new programs were developed at WPTZ during the year; Dr. Marshall and "The Nature of Things" for instance, to prove that science can be a fascinating and entertaining subject. During the year we uncovered Ted Steele as a television personality and won kudos from the industry for our operatic and dance programs.

All in all, there is a fairly general feeling around town that WPTZ has at least done its share in keeping Philadelphia the Number 2 television market in the country, with well over 100,000 home receivers in operation.



There's a lot more to the WPTZ story for 1948 and our plans for 1949—the eye opening success stories we have developed during the past twelve months, for one thing. Our sales department, or NBC Spot Sales, would like nothing better than to tell you about the station, its operation and facilities and how you can use it.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 31, 1949



EXECUTIVES of Sterling Drug study the figures at an advertising conference. Seated, l to r: Mr. Hill and Harvey M. Manss, vice president in charge of The Bayer Co. Division. Standing, l to r: E. I. McClintock, vice president, foreign trade; Stanley I. Clark, vice president in charge of The Centaur-Caldwell Division; and Dr. J. Mark Hiebert, vice president, assisting the president.

MR. SPONSOR EVALUATES

•••• Video's Future for Sterling Drug

By JAMES HILL JR.
President
Sterling Drug Inc.

THE TROUBLE with television, from the viewpoint of advertising, is that it has disturbed the peace—of advertisers. Not that we find too many peaceful moments, at any time, in the conduct of our advertising programs. This phase of our business function is so important that we must give the most careful consideration to appropriations, media, campaigns — right down to the last commercial. At the same time, the introduction of a new medium now requires us to start learning anew many of the fundamentals of the business.

Our position advertising-wise can be compared to that of the 20's when radio came along to add a new dimension and to jar us out of routines. Those of us who had spent years learning about space and believed we had a pretty good idea of values and potentials suddenly found ourselves under the necessity of adjusting ourselves to the medium of radio or of suffering the consequencies of sales anemia.

We're going to have to do the same with television. Maybe, as some people say, television is nothing but radio with sight added. We can't afford to accept this assumption, however, because television may not be merely radio plus sight.

Other people, the writer among them, believe television will prove as different from radio as radio is from white space. Following this concept, we might plunge into television fully determined to discard everything which has proved popular in radio. Yet if we clung stubbornly to this view, we'd find it mighty expensive if we turned out to be wrong.

Smugness Is 'Out'

So we're not going to be smug about anybody's ideas, including our own. We intend to move slowly while keeping our eyes and ears and, I hope, our minds reasonably open.

Yes, we've got some ideas to start with, although their nature is such that they can be changed on a moment's notice if it seems wise to do so. Personally, I incline to the belief that television will find its own expression, just as radio did. One look at radio today shows the extent of its evolution from primitive beginnings. Today, whether or not broadcasting, taken as a whole, meets the taste of this or that individual critic, it assuredly satisfies the public.

It took a generation for radio to mature. My guess is that television will move a lot faster. Nobody can say with certainty that any of the presently popular video shows will be alive five years from now; but even if a couple are, we have a right to expect that the face of television will be quite completely changed.

Television will surely develop its own forms, as did the theatre, radio, the silent and sound films and the other performing arts. In other words, I suspect television presentations will be, eventually, distinctive unto themselves rather than simple adaptations of radio.

That is why our present program, as regards television, consists in taking soundings and in experimentation. We've started with a five-a-week daytime video show* in the face of assurances from presumably wise men that daytime television will be a dud. Maybe so. We agree that the homemaker can't look at television and, at the same time, stir the soup or juggle the mop. But it also occurs to us that the human species has shown a remarkable ability to adapt itself to conditions.

If the homemaker wants badly enough to catch the afternoon television programs, she'll find a way to accommodate her desire. I remember when the smart money bet against daytime radio. Sterling was among the companies which pioneered in this field, with profit.

Television is subject to the same criterion as are the other media of advertising: It must pay. We're definitely interested in the effectiveness of advertising per dollar of expenditure. That's why, in this period of transition, we are concerned with the extent of our continuance in radio as well as with the nature of our first efforts in television.

Sterling's present plans for 1949 involve taking approximately $1,000,000 from radio and putting it into other media, including newspapers and magazines, as well as television. Developments might require more drastic change, but as of now we see no such indications. But we also note that more and more television sets are being manufactured and more and more listeners are telling Hooper that they are not only looking at television but are refusing to tune in radio. Will this fact be reflected in reduced rates for radio time?

It is already clear that advertising appropriations for television will have to be very high. To offset these fears, we are told that, as an advertising medium, television is going to outpull radio by five times, by ten times, even by a hundred times. That's fine.

But outpull for whom and for what? What type of products will advertise well through television? We know, or think we know, certain types of merchandise that do particularly well with radio promotion. Will nationally advertised brands such as ours do equally well on video? We hope to find out, as soon as we can. And we hope to do so, in this period of experimentation.

Furthermore, we want to determine what the total cost is going to be. It looks as though talent, rehearsal time and all the paraphernalia of a big-time show are going to run into staggering figures.

The objective of our company is to operate as a private enterprise in a free society in the interest of our employes' jobs, of a fair re-

(Continued on page 11 of Insert)

JAMES HILL JR., president of Sterling Drug Inc., is a certified public accountant with a master's degree in economics from Bowling Green U., Kentucky. A veteran of World War I who was wounded in the Argonne Forest fighting, he joined the Sterling organization in 1933 as comptroller. Previously he had spent seven years in Washington (1922-1929) as a tax accountant with the Treasury Dept.'s income tax unit. He was elected treasurer of Sterling in 1939, and became its president in 1941. Firm's growth since he assumed the presidency is reflected in a near-tripling of its sales—$47,678,024 in 1941, an estimated $135 million (audited figures not yet available) in 1948. Among the many Sterling products are Phillip's Milk of Magnesia and toothpaste, Mulsified Shampoo, Ironized Yeast, Bayer Aspirin, Double Danderine, and Dr. Lyon's toothpaste and powder.

*[Editor's Note: Since mid-December Sterling Drug has been sponsoring "Okay, Mother," an audience participation program featuring Dennis James, over WABD (TV) New York, Mon.-Fri., 1-1:30 p.m., EST.]

TV IS 'EVOLUTION'

Kurtze Answers Lewis

By LARRY KURTZE
Service Unlimited, New York

AS ONE of the young old-timers of radio I want to say a few thousand words about the addition of video to the broadcasting medium.

For that's just what it is.

Merely the addition of the visual element to the already existing techniques of audio broadcasting. Believe me, gentlemen, it is nothing new. It will not redesign the thinking of the world, nor will it yet cause any more sensation among the receptive public than the addition of sound to motion pictures. The coming of the age of television, just as the establishment of sound pictures, is evolution—not revolution.

Aural Radio's Contributions

For over a quarter of a century, now, aural broadcasting has entered the home bringing entertainment, disseminating news, extending information and offering enlightenment.

Can television hope to do more?

The ten basic types of radio programs, namely musical, news, dramatic, commentary, variety, comedy, quiz, interview, audience participation and sports, have been effectively used to encompass religious, educational, farm, home and public service; cultural and entertainment broadcasting, not to mention the needs of the advertiser.

Is there an eleventh or twelfth type of program that television can contribute? I think not.

There is no reason for television personnel to beat their heads against an iconoscope attempting to create a new "art form." In the first place, so called "art forms" are not the result of deliberate creation, but rather the unfoldment of substantial craftsmanship.

In the second place, it should be painfully evident to the television people that by taking the already proven forms of the aural medium and increasing their effectivity by exploring the visual possibilities they can put a finish to half the programming battle.

A note here, "exploring the visual possibilities" does not mean painting some scenery, getting some costumes, and turning a camera loose on the show.

No, it means probing into the basic program idea itself, discovering how video can heighten the overall effect, then carefully integrating the aural and visual so as not to destroy the basis of enjoyment of the broadcast medium.

And what is the basis of the enjoyment of the broadcast medium?

Well, all media of entertainment have a certain quality that is the psychological basis for their enjoyment. Enjoyment of the theatre, because of the physical proximity of the audience, is often attributed to the compelling personalities of the players. Motion pictures, both silent and sound, depend upon movement to make their audiences enjoy the films. And the actual enjoyment of broadcasting, both aural and video, depends upon intimacy. The good director attempts to make each individual listener feel as though he were actually eavesdropping on the scene taking place.

The point to remember is that in radio or television we are not dealing with one audience of thousands or millions but rather hundreds or thousands of audiences that average two to six individuals.

Intimate Group

These individuals are an intimate group and only as far away from the actual broadcast scene as they are from their receiver. Thus the broadcast fare served them must be designed and directed to make them a part of the play, bit, or sequence they are viewing.

Incidentally, Mr. Jack Weir Lewis [BROADCASTING, Nov. 29, 1948*] points to this when he mentions, as among the finest television programs he has encountered on his trip, WFIL's *Swap Shop* and KSO-TV's *It's a Hit*, both of them adaptations of standard radio devices based on intimacy of participants and listeners or viewers. Then he contradicts himself when he sums up his article: "Last, writers and directors had better stop thinking in terms of translating existing AM shows to TV. It won't work." He doesn't say why.

Now I want to agree with Brother Lewis. He accuses television people of neglecting sound. He's right—they not only neglect it and ignore it, they usually lack it where they need it.

Television, almost as a body, refuses to admit that, unlike motion pictures, the prime element of a telecast is the spoken word. Even in discussing commercials they use the old tooth of the saw about one picture being worth a thousand words.

They forget that the Chinese philosopher who dreamed that one up lived back in the days when brand names were unknown.

To make people ask for your product you have to make your brand name a familiar sound. And you teach them to pronounce it by constant aural repetition. That's one of the axioms that's made standard radio the terrific personalized selling force it is. Television dasn't be any different.

Texaco Success

Proof! According to the reports the Texaco commercial takes the sponsor identification sweepstakes on the East Coast network. And who does the commercial? A pitch-

(Continued on page 11 of Insert)

* Mr. Lewis, a representative of the Rocky Mt. Radio Council, reported on a survey of existing television stations and their programming.

LARRY KURTZE classifies himself as a "young old-timer of radio," backing the statement up with over 13 years experience in the industry. Prior to opening his own radio-television advertising production firm — Service Unlimited — in New York six months ago, he was radio and television director at Kuttner & Kuttner, New York, for over two years. In this connection he wrote, produced and directed for radio, video and motion pictures and handled publicity for the agency and its clients. Previously he was a writer, producer and director for WBBM-CBS Chicago; civilian consultant for the U. S. Army in Los Angeles and Washington; handled production and casting positions in Hollywood, and held various posts with WLS Chicago from 1935 to 1939.



Mr. Kurtze



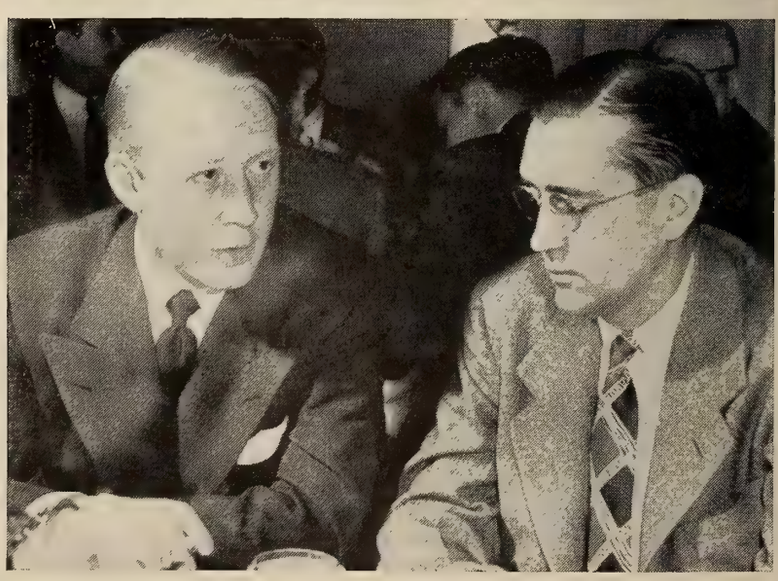
KEY management executives of CBS AM and TV stations attending network's television clinic at the Waldorf-Astoria, New York, Jan. 21-23, found time for informal discussion between clinic sessions. Among groups of executives caught by the cameraman were these (all l to r):

Top photo—Leo Fitzpatrick, WGR Buffalo board chairman; Joseph H. Ream, CBS vice president and general executive, and I. R. Lounsberry, WGR president and general manager.

Second photo from top—Howard Meighan, CBS vice president and general executive; G. Bennett Larson, vice president and director of television, WCAU-TV Philadelphia, and Harry Witt, general manager, KTTV (TV) Los Angeles.

Third photo—Lawrence Lowman, CBS vice president and general executive; William B. Lodge, network's vice president in charge of general engineering, and E. K. Jett, vice president and general manager, WMAR-TV Baltimore.

Bottom photo — Gordon Hayes, Chicago Radio Sales, CBS; Arthur Hull Hayes, CBS vice president in charge of San Francisco office, and John Hayes, WINX Washington general manager.



DURING CBS Television Clinic in New York Jan. 21 [BROADCASTING, Jan. 24] CBS President Frank Stanton (l) and Wayne Coy, chairman of FCC, discuss the current television situation.



The EYES of CHICAGO'S FAMILIES are on *WGN-TV!*

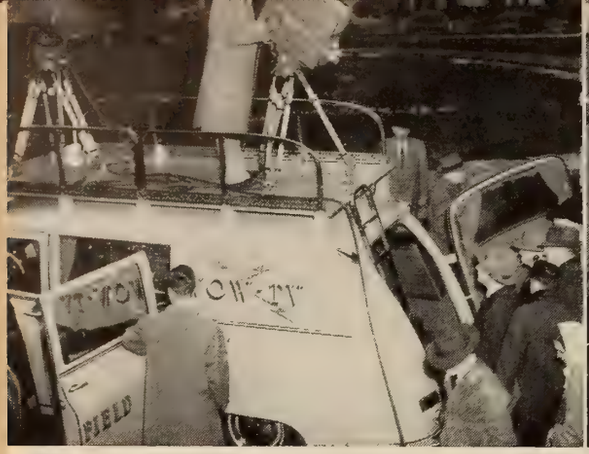
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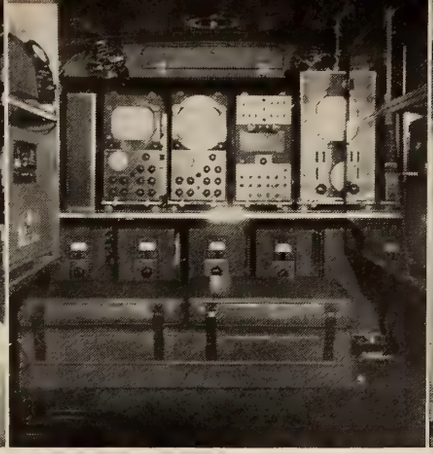
Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone—no one is slighted.

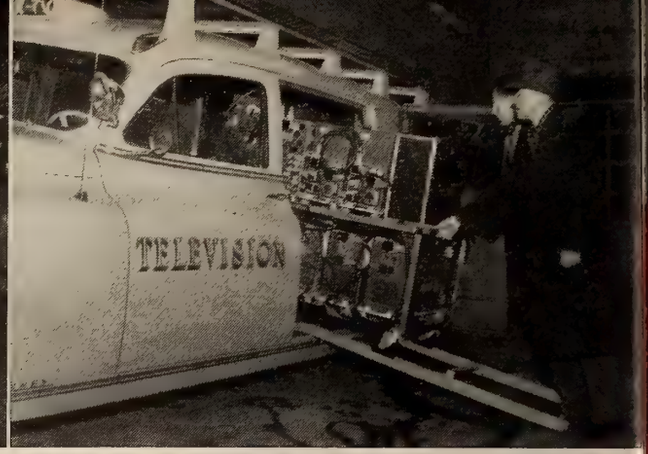
Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on









THIS new television field car has just been delivered to WOW-TV Omaha, Neb. Built to specifications of the station's engineering department by Henney Motor Co., Freeport, Ill., the top deck has special clamps to hold camera and relay transmitter tripods and a port hole for camera and power cables. When not in use, the railing folds flat and the transmitter reflector can be bolted to the deck. A hydraulic leveling device levels the body of the car from any position and prevents motion while using the camera deck. Side windows are one-way mirrors which make it possible to see out but not in. The interior (center photo) is finished in leather and is fitted out with special cabinets to provide for storage of equipment. Exhaust fans control ventilation. For pickups not accessible to the mobile unit, the console dolly may be rolled down the special ramp tracks and wheeled to the pick up location (right photo). A radio-telephone is included in the equipment of the car. Car cost $9,500; TV equipment about $46,000.

LONG BEACH, N. J., TV PROJECT

Davies Explains Plans to Phila. Meeting

FIFTEEN acres of land were purchased Jan. 21 for the Long Beach Island (N. J.) Foundation of the Arts and Sciences. The foundation is expected to have a television workshop and laboratories for research and study in electronics in operation next summer.

Purchase was made from Mayor Howard Shifler, of Long Beach Township, by Col. Edward A. Davies, foundation president, a Philadelphian; Carlos Echeverria, treasurer, Moorestown, N. J., and S. R. Laslocky, of the board of trustees, Riverside, N. J.

In announcing the project at the fourth general meeting of the Television Assn. of Philadelphia, Mr. Davies said a large radio manufacturer (whose name he would not disclose) already has underwritten one wing of the building which he will make into a fully equipped television studio. Mr. Davies said that broadcasting stations, the Dick Strome television firm and Philadelphia advertising agencies will be invited to detail their television men to the foundation for seminars on camera work, production, directing, film studies and color studies.

Emphasizing the importance color will play in television, Mr. Davies said nationally known artists will be on hand to instruct. He also stated the whole project will be conducted on a college level, with degrees to be awarded.

Influential New Yorkers, as well as Philadelphians, are interested in the project, according to Mr. Davies. He also said that duPont is planning a project on the island and may support the foundation. Long Beach Island, whose leading town is Beach Haven, is 35 miles north of Atlantic City and 60 miles from Philadelphia. Site of the foundation will be in an area between Harvey Cedars and the famous Barnegat Lighthouse.

Dr. Blair's Idea

Dr. Boris Blair, dean of the Tyler School of Fine Arts of Temple U., conceived the project and is vice president. Charles A. Ramb, Beach Haven, is executive secretary, and Julius Robinson, legal council. The board of trustees includes Philip Klein, head of a Philadelphia advertising agency; Mrs. Thomas Graham (daughter of Ellis Gimbel, of Gimbel Brothers); Mrs. Mania Blai, Mrs. Thelma Melrose Davies, both former opera singers; S. W. Sargeant, painter; Drue Allman, water colorist; Max Katzman, artist and architect; Sari Mendenhal and Ruth Pleasanton, both artists.

Kenneth W. Stowman, WFIL-TV Philadelphia director and assistant general manager, presided at the meeting of the Television Assn. of Philadelphia, of which he is president. He introduced as guest speaker Slocum (Buzz) Chappin, ABC Eastern television sales manager.

Mr. Chappin, discussing what television is doing network-wise, said he is of the opinion that TV hookup with the West Coast is at least three years away.

Mr. Stowman appointed the following to the planning committee: Al Bernsohn, RCA Camden, chairman; Joe Cox, J. P. Cox Adv., Boston; Bob Jawer, WPTZ; Hal Lamb, Geare-Marston Inc.; Marilyn Lazar, Stewart-Jordan Adv.; Martin Katz, WCAU-TV; Charles Hoban, WPTZ; Noel Charles, Assn. Television Products; Ray Bowley, WPTZ; Roger Courtland, Seberhagen Inc.; Roy Meredith, WCAU-TV production manager, and Messrs. Farren and Davies.



DID YOU KNOW .....

that your monthly TelePulse reports in New York . . . Philadelphia . . . and Chicago . . . cover 64% of the nation's home TV audience?

WATCH for the TELEPULSE DIGEST .....

showing TV network ratings for the total Pulse area in handy pocket form.

FIRST RESULTS OF DECEMBER CHICAGO TELEPULSE

(TOP 15 PROGRAMS)

			Highest ¼ Hour Rating
Wrestling	Thurs.	WGN-TV	46.0
Vaudeo Varieties	Fri.	WENR-TV	38.0
Hockey	Sun.	WBKB	35.0
Film-Boy's Reformatory	Thurs.	WBKB	34.0
Boxing	Fri.	WGN-TV	32.0
Film-Black Magic	Fri.	WBKB	32.0
Wrestling	Mon.	WBKB	32.0
Kukla, Fran & Ollie	Thurs.	WBKB	32.0*
Philco Playhouse	Sun.	WNBQ	30.0
Super Circus	Sun.	WENR-TV	30.0
Stars of Tomorrow	Sun.	WGN-TV	29.0
Film-Mice & Men	Mon.	WGN-TV	29.0
Dollars & Sense	Mon.	WENR-TV	28.0
Film-Inside the Law	Tues.	WENR-TV	28.0
Boxing	Tues.	WENR-TV	28.0
Wrestling	Wed.	WENR-TV	28.0

*(M-F average, 27.4)

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N. Y.

WRITERS

Group for TV Scripting

WRITERS' Theatre for Television has been incorporated in Hollywood by a group of screen writers for purpose of writing and producing scripts for television.

Headed by Emmet Lavery, president, other officers include Paul Radin, vice president of William Kester & Co., Hollywood, as vice president and business manager; John Larkin, vice president; Jerry Horwin, treasurer; Allen Rivkin, secretary.

Group presently consists of 17 members, with membership open to all writers whose submitted scripts are acceptable. According to plan, corporation holds television rights to all properties produced with writers retaining all other rights. Minimum payment will be given writers for scripts used, based on number of stations on which plays are heard, with additional payment for each re-use. Three-fourths of corporation profit will be divided among the writers; with the balance retained by corporation.

Currently negotiations are underway with CBS for half-hour television series. William Kester & Co., Hollywood, represents the package.



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

FEBRUARY

TELECASTIN

NETWORK SHOWSH

PM
5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30

SUNDAY

ABC

Super Circus L (E-M)	*Cartoon Telltales* L (E)	Kellogg Co. Singing Lady L (E-M)		*Fran Allison* L (E-M)	*Hollywood Screen Tests* L (E-M)

CBS

Scrapbook[7] L (E)	*Western Film* F (E)	*United Nations Case Book* L/F (E)		Ford Motor Co.[8] Ford Theater L (E)

DuMont

		Newsweek Analysis L (E)	P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)	

NBC

			Whitehall Phar. M'ry&Joh'y L(E)(to7:20) (7:20-7:30-No Net Program)	*Welcome Abroad* L (E)	General Foods Corp. Author Meets Critics L(E) K(M)

MONDAY

ABC

			News and Views L (E-M)	*Earl Wrightson* L (E-M)	Film Shorts F (E)	

CBS

		Lucky Pup L (E-M) K (NI)	*Your Sports Special* L (E)	*Places Please* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	*Goldbergs* L (E-M)

DuMont

Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	Co-Op Doorway to Fame L (E) K (NI)		*Photographic Horizons* L (E) K (NI)

NBC

Howdy Doody L(E-M)			RCA Kukla, Fran & Ollie L(E-M)	*American Songs* L(E-M) (to 7:50) 7:50 Reynolds: News F (E-M)	*Club 106* L (E)

TUESDAY

ABC

			News and Views L (E-M)	*Film Shorts* F (E-M)	Participating Fashion Story L (E)	*Film Shorts* F (E)

CBS

		Lucky Pup L (E-M)	*Your Sports Special* L (E)	*Film Shorts* F (E)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Cross Qu L (E-

DuMont

Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	*Swing into Sports* L (E-M) K (NI)	

NBC

Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M)	*You Are an Artist* L(E) K(N1) (to 7:50) 7:50 Reynolds: News F (E-M)	Texas Texas Star T L (E-

WEDNESDAY

ABC

			News and Views L (E-M)	*Child's World* L (E-M)	*Film Shorts* F (E)	

CBS

		Lucky Pup L (E-M)	*Your Sports Special* L (E)	*Places, Please* L(E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Liggett & Myers Godfrey and H L (E-M)

DuMont

Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	Co-Op Birthday Party L (E)	*Charade Quiz* L (E)

NBC

Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M)	*Young Bwy.* L (E) K (N1) (to 7:50) 7:50 Reynolds: News F (E-M)	Bates—Girl about Town L(E) K(M) 8:20 Vick[11] Picture This (to 8:20) L (E)

THURSDAY

ABC

			News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)	*American Minstr* L (E-M

CBS

		Lucky Pup L (E-M)	*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	*Kobbs Korner* L (E) K (NI)

DuMont

Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)		

NBC

Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M)	*Eyes Have It* L (E) (to 7:50) 7:50 Reynolds: News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)

FRIDAY

ABC

			News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)	*Vaudeo V* L (E-M

CBS

		Lucky Pup L (E-M)	*Your Sports Special*[10] L (E)	*Places, Please* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	

DuMont

Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	*Key to Missing* L (E) K (NI)	Admiral C Broadway F L (E-M) K

NBC

Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E)[2]		RCA Kukla, Fran & Ollie L (E-M)	*Mu. Merry-Go-Round* L(E) K(NI) (to 7:50) 7:50 Reynolds: News F (E-M)	Admira Broadway L (E-M)

SATURDAY

ABC

			News and Views L (E-M)	*Wren's Nest* L (E-M)	Film Shorts F (E)	*Quizzing the News* L (E)

CBS

		Lucky Pup L (E-M)		CBS *TV News* L (E-M)	

DuMont

(No TV Network Programs on Saturday)

NBC

Playtime L (E-M)			*TV Screen Mag.* L (E) K (NI)	*Saturday Night Jamboree* L (E)

L—Live; F—Film; K—Kinescope Recording; E—Eastern Network; M—Midwestern Network; NI—Nonsimultaneous Eastern Programs or Dates are Indicated.

Broadcast live to East and Midwest alternate weeks. Other Sundays programs broadcast live to East and show two weeks before broadcast in Midwest via kinescope recordings.

To Midwest sustaining.

Also DuMont Network.

NBC Television Newsreel F (E-M) 11:15

Starting Feb 13

Starting Feb 14

Sunday at 4:30 p.m. CBS presents *Lamp Unto My Feet* L (E)

Ford Theatre once a month. Other Sundays CBS presents *Studio One* twice and *Film Theatre of Air* once 7:30-8:30 p.m.

When no basketball game. *What's It Worth* L (E-M) broadcast 9:30-10 p.m.

Edgeworth Tobacco Co. Sportsmen's Quiz F (E) 7:10 to 7:45

Final broadcast Feb 2

NBC TV Newsreel F (E-M)

CBS Day

Mondays through Fr
Warren Hull L (E); T
Fair L (E-M)

DuMont D

Monday-through-Fr
p.m. and 2:30-3:30 p.
grams will be fed to

ctors' Studio L (E-M)	*ABC TV Players* L (E-M)	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners[5] L (E)	*Bowling Headliners* L (E)
G. E. Co. Idle Me This L/F (E)	Emerson Radio Toast of the Town L (E-M)				
al Foods Corp. eet the Press E) K (M)	Philco Corp. TV Playhouse L(E-M)[1]		Disney Hats News F (E-M,NI) (to 10:10)		
Do You Think L (E-M)	A.Stein&Co. Identify[6] L (E-M)	Film Shorts F (E-M)			
Lipton Tea y's Talent Scouts L (E)	*Morey Amsterdam* L (E-M)	*People's Platform* L (E-M)			
			Court of Current Issues L (E-M) K (NI)		
Div. of Gen. Mtrs. on Bdwy. L (E-M)	Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)	Firestone Tire & Rubber Americana L (E) K (M)	Gillette Fights L (E)		*Newsreel* F (E)

Co-Op America's Town Meeting L (E)		*Film Shorts* F (E)	Boxing (to midnite) L (E-M)		
	Gulf Oil Corp. We the People L (E)	R. J. Reynolds Tobacco Co.[9] Basketball L (E)			
Film Shorts F (E)	*DuMont Labs* School House L (E-M) K (NI)				
	Procter & Gamble I'd Like to See L (E)	*Who Said That* L (E)	*Wrestling* L (E-M)		
itic at Large L (E)					
co Co. nds			P. Ballentine & Son Tournament of Champs. L (E-M)		
wing Paynes E) K (NI)					
illage Barn L (E)	Kraft Foods Co. TV Theatre L (E-M)		Gen. Motors Oldsmobile News F (E-M-NI)		

1949	*Feature Film* F (E)		*On Trial* L (E-M)	Participating Club 7 L (E-M)	
	R. J. Reynolds Tobacco Co. Basketball L (E)				
n Drug Co. l Broadway L (E)	DuMont Labs Window on the World L (E-M) K (NI)				
vift & Co. vift Show) K (M)	Gulf Oil Corp. Gulf Road Show L (E)	Bigelow-Sanford Bigelow Show L (E-M) K (NI)	Motorola Nature of Things L (E)	*Paris Fashions* F (E)	

	Bristol-Myers Break the Bank L (E-M)	Co-op Joe Hasel L (E-M)	*Earl Wrightson* L (E-M)		
	Science Review L (E)				
	Bonafide Mills Stop Me If You've Heard This L (E)	American Tobacco Co. Your Show Time F (E-NI)	Gillette Fights L (E-M)		Lgt. & M.[12] Super Club L (E-M)

w a Laugh (E-M)	Stump the Authors L (E-M)	*Stand By for Crime* L (E-M)			
tures in Jazz (E-M)	R. J. Reynolds Tobacco Co. Basketball L (E)				
ie Condon L (E)	Basketball (to 11:15) L (E)				

DUMont affiliates on a Coast-to-Coast hookup 10 a.m. Rumpus Room 10:30 Welcome Neighbor 11 Stop Shop 12 Accordiana 12:15 Sidewalks of New York 12:30 Camera Headlines 12:45 Gay Paree Accordion 1 Okay Mother 1:30 2:30 Inside Photoplay 3 Needle Stuff 3:15 Paper Speaking etc 3:30

Copyright 1949



with the best in TV films . . .

NOW . . . serving 95% of all TV stations daily.

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint Gum and many other nationally prominent television advertisers.

We serve you with the largest TV film library in the industry.

NOW AVAILABLE

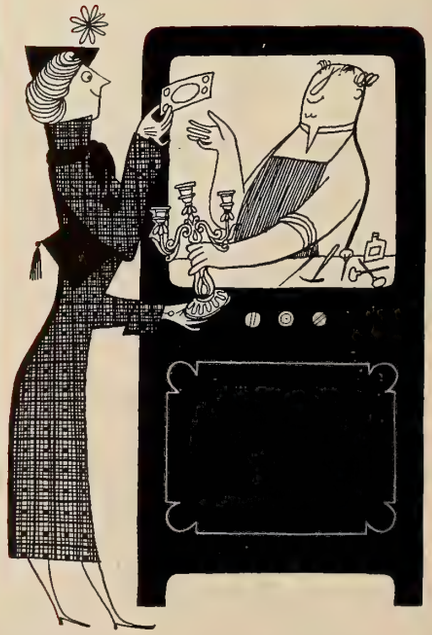
The Man from Scotland Yard. New TV Film Mystery Series. First 13 Programs now available.

Send for our illustrated film lists

"serving television"

Film Equities Corp.
1600 BROADWAY,
NEW YORK 19, N. Y.
Circle 7-5850-1-2-3-4

To keep in good spirits, advertisers will do well to look into the CBS-TV program schedule. It now has three of the four biggest-audience programs in television today. What makes CBS-TV programs so eminently practical is that they come in all sizes of advertising budgets, pre-tested and ready for work.



CBS-TV

NOW OPERATING IN 23 MAJOR MARKETS

TV REACTION

Schwerin, NBC Plan Tests

WITHIN 60 days television audience reaction tests will be undertaken by Schwerin Research Corp. and NBC, according to a joint announcement Jan. 19 by Carleton D. Smith, NBC director of television operations, and Hugh Beville, NBC director of research.

"Television programming is well beyond the experimental period," said Mr. Smith. "Now we're ready to apply the acid test of audience reaction to our programs and program ideas."

Electronic recorders will be used to measure instantaneous reactions of individuals to video programs. A new device now under construction by Schwerin not only will maintain a continuous record of each individual's reaction but will also produce a group profile for immediate study.

Questions Planned

Among questions the research will attempt to answer are: How should sequence of programs be arranged? Which camera techniques are most acceptable? How long can scenes be held before liking diminishes? Are film or live shows preferred? How long will an audience teleview? What shows can be simulcast effectively? How effective are various commercials? What is the daytime audience and what does it want? How can specific programs be slanted toward their primary audience?

Meanwhile, Horace Schwerin, president of the research organization, announced that he expected his corporation would be ready to begin TV-testing for advertiser clients by midyear. Due to limited facilities, however, this testing during the remainder of 1949 largely will be limited to present radio clients.

CAMELS' TV

Sports Coverage Expanded

R. J. REYNOLDS Tobacco Co. (Camels), Winston-Salem, N. C., sponsor of college basketball games on the CBS TV network during the current season, has expanded its TV sports coverage on CBS to include indoor track-meets and the Golden Gloves amateur boxing matches.

Track meet schedule is: Jan. 29, Melrose Games; Feb. 12, New York Athletic Club; Feb. 19, National Amateur Athletic Union; Feb. 26, IC-AAAA; March 5, Knights of Columbus. Meets will all be held in Madison Square Garden, New York.

Golden Gloves bouts, to originate in Chicago, will be telecast on CBS-TV on Feb. 21, 22, 23, March 4 and May 18 (date of the international finals), starting at 9:30 p.m. EST. William Esty Co. is the agency.



GEORGE WIEDEMANN Brewing Co., Newport, Ky., is again sponsoring telecasts of WKRC Cincinnati Golden Gloves Tournament of Champions on WLWT (TV) Cincinnati. Inspecting *Chicago Tribune Golden Gloves* team trophy for 1948, won by WKRC, are (l to r) E. R. Strauchen, Strauchen & McKim Advertising; Hulbert Taft Jr., managing director of WKRC, representing Golden Gloves; H. Tracy Balcom Jr., president of Wiedemann Brewing Co., and M. F. Allison, TV sales manager of WLWT.

TV Is Evolution

(Continued from page 4 of Insert)

man. Not a particularly scintillant visual personality, but a spellbinder with the spoken word. "And now who'll be the first to save themselves money, time and trouble by the purchase of this handy little item."

"I'll"—and I'm speaking for most current and prospective television sponsors—"I'll take two."

There's no doubt about it, the combination of aural and visual broadcasting has already hung up some impressive sales results.

Let's emphasize "combination." Radio, or aural broadcasting, has proven itself. Now, with a picture to assist it's doing better than ever. But it's the spoken word that sells every time.

Consider the picture as animated art work and the voice as conversational copy block, and you have your analogy with black and white newspaper and magazine advertising, the art work being used mainly to illustrate the copy block. Color television might improve the position of the picture somewhat, but I still feel the aural message is the intimate device that brings the actions of the picture home to roost in the consumer's noodle.

The above applies to all types of telecast shows, too. Television is fast coming out of the novelty stage when everyone dims the lights and faces the screen to see what's going on.

More and more producers will begin to realize that the spoken word must be constantly used to attract the eye to the screen. And this can't be done by omission of dialog, but rather by terse, interesting, specific continuity that tells the complete story yet implies that there's additional enjoyment in the picture. It's interesting to note, too, that conveyance of a specific mood is nearly always an auditory function.

I'm happy to have gotten this far in this article without having used a capitalized AM or FM or TV or any other of the standard symbols that designate the various activities in the business of broadcasting, which I willingly capitalize.

Eventually, I think, network and super-power AM broadcasting will be swallowed up by TV broadcasting, and that FM broadcasting will be used profitably for a variety of things, but it will still be broadcasting. That's what I mean by evolution, a constantly expanding and improving broadcast service.

Mr. Sponsor Evaluates

(Continued from page 3 of Insert)

turn to stockholders and of the continuing service we render to the public and to the professions. We can't do that for long on deficits, and we hope to continue to follow our consumer price policy through which we have not raised the price of a single packaged medicine over prewar.

Advertising has been an integral part of our business since its inception 49 years ago. Our first advertising appropriation went into newspapers back in 1902, and for years we placed sole reliance on this medium. In good time, magazines were added to the schedule. When radio came along, we moved into it on an important scale; and at one time virtually our entire advertising appropriation was devoted to radio. Since 1942, we have added newspapers and magazines on an increasing scale without, however, cutting down on radio. In each case, our decision was based on dollar return.

That will be our criterion for television. Recognizing that the new medium will have tremendous social and cultural significance, the advertiser must and will weigh its value as an advertising medium on its ability to earn a reasonable profit on the advertising dollars invested.

CBS SIGNS WDTV

Now Has 30 TV Outlets

CBS has signed WDTV Pittsburgh as an affiliate of its television network, bringing the total number of CBS video outlets to 30, Herbert V. Akerberg, vice president in charge of station relations, announced.

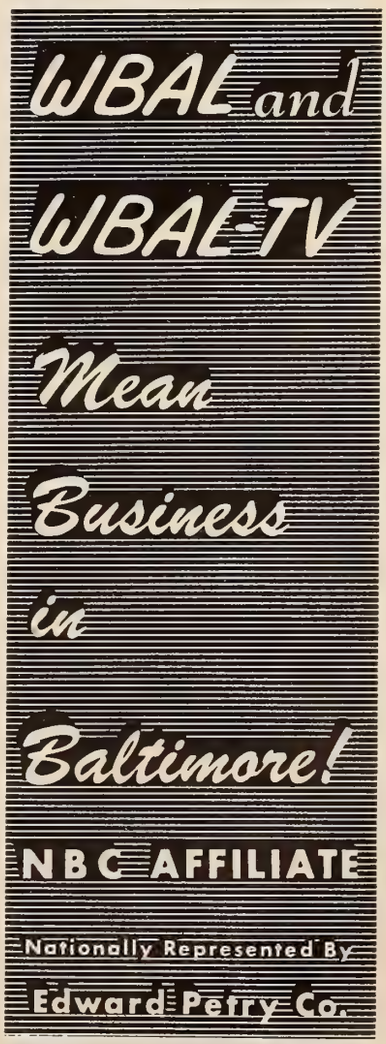
Operating on Channel 3, the new station is on the main line coaxial cable between New York and Chicago, and will be available for CBS coaxial cable network programs during the network's allotted periods. General manager of WDTV is Donald A. Stewart.

VIDEO WRITERS

Two Units Combining

AN AFFILIATION agreement between Screen Writer's Guild, Hollywood, and Associated Film Writers' of New York has been reached by the membership of both groups. Affiliation becomes final within 30 days following ratification of the contract by the New York unit.

According to the agreement the New York group will adopt the title of Eastern Div. of Screen Writers' Guild, while retaining complete autonomy. The move is aimed at coordinating the television jurisdiction of the film writers groups.



By ROBERT P. MYERS
NBC Assistant General Attorney

SOME of the principal problems that are currently causing telecasters concern are music rights, literary rights, motion picture rights and rights of privacy and defamation.

You must be sure in every case where you obtain rights that you are dealing with the author or with the owner of the right or with his authorized representative and, second, you must be certain that the license agreement that you obtain from him is clear and complete and covers the specific use that you want to make.

Among the principal rights which are causing us trouble are music rights, as always. There are three principal music rights in television as there are in AM broadcasting with which we are particularly concerned.

The right to make non-dramatic public performances for profit is probably the one with which we will deal most often. We will also be making dramatic performances of musical compositions.

We will be using the so-called recording right either in the form of kinescope recording or in the form of motion pictures or in the form of pre-recordings.

All of these rights are exclusive rights granted to the owner of the copyright on a musical composition and must be cleared if we are going to use them.

There seems to be a new tendency developing among some of the copyright owners to require a special treatment of a dolled-up use of a composition.

Special Fee

Strictly, there is no justification for such a distinction under the copyright law, but nonetheless there is a tendency on the part of some of our licensors to insist that when you dress up your production in certain ways it will require a special license and possibly a special fee.

Our first problem with regard to music is: What are our sources? They are the same sources that we have in AM broadcasting. There is the great public domain, the "Jeanies With the Light Brown Hair" of one sort or another. There are the Wagners and there are the Gilbert-and-Sullivans.

There is a tremendous amount of material there with which you can do anything that you want to. There are great hordes of private licenses which most of us have from various individual publishers or composers. There is ASCAP with which most of you are familiar.

Then there is our own organization—that is, the broadcasters' own organization—BMI.

BMI TV License

Let me say that as to BMI its television license is identical with its AM broadcasting license. It includes the right to adapt, to arrange, to translate, to change the composition, to dramatize it and to perform it by means of television.

There may be a few compositions in the catalog in which BMI cannot give us some of those rights, but in general we have the broadest type of licenses from BMI. They make no problem of scenery, costume or dialogue.

The real problem on scenery, costume and dialogue arises with ASCAP, which has by far and away the largest catalog of musical performing rights in the country.

Since 1941 we have all had free television licenses from ASCAP. These licenses have recently been terminated. All of you television broadcasters . . . will be without a formal ASCAP license [in early 1949].

ASCAP has made a very fair gesture, however, when they agreed that during the 60-day period commencing Jan. 1 they will negotiate with us, as to television broadcasters, as to the terms upon which we may continue to use their music for our purposes.

They have agreed that if an agreement is reached within that 60-day period it will be made retroactive to Jan. 1. If we do not reach an agreement during that period, we will be considered to have had a gratuitous license.

Now what do we do? The first thing to determine is what rights ASCAP has to grant to us . . .

Membership Agreement

This problem is caused by a new membership agreement which ASCAP is just now having executed by its members.

Under that agreement there are a good many uses which we will clearly be able to make under a general license such as straight instrumental uses, uses by vocalists not in costume, uses by small groups of vocalists in costume if the performance is not accompanied by dialogue, by scenery or by dancing routines.

That type of thing it seems we will be able to obtain from ASCAP under a blanket license. But the problem arises with regard to the exceptions which are contained in that ASCAP membership agreement. Let me give you a few of them.

ASCAP must obtain a special license and charge a special fee for any use of a production number. That is a number which originally was written for and contained in a dramatical musical work, on operetta or a motion picture. If that use is made in costume and is accompanied by scenery, dialogue or dancing, that type of use would require a special license and a special fee.

Also, special licenses would be required for the use of any composition by five or less costumed vocalists where the performance is accompanied by scenery or by a set which spells out the title of the song or of the lyrics or which dramatizes the idea of the original production.

A special license would be required where any composition is performed by five or less costumed vocalists accompanied by dancing which dramatizes the title or the lyrics or by dialogue.

You would need a special license for the performance of any number by more than five costumed vocalists.

Gentlemen, that is television, and it may mean that we will all be faced with a very substantial problem in clearing rights with ASCAP if each of that type of use requires a special license . . .

Scope of General License

That is a bridge which we can cross when we come to it. Our present problem, the thing that we are working on today with ASCAP, is to determine the scope of the general license which they will offer to television broadcasters.

In order to do that we must obtain a definition of costumes. We must know what scenery is. We must know whether a plain backdrop is scenery. Is it scenery when you push two palms in from the side of the stage? . . .

We have undertaken here in New York to do some of the preliminary work on your behalf in this connection. The five New York television broadcasters have all monitored every single use of music on their facilities for a period of a week.

We have each taken a specimen week and have sent descriptions of each of those uses to ASCAP. ASCAP is surveying those uses in an attempt to reach a decision as to those uses that will clearly fall under a general or blanket license and those uses which will clearly require a special license . . .

After they have completed their study of these uses, it is our plan to sit down with them to attempt to write a definition, to write out in words what it is they propose to offer us under a blanket license. When that has been done we will then be ready to negotiate a license agreement, but not before . . .

Let us go briefly now to recording rights.

The copyright law provides only one mechanical recording right with a statutory royalty of 2c per copy. It has been the practice in the business to pay more than this on electrical transcriptions and motion pictures.

In fact, one fairly recent case indicates that possibly motion picture synchronization rights, as they refer to them, do not fall within the statutory royalty provisions of the copyright law, and we question whether kinescope recording would fall within the scope of that particular decision.

Kinescope Recording

We believe that a kinescope recording is only another recording. It is a mechanical reproduction in the copyright law. We should be able to do it for 2c per print or pressing.

So far as BMI is concerned, we have the recording right very clearly. BMI has passed it on to us just as all other licensees have passed it on in AM broadcasting . . .

It is our position that in making a network broadcast we must have the means of getting that program to the stations. It can go by radio relay; it can go by cable or it can go by kinescope recording. That is a necessary part of the performing right and we must have it as part of our performing right license.

That is something which we will consider when we finally negotiate ASCAP agreements.

The next category in which we are interested is literary rights. In non-dramatic literary works there is no radio performing right. However, I suggest that you all look carefully at any performances you expect to make of non-dramatic books or poems because it is pos-

(Continued on page 14 of Insert)

AS CHAIRMAN of the television subcommittee of the NAB Music Advisory Committee, Mr. Myers is spearheading the television broadcaster's attack on some of his toughest legal problems. As video specialist of NBC's legal department, he is constantly on call to give opinions on the legality of TV matters for which the precedents are dubious, if not non-existent. Here are highlights from a longer paper advising telecasters on some of these legal problems. They are required reading for anyone even remotely concerned with video programming.

TV SET FIGURES reported to BROADCASTING during the past week:

Boston-Providence—40,000 as of Jan. 1, reported by WBZ-TV Boston.

St. Louis—17,500 as of Jan. 1, reported by Union Electric Co. of Missouri.

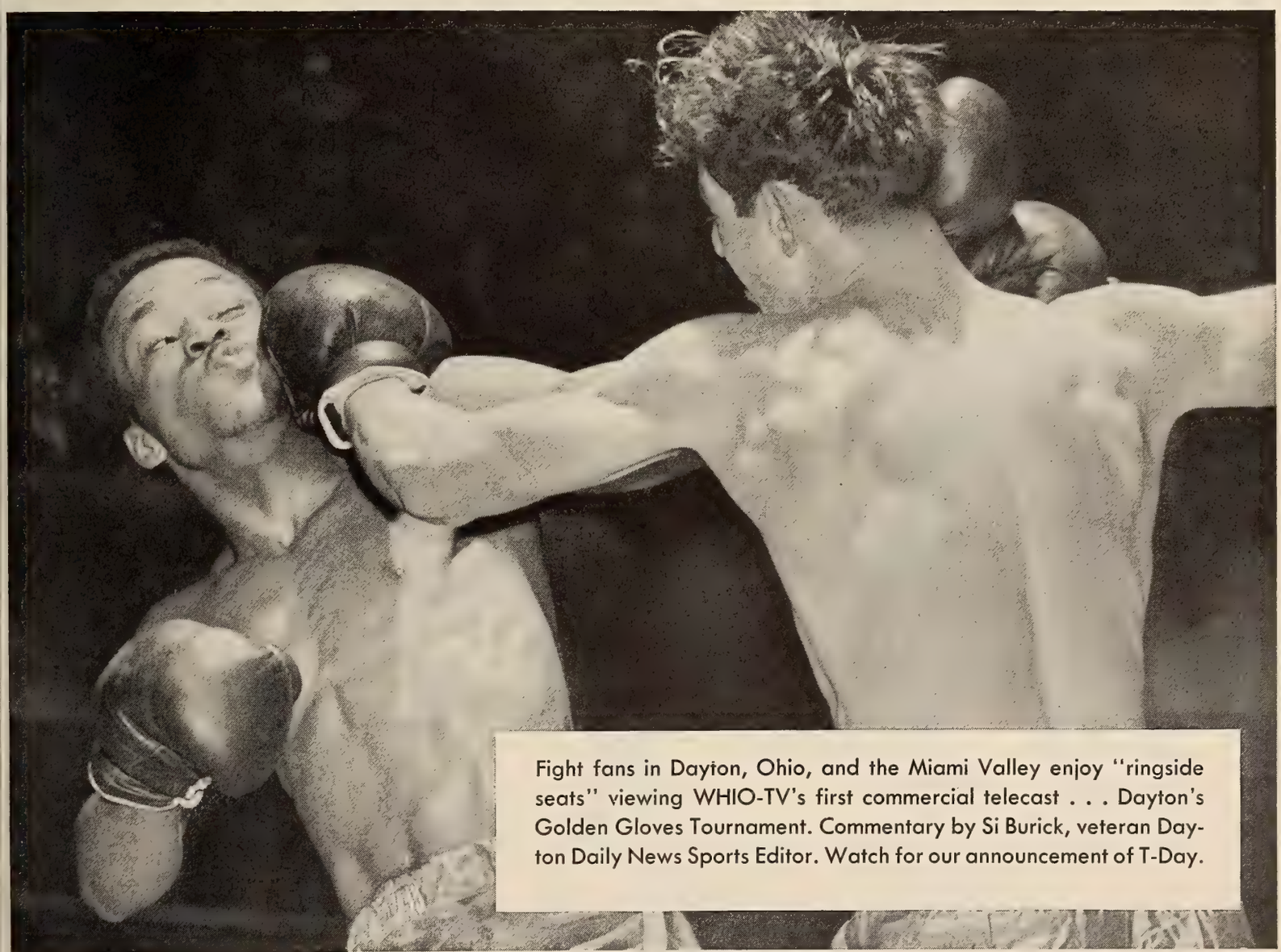


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CHANNEL 13

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January 31, February 1-4-7



Fight fans in Dayton, Ohio, and the Miami Valley enjoy "ringside seats" viewing WHIO-TV's first commercial telecast . . . Dayton's Golden Gloves Tournament. Commentary by Si Burick, veteran Dayton Daily News Sports Editor. Watch for our announcement of T-Day.

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AM ★ FM ★ TV

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(Continued from page 12 of Insert)

sible that the use may constitute unfair competition.

At lectures, sermons and addresses the copyright owner has the right to deliver the work in public for profit. Such works must be cleared if you are going to use them. In dramatic works the owner has the right to perform publicly.

There is no for-profit element in dramatic performances so far as the copyright law is concerned and all dramatic performances require specific licenses. As far as the sources of these works are concerned, you have no one place to get all rights.

The rights of your staff and freelance writers in television are governed by the terms of their employment. That is purely a question of contract. If you have a Radio Writers Guild AM contract and you want to use an AM script for television, look at the contract because it contains certain specific provisions relating to the use of that material on television.

Plays written for stage productions are a category of works that we are all very much interested in. Generally, the authors of those works hold television rights. You obtain these rights either direct from the artists or through their agents.

Now the motion picture company may have bought the play outright and purchased all the rights, television rights and everything else, and in such a case the man you will have to go to will be the motion picture producer . . .

Each situation has to be judged on its own merits. It is purely a matter of contractual interpretation, and there are many very different legal questions involved in this particular field.

If you want to perform one of those works, by all means get your lawyer into it early and have a thorough search made to find out who has the rights and get them cleared. Also, get your contract signed before you put your play into rehearsal. I have seen a good many cases where the rehearsal was on, the cast hired, and still we did not have a license agreement signed and that is most embarrassing when it happens.

Kinescope Rights

Generally, the play agents are granting us kinescope recording rights for this purpose of getting the network program out to the affiliates. They are granting us the right to record for reference, for audition purposes and to use that recording one time over that particular station within 30 days, with regard to the live broadcast . . . As to motion pictures themselves, the basic problems in general are the same as the clearance problems on a live program.

You have recording rights and the producer obtains those. You have performing rights. Up until now the broadcaster has obtained those.

There have been a number of recent decisions in the federal court here and out in Minneapolis which, after holding that ASCAP is a monopoly, have enjoined ASCAP from exercising performing rights in those cases where a motion picture producer has only obtained a recording right at the time a musical composition was put into the picture.

Literary rights, rights of talent, producers, directors, the copyright in the picture itself, all of those things you obtain from the man from whom you buy the picture. Your rights vis a vis talent and writers all come from the producer through the distributor to you.

It is very difficult sometimes to trace that change of title. If you do have difficulty, your principal protection is that you buy from a reputable and responsible source with the broadest type of warranties you can get. In addition to your warranties be sure to check your music because today there is a good deal of music which you are not licensed to perform and your motion picture may contain that kind of music.

Right of Privacy

The right of privacy is one of the things that causes you and all television broadcasters the most difficulty. In a number of our states the use of the name or picture of an individual for commercial purposes is unlawful . . .

There is one very clear exception to this doctrine and that is news and newsreels. You may televise or telecast current news. You may telecast historical news, old news, if it is a matter in which the public has a legitimate interest.

Do not fictionalize your news broadcasts. When you do you get outside of that news exception. Stick to matters of legitimate public interest, things in which the people really have a right to see the picture and to the use of the name . . .

In your television studios print on the back of your tickets a consent to televise as well as a release from all other liabilities. Announce to the studio audience if you are going to televise them that they are going to be televised . . .

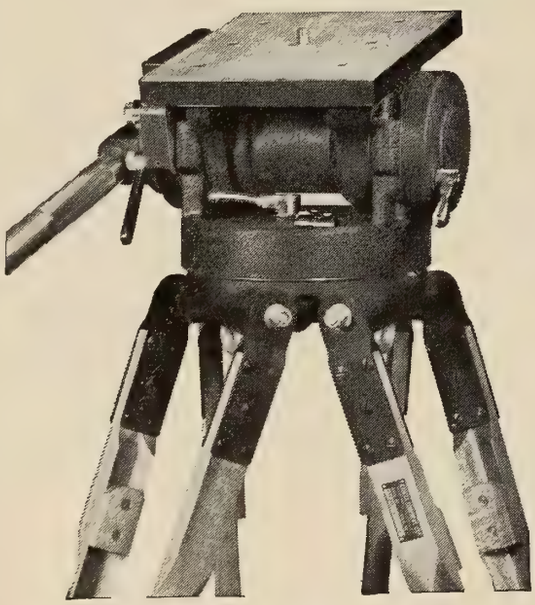
There are many, many new doctrines which must be established in this field. Many of the broadcasting and motion picture precedents will apply, but we are going to have to feel our way along step by step.

Your lawyers are as deep in television and its novel problems as the operators are. It is important that your lawyers be indoctrinated on your operating problems.

Only by doing that can you make certain that you will avoid the many pitfalls which you are bound to face as the law adjusts itself to keep pace with the amazing development which television is experiencing today . . .

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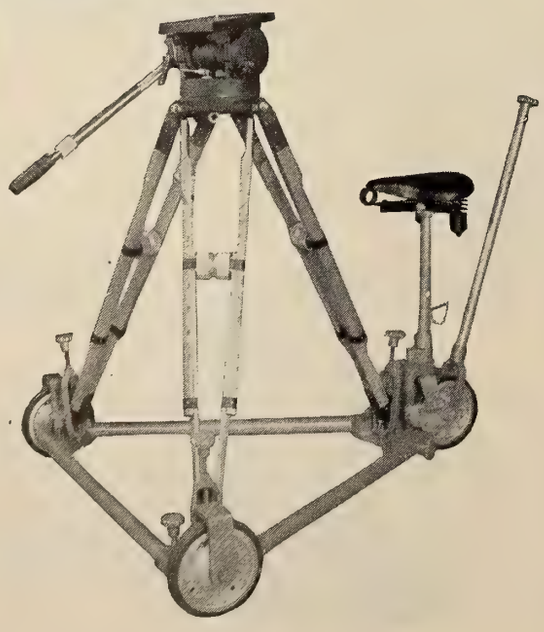


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This tripod was engineered and designed expressly to meet all video camera requirements.

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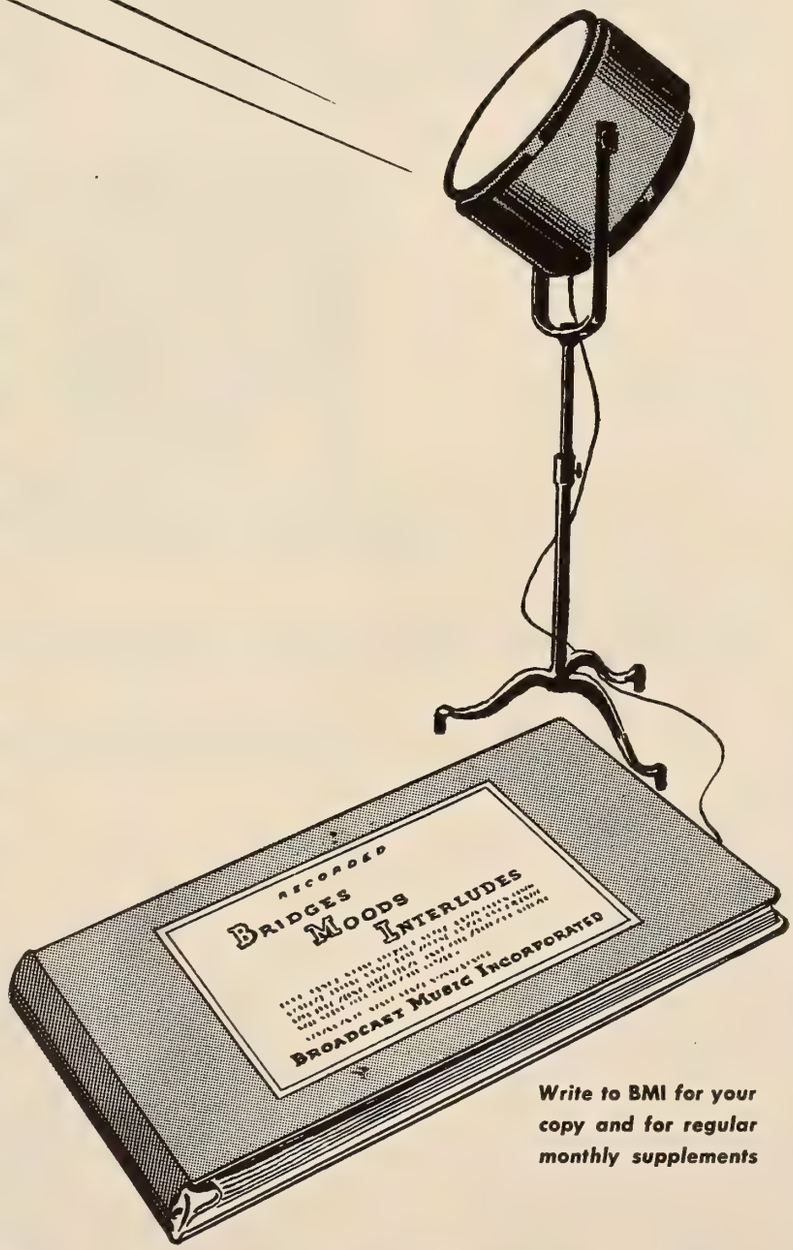
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BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For "*Bridges, Moods, Interludes*" is based on recorded music readily available to any telecaster.

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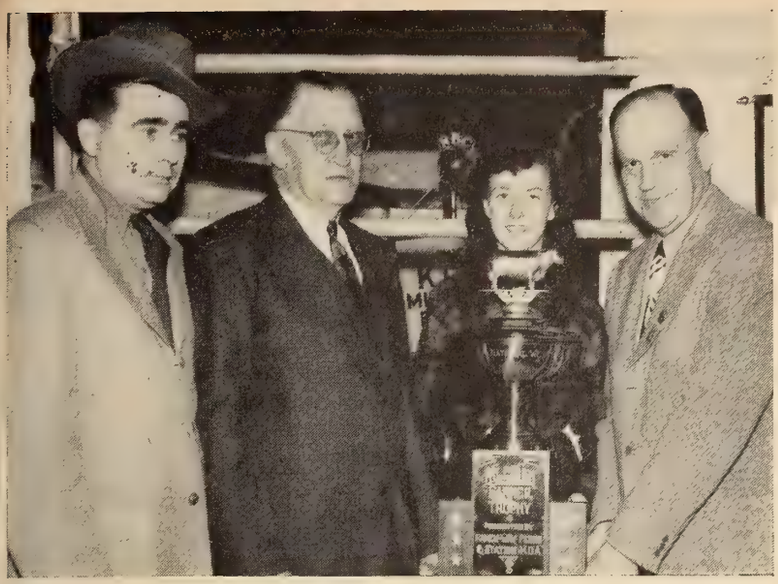
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DURING a special KOA Denver broadcast from the arena of the National Western Stock Show, Ruth Harkness receives the Mile High Farmer Trophy for the Grand Champion Junior Beef Showman of the 1949 show. Taking part in the broadcast were (l to r) Don Peach, KOA director of agriculture; Herb Rogers of Ranch-Way Feeds, sponsor of KOA's *Mile High Farmer Program;* Miss Harkness, and Lloyd E. Yoder, KOA general manager.

WJBK DETROIT

In New Studios, Offices

ANOTHER step in the expansion program of WJBK Detroit was reached last week when the station moved into new studios and offices atop Detroit's Masonic Temple Bldg. Included on the sixth floor of the building are executive offices for the Fort Industry Co.'s WJBK-AM-FM-TV, two large AM studios, two AM control rooms, two television studios containing GE equipment, a TV studio control room and a TV master control room.

The seventh floor, which will be used for television production, has been designed to house a studio theatre with a seating capacity of 1,200. Plans for its completion are now under way and will include facilities for stage and dramatic productions, audience participation shows and sports events. WJBK-TV is on Channel 2 and carries programs of from CBS and DuMont video networks.

FM Via TV

WBRC-FM Birmingham's sports staffers, learning they could not set up in the Georgia Tech gymnasium to broadcast the Tech-Alabama basketball game, resorted to a bit of ingenuity. All of Alabama's games had been sold to a sponsor. The game with Tech had to be aired. With the cooperation of John M. Outler Jr., WSB-TV Atlanta general manager, the WBRC-FM crew was provided with a television set, and the play-by-play account was sent to Birmingham listeners from the WSB-TV picture.

JOHN F. HURLBUT, promotion manager for WSYR Syracuse, N. Y., was given a special service pin for the Onondage Council of Girl Scouts. Mr. Hurlbut has been conducting weekly radio workshop classes for the scouts.

Management

MARK ETHRIDGE, publisher of the Louisville *Times* and *Courier-Journal* (WHAS), has accepted the appointment as U. S. representative on the UN Palestine Conciliation Commission, the White House announced last week.

BERNARD S. MORLEY, formerly sales manager of WPRO Providence, R. I., has been appointed manager of WTNS Coshocton, Ohio.

JOHN DEME has been appointed general manager of WNOC Norwich, Conn. Other new staff appointments announced by **H. ROSS PERKINS,** owner, include: **NOEL C. BREAULT,** as sales manager, and **JACK PURRINGTON,** as program director.

MILTON B. GARBER, for 10 years general manager of KCRC Enid, Okla., has been appointed editor of the Enid *Morning News* and *Daily Eagle.* Mr. Garber also has been named to the publishing company's board of directors. **GEORGE L. TARTER,** formerly commercial manager of KOCY Oklahoma City, is new general manager of KCRC.

WILLIAM E. RINE, managing director of WWVA Wheeling, W. Va., has been elected Illustrious Potentate of Osiris Temple, AAONMS, at the annual election held on Jan. 14.



Mr. Rine

FRANK KELLY, assistant manager of WBEN Buffalo, is the father of a girl, Rosemarie.

J. P. WILLIAMS, executive vice president of WING Dayton, Ohio, and WIZE Springfield, Ohio, has been elected one of 10 directors of the Dayton Community Chest.

JOSEPH J. GARVEY, sales manager of WJOL Joliet, Ill., will become general manager of station, effective tomorrow (Feb. 1). He replaces **R. L. BOWLES,** vice president and general manager of Joliet Broadcasting Co., who has resigned to reside in Eustis, Fla.

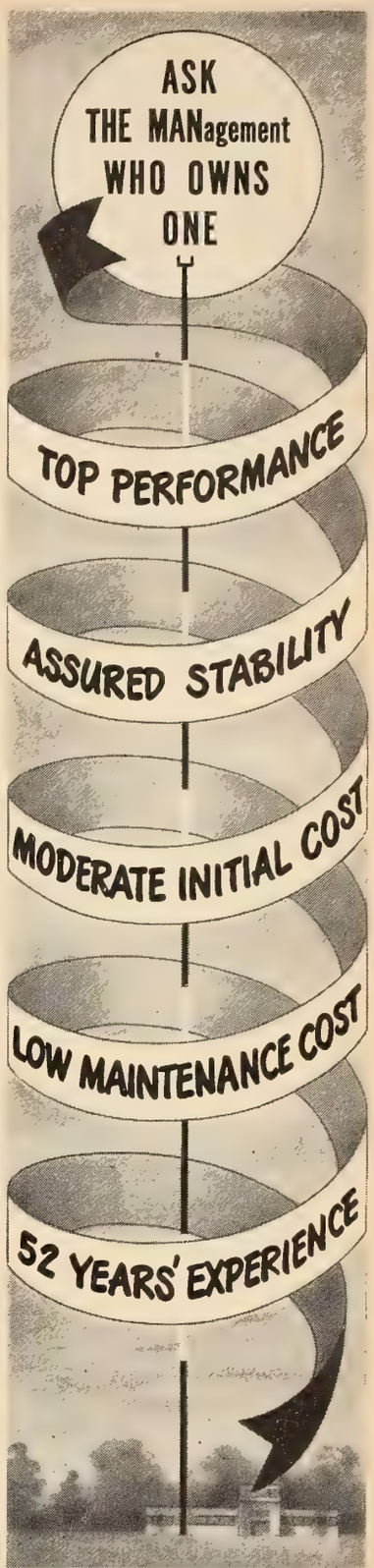
A. T. SHIELDS, formerly manager of of KRUL Corvallis, Ore., has joined WLDY Ladysmith, Wis., as general manager.

JIM WOODRUFF Jr., executive manager of WRBL Columbus, Ga., has been re-elected president of Columbus Chamber of Commerce.

BOB MANN, assistant manager of WDAR Savannah, Ga., has resigned to become public relations director for the city of Savannah. He is being replaced by **MILTON BELLAH,** account executive for WDAR. **JULIAN SILVER,** sports director, has been appointed account executive to succeed Mr. Bellah.

HENRY P. JOHNSTON, executive vice president of Birmingham News Co. and managing director of WSGN and WSGN-FM Birmingham, has been re-elected chairman of the board of the Merchants and Planters Bank of Uniontown, Ala.

ADOLPH N. HULT, vice president in charge of Midwest operations for MBS, has been appointed radio chairman of the Chicago Brotherhood Week committee.



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ACTIONS OF THE FCC

JANUARY 21 to JANUARY 27

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

January 24 Decisions . . .

BY COMMISSION EN BANC

AM—1280 kc

Eugene Bcstrs. Inc., Eugene, Ore.—Granted CP new station 1280 kc 1 kw unl. DA-N, engineering cond.; estimated cost: $32,570.

Ant. Change

WKNE Keene, N. H.—Granted CP make changes in DA-D pattern; engineering cond.

DA Changes

WLOF Orlando, Fla.—Granted CP change from DA-DN to DA-N.

Petition Granted

WDLP Panama City, Fla.—Upon petition by WDLP, removed from hearing docket and granted application for mod. license to operate with DA-N only on 590 kc 1 kw unl.

Modification of CP

WMBD Peoria, Ill.—Granted mod. CP to make changes in DA; engineering cond.

KXOC Chico, Calif.—Granted mod. CP to change trans. location and type trans. and to increase D power from 1 to 5 kw; engineering cond.

Ant. Changes

WNBF Binghamton, N. Y.—Granted CP make changes in ant. and mount FM and TV ant. on No. 1 center AM tower; engineering cond.

Hearing Designated

Associates Bcstg. Corp. and New Bedford Bcstg. Corp., New Bedford, Mass. — Designated for consolidated hearing applications of Associates Bcstg. Corp. and New Bedford Bcstg. Corp. both seeking new station 1270 kc 500 w D.

Radio Corp. of Toledo, Toledo, Ohio—Designated for hearing application for new station 1470 kc 1 kw unl. DA-2 in consolidated proceeding with other Toledo applications to be held Jan. 24 at Toledo and made KPLC Lake Charles, La., party to proceeding.

WHAS Inc., Louisville, Ky.—Ordered competing applications by Crosley Bcstg. Corp., The Fort Industry Co. and Hope Productions Inc. to acquire facilities of WHAS Inc., to be heard in consolidated proceeding at Washington on Feb. 28. Involved are WHAS, WHAS-FM, WHAS-TV, W9XWT (facsimile), W9XEK (developmental) and six remote pickup stations, all in Louisville and controlled by Louisville Courier-Journal and Louisville Times. As advertised under AVCO procedure, price is $1,925,000, subject to certain adjustments. In addition application of WHAS Inc. for additional time in which to construct WHAS-TV was designated to be heard same day.

January 24 Applications . . .

TENDERED FOR FILING

Transfer of Control

KHJ-AM-FM Los Angeles; KGB San Diego, KFRC San Francisco, KDB Santa Barbara and KTSL (TV) Hollywood, Calif.—Involuntary transfer of control of Thomas S. Lee Enterprises d/b as Don Lee Bcstg. System, licensee, from Thomas S. Lee to Lewis Allen Weiss and Willet H. Brown, guardians of estate of Thomas S. Lee.

License for CP

KWK St. Louis—License to cover CP increase power etc.

License Renewal

KBLF Red Bluff, Calif.—License renewal AM station.

Modification of CP

KSBR San Bruno, Calif.—Mod. CP new FM station for extension of completion date.

WNLC-FM New London, Conn.—Same.

WTUX-FM Wilmington, Del.—Same.

WNEX-FM Macon, Ga.—Same.

KCRK Cedar Rapids, Iowa—Same.

WHDL-FM Alleghany, N. Y.—Same.

WXRA-FM Buffalo, N. Y.—Same.

KTUL-FM Tulsa, Okla.—Mod. CP new FM station to change ERP from 170 to 2.52 kw, ant. height above average terrain from 630 ft. to 270 ft.

WNAM-FM Neenah, Wis.—Mod. CP new FM station to change ERP from 9.4 kw to 3.1 kw, ant. height above average terrain from 300 ft. to 294 ft.

License for CP

WNHC-FM New Haven, Conn.—License to cover CP new FM station.

WAFB-FM Baton Rouge, La.—Same.

WVBT Bristol Center, N. Y.—Same.

WVCV Cherry Valley, N. Y.—Same.

WVCN DeRuyter Village, N. Y.—Same.

WVFC Ithaca, N. Y.—Same.

WVBN Turin Village, N. Y.—Same.

WFNF Wetherfield, N. Y.—Same.

Transfer of Control

WSON-FM Henderson, Ky.—Acquisition of control of Henderson Bcstg. Co. Inc., licensee, by H. S. Lackey from Pierce E. Lackey, Montana L. Lackey and The Paducah Bcstg. Co.

TV—198-204 mc

Commonwealth Bcstg. Corp., Norfolk, Va.—CP new commercial TV station Channel 13 (210-216 mc), ERP 19.4 kw vis., and aur., unl. AMENDED to request Channel 11 (198-204 mc), ERP 19.9 kw vis. and aur.

License Renewal

W8XGZ Gus Zaharis, Charleston, W. Va.—License renewal exp. TV station.

TENDERED FOR FILING

Assignment of License

WINX-AM-FM Washington, D. C.—Assignment of license for AM to William A. Banks and assignment of CP for FM to WTOP Inc. Present owner is WINX Bcstg. Co.

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to Del Rio Bcstg. Co.

Transfer of Control

WFAH Alliance, Ohio—Relinquishment of control of licensee, Review Pub. Co., caused by death of Arthur H. Hoiles.

AM—1240 kc

KSTV Stephenville, Tex.—CP change from 1510 kc 250 w D to 1240 kc 250 w unl.

January 25 Decisions . . .

BY THE SECRETARY

Gus Zaharis, Charleston, W. Va.—Granted license covering move of trans. of exp. TV station W8XGZ.

WKY Radiophone Co., Oklahoma City—Granted license and CP for new exp. TV relay W5XWG W5XHW W5XSK.

General Electric Co., Syracuse, N. Y.—Granted CP for new TV station W2XGM.

KVRO Brownsville Herald Pub. Co., Brownsville, Tex.—Granted request to cancel CP for new FM station.

KVMR Valley Evening Monitor Inc., McAllen, Tex.—Same.

WDEL-TV Wilmington, Del.—Granted mod. CP to make ant. changes and change ERP to vis. 0.476 kw, aur. 0.341 kw.

KRLD-TV Dallas, Tex. — Granted mod. CP to make slight change in studio and trans. locations and to make minor changes in ant.

Following were granted extension of completion dates as shown: KGIB Bremerton, Wash., to 4-15-49; WRUN Utica, N. Y., to 7-29-49; WBGE-FM Atlanta, to 5-8-49; WCOD Richmond, Va., to 5-23-49; WAVZ-FM New Haven, Conn., to 6-30-49; WRWR Albany, N. Y., to 7-13-49; KXEL-FM Waterloo, Iowa, to 8-22-49; WIOD-FM Miami, Fla., to 8-21-49; WKAL-TV Utica, N. Y., to 6-1-49; W9XG West Lafayette, Ind., to 6-24-49.

WREL Lexington, Va.—Granted license for new standard station 1450 kc 250 w unl.

WKIN Kittanning, Pa.—Granted voluntary assignment of license to WKIN Inc.

WIRE-FM Indianapolis Bcstg. Inc., Indianapolis—Granted request to cancel CP for new FM station.

WNYS Nashville Radio Corp., Nashville, Tenn.—Same.

KFMV Hollywood, Calif. — Granted mod. CP to change corporate name to Union Bcstg. Corp. of Calif.

WJCD Seymour, Ind.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

Following were granted extension of completion dates as shown: KING Seattle, to 4-11-49; WKAR-FM East Lansing, Mich., to 3-27-49; WCBT-FM Roanoke Rapids, N. C., to 5-15-49; WCMW-FM Canton, Ohio, to 4-11-49; WMUR-FM Manchester, N. H., to 4-15-49; WFNS-FM Burlington, N. C., to 5-10-49; KMJ-FM Fresno, Calif., to 5-10-49; WGTR Worcester, Mass., to 5-1-49; KFMV Hollywood, to 2-15-49; WHIO-TV Dayton, Ohio, to 5-30-49; WLWC Columbus, Ohio, to 6-16-49; WLWD Dayton, Ohio, to 6-4-49; KTOY Tacoma, Wash., to 5-2-49; KMED-FM Medford, Ore., to 3-1-49; KUGN-FM Eugene, Ore., to 6-7-49; WBCA Schenectady, N. Y., to 3-20-49; WTTH-FM Port Huron, Mich., to 5-1-49; KWGS Tulsa to 5-8-49; WSLB-FM Ogdensburg, N. Y., to 4-19-49.

Radio Cincinnati Inc., Cincinnati—Granted license and CP for new exp. TV relay W8XRP.

WNAB-FM Bridgeport, Conn.—Granteded voluntary assignment of CP to WNAB Inc.

WIMR Maple City Bcstg. Corp., Hornell, N. Y.—Granted request for cancellation of CP for new standard station 1420 kc 1 kw D.

BY COMMISSIONER JONES

The Toledo Blade Co., Toledo, Ohio—Granted petition for leave to amend application to show redemption of 1250 sh. preferred nonvoting stock; to show addition of Clarence M. Condon as secretary of applicant, etc.

Vulcan Bcstg. Co., Birmingham, Ala.—Granted petition for continuance of hearing scheduled Jan. 24 to March 3 at Birmingham.

Batesville Bcstg. Co., Batesville, Ark.—Denied petition for continuance of oral argument scheduled for Jan. 28 in re application and that of White River Valley Bcstrs. Inc.

KSOO Sioux Falls, S. D.—Granted petition for continuance of oral argument presently scheduled Feb. 4 to date subsequently to be specified.

January 25 Applications . . .

ACCEPTED FOR FILING

SSA—1540 kc

WJMJ Philadelphia — Extension of SSA for 1540 kc 1 kw D for period not to exceed 6 mo.

Modification of CP

KPLC Lake Charles, La.—Mod. CP change frequency, increase power etc. for extension of completion date.

WEAU Eau Claire, Wis.—Mod. CP increase power etc. for extension of completion date.

WHIS Bluefield, W. Va.—Same.

Assignment of License

WOOF Dothan, Ala.—Assignment of license from R. A. Dowling Jr. and Owens Fitzgerald Alexander d/b as Dowlander Bcstg. Co. to R. A. Dowling Jr. tr/as Dowlander Bcstg. Co.

WCNU Crestview, Fla.—Assignment of license from Cyril W. Reddoch and L. Burson Whittington d/b as Gulf Shores Bcstg. Co. to Cyril W. Reddoch, John B. McCrary and D. G. O'Neil d/b as Gulf Shores Bcstg. Co.

WSYR Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to Radio Projects Inc., parent firm.

KTAN Sherman, Tex.—Assignment of license from Denison Broadcast Corp. to Sherman Broadcast Corp.

WTRR Sanford, Fla.—Assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

WSID Essex, Md.—Assignment of license from Sidney H. Tinley Jr. to United Bcstg. Co. Inc.

KANS Wichita, Kan.—Assignment of license from Kansas Bcstg. Inc. to Taylor Radio and Television Corp.

KRGV Weslaco, Tex.—Assignment of license from KRGV Inc. to Taylor Radio and Television Corp.

(Continued on page 69)



WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Programs



YOUNGSTERS' dreams and ambitions have become a "reality" on WPTZ (TV) Philadelphia. Each week station invites children from 6 to 13 years to participate in *What Do You Want to Be.* New program depicts a scene from some phase of business or profession and the children are invited to act the parts. With opticals, trick camera shots and coordinated sound effects and background music a sense of reality is created. On the first telecast American Airlines had one of its transports reproduced, the youngsters portraying the parts of "pilot," "co-pilot" and "stewardess." Special camera shots done with mirrors that were rocked gently created the illusion that the plane was "taking off." *What Do You Want to Be* is sponsored by the Chevrolet Dealers Assn. of Philadelphia, through Gray & Rogers Adv., that city. Dealers select children to appear by auditions in their showrooms each week.

Progress in Medicine

DOCTORS and pharmacists of Albany Medical and Pharmacy Colleges will discuss progress in medical science on WPTR Albany, N. Y., new series, *Adventures in Medicine.* Aired each Sunday at 12:15 p.m., program is under direction of Albany Pharmaceutical Assn.

'Over-the-Chuckwagon'

NEWS, views and interviews concerning the Texas out-of-doors is format of WOAI San Antonio's newest program, *The Roving Banker.* Lucian Jones, vice president in charge of agricultural and livestock division of Alamo National Bank of San Antonio, sponsor of program, is the "Roving Banker," and with Bill Shomette, WOAI farm and ranch director, visits surrounding communities and participates in discussions of interest to listeners whose occupations and activities are allied with out-door life. Live and transcribed interviews with bank presidents, farmers, ranchers, sportsmen and agricultural authorities are featured on the series.

Tribute to Citizens

DEDICATED to and paying tribute to people in its listening area, WCOA Pensacola, Fla., is airing new *Good Neighbor* program, thrice weekly. Show features the "Good Neighbor" letter of the day and prizes for the "Good Neighbor" of the day. Also included are poems of friendship and humorous adages with appropriate background music.

'Voice of the Blind'

INFORMATIVE talks by a blind person on how public can help the blind are being heard on a new public service broadcast, *Voice of the Blind* on KGFJ Hollywood. The program, heard a quarter-hour weekly, is conducted by James B. Garfield, blind for the past seven years, who gives helpful hints on how the blind should be treated, tells of various traffic laws made to protect them, and other important but little-thought-of-facts on how one can help a blind person.

'Washington Town Hall'

UNDER auspices of League of Women Voters, WOL Washington is presenting *Washington Town Hall* on alternate Fridays at 10:30 p.m. Program is devoted to topics of public interest and features guest speakers who are authorities in their fields. First broadcast, Jan. 21, was devoted to subject: "How Far Can the Rights of Individuals be Guaranteed Internationally."

TV SALES PULL

Booklet Issued by Cairns

SALES IMPACT of television is the reason for using the medium now, according to *Television Today,* 24-page brochure prepared by John A. Cairns & Co., New York.

Television advertisers, the booklet reports, already have succeeded in reaping unprecedented returns. It notes that telerating organizations underscore the fact that sponsor identification is high—with a one-time shot identification reaching 35% and responses on small offerings totaling as high as 40% (radio, it says, considers 1% good).

The booklet's approach, the agency claimed, is factual and statistical, with editorializing kept to a minimum. It traces TV from its debut to the March 18, 1947 FCC ruling against color-television and notes that since then it "has expanded with the momentum of a gold rush." It sets forth the present station, network and audience picture, discusses advertising costs and briefs case histories in spots, participation programs and co-sponsorship programs.

It calls 1948 the first full year of commercial television and said $10 million in advertising revenue was scheduled for the year with TV's potential revenue predicted to be four times as great as radio's today—eventually a $6 billion industry.

VIDEO BOOKSELLER

Best Means for Mass Merchandising—Tiffany

TELEVISION offers the best means available today for the mass merchandising of books, according to J. Raymond Tiffany, general manager of the Book Mfrs. Institute.

But instead of using this medium as an aid to their business, publishers are letting it become a "devastating competitor," he warned.

A survey made in 1947 for his organization by Psychological Corp. of New York and by Hoff Institute of Management showed that readers gave their available time to competing leisure activities as follows: radio 49%; newspapers 21%; magazines 11%; movies 11%, and books 8%.

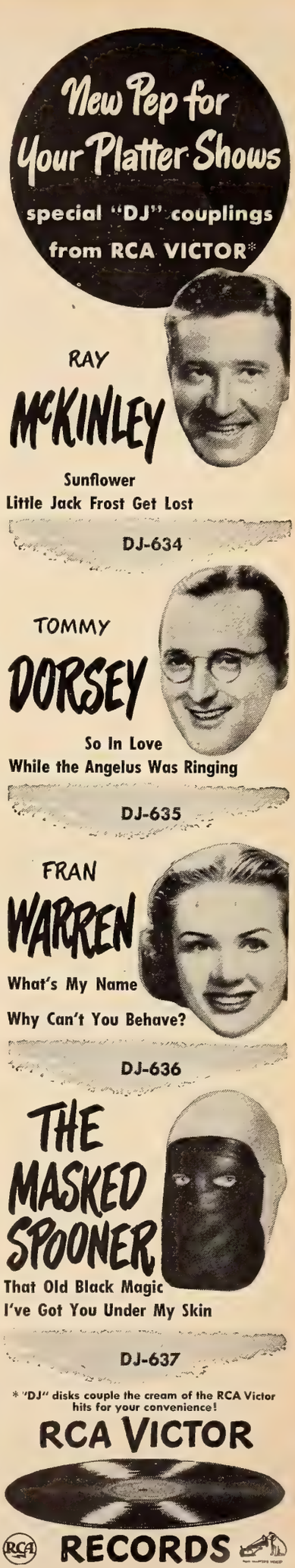
"I have talked with a number of set owners," Mr. Tiffany said, "and without exception, they have said that the whole family was reading less than before they installed television."

He maintained that "we need constructive thinking on the problem by the best brains in the book publishing and manufacturing and television industries."

Particularly, he singled out the book publishers for criticism, who, he said, operate generally under the mistaken belief that books can't be merchandised the way other products are. He urged a change in this viewpoint and said "now's the time especially to merchandise through well-publicized television programs."

"That books can be merchandised like other products," he said, "is proved by the way encyclopedia companies sell their product door-to-door—and they're doing a big business, too. The trouble with book publishers is that they do not have enough outlets—and television could help them in this direction."





KMED TRANSFER *Sale Negated by FCC Procedure Rule*

THE "NO SALE" SIGN was rung up last week over the most bitterly contested transfer case FCC has faced since it put the AVCO public-bidding policy on transfers into effect in October 1945.

The Commission was informed that the $250,000-plus sale of KMED Medford, Ore., by Mrs. W. J. Virgin to Luther E. Gibson's Gibson Broadcasting is all off. With the information FCC got a politely reproachful letter of explanation noting that all the so-called transfer had brought Mr. Gibson was an out-of-pocket expense of some $40,000.

The case has been pending almost as long as the AVCO advertising policy has been in effect. It went through the open-biding procedure required by the AVCO rule, with FCC subsequently approving transfer not to Gibson Broadcasting but to Medford Radio Corp., a local firm which had filed a competing bid [BROADCASTING, Nov. 3, 1947].

But Mrs. Virgin and Medford Radio were not able to come to terms, and Medford Radio finally withdrew [BROADCASTING, Sept. 6, 1948]. Mrs. Virgin and Gibson Broadcasting then asked FCC to reinstate and grant their original application.

The Commission granted reinstatement—but ruled that the application was in effect a new one and therefore would have to go through the public advertising procedure again. This action, disclosed last week, was taken Dec. 8.

Norman E. Jorgensen, Washington attorney, wrote FCC on behalf of Mrs. Virgin and Gibson Broadcasting that it obviously would have been impossible to advertise the sale for the AVCO-prescribed 60-day period in the time between Dec. 8 and Dec. 31, when the contract expired.

"Thus," he wrote, "the entire sale and transfer of this station was as effectively denied as if the Commission had refused to permit it."

He continued:

It is respectfully pointed out to the Commission that two years and nine months have elapsed from the date this contract of sale was first executed. During all this period of time the proposed purchaser had financial commitments to the seller and to the Commission totaling nearly $400,000. During that period of time, there have been wide and frequent fluctuations of the radio industry as a whole as well as many changes in Radio Station KMED itself.

The station has had its power increased from 1000 to 5000 w, necessitating further capital commitments, and its competitive and network position in the radio industry has been changed. All of the economic and other factors entering into the operation of a business of this size and character have been subject to pronounced fluctuations several times during this long period from April 6, 1946, to Dec. 31, 1948.

The sale contract having expired on the latter date, it is now impossible for the parties to agree upon a new contract for the sale and transfer of this facility and therefore in view of the Commission's decision of Dec. 8, 1948, they are no longer able to proceed.

I am sure that the Commission will appreciate Mr. Gibson's reluctance again to commit the very considerable sum of money that had been pledged to this particular venture for almost three years, to no result except an out-of-pocket cost to him of some forty thousand dollars.

Mr. Gibson is licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif. Under the expired contract with Mrs. Virgin he would have given her $250,000 plus a one-third interest in Gibson Broadcasting, in return for KMED. KMED is on 1440 kc with 5 kw day and 1 kw night.

Mrs. Virgin's refusal to sell to Medford Radio, the FCC-approved purchaser, was based on her claims that the new company's offer was not the same as Mr. Gibson's and therefore did not meet the "same terms" provision of the AVCO rule. Comr. Robert F. Jones, who dissented from FCC's approval of transfer to Medford Radio, sided with Mrs. Virgin on this point.

KFPW'S GARNER

Named State Senator

A NEW entry on the political scene, and now an Arkansas State Senator, is J. E. "Pat" Garner, news editor and commentator of KFPW Fort Smith. During his tenure of office in Little Rock, the state capital, Mr. Garner delivers a daily report on the happenings of the legislature. The program, brought to the station by leased wire, is sponsored by Ross Motor Co.

Mr. Garner, 54, went to Fort Smith as a newspaper man in 1923. He worked there for about 15 years as a copy reader, reporter and night news editor on the *Southwest American*. He spent one summer in Europe and after his return worked for several months on a newspaper in Louisiana. In 1938 Mr. Garner returned to Fort Smith as the KFPW news editor.

Mr. Garner was elected without opposition in the Democratic primaries last summer and in the general election last November. Two opponents reportedly withdrew before the first primary.

NAB ADDITIONS

Pischke, Tower Join

ADDITION of two staff assistants has been announced by NAB since the first of the year. Vail Pischke has joined the general counsel's office as an attorney [BROADCASTING, Dec. 13]. Charles H. Tower joins NAB Feb. 1 as assistant to the director, Employe-Employer Relations Dept., serving under Richard P. Doherty.

Mr. Tower has attended Boston U. Law School for the past two years, lecturing on industrial relations and personnel management at the School of Business Administration as well as conducting private arbitration work. He formerly was field examiner for the National Labor Relations Board in Pittsburgh, and was with RCA 1943-45 in industrial engineering and personnel work. He received his AB in political science at Williams College in 1941 and was graduated from the Harvard Graduate School of Business in 1943.

Mr. Pischke was head of radio activities of the law firm of Norman M. Littell, Washington and prior to that had been with the firm of Kirkland, Fleming, Green, Martin & Ellis.

MICH. CONFERENCE

Hull Will Speak March 4

RICHARD HULL, president of the National Assn. of Educational Broadcasters, is scheduled as one of the principal speakers at the fourth annual Michigan Radio Conference March 4 at Michigan State College, East Lansing.

The conference, titled "Radio Serves in a Democracy," is designed to effect closer cooperation between stations and schools. The all-day session will be attended by radio executives, school administrators, teachers and representatives of civic groups. It is under the direction of J. D. Davis, assistant professor of speech at the college.

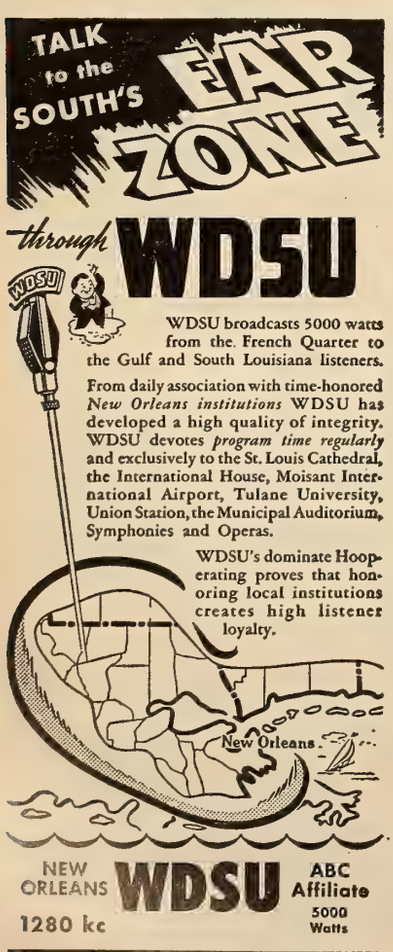
Other speakers include D. Hale Brake, state treasurer; Lee Thurston, state superintendent of public instruction; M. L. Greenbaum, president of the Michigan Assn. of Broadcasters; Stanley Barnett, WOOD Grand Rapids, and Dr. Willis Dunbar, WKZO Kalamazoo.

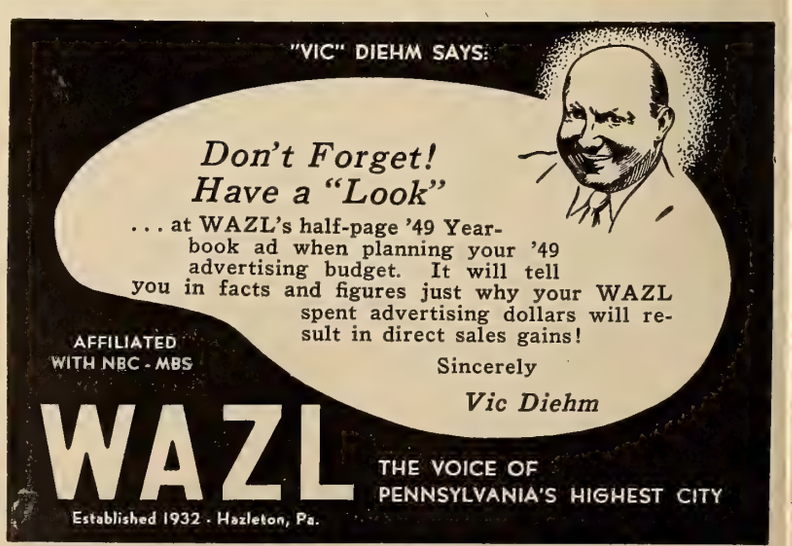
CANADA MEET

Operation Costs Covered

SALES MANAGEMENT and the mounting costs of station operation were main topics at annual meeting of managers of the mutually operated stations of All-Canada Radio Facilities Ltd., held at Hotel Palliser, Calgary, Jan. 10-12. Annual meeting of production and sales managers of the organization's stations is to be held at Hotel Saskatchewan, Regina, April 25-27, with Guy Herbert of the Toronto office as chairman.

Attending the managers meeting were Frank Elphicke, CKWX Vancouver; M. V. Chesnut, CJVI Victoria; Bert Cairns, CFAC Calgary; Gerry Gaetz, CJCA Edmonton; Bill Guild, CJOC Lethbridge; Stuart MacKay, CKRM Regina; Harold Crittenden, CKCK Regina; Bill Spears, CKRC Winnipeg; Bill Cranston, CKOC Hamilton; Art Balfour, CFGP Grand Prairie, and Mr. Herbert.





The Public Interest

(Continued from page 13)

manager, was in charge of publicity for the benefit.

Sparking the March of Dimes in Coshocton, Ohio, WTNS aired a unique, money-getting program three times a week for one hour during the campaign. Talent included leading business men, bankers, political figures, etc. At the request of listeners who sent contributions, a quartet of bankers harmonized on "Money Is the Root of All Evil," the chief of police sang the "Prisoner's Song," and other such stunts. Campaign was culminated with a two-hour rally conducted by WTNS.

"Dawes-for-a-Day" contest helped to swell the collections of WCKY Cincinnati. Bill Dawes, m.c. of *Makebelieve Ballroom*, offered to take over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Mr. Dawes' program for today (Jan. 31) was to be broadcast from the home of the winner. In addition Mr. Dawes raised funds by playing request tunes on his program at the rate of a "dime a tune."

WTBC Show

Special one and a half hour March of Dimes show was aired by WTBC Tuscaloosa, Ala., Jan. 17. The entire show was composed of local talent—20 participants in all. WTBC donated the time and the entertainers contributed their talent.

Second annual "March of Dimes Jamboree" was sponsored by WAML Laurel, Miss., Jan. 28 at the Civic Center. Well publicized in advance with posters, air plugs and newspaper advertising, the show featured local radio talent plus contests with prizes contributed by local merchants.

Riddle contests, always a good source of money raising, were used heavily again this year. WORZ Orlando, Fla., in conjunction with local merchants, sponsored a contest in the form of a riddle read by a famous radio personality. To win the $5,000 in merchandise offered, the winner was required to identify the personality and solve the riddle. And, of course, entries were accompanied by contributions.

In Richmond, Va., WMBG and the Richmond-Henrico Chapter of the National Foundation for Infantile Paralysis sponsored a "Mr. Whisper" contest. Each Friday night during January, WMBG aired clues to the identity of "Mr. Whisper," a well known local citizen. Listeners writing the best letters on why we should support the March of Dimes and sending contributions were given a chance to identify the voice.

A "finish the sentence" contest was conducted by WWGP Sanford, N. C., and the Junior Chamber of Commerce. Listeners were urged to try for attractive prizes by contributing to the drive and completing the sentence: "We all should join the March of Dimes because . . ."

Jan. 17 was designated as "M Day" for the March of Dimes on WLNH Laconia, N. H. The local broadcast day was devoted entirely to the campaign. Highlight of the day was the performance of Laconia's Mayor Albert A. Parmentier who took over the m.c. duties of a disc jockey to promote the cause. Requests were honored only if accompanied by an "I support" statement.

Scranton, Pa., stations WSCR WGBI WABM and WQAN-FM combined forces Jan. 26 to present a Disc Jockey dance. The idea was conceived by Michael Woloson, WSCR announcer. Record m.c.'s from each of the stations contributed the music for the dance, each spinning records in his individual style. To begin the dance, Mayor James Hanlon played the first record as honorary disc jockey. Admission to the dance was by donation to the March of Dimes.

To provide a kickoff for the District of Columbia's 1949 campaign, WOL and the *Washington Daily News* cooperatively engineered a week-long promotion drive which was climaxed on Jan. 14 with an 18-hour March of Dimes day on the station.

WMPS
MEMPHIS


680
On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.



JACK TRUELL, stricken last summer with polio, records his thanks to the people of Lexington, N. C., for the over $3,500 donated by them for the support of him and his family. WBUY Lexington raised the money through a series of special programs featuring leaders of civic clubs. Mr. Truell's wife, Marie, and Bob Ray of WBUY are included on the recording.

POLIO SHOWS

Cleveland Tries New Plan

EACH of Cleveland's five fulltime AM stations presented a midnight show on behalf of the March of Dimes campaign—with no other Cleveland outlet on the air at the time—Victor Pignolet, publicity director for the drive in the Ohio metropolis, announced. Shows were presented before the close of the campaign Jan. 31.

On the night assigned to each station to broadcast its March of Dimes show the other stations signed off early and asked their audiences to listen to the fund-raising jamboree, Mr. Pignolet said.

Heading the committee responsible for originating and activating the special March of Dimes broadcasts is C. M. (Pinky) Hunter, WHK. Others on the committee are: Reginald Merridew, WGAR; Jake Hines, WTAM; Lawrence Webb, WJW, and Samuel R. Sague, WSRS (Cleveland Heights). Radio editors of the three Cleveland dailies, *Plain Dealer*, *Press* and *News*, are assisting in the promotion, and both the American Federation of Radio Artists and the Musicians Union of Cleveland have pledged their cooperation.

Coin Video

TELECOIN Corp., New York, will introduce shortly Tele-Video, large screen commercial television receiver, to be adaptable for coin operation if desired by those installing it. Tele-Video screen sizes will be varied, as will the number of coins necessary to operate the machine where coin operation is desired by the owner. The receiver will operate without the use of coins if so desired. Jay Electronics Corp. of New York has been appointed distributor for the new receiver throughout the greater New York area.

McCLATCHY

Buys New Sacramento Site

PURCHASE of a block-square site in Sacramento for radio, television and newspaper operations has been announced by the McClatchy Newspapers. Firm's interests in the California capital include KFBK (50 kw on 1530 kc), KFBK-FM (Channel 245, 96.9 mc), *The Sacramento Bee*, Bee Engraving and a projected television station.

The new site was acquired for $275,000 from Joseph T. Grace Farms Inc. and Buffalo Brewery Inc., corporations owning the brewery. McClatchy will take over part of the property in four months and the balance two months later, and eventually plans to erect there a building housing all of its Sacramento radio, television and newspaper activities. Brewery now occupying the site will continue doing business there until approximately April 1.

McClatchy is an applicant for two television stations, one at Sacramento, which would operate on Channel 10 (192-198 mc), the other at Fresno (Channel 7, 174-180 mc). McClatchy operates KMJ Fresno and is an applicant for FM there. Other McClatchy stations are KOH Reno, Nev., KERN Bakersfield, Calif., and KWG Stockton, Calif.

from Tele-Tips WLW-T
'49

The TV Magazine
"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.
WLW-T CINCINNATI
Crosley Broadcasting Corporation

Allied Arts

ROGER BROWN, general manager since 1945 of Earle Ferris Co., New York public relations firm, has been elected president of the firm. **EARLE FERRIS,** founder and former president, becomes chairman of the board.

A. C. NIELSEN Co., Chicago, has announced that Kenyon & Eckhardt and Ruthrauff & Ryan, both New York, have purchased its new National Nielsen Radio Index. Esso Standard Oil Co. and Standard Oil of New Jersey also have signed a joint three-year agreement for Class A service, including non-network and extra-week ratings.

JOSEPH B. ELLIOTT has been appointed vice president in charge of RCA Victor Consumer Products, Radio Corp. of America, Camden, N. J. Other new RCA appointments include: **L. W. TEEGARDEN** as vice presient in charge of RCA technical activities; **HENRY G. BAKER** promoted to general manager of Home Instrument Dept., and **RICHARD T. ORTH** to general manager of Tube Dept.

HERBERT H. WIXSON, sales manager for KMPC Hollywood for past six years, has resigned to enter radio package field. Mr. Wixson is currently working on syndication of two already developed radio shows, one of which KMPC has contracted for.

PALMER BRINK, vice president and general manager of Morris & Cain agency, Los Angeles, and **SCOTT HUNT,** his assistant, have resigned to form their own advertising and radio packaging firm. They are now producing five-weekly hour participation show, *Your Breakfast Date,* on KGIL San Fernando, Calif.

C. E. HOOPER Inc., New York, has announced that WAPO Chattanooga, Tenn., and WJR Detroit, have signed for area coverage index reports.

WILLIAM W. BOYNE has been appointed general manager of Zenith Radio Corp., New York, replacing **HARRY J. WINES,** resigned. Mr. Boyne joined firm in 1943, and has been general manager of Radio Distributing Corp., Chicago subsidiary, for past two years.

CHESTER RHODES has joined Dudley, Anderson & Yutzy, public relations counselors, New York, as a radio producer and writer. Mr. Rhodes was formerly assistant program director of WGAY Silver Spring, Md.

CHET L. SWITAL, Los Angeles public relations man, has been retained by Rex Transamerican Television Corp., to direct public relations and coordinate P. R. programs into one overall endeavor.

DR. A. V. ASTIN, formerly assistant chief of Electronics Division of National Bureau of Standards, Washington, has been promoted to chief. He succeeds the late **HARRY DIAMOND,** who died last June.

EDGAR H. FELIX, formerly Washinton representative, Transmitter Division, Allen B. DuMont Labs., has been promoted to Northern District supervisor for the division, with headquarters at 176 Franklin Ave., Malverne, N. Y. He will have charge of territory comprising New England, upstate New York, Michigan, Wisconsin, Minnesota, Nebraska, Washington, Oregon and California.

KEN McALLISTER has been appointed manager of distribution and promotion for Columbia Records Inc., New York. **JEFF WILSON** has been appointed manager of distribution and merchandising for firm.

E. D. WHITTLESEY, director of public relations at U. of Denver, has resigned, effective March 1, to head Research Services Inc., Denver, where he will handle market surveys, employe attitude studies and opinion polls.

Television

JERRY MASON has resigned as associate editor of *This Week* magazine to join Eddie Albert Productions, Hollywood and New York, as executive vice president. Mr. Mason will make his headquarters at firm's New York office.





THE newly remodeled studios of WSAP and WSAP-FM Portsmouth, Va. [BROADCASTING, Nov. 15, 1948], are entered through this modern lobby. The stations are licensed to Portsmouth Radio Corp.

TV MASKING

Uniformity Is Urged By IRE Speaker

LACK of standard size and shape for the "masks" which television set makers use to hide the edges of their viewing tubes imposes the need for caution on TV broadcasters, F. J. Bingley, chief video engineer of WOR-TV New York, said Jan. 22 at a one-day seminar on television held in New York by the Institute of Radio Engineers.



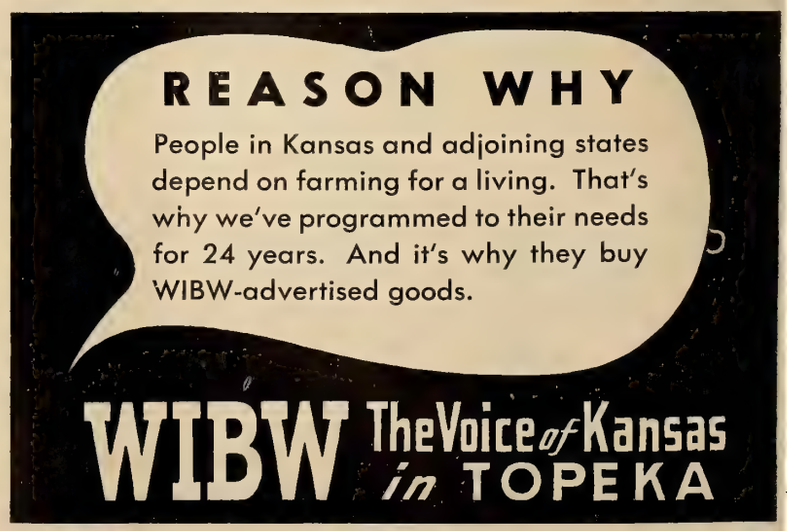
Mr. Bingley

If the broadcaster is not careful, he may transmit important information, such as the commercial, so that it runs into areas of the picture which will not be visible to many set-owners, Mr. Bingley said. He urged TV broadcasters to get together on a standard area of transmission in which they will confine all important visual information, such as titles, commercial signatures and the like. Then, he said, set makers should also agree to design their tube masks so as not to cut into this area of vital intelligence.

Donald Fink of *Electronics* commented on "mildness" of Mr. Bingley's remarks. He pointed out that "spectrum economy" is a major problem in television and that any TV broadcaster who fails to utilize the full spectrum of his assigned channel is not living up to the conditions of his license.

Mr. Bingley agreed, but pointed out that the broadcaster must also be realistic about the facts. As long as the set makers find it necessary to curtail at the receiving end some of the pictorial information broadcast, he said, the broadcasters should see that important part of the broadcast matter does not get into the danger zone where it may be cut off from the viewer.

In his talk on the problem of television and transmission and reception, Mr. Bingley stressed the lock-and-key relationship of transmitter and receiver and urged the adoption of uniform standards for both broadcasters and set manufacturers. Among the major problems he discussed was that of "camera color," where the shades of clothing apparently change with



each change of camera. He cited a recent basketball telecast in which each change of camera seemed to change the uniforms of the players, so that those in dark trunks at one moment became those in the light trunks in the next, to the confusion of the viewing audience.

Another pressing problem is that of picture geometry, he said, urging that more rigid standards be adopted for scanning velocities to prevent the changes in picture quality the viewer gets not only in tuning from one station to another but even in camera switches from a single station.

Other speakers at the all-day Saturday meeting, held in the Engineering Societies Bldg., were: Irving E. Lempert, Allen B. DuMont Labs, speaking on "Trends in Television Receiver Design"; Frank R. Norton, Bendix Aviation Corp., on "Noise Figures of Television Receivers"; Robert F. Romero, RCA Industry Service Lab, on "Television-Tuner Analysis and Design Considerations"; Kurt Schlesinger, Motorola Inc., on "The Locked Oscillator in Television Reception"; B. M. Oliver, Bell Labs, on "A Rooter for Video Signals." D. D. Israel, Emerson Radio & Phonograph Corp., was moderator of the morning session; Garrard Mountjoy, Stromberg - Carlson, moderated during the afternoon.

Newfoundland Radio

ON MARCH 31 Newfoundland becomes the 10th province of Canada, and Newfoundland broadcasting stations will come under the Canadian Broadcasting Act. There are at present three stations in the island country, where the United States has long-term leases on naval, air and weather bases. Two of the stations are operated by the Newfoundland Broadcasting Corp., use some commercial programs, and will go to the Canadian Broadcasting Corp. The two stations, VONF St. Johns, and VOWN Cornerbrook, are now represented in Canada by All-Canada Radio Facilities, Toronto. The third station, VOCM St. Johns, is privately-owned, and is represented in Canada by H. N. Stovin & Co., Toronto.

ROOF ANTENNAE

WHLI Head Proposes Bill

ADOPTION of a bill in New York State to halt landlords from denying the right to install FM and TV antennae has been urged by Elias I. Godofsky, president of WHLI and WHLI-FM Hempstead, L. I. Calling on state legislatures for immediate action in the matter, Mr. Godofsky addressed his appeal to Irwin Steingut, Democratic leader of the New York State assembly. Text, in part, of the WHLI president's proposed bill follows:

"No landlord shall unreasonably deny a tenant of any multiple dwelling the right to install, at the tenant's own cost, expense and liability, an antenna for FM and television reception, on the roof of said dwelling, if the landlord fails to provide, within three months after passage of this act, a central FM and television antenna for the use of all tenants in the building.

"The landlord shall be limited in apportioning to tenants the costs and maintenance of the said central antenna system to such sums of money as may be approved by the office of the housing expeditor."

TV AT UTAH U.

KDYL-TV Assists in Course

TELEVISION production course is to be offered by the U. of Utah, Salt Lake City, in cooperation with Intermountain Broadcasting Corp.'s KDYL-TV. Students successfully completing the course, known as Speech 100, will receive one hour of university credit, Dr. C. Lowell Lees, head of the university's speech department, said.

Nine students have been selected to start the course. One or two will work each night as stage managers in the KDYL-TV studios. Students will be rated on their aptitude and ability by the station's production heads, and the reports will be forwarded to the university.

Course will be under the supervision of Prof. Robert T. Crawford, acting head of the radio division of the speech department.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

NBC AFFILIATE

Represented by Hollingbery

Commercial

VICKIE SMITH, formerly traffic manager at KYA San Francisco, has been appointed network sales representative for ABC.

MEL W. MERZ has joined KSGM Ste. Genevieve, Mo., as sales manager.

NORMAN BERGHOLM, on WMDN Midland, Mich., news and sales staff, has been appointed commercial manager of station. SPENCER DENISON has transferred from sports to sales staff of WMDN.

HENRY A. CURTH, former executive director of Junior Achievement Inc., has joined sales staff of WSB and WSB-TV Atlanta. Mr. Curth served Junior Achievement on assignments in Connecticut, Rhode Island, Louisiana and Georgia.



Mr. Curth

RAY DOUGHERTY and HAROLD ROTHERT have joined WCSI-FM Columbus, Ind., regional sales staff.

ROY H. PHILSON Jr., formerly on sales staff of WWSW Pittsburgh, has joined KQV Pittsburgh in same capacity.

TOM GAVIN, formerly with WEBC and WREX Duluth, Minn., has been appointed commercial manager of WIRL Peoria, Ill.

KOPP Ogden, Utah, has appointed the Friedenberg Agency, New York, as its national representative.

PAUL GIRARD, formerly of Girard Productions, New York, has returned to Texas to open Paul Girard Co., station representative for regional business, primarily in Texas and Oklahoma. Firm will also offer a consultant and production service.

WNHC-TV New Haven, Conn., has appointed The Katz Agency, New York, as its national representative.

HAROLD L. HAND has been appointed director of merchandising of WSAI Cincinnati. Mr. Hand plans to launch a merchandising and promotion campaign for food advertisers on Feb. 14, with a radio program and specialized training for grocerymen.

ROGER STICHT, formerly assistant program director of WWDC Washington, has switched to commercial staff of WWDC-FM and Transit Radio. ED STERN, former continuity editor, takes over Mr. Sticht's old position. And DAR H. SHOPOFF, formerly of the *Washington Post* advertising staff, has joined WWDC's commercial staff.

THOMAS R. DAVIS, sales representative at KGO San Francisco, has resigned to enter business selling TV sets and equipment. GIL FREEMAN, now with KYA San Francisco, will move into his spot at KGO Feb. 7.

LEON WRAY, Don Lee network account executive, is the father of a boy, Michael Doran.

HARRY A. WAPSHARE, office manager of WNJR Newark, N. J., and Virginia Marks Hasbrouck, have announced their marriage.

RMA SEMINAR

No Drop in Prices—Clague

RADIO manufacturers were told that as yet there has been no significant drop in the prices of industrial products from last autumn's peaks.

That report was made Jan. 20 to an Industrial Relations Seminar of the Radio Manufacturers Assn. at the Hotel Statler, New York, by Ewan Clague, Commissioner of Labor Statistics, U. S. Department of Labor. Theme of the seminar was "People-Produce-Profits!"

The decrease in farm products prices, the beginning of clothing sales and other sales of soft items do not indicate the prospect of a sharp break in the cost of living, he said, because rents and other factors tend to keep it up. He also discounted recent declines in employment and increases in unemployment as having developed to recession proportions.

S. N. Lev, manager of the home instruments division of RCA-Victor Division, told the seminar that worker productivity can be increased by 10 to 20% by efficient personnel management and that conversely a poor administration can cause it to decrease from 10% to zero, the latter level being reached when ineptness causes a shutdown through a strike.

Mr. Les Hannah
The Biow Company
San Francisco, California

Dear Les:

Jack Benny's ten cents come a-flying through here today in thet covered wagon an' vault which is the CBS promotion fer infantile paralysis. Bein' a CBS affiliate, WCHS hopped right to it with their usual viger'us promotional zeal . . which makes sure ever-body in an' around Charleston, Wes' Virginia knows that WCHS is 580 on yer dial with 5000 watts. . . Had a big parade with a couple a' broadcasts—did things up right, jest like WCHS does fer their advertisers. . . Guess mos' people round here know its time to donate t' th' march o' dimes . . er th' parade o' pennies as Benny puts it.

Yrs.

Algy.



WCHS

Charleston, W. Va.

GRANT TO EUGENE

1 kw Fulltime on 1280 kc

NEW FULLTIME standard station was granted by the FCC last Monday to Eugene Broadcasters Inc., Eugene, Ore., associated in ownership with local daily *Register-Guard.*

Facilities awarded are 1 kw fulltime on 1280 kc with directional array at night. Estimated cost of construction is $32,570.

Guard Pub. Co., publisher of the *Register-Guard,* is 54.5% owner of Eugene Broadcasters. President and 1.4% owner of the grantee is Alton F. Baker, president and 63.5% owner of the publishing firm. Mr. Baker also has minor interest in Tribune Pub. Co., Tacoma, Wash., which owns KTNT (FM) there.

William M. Turgman, *Register-Guard* managing editor, is second vice president and 1.4% owner. Like interest is held by Sam Bronaugh, paper's business manager, as treasurer. Earl R. Meissner, owner, United Supply Co., Portland, Ore., and radio engineer, is first vice president and 25.8% owner. Roger J. Houglum, instructor at Eugene Vocational School, is secretary and 15.5% owner.

WPJB (FM) Providence, R. I., has extended its operating schedule from an 11 a.m. sign on to 7:30 a.m. weekdays, and 9 a.m. on Sunday. Sign off is at 11 p.m.

Promotion



AS promotion stunt, KGO San Francisco has fixed its postage meter to print on all outgoing mail short advertising box plugging an ABC or KGO program. Current ad promotes the *Richfield Reporter.* Recently a listener in Willits, Calif., wrote to John Harvey, whose *Home Digest* and *Home Institute* programs are heard daily on KGO at 6:30 a.m. and 12:30 p.m. respectively. The listener addressed his letter: John Harvey—American Broadcasting Co.—San Francisco.—The Richfield Reporter has switched to ABC. KGO 810.

A Good Grip

"TO GET a Firm Hold on Kansas Sales, Hire WIBW (Topeka)" is title of station's promotion piece which features a plastic and metal egg holder. To open a hot boiled egg hold it with this gadget, and . . . "to open up a hot sales record in Kansas, hire WIBW," is the message the station offers. It also states that more "Humpty Dumpty" egg holders are available.

Newspaper Assistance

WHEN television arrived in San Francisco, Bay Area newspapers went all out to promote the "new baby." The Oakland *Post-Enquirer* published a 14-page supplement on Christmas Day, containing news and notes about radio and television and lots of ads. The San Francisco *Chronicle* followed with the same type of supplement early this month. And the San Francisco *Call-Bulletin* is selling papers with a give-away contest gimmick—"complete the following sentence in 50 words or less—I would like a television receiver in my home because . . .—and win one of ten TV sets." Meanwhile KPIX (TV) San Francisco reports the number of TV sets in the area has more than quadrupled since it took the air in mid-December. By Jan. 1, station reported some 3,500 sets had been installed. Figures were compiled by Northern California Electrical Bureau.

To Keep Them Informed

A SPECIAL weekly bulletin to each member of Edward J. Petry Co., its national sales representative, is latest promotion stunt of KOIL Omaha. Letter carries notices of time availabilities, business prospects and a reproduction of current advertisements, such as its car cards promoting the *GE House Party.*

Traffic Problem Contest

CONTEST on "How to Eliminate Atlantic City's Traffic Problems," has just been completed by WFPG Atlantic City. To promote the stunt WFPG placed thousands of "traffic tickets" on windshields of parked cars. Contest was started on Sheldon Gross' *Town Crier* program, and Mr. Gross, news and special events director of the station, announced that Herbert Elliott was the winner. Mr. Elliott received $400 dollars in prizes and a special plane trip to New York, including a guest appearance on *Stop the Music.*

Everyone is Switching

TIE-IN promotion of CKEY Toronto provided the news that its *Mickey Lester Show* was changing its time period. For one week prior to the switch, Mr. Lester interviewed prominent Toronto citizens, such as Mayor H. E. McCallum and the chief of police. Conversation at each interview was deftly maneuvered around to the fact that Mr. Lester was moving his disc show from 11:05-12 p.m. to 8:05-9 p.m. spot. On the day the change took place the Toronto *Star* carried four ads, each with a heading to the effect that someone was "switching" . . . "Mayor McCallum Switches to Mickey Lester's New Time . . ."

PERSONNEL

BOB COVINGTON, promotion manager of WBT Charlotte, N. C., has been elected vice president of the Charlotte Advertising Club.

SPRAGUE VONIER, WTMJ-TV Milwaukee promotion department, is the father of a boy, Thomas Victor.

ELL HENRY, publicity director at ABC's Central Division, has been appointed a member of Chicago Assn. of Commerce publicity committee.

WILLIAM TUSHER, of ABC Hollywood publicity staff, is the father of a boy, Mark.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

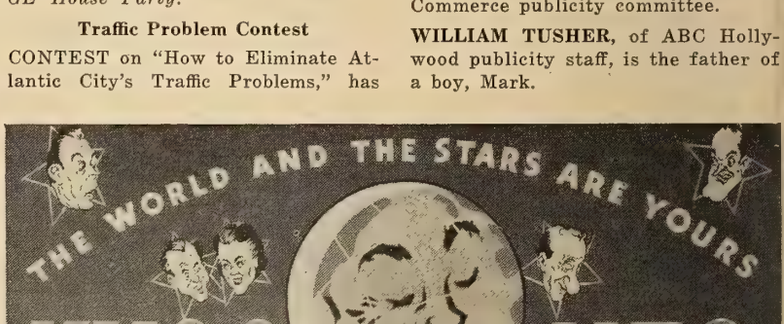
Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

CKNW CKNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS



With lighted billboards, such as the one above, KVOO Tulsa calls attention of passersby to the "stars" of its NBC programs. Ten such billboards are on display throughout the city. Each month different NBC "stars" are featured.

FRENCH RADIO

Operations May Be Cut 20%

FRENCH National Radio (Radiodiffusion Francaise) is in for a 20% cut in its 1949 operations unless Parliament undergoes a quick change of heart, it was reported Wednesday by Robert Sturdevant, ABC Paris correspondent. Unless additional funds are made available, it is expected that either reconstruction projects, including television, will suffer or program expenditures will be cut. The latter alternative appears more likely, said Mr. Sturdevant.

Meanwhile, Radiodiffusion announced a six-day "Carnival of the Airwaves" in Nice at which it will propose creation of an International Radio University. Forty foreign radio men, including representatives of ABC, NBC and CBS in Paris, will attend the event, scheduled Feb. 19-26 in connection with the regular "Carnival of Nice" held each year at the Riviera resort.

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INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
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A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
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ASOCIATE
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WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
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RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
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National 0196
WASHINGTON 6, D. C.

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Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
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HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
DALLAS, TEXAS
1728 Wood St. Riverdale 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
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1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

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1108 Lillian Way Gladstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
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Washington 10, D. C. ADams 7299

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TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

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Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

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SPECIALIZING IN ANTENNA PROBLEMS
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Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager wanted. Must be experienced and willing to work. State qualifications, references, salary expected. WBET, Brockton, Massachusetts.

Texas station has opening for capable manager with sales ideas. Box 846, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Wanted—Sales manager, experienced, industrious, successful for Massachusetts station network affiliate. Excellent market. Send entire background, picture, requirements, availability first letter. Box 930, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Salesman capable of taking over as commercial manager for ABC station in mountain division. Excellent secondary market. Associated with newspaper. Send full resume and application picture with first letter. Box 942, BROADCASTING.

Opportunity for salesman with push and ideas. Texas station. Salary and commission. Tell all. Box 844, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Salesman—Experienced in small market sales for 500 watt, daytime station in Connecticut. Write all details in first letter. All replies confidential. Write Box 987, BROADCASTING.

Experienced young time salesman for regional network affiliate. Salary-commission basis. Immediate opening. Box 957, BROADCASTING.

Salesman in exclusive radio market, CBS fulltime affiliate. Must possess good character, be energetic, with proven sales record. $300 month plus bonus over quota. This is an outstanding opportunity to an aggressive, experienced time salesman. Give complete details in letter to Norman Loose, Mgr., KAVE, Carlsbad, N. M.

Announcers

Midwestern station wants two experienced announcers. Salary commensurate with ability. Box 950, BROADCASTING.

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Announcer with first ticket. Experienced. Top pay. Housing. Air mail disc, photo. KPRK, Livingston, Montana.

Help Wanted (Cont'd)

Wanted—Three experienced announcers for AM & FM station Mutual affiliate, good working hours. No glamour boys or prima-donnas need apply. Box 933, BROADCASTING.

Combination announcer-engineer position available. If interested call or wire immediately. Box 999, BROADCASTING.

Station in class D pro league wants commercial announcer with play-by-play experience. Give experience, education, salary requirements first letter. Box 962, BROADCASTING.

Announcer wanted for independent station in central Michigan. Send disc, photo and salary requirements to WOAP, Owosso, Michigan.

Experienced announcer with first class license. Good voice, sober, mature. Send full details, picture and audition disc to WTAN, Clearwater, Florida.

Wanted—Announcer for 250 watt Mutual station in south. AM and FM operation. Wire if interested. Box 982, BROADCASTING.

Technical

Long established 250 watt Mutual station needs transmitter operator to act as chief engineer. Pleasant southwest city of 15,000. $60.00. Address Box 938, BROADCASTING.

Need two engineers with best references and experienced in studio and transmitter construction. FM and AM construction now under way. Address replies to Chief Engineer, WBUT, Box 271, Butler, Pennsylvania.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Engineer with some experience for AM and FM operation. Send photo and full details. M. L. Koerner, WSAM Saginaw, Michigan.

Wanted—Radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Wanted—First class engineer, no experience necessary. Call, write or wire Radio Station WHNC, Henderson, N. C.

If you are a combination engineer-announcer with experience and want to settle down in a small southern city with a local independent station, pleasant staff, good working conditions, and are willing to work, you are worth $70.00 for 48 hours with one day off, plus bonus and insurance, to us. Send photo, reference, experience and educational background. No beginners wanted. All replies confidential. Box 958, BROADCASTING.

Wanted—1st phone engineer with car. Experienced, excellent opportunity for advancement. Married man preferred. Radio Station WOOK, Silver Spring, Md.

Wanted — Experienced first class licensed engineer with knowledge of directional antennaes. rate $1.50 per hr. Write KGVO, Missoula, Montana.

Combination man with experience. ABC affiliate station. Rocky Mountains. Send disc, photo and references. Box 941, BROADCASTING.

Production-Programming, others

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Help Wanted (Cont'd)

Copywriter for Texas station. Tell all with samples. Box 845, BROADCASTING.

Continuity chief wanted. Tired of snow and ice? Then you'll want this job in the lower Rio Grande Valley of Texas, a rich citrus and agricultural area. Send full information in first letter as to experience, family status, salary expected and photo, KGBS (CBS affiliate), Harlingen, Texas.

Wanted—News editor with ability to gather and disseminate local news and edit wire copy. Must have college background and at least one year experience in radio. Also, ability to present news in pleasing manner. Reply WWHG, Hornell, New York.

Continuity writer—If you can write good commercial copy, here is a splendid opportunity in a network station with best chances for advancement. Excellent salary. Box 915, BROADCASTING.

Writers—Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary $4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

Farm reporter—Do complete farm job for 5 kw station in famed Red River of the north valley. Must have ability to meet farmers and farm groups and knowledge of markets. Send full details to Box 931, BROADCASTING.

Accountant. Complete change for new property in Cumberland, Md. Should have previous radio experience. Write full resume first letter. WCUM, 510 Tower Bldg., Baltimore, Md.

Wanted—Program director for eastern metropolitan 20,000 watt station, experienced in small station operations, music, MC and adlib. State availability and salary requirements. Box 992, BROADCASTING.

Capital-associates wanted. Assist completing application new television broadcast station. Forming corporation. Advise amount your investment. Box 973, BROADCASTING.

Building staff for new one thousand watt station in south central Minnesota town of over ten thousand. Only experienced announcers, salesmen and program directors need apply. State experience, references and wages desired. Please include picture. An April one sign-on to cover a half million listeners. Manager, KNUJ, New Ulm, Minnesota.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Experienced manager, 34, married. Fourteen years experience in announcing, programming, sales and management. Ex NBC staff announcer. Presently employed as manager local network station. Looking for larger market. Best references. Available March first. Box 940, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Available as manager or commercial manager or combination, on short notice. Over fifteen years in commercial radio. Experienced in all phases of operation. Top references. Box 851, BROADCASTING.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Situations Wanted (Cont'd)

Dick Evans, winner of two national promotional awards in the past year; 25% owner, member of Board of Directors, President and General Manager of WIZZ (pronounced whiz), now has WIZZ doing OK. Will retain stock ownership and board membership in WIZZ but resign as President and General Manager if challenging opportunity as manager or consultant is presented. Must have sufficient time to orient replacement. Family man, two boys. University graduate, one year graduate study. Seventeen years broadcast experience in construction, technical, programming, sales, administrative, and federal regulatory phases. Prefer managerial incentive plan. Career resume available. All replies confidential. Write Dick Evans, President, WIZZ, Wilkes-Barre, Pa.

Manager - engineer successful fifteen years in all phases of broadcasting, can act as chief or just an extra ticket. Announce special shows, have complete background in all positions about a station. Married, reference, direct policy and system on programs that will increase income and audience. College graduate. Box 924, BROADCASTING.

Attention middle Atlantic: Program manager seeking position with local fulltimer. Young, versatile, vigorous veteran college graduate presently employed at 250 watter as PD. Available personal interview within 300 miles of Philadelphia. Box 928, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Is there a station in Florida or the southeast that would like to see local and national sales volume grow and grow—in spite of competition and obstacles? A station willing to pay the price to get a man who knows how to organize a station staff to get results? This man learned advertising sales the hard way—pounding the pavements for years, then directing his own sales crew, finally today he's running a big job for a big northern advertising agency. He has arrived. He is a success. He's not "looking for a job." He's being well paid to handle (and show others how to handle)—not thousands, but millions of dollars worth of advertising. But—he's grown tired of overcoats and snow shovels and ice on the highway. He wants to come home to the south where he won his spurs in sales—back where he can see the sun again and raise his family to recognize hot biscuits. Right now—while he's in the mood, some station or group of stations can talk to this man on the basis of $10,000 per year to start. (By summer, his natural price will probably be back to normal, so catch him now, between blizzards.) If you can recognize and use top management and sales talent and can pay the price to get action, write station manager, Box 979, BROADCASTING.

Manager-program director. Can bring order to muddled operation. Inspire employees. Hold confidence of sponsors. 12 years mike and production experience large and small stations. Present earnings $600.00 month. Desire position with present and future opportunities in permanent managerial spot. No shoe string operations. Promoter, producer live talent, folk music shows, stage and radio. Believe in showmanship to make profit and hold listeners, fair dealing and honesty to hold sponsors. Go anywhere cities over 100,000. Will consider smaller town with on the level proposition. Married, family, 41, ex-GI. Need further details? Box 998, BROADCASTING.

Manager—11 years experience in all phases of radio. Will buy part of station to $20,000 if desired. Interested only in financially sound station with owner who wants a permanent, stable manager. My record is proven and successful. Family man, 32 years of age. Full details on request. Box 985, BROADCASTING.

Radio chief of large nationwide public service organization, former program director, news director, foreign correspondent, available now due to deactivation of public relations radio branch. 21 years announcing, writing, producing. Age 37, steady, reliable. Proved administrator. Best references. Seeks management opportunity. Box 997, BROADCASTING.

Situations Wanted (Cont'd)

Sales promotion executive, winner national awards, now employed 50 kw outlet in east but considering change. Proven promotion for AM-TV, sales presentations a specialty, also copy, layouts, surveys and creative ideas acquired by more than ten years experience in radio, bulwarked by top references. If my name was included here you'd recognize it immediately. Box 990, BROADCASTING.

Manager and commercial manager—My exceptional record speaks for itself in qualifying me as manager or commercial manager for your station. Experience in both large and small markets. I know you would be interested if you knew my background. Middle aged, best of references. Available at once. Box 991, BROADCASTING.

Salesmen

Salesman, 12 years, wants sales manager opportunity. No wonder boy, but a top business builder who gets business and keeps it. Congenial, honest, civic-minded, experienced every department but engineering. Nothing wrong with present job. Making very good money. Just looking ahead. Can invest $10,000 if necessary. Box 971, BROADCASTING.

Announcers

Announcer—Experienced ad-lib, board, want progressive station. Box 936, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25, veteran, single, college graduate. Don't look further for newscaster, telequizer, man on street, wake-up jock, kiddie MC with writing, production and control experience. Don't delay your offer. Box 937, BROADCASTING.

Experienced sportscaster, play-by-play. Transcription will tell. East preferred. Box 944, BROADCASTING.

Seeking permanency, I offer 19 years experience as announcer-program director. Excellent references. Box 947, BROADCASTING.

Prominent morning personality seeking offer from large station on permanent basis. Box 948, BROADCASTING.

Announcer—Specializes in news. Wife's health demands job in southwest. Writes, edits, delivers news with finesse. Handles remotes, wire recordings, sportscasting, disc shows. College graduate, one year in radio. Employed in 5000 watt Ohio. Disc available. Box 951, BROADCASTING.

Top announcer, PD or both. 9 years experience met market. Strong on news, commercials. Will travel. Photo and disc on request. Box 945, BROADCASTING.

Established disc jockey available. Excellent background in radio and showbusiness. Style sells and appeals to all age groups. Now plying trade in eastern market, but seeks greater opportunity. Audition disc, background letter and publicity brochure upon request. Box 949, BROADCASTING.

Newsman, pleasing voice, good delivery. University graduate. 14 months experience with midwest station. Would like a position in a progressive station that appreciates value of news. Experienced in play-by-play basketball. Can gather, edit and write local news. Box 893, BROADCASTING.

Just a second! Announcer—2 years experience, good voice, single, 24, can operate console. Excellent references, prefer midwest, but will travel. Box 914, BROADCASTING.

Newsman - announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Short, but varied announcing experience. Want better opportunity in east or Florida, must include deejaying. College education, excellent reference. Write for details. Box 927, BROADCASTING.

Looking for mail audience puller? Top flight all-round announcer available. Happily married family man, 30, sober, dependable. Hillbilly or popular music jockey, deep warm friendly voice, audition ready. Box 995, BROADCASTING.

Situations Wanted (Cont'd)

Desire staff announcing position. Thoroughly trained. Lots of ambition. Need experience. Disc, photo available. Box 932, BROADCASTING.

Want opportunity to prove ability to call all type sports. Family man. Experienced. Dependable. Box 966, BROADCASTING.

Capable, experienced announcer. Four years reporter, editor. Staff announcing, disc shows, acting, news and copywriting, newscasting. College graduate. Agreeable personality. Good voice. Will travel. Disc on request. Raymond Moore, 208 West Oak, Orrville, Ohio.

Announcer, versatile. Knows languages. Inexperienced. Will travel for audition. Live audition only. Box 996, BROADCASTING.

I'll sell your baseball games and announce 'em. Two years experience class D ball 250 watters. General announcing, programming, control board, script. Three years college, age 26. Own car, will travel. Prefer south or southwest but will consider any offer. Contact at once. Box 994, BROADCASTING.

Sportscaster. Presently doing college basketball play-by-play and nightly sports show, both sponsored. Desire similar situation with baseball and football play-by-play. Also experienced in minor sports and staff announcing. Discs, photo and references available on request. Box 969, BROADCASTING.

Announcer-engineer combination man, age 27, married. Thoroughly trained commercials, newscasting, disc shows. Good voice. Disc and photo on request. Box 975, BROADCASTING.

Announcer, good special events man, also can sell. Disc available on request. Married, reliable. Box 978, BROADCASTING.

Experienced announcer, news, disc jockey, write, plenty of ideas. Box 972, BROADCASTING.

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer-producer seeks staff position in progressive city. Presently with network affiliate, major NE market. Wife, fashion expert. Can offer proven Mr. and Mrs. record production show. Box 968, BROADCASTING.

Staff announcer with good resonant voice. Thoroughly trained all phases. Seeks opportunity gain experience. Box 984, BROADCASTING.

Will stake reputation on ability to call sports. Sports director-announcer since 1941. Colorful and exciting play-by-play. Married, son five. Conscientious, dependable. Any locality. Box 965, BROADCASTING.

Technical

Engineer, inexperienced in broadcast field, first class ticket, good worker, willing to travel. Box 934, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Engineer desires permanent, responsible, major market position. Aptitude for control, recording engineering. Four years experience, equivalent two years college. First class license endorsed 2¾ years satisfactory transmitter service, including five kilowatt, FM. Single, 24, veteran, New Englander. Available without car, two weeks notice. $55 minimum. Engineer, Room Twelve, Weslaco Hotel, Weslaco, Texas.

Situations Wanted (Cont'd)

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Fourteen engineers available immediately, all with first phone. Five combination men in group. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State Street, Jackson, Mississippi.

Radio operator, 1st class, seeking a position in AM-FM or television station. No experience, willing to travel. Box 943, BROADCASTING.

Experienced chief engineer wants less announcing and more engineering. Sober, reliable, hard worker. Will do news, sports, play-by-play. Will travel for permanent job. $80 minimum. Two weeks notice. Box 923, BROADCASTING.

Assistant chief engineer—27, veteran, married, 2½ years experience, construction AM—13 kw FM, present position dormant. Write Box 925, BROADCASTING.

Engineer, first phone, second telegraph. Shipboard experience, graduate of top technical school. Married, desires broadcast job in New England area. Arthur A. Monahan, 439 Ferris Ave., Rumford, Rhode Island.

Experienced radio engineer desires position with television station. Eight years experience operation, maintenance and construction, broadcast and communications stations. Construction experience at two 5 kw broadcast stations. First phone, BSEE Degree, Kansas State College, member Eta Kappa Nu, married, have car, excellent references. Daniel Reed, 727 Thurston, Manhattan, Kansas.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation and maintenance. Box 967, BROADCASTING.

All offers appreciated for a 1st class phone engineer, experienced in AM and FM commercial broadcast and police communications, well experienced in FM receivers and transmitters. Box 963, BROADCASTING.

Chief engineer now employed in Florida station, 16 years radio experience, AM, FM, Fax, all phases maintenance and construction, accent on quality, above average announcer. Manufacturing supervisory experience. Box 976, BROADCASTING.

Engineer, recording, remotes, control, transmitter amateur, servicing, marine experience. Excellent reference. Single, car. Location unimportant. Box 988, BROADCASTING.

Chief engineer. Highly qualified experienced chief engineer will get your new station on air with minimum expense and trouble or can assume full responsibility for smooth and efficient operation of existing station. West coast. Box 986, BROADCASTING.

Transmitter engineer, experienced in operation and maintenance of all technical equipment. Present chief, married, reliable, steady, cooperative. Box 1a, BROADCASTING.

Studio engineer, female. Engineering experience. First class license. $65.00 a week. Box 983, BROADCASTING.

Engineer, first phone, wishes to secure position in radio station with future. Unmarried. Can also double as part-time announcer. Box 17a, BROADCASTING.

Chief engineer—experienced, sober, reliable. Will travel for permanent job at right salary. Box 2a, BROADCASTING.

Situations Wanted (Cont'd)

Operator, first license, four years broadcast experience. Want transmitter job. Location not important. Available immediately by time this appears. Age 30. Single. No car at present. References, including present boss. Lewis Sherlock, Box 1161, Plainview, Texas.

Chief engineer of kilowatt desires change. Excellent on construction. Experienced to 200,000 watts. Young hard-working family man. West preferred but job takes priority. Bruce Joyner, WDIG, Dothan, Alabama.

Production-Programming, others

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Program director-producer available. 4 years independent station experience. Last 4 years on NBC's famous cigarette program. Seeks progressive radio or television station. Box 897, BROADCASTING.

Lady continuity writer. University journalism graduate. Experienced commercial copy, formats, promotion. Single. South only. Box 264, Edgefield, South Carolina.

Program director-announcer, available two weeks, go anywhere. Young veteran, college graduate, 2½ years experience programming local network full-timer. Will handle special events, sports, announcers. Experience setting up remote studios. Box 929, BROADCASTING.

Experienced, enthusiastic, young. Continuity editor, woman's director. Now creating result-getting shows and continuity in 7 station market. Real air personality with excellent voice and definite TV potentialities. Wants enlarged opportunity in Washington-Baltimore-Philadelphia area. Box 993, BROADCASTING.

Production man, music librarian, and traffic manager desires position with aggressive station in competitive market. Capable of producing shows that bring results. Reply Box 980, BROADCASTING.

Sports director. Television experience. Proven shows, play-by-play. Box 961, BROADCASTING.

Attract listeners with a personality. Young comedy star now doing clubs in east wants radio or television. Different voice, different comic appeal. Surefire for early, late, disc, quiz, comedy shows. Photos, disc and particulars on request. Box 960, BROADCASTING.

Idea woman for women's, children's, educational shows will consider combo with continuity. Student of radio school and advertising, 15 years teaching and personnel experience, 6 months women's editor. Outline job, state salary first letter. Lena Wing, Marienthal, Kansas.

Topflight news editor, announcer, wants to grow with worthwhile station. Box 959, BROADCASTING.

Combination man. Versatile, hardworking married man with first phone license. An announcer for 12 years. Experienced in ad-lib, remotes and self-produced programs. Capable of being program director. Expect good pay either in talent fees or basic salary. Now employed. Box 977, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

For Sale

Station

CP for sale in western city 50,000—5 kw directional for engineer and attorney's fees $6,500. Network affiliation available. Box 970, BROADCASTING.

(Continued on next page)

For Sale (Cont'd)

Equipment

For Sale: RCA 69-C distortion meter, 68-B audio oscillator, condition new $550 for both. Box 852, BROADCASTING.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" latticesteel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. General Radio modulation monitor, type 731-A, serial #539. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

Gates 25-A frequency control unit, brand new, never used, complete with Bliley oven, 1400 kc crystal. Make offer. KUGN, Eugene, Oregon.

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

Presto K-8 recorder in perfect condition. Value $345 new, will take $250 or best offer. Box 964 BROADCASTING.

An excellent ruggedly constructed, easy to operate, fully FCC approved 250 watt AM transmitter. Out of use only because we went to 1 kw—two sets of tubes, crystal oven, spare power transformer in original crate, complete schematic diagram and instructions. Will sell cheap to move—make offer WJSW, Altoona Broadcasting Company, Altoona, Pennsylvania.

WEAM, now 5000 watt fulltime, has for immediate sale 1 kw Raytheon transmitter, model RA, frequency 530 to 1600. In excellent condition, has spare parts. Sacrifice at $5000. Blaw-Knox tower, 235 feet, tapered, self-supporting, grounded. Accept best offer. Contact Howard Stanley, WEAM, Arlington, Virginia.

Wanted to Buy

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 843, BROADCASTING.

Will buy radio station. Price must be right. Box 974, BROADCASTING.

Wanted to buy—10 kw AM transmitter. Reply to Box 981, BROADCASTING.

Miscellaneous

For personnel — for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

WANTED

Transcription Salesmen. Juvenile program, already well known with successful record. Protected territories open. Generous commissions. Tell us what other shows you are now handling, and the markets you cover. Address Box 955, BROADCASTING.

Help Wanted (Cont'd)

A SPLENDID

OPPORTUNITY

for

TRANSCRIPTION SALESMEN

If you are calling on radio stations, advertisers and agencies in the United States or Canada—here is an opportunity to substantially increase your income by representing two of the fastest selling syndicated programs in the Industry:

THE DEEMS TAYLOR CONCERT

and

TELLO-TEST

We are interested only in top calibre individuals familiar with sales problems related to local and regional station operations and who have the confidence of station personnel.

Here is an opportunity for increased income and increasing opportunities in the program field.

In replying please supply any and all information which will aid us in considering your application.

Radio Features, Inc.

75 East Wacker Drive

Chicago 1, Illinois

Help Wanted (Cont'd)

Production-Programming, others

RADIO WRITER-DIRECTOR

Wanted by 4-A Agency

THE MAN WE WANT may now be doing an all-round job for some radio station, or he may be a member of a large agency radio department and just waiting for the chance to be his own boss.

WHEREVER he is, he must be ambitious and ambidexterous for we want a man who can write hard-selling radio copy, supervise programs, produce spots and understand timebuying.

WE EXPECT TO POLISH some of his rough spots, but this man, as soon as he is ready, will be the radio and television director of an expanding eastern 4-A Agency (not New York) with growing radio and television billing.

SALARY starts around five thousand dollars per year. In addition, we offer bonus and profit sharing plans and the opportunity to work under pleasant conditions with a young, energetic staff.

WRITE and tell us your education, experience, family status, accounts you've written for, radio or TV jobs you've handled. If you can send samples, we'll return them promptly.

WE'LL ARRANGE AN INTERVIEW, if you look good to us. All applications are confidential; our entire staff knows about this ad. Write today!

BOX 954,
BROADCASTING

WANTED

PROMOTION MANAGER

. . . the promotion manager of one of the nation's leading CBS stations is slated for a higher post within the organization. If you would like a crack at his job which offers a good salary, generous budget, free creative rein and broad responsibility, write fully with references and samples of your work. All replies are confidential.

BOX 953, BROADCASTING

Experienced, not-too-young program director for independent AM-FM in midwest metropolitan market. Must have general knowledge of all program phases —commercial, sustaining, public service, news, sports, popular and classical music. Announcing ability not necessary. State all in first letter—experience, age, salary requested. Attach small photo. Present incumbent retiring for personal reasons. Write in complete confidence. Box 939, BROADCASTING.

Situation Wanted

Managerial

WANTED

I am interested in running a one to ten kilowatt station in Colorado, New Mexico, Arizona or California. I have nearly doubled present station's revenue in the last nine months. Additionally, I am the only news commentator and newspaper columnist in the region and would be especially attracted to a station owned by a newspaper. I can bring with me a basic staff, including a music director who is nationally famous as a vocal artist. I am 35, have a family and am concerned with a permanent position. Will consider annual salary of not less than $15 to $20 thousand, plus commission. First come will not be first served, as I intend taking my pick; money is not the primary consideration in relation to what you have to offer me. Gentlemen, do I hear any response to this one-minute commercial? BOX 956, BROADCASTING.

Situations Wanted (Cont'd)

GENERAL MANAGER
OF KNOWN 5 KW BASIC STATION

in eastern major market contemplating change in broadcasting or to allied field. Excellent record. Strictest confidence. Preliminary contacts only via correspondence through personal representative. Box 989, BROADCASTING.

Announcers

CAN I HELP YOU?

Widely experienced man seeks position progressive station major market. ALL types announcing, sports, some program and TV MC. Knowledge production direction TV. Work any department, know how. Reference former employers. Married—college. Ability start top or bottom.

BOX 860, BROADCASTING

Production-Programming, others

Program Director-Producer desires association with progressive station in metropolitan area having TV affiliation. Can handle any AM production job; preferably special events directorship at minimum net of $75 weekly. Looking for opportunity to learn TV production.

Current management is aware of this application; regrets desire for change, but will furnish highest references. Have accomplished aim set with present organization a year and a half ago after putting station on the air. Now desire change to fulfill primary ambition. Married beautiful blonde after graduation from college four years ago. BOX 946, BROADCASTING.

Employment Service

OPENINGS — N-O-W!

*9 managers	*41 anncr.-engineers
*34 anncr.-deejays	tech.
*18 chief engineers	*31 time salesmen
*12 anncr.-salesmen	*53 tech. engineers
*16 prog. dir. & prodcrs.	(AM-FM-TV-FAX & Recording)
*23 script-copywriters	
*16 sales managers	

DON'T DELAY—CONTACT T-O-D-A-Y:
R.R.R.-Radio-Tv Employment Bureau
(Industry's Oldest)
P.O. Box 413, Philadelphia 5, Penna.

School

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

For Sale (Cont'd)

For Sale: RCA 250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

TOWER
SPECIAL
PRICE
IMMEDIATE DELIVERY
FM or TV
Tubular Steel
Triangular
Guyed
Many Now in Use
Write-Wire-Phone
Houston Radio Supply Co., Inc.
Clay @ LaBranch
Houston, Texas
Phone C-9009

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited — immediate action.*
Mutual Radio Features
211 N. Allen St.
Albany, N. Y.

CHARITY DRIVE
Salvation Army Uses TV

THE POWER of television as a fund-raising medium was put to test for the first time Jan. 12, when the Salvation Army launched its 1949 Annual Maintenance Appeal in Greater New York with the cooperation of WJZ-TV New York, ABC's key eastern outlet.

The $1.1 million drive's inaugural meeting was held in the Rainbow Room atop New York's RCA Bldg. Five ABC television cameras were used to pick up every phase of the meeting.

Speakers included New York's Police Commissioner Arthur W. Wallander; Commissioner Donald McMillan, territorial Salvation Army commander; Ivor Kenway, ABC vice president, and Nick Kenny, columnist and song writer.

* * *



DURING WJZ-TV telecast, Clark Agnew (r), noted illustrator of Lennen & Mitchell art department, showed the poster he created for Salvation Army fund drive to Comr. Donald McMillan (l) of the Salvation Army and Ray Vir Den, L & M president, who is serving as 1949 campaign chairman.

On All Accounts

(Continued from page 10)

ered Wendell Willkie's southern campaign and accompanied Gov. Dewey to Chicago for the 1944 convention.

After that, handsome prematurely grey-haired Les Harris switched from special events to production with CBS in New York. He served in that department on such shows as the Frank Sinatra program, Kate Smith Show, Burns & Allen and others. He also directed the Morton Gould *Cresta Blanca Carnival* in a free lance capacity.

Joining Benton & Bowles, Mr. Harris directed and produced *Portia Faces Life, Glamor Manor, The Prudential Family Hour, Topper, When a Girl Marries, Rosemary,* and *Perry Mason.* Rising to the status of one of the outstanding producers in the country, Mr. Harris last Nov. 15 was selected by the agency as head of its radio operations. In his new capacity he supervises all the above shows. Mr. Harris has also produced two television programs, *Try and Do It* and *Meet The Press.*

The Harris'—she is the former Rosemary Cox—have been married for eight years. They have two children Christopher, 5, and Leslie, 18 months. The family live in their own home in Old Brookville, L. I., when they also own a boarding stable for race horses and about 52 acres of pasture. Mr. Harris lists horse back riding as his only hobby, but intimates confide that the versatile Mr. Harris has been known to knock out a television set or two in his spare time.

May Use Radio

PETER F. HAGAN, recently elected chancellor of the Philadelphia Bar Assn., said the organization is considering a radio series to dramatize its newly established Lawyers Reference Service. In its first seven months the service represented 1,700 clients who otherwise would have been unable to pay for legal service, Mr. Hagan said.

U. OF CHICAGO, TULSA
Work With NBC Show

THE U. OF CHICAGO and the U. of Tulsa have joined the *NBC University of the Air* in development of home study courses.

Other institutions of higher learning already associated with NBC in the project are the U. of Southern California, U. of Louisville and Washington State College.

The U. of Chicago will offer courses in world politics and economics, using its *Round Table* broadcasts on NBC (Sundays, 12:30 p.m. CST) as their core, said Sterling W. Fisher, manager of the network's public affairs and education department. Participation will involve listening to selected *Round Table* broadcasts, reading significant books and articles, studying selected problems, writing reports and receiving criticism from U. of Chicago instructors, he explained.

Certificates will be awarded on completion of the course.

At the U. of Tulsa a home study course in Anglo-American literature, with the *NBC University Theater* as its core, will start Feb. 5. Study guides are available through the university, having been prepared by Dean E. H. Criswell of its college of arts and sciences.

Thanks, Mr. Autry

GENE AUTRY, who did his first work as a radio artist at KVOO Tulsa, got a thank-you letter recently from station's vice president and general manager, William B. Way. Commenting that several artists who have made the big-time started their careers at KVOO, Mr. Way told Mr. Autry that "through the years you have never failed to mention KVOO in any article concerning your first days in radio." The letter was signed by Mr. Way and Gustav Brandborg, KVOO commercial manager.

Southwest Network Station

Located in one of the southwest's most healthful climates, this fulltime network outlet covers a trading area of approximately 500,000 persons.

Physical equipment is above average and this station has favorably established itself as an important factor in this very attractive market. Priced for quick action at $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Production

RON TUTEN has been appointed program director of WJHP Jacksonville, Fla.

PAT ELLIOT has joined WLEA Hornell, N. Y., as woman's program director. She will conduct daily, *Woman's World*, program.

BOB HILL, formerly production and program manager of Base Broadcasting Co., Scott Field, Ill., has joined KSGM Ste. Genevieve, Mo., as staff announcer and special promotions manager.

FAY CLARK has been appointed head of Women Broadcasters of United Nations. Miss Clark is with WBIS Bristol, Conn.

ETHEL I. PARKER, who lost her sight 29 years ago and who for past eight years has served as commentator on WLAW Lawrence, Mass., weekly program, *News and Notes for the Blind*, has been awarded a certificate of outstanding merit by the American Foundation for the Blind for rehabilitating the blind with her training program.

RAY STARR, formerly of KQV Pittsburgh, has been appointed program director at WAYX Waterloo, Iowa, where he has worked as publicity director since June.

CHARLIE LYNCH has joined WKZO Kalamazoo, Mich., as staff announcer. Other staff additions include ESTHER STULBERG as music librarian.

DICK HARVEY, formerly with WSAP Portsmouth, Va., has joined WVEC Hampton, Va., as m.c. of station's *1050 Club*.

PAT DOYLE, formerly assistant traffic manager of WWDC Washington, has been appointed continuity editor. BOB BRAND, former assistant music librarian, has been promoted to assistant traffic post.

JIMMY HINSON has joined announcing staff of WGCD Chester, S. C. He was formerly with WRON Ronceverte, W. Va.

PHYLLIS KNIGHT, formerly with WDWS Champaign, Ill., has joined WLBH Mattoon, Ill., as woman's director and continuity chief.

WALTER MITCHELL, winner of the Drew Pearson "I Speak for Democracy Award," has joined continuity department of WRBL Columbus, Ga.

LAN SINGER has joined WMID Atlantic City, N. J., as program director.

RALEIGH POWELL Jr. and FRITZ GIBSON Jr. have joined announcing staff of WTYC Rock Hill, S. C. Mr. Powell was formerly with WDEC Americus, Ga., and Mr. Gibson was formerly with WAIM and WCAC-FM Anderson, Ga.

MICHAEL KECKI, announcer, actor and director of Polish programs, has signed to do a daily two-hour recorded and transcribed Polish program on WLIB New York. News, drama, comedy, and special features in the Polish language will be presented.

HOWARD FLYNN, for past three years on KMPC Hollywood news and announcing staff, has been appointed chief announcer for station.

A. E. JOSCELYN, director of operations for Columbia Pacific Network, has been appointed radio chairman for 1949 American Red Cross fund campaign in Los Angeles.

DANIEL E. ANDERSON has been appointed station relations director of Broadcasters' Guild Inc., Hollywood. Firm also announced appointment of PR Inc., Beverly Hills, Calif., to handle all public relations and sales promotion for the Guild.

PAUL G. FUENTES has joined art staff of KFI-TV Los Angeles. He was formerly with Ad-Art Co., Los Angeles.

BILL DILLNER, producer-m.c. of *Midnight Flyers*, has left the all-night record request show at WEDC Chicago.

ISOBELLE JOB of KFI Los Angeles, and William A. Mitchell have announced their marriage.

in '49 it's 50
for Central California



KFRE
FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

50,000 WATTS 940 KILOCYCLES

TRANSITCASTS

'Prospect' List Growing

TWO MORE major markets, Des Moines, Iowa, and Tacoma, Wash., have joined the rapidly growing ranks of cities where transitcasting is offered regularly to riders of public vehicles, Frank E. Pellegrin, national sales director of Transit Radio Inc., revealed last Tuesday.

In addition 12 to 15 other important markets are now on the "hot list," Mr. Pellegrin disclosed at a luncheon of the Washington, D. C., Advertising Club.

Among the prospects is greater New York, where an estimated 114 million rides are taken on 5,622 public vehicles each month.

Only technical difficulties, Mr. Pellegrin said, are delaying installation of FM receivers in public vehicles of the great metropolitan area. Transit officials there were described as being "keen" for the new medium and anxious to get installations underway.

Bill Ensign, New York sales representative of Transit Radio Inc., which maintains its home office in Cincinnati, expressed the opinion that two or possibly three stations might be required to furnish broadcasts to all the transit vehicles operating in the Greater New York area.

Two Added

Cooperating stations in the two latest markets to be placed under contracts are KCBC Des Moines and KTNT Tacoma.

Approximately 4,200,000 rides are taken monthly on the 300 plus vehicles of the transit firm in Des Moines and nearly 2,500,000 rides each month on the 136 busses of the line in Tacoma.

Contracts for transitcasting have now been signed to provide the service in 10 of the nation's large markets. These contracts ultimately will insure approximately 103,700,000 musically-soothed rides in more than 4,600 public vehicles.

Furthermore, there is not a major market in the nation in which negotiations have not at least been started, Mr. Pellegrin told ad club members.

Mr. Pellegrin termed the more than 90% acceptance of transit FM in cities where it has been tested "an astounding fact," which could not be rivaled by anything in the annals of advertising.

Bus drivers were identified by Mr. Pellegrin as transitcasting's "best boosters." Their fondness of the medium, he said, stemmed from improved dispositions and cooperativeness of riders.



FRANK A. D. ANDREW, president of Andrew Radio Corp., manufacturers of Andrea "Sharp-Focus" television receivers, inspects a section of one of his forthcoming sets.

MUSIC ON TAPE

St. Paul Co. Makes Machine

A MACHINE for the mass production of recorded music on sound tape has been developed by Minnesota Mining and Manufacturing Co., St. Paul, it was announced Thursday by W. L. McKnight, president of the firm.

Mr. McKnight called the machine a revolutionary new development in sound recording and described it as the first machine for the purpose to be perfected. From a master tape transcription, it can reproduce 48 hours of recorded music on tape in one hour. These pre-recorded reels of tape will be designed to compete with disc records for use in homes, broadcasting stations, schools and theatres, it was said.



Agencies

(Continued from page 8)

CHARLES H. FERGUSON, BBDO, San Francisco, appointed chairman of business committee of Advertising Assn. of the West. **ROSWELL COCHRAN,** McCann-Erickson, San Francisco, appointed head of public activities committee, and **GEORGE KLEISER Sr.,** Foster & Kleiser, named to board of trustees.

MARILYN S. EBNER, formerly assistant production manager of J. Walter Thompson Co., San Francisco, joins service department of Foote, Cone & Belding, same city.

E. Y. McNAMARA, former St. Louis and Jefferson City, Mo., newspaperman, joins public relations staff of Kelly, Zahrndt & Kelly, St. Louis.

HARRY LERNER resigns from Clem Whitaker public relations firm, San Francisco, to open his own public relations, campaigns and advertising office in same city.

ROD MacDONALD, formerly media director and account executive with Botsford, Constantine & Gardner, San Francisco, joins Robert B. Young Adv., same city, as account executive.

TOM A. ROSS, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, joins Irwin-McHugh Adv., that city, in same capacity.

JOHN ROBB, formerly with NBC and ABC, New York, joins Mayers Co., Los Angeles, as director of merchandising.

DON C. JOHNSON, formerly with McCarty Co., Los Angeles, joins BBDO, same city, as account executive.

WALTER JENSEN, formerly wtih Packard & Packard Adv., Los Angeles, as account executive, joins Barton A. Stebbins Adv., that city, in same capacity.

SALLY WARD, formerly in production department Young & Rubicam, San Francisco, joins John O'Rourke & Assocs., same city.

JAMES KING, assistant producer of CBS *G. E. House Party* for Young & Rubicam, Hollywood, announces his engagement to Helen Oakey.

RICHARD G. ROTHLIN, traffic manager for Young & Rubicam, San Francisco, promoted to assistant account executive.

ZONABELLE SAMSON, formerly with Honig-Cooper Co., San Francisco, appointed radio timebuyer for Biow Co., same city.

FOOTE, CONE & BELDING, Hollyood, moves to new offices at 6233 Hollywood Blvd.

RHOADES & DAVIS, San Francişco, moves from DeYoung Bldg. to larger quarters at 79 Post St., fifth floor. Telephone remains Exbrook 2-6468.

ELLIOTT-DALY & SCHNITZER, San Francisco, moves to larger quarters on fourth floor, 256 Cutter St. Telephone remains Yukon 6-6374.



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.



"POSTER CHILD" of the 1949 March of Dimes campaign, Linda Brown, is interviewed on *Club 1300* over WFBR Baltimore by Henry Hickman, m.c. Linda, age four, is from San Antonio, Tex. **[See 'March of Dimes' story, page 13]**

NAPRA MEMBERS

Discuss News Problems

PROBLEMS arising in the collection and distribution of news held the spotlight in a meeting of members of the Nebraska Associated Press Radio Assn. at North Platte, Neb., Jan. 21.

William J. Newens, state chairman of the group and general manager of KOIL Omaha, presided. A report of the association's news study committee was discussed by representatives of seven stations attending the meeting. E. E. Makiesky, correspondent in charge of the Omaha AP bureau, cited examples by which stations could increase their contributions of local news to the AP state report.

Those attending the meeting, in addition to Messrs. Newens and Makiesky, were:

Harry Peck, manager, KFOR Lincoln; Russ Stewart, manager, and Bob Hyde, news director, KNEB Scottsbluff; John Alexander, manager, KODY North Platte, and vice chairman of NAPRA; Charles Craig, news director, Joe Di Natale and Ed Launer, news editors, all of KODY; Ted Haas, news director, KOIL; Soren Munkhoff, news director, WOW Omaha; E. S. Neble, news director, KFAB Omaha; Lee Berg, news staff, KBON Omaha, and L. P. Yale, Des Moines, AP chief of bureau for Iowa and Nebraska.

AFM Intervenes

AS RESULT of American Federation of Musicians crackdown two San Diego stations, KYOR and KCBQ (formerly KSDJ) henceforth will pay instrumental soloists for appearances on sustaining as well as sponsored programs. Two guitar-playing folk singers, Clark Allen and Sam Hinton, and an organist, Danny Topaz, had been "donating" their services on KYOR and KCBQ sustainers and were paid on commercial shows. AFM, through its San Diego local head, Edward B. Wheeler, intervened. Stations are now "cooperating" by paying a quarter-hour fee of $6 sustaining and $9 commercial. None of the San Diego stations has a contract with AFM

News

DON DAVIS CAMPBELL, formerly with WHK Cleveland, has joined WAPI Birmingham Ala., as assistant sports director. **JOHN FORNEY,** who for past year has been doing sports and special events for station, has resigned, effective early next month.

DENIS SARTAIN, formerly with WINX Washington and WBUZ (FM) Bradbury Heights, Md., has been appointed chief of news bureau at WWDC Washington, replacing **FRED HOFFMAN,** who has joined Associated Press Radio in Washington.

ART SMITH, news director of WNAX Yankton-Sioux City, has been elected chairman of the public service bureau for Sioux City Chamber of Commerce.

MATT GUOKAS, former Philadelphia Warrior's basketball player and freelance sportscaster in that city, has joined WPEN Philadelphia as sports director.

ALVIN PIGG has joined WLBH Mattoon, Ill., as farm service director.

JAMES F. LEAMING, WFPG Atlantic City, N. J., sportscaster, was selected by a citizen's committee of 10 headed by Mayor Joseph Altman as the city's "outstanding Young Man of the Year," contest sponsored annually by city's Junior Chamber of Commerce.

TESTED SUCCESSFUL "Temperatunes" ARE MAKING MONEY FOR OTHERS

Why Not for YOU!

Nation Wide . . . Seattle, Washington. . . . Lubbock, Texas. . . . Hopkinsville, Ky . . . Olean, New York . . . and more than 150 other markets. Temperatunes are captivating radio audiences. . . Adding much to radio station profits. These clever 14 second jingles covering each degree of temperature from minus 40° to plus 110°. Puts that "Come On" sparkle into otherwise dry weather reports.

Stations are enthusiastic. . . Sponsors renew consistently. Temperatures are TESTED, SUCCESSFUL, and are making money for others! They will make money for you.

FREE COMPLETE DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 131
CHICAGO 10, ILLINOIS.

I'll take a peak at the success stories and details of "Temperatunes" . . . without obligation of course.

Name.....
Address.....
City..... State.....
Station.....

Technical



RUSSEL SCHAFFER has been appointed chief engineer at KAYX Waterloo, Iowa. He replaces R. MOORE, resigned.

PETER WOLF has been appointed chief engineer of WMDN Midland, Mich.

BILL DOUBLEDAY, KWBR Oakland, Calif., has joined KWBR-FM as announcer and engineer. He replaces BILL EILERS who left Jan. 3 to join Air Force.

J. R. POPPELE, vice president in charge of engineering at WOR New York, has been re-elected to the board of directors of the Veteran Wireless Operators Assn.

HY RUBIN, staff engineer at WNJR Newark, N. J., is the father of a girl, Marilyn.

CHICAGO FM

Listening Survey Made

FM LISTENERS in the Chicago area tune in their sets 69.4% of their total radio listening time, it was revealed in a special survey conducted by Mary Feil, senior in the Department of Speech at Northwestern U., Evanston, Ill.

In querying 1,000 persons in the area, Miss Feil found that 98 persons devoted 90% of their time to FM, 57 give 80% and 40 listened 70%. Only two listened 5% of the time, with 13 tuning in 100%.

FOR A BETTER . . .
MERCHANDISING
PROMOTION
AND SELLING JOB!
★
IN FLINT, MICHIGAN, IT'S . . .
WBBC
1000 WATTS UNLIMITED
★
2ND HIGH HOOPER
IN LESS THAN A YEAR
Summer '48 Index
★
A BOOTH STATION
That's Going Places With
MUTUAL
W. ELDON GARNER
Commercial Mgr.
Nat. Rep. Forjoe & Co.
WBBC
1330 KC

FITZGIBBONS PLAN

TBA Rejects Proposal

TELEVISION Broadcasters Assn. has rejected the "Television Guild" plan of cooperative advertising by video set manufacturers on TV stations proposed by L. O. Fitzgibbons [BROADCASTING, Jan. 3].

Mr. Fitzgibbons, then commercial manager of WOC Davenport, now general manager of WXLW and WXLW-FM Indianapolis, suggested that each TV set-maker contribute 3% of his retail sales to a pool to be used for the sponsorship of programs on TV stations. He predicted the plan would create more and better TV programs, give an assured income to stations and stimulate the sale of video receivers.

In its reply, dated Jan. 26, TBA said that Mr. Fitzgibbons' proposal had been studied by the TBA board and that comments also had been solicited from the association's manufacturer members.

"It was the consensus of the board, as well as the manufacturers, that the plan, broadly speaking, is not feasible and while the motives—improvement of program quality—were commended, it was felt that quality programming will be a natural adjunct of industry expansion," the TBA letter to Mr. Fitzgibbons stated.

"As a matter of fact," the letter continued, "the quality of programming in areas where television station operations are on the increase and receiver distribution is mounting, has vastly improved in the short space of a year. This trend is not only likely to continue, but will spread to sectors where television service is just beginning, or about to be launched.

Negative Aspects Weighed

"Negative aspects of the proposed project were held to be weighted greatly against the advantages of better programming, which, it was felt, would come even without adoption of your plan. Sacrifice of the competitive aspects of advertising—the lifeblood of free enterprise and the reason for American leadership in world trade—was one compelling factor working against the proposal.

"Another was the well-grounded contention that the American system of broadcasting has always been free to the listener and should remain that way for the viewer. The potential television set owner might understandably resent the 'tax' on his set purchase, even though he were to be told the additional fee would mean better programming. Manufacturers today are concerned with the problem of reducing the cost of receivers and are working to provide methods of making more simple installations so that prices can be brought down.

"In the final analysis, a number of major television receiver manufacturers are already appropriating large sums from their advertising budgets for the presentation of high quality television programs on local stations and on networks. These manufacturers include General Electric Co., Philco, RCA, DuMont and Admiral, among others. You can be certain that these budgets will continue to expand as television moves from the more populous East to the communities west of the Rockies."

MANUFACTURING

Firms' Profits, Sales Up

U. S. manufacturing corporations showed an estimated aggregate net income after taxes of $2.9 billion during the third quarter of 1948, according to the quarterly report released Friday by the Federal Trade Commission and Securities and Exchange Commission. Compared with the preceding quarter, the report shows an approximate $60 million profit rate increase.

Total sales of all corporations for the July-September period were placed at $42.1 billion, a 3% rise over the previous quarter, while costs and expenses amounted to $37.4 billion. Of the $4.6 billion net before taxes, $1.7 billion was provided for Federal income taxes, $1 billion for dividends, and $1.9 billion was retained as corporate earnings.

Total assets of all manufacturing corporations were estimated at $106.7 billion at the end of September 1948. On stockholders' equity, industries showing highest rates of return were motor vehicles and parts, lumber and wood products, and petroleum and coal products.

KLER ROCHESTER

Personnel Is Announced

PERSONNEL assignments for KLER Rochester, Minn., an ABC affiliate, owned and operated by the Rochester Broadcasting Co., have been announced.

President of the full-time outlet, which commenced operation on Dec. 1 on 970 kc, 500 w daytime and 1 kw night, is Alice P. Mayo. Personnel includes C. T. Hagaman, general manager; Robert Bouchier, program manager; Robert Fick, commercial manager; Boynton Hagaman, chief engineer, and Elizabeth Gahre, director of publicity and promotion. Studios are located in downtown Rochester, at 229 First Avenue SW. The station is represented nationally by Adam J. Young Inc.

Turntable



ARTHUR E. SUTTON has been appointed general sales and production manager of Broadcast Productions Inc.

FREDERIC W. ZIV Co., Cincinnati, Ohio, has announced that its *Cisco Kid* will be available via open-end transcriptions in March 1949. Program is currently heard on Don Lee network under sponsorship of Interstate and Kilpatrick bakeries in California, and cooperatively on rest of network. Program will continue on Don Lee as open-end series effective in March, and will retain those sponsors above-mentioned.

SPENCE CALDWELL, for past four years manager of program division of All-Canada Radio Facilities, Toronto, has resigned to form S. W. Caldwell Ltd., to handle transcribed syndicated shows, scripts and handle radio advertising productions. Office will be in Victory Bldg., Toronto.

KSIJ Gladewater, Tex., has signed with FREDERIC W. ZIV Co., Cincinnati, Ohio, for five of its packaged productions. Contracts for 52 weeks were signed for half-hour *Wayne King Show*, *Philo Vance* and *Lightning Jim*; and quarter-hour *Old Corral* and the *Barry Wood Show*.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Lutz
DAINTY BRENDA LEE
On Records: Eddy Howard—Mer. 5208; Eastman Trio—Trilon 188; Don Churchill—Trilon 206; Jack Lathrop—Vic. 20-3119; Peter Lind Hayes—Dec. 24519; Jack Smith—Cap. 15328; Jerry Wayne—Col.*
On Transcriptions: Bob Grabeau—Capitol
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

FCC Actions

(Continued from page 54)

Decisions Cont.:

Assignment of CP

WACA Camden, S. C.—Assignment of CP from Haygood S. Bowden to Camden Bcstg. Corp.

KEYE Perryton, Tex. — Assignment of CP from Van W. Stewart, Carl Ellis and F. B. Sumpter d/b as North Plains Bcstg. Co. to North Plains Bcstg. Co. Inc.

Transfer of Control

KTSA San Antonio, Tex.—Transfer of control of Sunshine Bcstg. Co., license, from Taylor Radio and Television Corp. to Gene Autry.

WEXT Milwaukee — Acquisition of control of WEXT Inc., licensee, by Lee K. and David Beznor, Gerald Bartell, Rosa B. Evans and Loraine A. Cromey from Sydney Charney, Fred Froede, Bruno V. Bitker, George Grabin, Arthur Meyerhoff and Ben Barkin.

KMAE McKinney, Tex.—Acquisition of control of McKinney Air Enterprises by George W. Smith Jr. from Clay E. Thompson Jr. and Noel E. Thompson.

License Renewal

WAYX Waycross, Ga.—License renewal AM station.

KGON Oregon City, Ore.—Same.

CP to Reinstate

Cannon & Callister Inc., Los Angeles —CP to reinstate CP new FM station KCLI Los Angeles.

Transfer of Control

KWIK-FM Burbank, Calif.—Acquisition of control of Burbank Bcstrs. Inc., licensee, by James H. and Alice I. Furns.

Request to Delete

WWDX The Passaic Daily News, Paterson, N. J.—Request to delete license for FM station and cancel call letters.

License for CP

KFDA-FM Amarillo, Tex. — License to cover CP new FM station.

WRZE York, Pa.—Same.

WTAG-FM Worcester, Mass.—Same.

WENE-FM Endicott, N. Y.—Same.

Modification of CP

KGLO-FM Mason City, Iowa—Mod. CP new FM station for extension of completion date.

KCKN-FM Kansas City, Kan.—Same.

KCFM Kansas City, Mo.—Same.

KFEQ-FM St. Joseph, Mo.—Same.

KBIX-FM Muskogee, Okla.—Same.

WBAP-FM Fort Worth, Tex.—Same.

KBTV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Transfer of Control

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee, by John P., Fred M. and Sidney Harris.

Assignment of License

WDIG Dothan, Ala.—Assignment of license from Jesse M. Swicegood, J. P. Burnett and Lela C. Robinson d/b as Houston Bcstrs. to Jesse M. Swicegood and Lela C. Robinson d/b as Houston Bcstrs.

Assignment of CP

KCOI Coalinga, Calif.—Assignment of CP from D. O. Kinnie to Albert F. Blain, Richard K. Newman Jr. and Forrest W. Hughes d/b as KCOI Bcstg. Co.

Modification of License

KIHO Sioux Falls, S. D.—Mod. license to change ant. parameters.

WOOK Silver Spring, Md.—Mod. license to operate 1590 kc 1 kw-D 100 w-N unl. instead of 1590 kc 1 kw D.

Modification of CP

WHBR Hanover, Pa.—Mod. CP to change from 1280 kc 1 kw D to 1280 kc 1 kw-D 500 w-N unl. DA-N.

January 26 Decisions . . .

DOCKET CASE ACTION

AM—1060 kc

Announced decision granting application of James A. Noe to change operating assignment of WNOE New Orleans, La., from 1450 kc 250 w unl. to 1060 kc 50 kw-D 5 kw-N DA-N unl. and denial of application of Deep South Bcstg. Co. for new station on same assignment. (Comr. Jones concurred; Comrs. Coys and Hennock dissented.)

January 27 Decisions . . .

DOCKET CASE ACTION

AM—1450 kc

Announced proposed decision to grant application of Richland Bcstg. Corp. for new station Richland Center, Wis., 1450 kc 250 w unl., engineering cond.

BY COMMISSION EN BANC

FM Authorizations

Authorized one Class A FM CP to station formerly holding CG; granted CPs to four FM stations for changes in facilities (see story, page 49).

Modification of CP

WHEN Syracuse, N. Y.—Granted mod. CP to change trans. location, increase ERP to vis. 27 kw, aur. 13 kw and make ant. changes.

WPTZ Philadelphia—Granted mod. CP to change ERP to vis. 18 kw, aur. 9 kw, change equip. and make ant. changes, and extension of STA to April 13.

License Extension

Placed on temp. license pending examination of qualifications of licensee in light of decision of Supreme Court in U. S. vs. Paramount Pictures Inc. (68 S. Ct. 915), following: Balaban & Katz Corp., TV station WBKB and exp. TV stations W9XBB W9XOE Chicago; Allen B. DuMont Labs. Inc., TV station WABD New York and exp. TV stations W1XUX W2XEM W2XQW W2XQX, W2XWV, W10XKT, W3XHC, W3XHD W3XWT W2XVT.

Assignment of License

KUGN KUGN-FM Eugene, Ore.—Granted assignment of license of KUGN and of CP for KUGN-FM from C. H. Fisher and B. N. Phillips d/b as Valley Bcstg. Co. to KUGN Inc., new corporation to be composed of assignor partner Fisher and Otley and P. R. Berke and C. O. Fisher.

KBST Big Spring, Texas—Granted assignment of license from Big Spring Herald Bcstg. Co. to Big Spring Bcstg. Co. for $265.000.

KFXD KFXD-FM Nampa, Ida.—Granted assignment of license from Frank E. Hurt & Son, partnership composed of Frank E. Hurt and Edward P. Hurt, to Frank E. Hurt & Son Inc.

License Extension

KERO Bakersfield, Calif. — Granted temp. extension of license to June 1 pending receipt of further information.

Hearing Designated

WFVA Fredericksburg, Va.—Designated for hearing application for renewal of license in consolidated hearing with applications of Winchester Bcstg. Corp. and Richard Field Lewis Jr. for CPs and application of Richard Field Lewis Jr. for renewal of license of WINC-FM, upon issue to determine qualifications of Richard Field Lewis Jr. to be stockholder in Fredericksburg Bcstg. Corp., particularly with reference to truth or falsity of charges made against Winchester Bcstg. Corp. by Lewis and of counter-charge against Lewis by Winchester; further ordered that license of WFVA be extended on temp. basis to June 1 pending decision in case.

License Renewal

Granted renewal of license for following stations for period ending Feb. 1, 1952; WNEB Worcester, Mass.; KCMC Texarkana, Tex.; KOOS Coos Bay, Ore.; KSIX Corpus Christi, Tex.; KYSM Mankato, Minn.; WESX Salem, Mass.; WKVM Arecibo, P. R.; WMFR High Point, N. C.; WTBC Tuscaloosa, Ala.; KDLK Del Rio, Tex.; KDZA Pueblo, Col.; KHAS Hastings, Neb.; KISD Sioux Falls, S. D.; KLWT Lebanon, Mo.; KPHO Phoenix, Ariz.; KSST Sulphur Springs, Tex.; KWNO Winona, Minn.; KWTX Waco, Tex.; KXLO Lewistown, Mont.; WFAS (and aux.) White Plains, N. Y.; WHBT Harriman, Tenn.; WJEF Grand Rapids, Mich.; WLOG Logan, W. Va.; WSKB McComb, Miss.; WTCJ Tell City, Ind.; WTHT Hartford, Conn.; WIRB Enterprise, Ala.; KSWS Roswell, N. M.

KGEK Sterling, Col.—Granted renewal of license for regular period.

KWTC Barstow, Calif.—Same.

WAUD Auburn, Ala.—Same.

License Extensions

Following stations were granted temp. extension of licenses to June 1: KBTM Jonesboro, Ark.; KGFJ Los Angeles; WBLJ Dalton, Ga.; WFTC Kinston, N. C.; WSOO Sault Ste. Marie, Mich.; WMOB Mobile, Ala.; WNOK Columbia, S. C.; KIYI Shelby, Mont.; WJOR Bangor, Me.; KFUN Las Vegas, N. M.; KNOW Monroe, La.; WOLS Florence, S. C.; KOAL Price, Utah; WAZF Yazoo City, Miss.; KGON Oregon City, Ore.; KGAK Gallup, N. M.; KXXL Reno, Nev.; KTRF Thief River Falls, Minn.; KEXO Grand Junction, Col.; WAYX Waycross, Ga.; WCBT Roanoke Rapids, N. C.; WDEC Americus, Ga.; WERC Erie, Pa.; WHTB Talledega, Ala.; KEVT Kerrville, Tex.; WTSV Claremont, N. H.; WLOF Orlando, Fla.; WBHP Huntsville, Ala.; WCOM Parkersburg, W. Va.

Petition Denied

KOB Albuquerque, N. M.—Ordered denial of petition filed by KOB requesting the Commission to rescind its order designating for hearing petition filed by John J. Dempsey and further requesting that the Commission dismiss Dempsey complaint; continued hearing in this proceeding to March 21, 1949 at Albuquerque. (Docket 8044.)

Waiver Granted

WNAM WNAM-FM Neenah, Wis.—Granted request for waiver of Sec. 3.12 and 3.206 of rules to permit origination of news and recorded programs at studios located at trans. site, while maintaining main studio at 101 E. Wis. Ave.

Hearing Designated

WHDH Boston and KOA Denver—Designated for hearing petitions of WHDH and KOA for reconsideration of Commission action granting mod. CP for DA changes to Champlain Valley Bcstg. Corp. (WXKW Albany, N. Y.) and for designation of said mod. CP application and permittee's license application for hearing, and for termination or mod. of authority for WXKW to conduct program tests, and for other relief; said hearing to be held in Washington at date to be specified, and made WXKW Albany party to proceeding.

Modification of License

KVVC Ventura, Calif.—Granted request for mod. license to change location of main studio, and for waiver of Sec. 3.30(a) of rules to permit identification of station as Ventura-Oxnard, Calif.

Hearing Designated

WLOK Lima, Ohio—Designated for hearing application for CP to make changes in vertical ant. and to mount FM ant. on top of AM tower, and to change trans. location (geographic coordinates only), and made WHBU Anderson, Ind., and WHIZ Zanesville parties to proceeding.

Western Massachusetts Bcstg. Co., Great Barrington, Mass.—Designated for hearing application for new station 1240 kc 100 w unl. and made WHUC Hudson, N. Y., party to proceeding (Comrs. Coy and Hennock for grant).

Petition Denied

Vulcan Bcstg. Co., Birmingham, Ala. —Adopted memorandum opinion and order denying petition requesting that Commission reconsider its action designating application for hearing and grant it without hearing.

Modification of CP

WHKC Columbus, Ohio—Granted mod. CP to (1) top-load three towers of six tower DA to improve efficiency, (2) increase N field at bearing of 207 degrees true, and (3) to specify #4 tower of DA system as alternate emergency D non-directional radiator; engineering cond.

Hearing Designated

KRKO Everett, Wash.—Designated for hearing application for CP to change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-N. (Comrs. Jones and Hennock voting to grant.)

BY THE COMMISSION

License Extension

WBNY Buffalo, N. Y.—Present license extended on temp. basis to June 1.

Modification of CP

WTVJ Miami, Fla.; A. Frank Katzentine et al.—Granted application of WTVJ for mod. CP in part, with ERP 1.45 kw vis. and 0.73 kw aur., and operating power output of 440 w vis. and 220 w aur. Also granted request for STA for commercial operation in part, with station to be operated at site specified in mod. CP, temp. ant. at 286 ft. above average terrain and ERP 2.2 kw vis. and 1.1 kw aur., for period of 90 days ending in no event later than April 17, 1949. Also granted application of WTVJ for extension of completion date to July 27, and denied related petition of A. Frank Katzentine et al. to designate completion date application for hearing in pending Miami TV hearing. (Comrs. Webster and Sterling not participating; Comr. Jones dissenting in part.)

January 27 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSWA Santa Maria, Calif.—Mod. license change main studio site.

Transfer of Control

KVOR Colorado Springs, Col.—Transfer of control of Out West Bcstg. Co., licensee, from Oklahoma Pub. Co. and Edgar T. Bell to Aladdin Radio and Television Inc. Also assignment of license.

KLZ Denver—Transfer of control of licensee, KLZ Bcstg. Co., from Edgar T. Bell, Herbert M. Peck and Inez K. Gaylord to Aladdin Radio and Television Inc. Also includes assignment of license for AM and CP for FM.

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 27

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,920	1,866	262	..	475	281
FM Stations	704	226	698	34*	86	30
TV Stations	56	7	116	..	314	181

* 12 on the air.

CALL ASSIGNMENTS: WPMP Pascagoula, Miss. (Crest Broadcasting Co., 800 kc 250 w day); WTVB Coldwater, Mich. (Twin Valley Broadcasters Inc., 1590 kc 1 kw day) KCRO Englewood, Col., switching from KENG (Colorado Broadcasting Co., 1380 kc 1 kw day).

TV APPLICATION

Toledo, Ohio — Community Broadcasting Co., Channel 3 (60-66 mc), ERP vis. 16.7 kw, aur. 8.4 kw, unlimited, antenna 500 ft.; estimated cost $199,000, first year cost of operation $120,000, revenue unknown. Applicant is licensee WTOL-AM-FM Toledo. Filed Jan. 25.

AM APPLICATIONS

Charlottesville, Va.—The Charlottesville Broadcasting Co., 1280 kc, 1 kw, daytime; estimated cost $18,000. Applicant is partnership of G. Russel Chambers, Washington, D. C., sales engineer for Gates Radio Co., one-third owner, and John W. Rollins, eastern shore auto dealer and part owner of Rollins Broadcasting Co., new AM grantee at Georgetown, Del., and applicant at Radford, Va., two-thirds owner. Filed Jan. 27.

Cleveland, Miss.—Cleveland Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $17,313. Co-partnership: C. W. Capps, cotton broker; Lowry Tims, owner own firm which retails butane gas and appliances, and Cy N. Bahakel, owner WKOZ Kosciusko, Miss. Filed Jan. 25.

Greenwood, Miss.—Greenwood Broadcasting Co., 960 kc, 1 kw, daytime; estimated cost $18,000. Applicant is co-partnership of John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko and part owner of new applicant at Cleveland, Miss. (See above.) Filed Jan. 27.

Monroe, La.—Dr. Frank P. Cerniglia, 1230 kc, 250 w, unlimited (Contingent upon KNOE Monroe changing facilities); estimated cost $14,083. Applicant has been dentist for 20 years. He filed and was denied applications for new station in 1929 and 1936. Filed Jan. 25.

Moundsville, W. Va.—James D. Sinyard, 1370 kc, 250 w, daytime; estimated cost $8,420. To November 1948 applicant was 50% owner and general manager WHBO Sulphur Springs, Fla. Filed Jan. 25.

Williamston, N. C.—S. S. Adcock, 900 kc, 1 kw, daytime; estimated cost $14,400. Applicant is new AM grantee at Fuquay Springs, N. C., and owner of radio and auto supply store in Lillington, N. C. Filed Jan. 25.

FM APPLICATION

Wichita, Kan.—The Municipal U. of Wichita, noncommercial educational low-power FM, Channel 201 (88.1 mc), power 10 w; estimated cost $1,995. Students of college have been operating carrier current campus station. Filed Jan. 24.

At Deadline...

BALLOTS FOR SECOND BMB STUDY GO OUT IN MARCH

DR. KENNETH BAKER, NAB research director, said Friday 650,000 ballots for second BMB study will go out first week in March.

Executive Committee of BMB met in New York Friday to discuss administrative problems, including top personnel, but no action was taken, according to unofficial word.

BMB announced two new FM subscribers (WCFC Beckley, W. Va., KWKH-FM Shreveport) and one new AM subscriber (KBOW Butte, Mont.) since Jan. 20. Total of 814 subscribers includes 658 AM, 135 FM, 13 TV, four national and four regional networks.

BMB's newly formed engineering advisory committee held six-hour exploratory session Thursday in New York. Committee chairman, Royal V. Howard, NAB director of engineering, presided. Others attending: William Duttera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC. Neal McNaughton, second member representing NAB, was excused. Guests were: John Preston, ABC; William Wright, CBS; E. C. Page, consulting engineer; E. P. H. James, MBS vice president and BMB board member.

DAYTIME STATION GROUP RENEWS FULLTIME BID

DAYTIME Petitioners Assn. renewed bid Friday for fulltime instead of daytime-only operation on Mexican 1-A channels [BROADCASTING, Nov. 29, 1948], asking FCC to amend its rules and, meanwhile, to grant special authorizations so that stations on those channels may start nighttime service immediately.

Six channels, with total of 106 U. S. stations, are involved: 730, 800, 900, 1050, 1220, and 1570 kc. Under U. S.-Mexico agreement, they aren't used in this country at night. But DPA claims agreement has expired and that it prevents "full and efficient use of frequencies in the U. S." Petition of DPA, representing 31 stations, was filed by Leonard H. Marks, Washington counsel.

CLEVELAND GRANT UPHELD

FOR SECOND time, FCC Friday handed down final decision granting Cleveland Broadcasting Inc., application for new 5 kw Cleveland station on 1300 kc and denying Scripps-Howard Radio's request for same assignment. First decision, almost two years ago, was later set aside for further hearing. FCC preferred Cleveland Broadcasting (WERE-FM Cleveland) on basis of local ownership, integration of ownership and operation, and non-newspaper association.

BOGGS HEADS WMCA

NORMAN BOGGS, president and general manager of WLOL Minneapolis, joins WMCA New York Feb. 14 as general manager. Ralph L. Atlass, Chicago radio executive and owner of WLOL, becomes consultant to WMCA. Mr. Boggs fills vacancy left by resignation of Charles Stark last June.

HENNOCK TO ADDRESS AWB

FRIEDA B. HENNOCK, FCC member, slated to address sixth annual national convention of Assn. of Women Broadcasters of NAB, to be held March 10-12 in Drake Hotel, Chicago.

NUMBER OF STATION GRANTS BY FCC EXCEEDS 4,000

BROADCAST stations authorized by FCC topped 4,000 during 1948, FCC reported Friday. More than 677,000 authorizations of all categories were outstanding at year's end, increase of 69,000 over 1947.

Year end station totals in broadcast field were: AM—2,127, up 165 over 1947; FM—966, down 44; TV—124, up 51; experimental TV—182, up 91; educational—50, up 10; facsimile—2, up 2.

Commercial operator licenses were estimated to total 366,000, up 25,000. Nonbroadcast services gained nearly 5,000 aeronautical, 4,000 marine, 1,600 industrial and 1,000 land transportation authorizations. Total nonbroadcast, not including associated mobile units, exceeded 135,000.

Some 7,200 broadcast applications and 98,000 nonbroadcast applications were disposed of by FCC during 1948. Total of 106,000 were received, exclusive of operators.

AD COUNCIL BOARD OKAYS AID TO INDEPENDENTS PLAN

PLAN for cooperation between Advertising Council and some 400 independent stations to enlist radio support for public service campaigns was approved by council's board of directors.

Council would make available to non-affiliated stations, services and materials similar to those provided major networks, advertisers and agencies. Plan was proposed by NAB's Independent Stations Committee, Ted Cott, WNEW New York, chairman. Before presenting proposal committee surveyed independents to ascertain if they would devote time to subjects allocated by the council.

RADIO SET COUNT IN 1950 CENSUS URGED

COUNT of radio receiving sets—AM, FM and TV—in 1950 decennial census proposed by Rep. James I. Dolliver (R-Iowa) (HR 1958). Bill would give Secretary of Commerce authority to include these questions.

Rep. Dolliver told BROADCASTING Friday he realized Census Bureau ordinarily decides whether questions should be included in housing census but considers matter important enough to merit Congressional consideration.

Two House bills ask housing census but don't specify radio questions [BROADCASTING, Jan 20]. Senate has similar bill (see story page 29).

KEEGAN LEAVES WCFL

HOWARD KEEGAN has resigned as station manager of WCFL, Chicago Federation of Labor station, to devote time to Chicago television. Ken Carpenter leaves station sales staff.

Upcoming

Jan. 31: ASCAP Field Force convention, New York.

Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.

Feb. 1: American Television Society Film Forum, Museum of Modern Arts, New York.

Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.

Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.

(Other Upcomings on page 41)

'AIMS' STATION GROUP PLANS TO FORM CO-OP

FOURTEEN managers of 21 member stations in Assn. of Independent Metropolitan Stations took preliminary steps Friday to set up cooperative to meet network and TV competition. Possibility of selling stations nationally as representing selected markets was discussed. Two-day session, first formal meeting of organization, took place at Stevens Hotel Chicago.

Delegates convened at call of Patt McDonald, WHHM Memphis; Steve Cisler, WKYW Louisville and Dave Baylor, WJMO Cleveland. Also discussed was release of joint promotion pieces on independent radio success stories, as well as problems concerning personnel, programming and engineering.

Frank Pellegrin, sales manager of Transit Radio, was scheduled to talk Saturday morning. AIMS is chiefly an "idea exchange," said Mr. McDonald. Twenty-five additional membership applications being considered. Next meeting April 10 in conjunction with NAB Convention in Chicago.

Closed Circuit

(Continued from page 4)

(see page 23) seasoned observers see portents of additional blasts that will be atomic in comparison—relating to allegations of bungled TV and FM allocations, and of purported monopolistic pressures which resulted in suppression of color TV and in relegating FM to secondary status.

ALTHOUGH no two observers are in agreement on substance of subcommittee report, unanimous view prevails its phrase-turning and rhetoric set precedent. While report authorship officially is credited to Senators Tobey and McFarland, those close to committee would gamble that Edward Cooper, committee communications expert, did something more than edit report before it went to public printer.

ALTHOUGH it isn't publicly announced, new NBC policy would not preclude duplication of clear channels which it occupies through owned and operated stations but would not go along with Johnson Bill (S-491) proposal for 50,000 w ceiling on power.

NEGOTIATIONS of ABC for the video rights to the film of Gen. Eisenhower's life to be made by 20th Century-Fox Film Corp., begun last fall and temporarily dropped when motion picture company tried to buy ABC, have been resumed and are nearly completed.

CONTRACTS are at signing stage for sponsorship of *Preview* with Jinx Falkenburg and Tex McCrary on CBS-TV by Philip Morris Cigarettes through Biow Co., New York. Show will be presented Mondays 8-8:30 p.m. on CBS television network, with tentative starting date mid-April.

SSC&B, New York, preparing television commercial for its client, Pall Mall Cigarettes, with campaign possibly to start in spring.

KWRZ Flagstaff, Ariz., has been sold for $20,000 to Agnes McGillvra and S. J. Kirby, subject to FCC approval. Mrs. McGillvra has been in commercial department of KOOL Phoenix and previously in station representative field. Mr. Kirby is engineer.

PROCTER & GAMBLE, which already has agreed to move Red Skelton from NBC to CBS next fall, considering similar move for *Life of Riley* and *Truth or Consequences.*



Broadcasting's Best...

—now available from stock

These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

The 77-D is the polydirectional type . . . quickly adjustable to *any* pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. *Hum pick-up level, —126 dbm!*

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in BROADCASTING *is RCA*

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal


Pride
Yes, we're proud . . . proud of our network—CBS.
You'll be proud of the extra power CBS listening gives to your sales message.
We're proud of our coverage . . . proud of the power and the frequency that give it to us.
You'll be proud of the extra spread this coverage gives to your advertising.
We're proud of our audience . . . proud of our 21 years' service that have made it both big and loyal.
You'll be proud of the extra response this audience gives to your KTSA schedule.
Taylor-Borroff will be proud to tell you more. Call them.
KTSA
550 kc.
CBS
SAN ANTONIO
TEXAS

FEBRUARY 7, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



PART OF THE *Colorado Scene*

THE WEST HAS WINGS! Denver's busy airport ranks eighth in traffic handled by airports of the United States. More than 50 scheduled flights take off daily to all parts of the country. Already the headquarters of progressive Continental, Challenger, and Monarch air lines, and important terminals of Braniff, Slick, and Western air lines, Denver was recently selected as headquarters for all flight operations, maintenance, engineering, communications and passenger handling of United Air Lines, and several hundred UAL personnel have moved to Denver, bringing the total number to 1,200 UAL employees in Denver. Denver's rapid growth as an air transportation center is further evidence of the diversification—the solid economy—of the Rocky Mountain West.



Keeping abreast with the wings of the west is KLZ's Sunday morning "Wing Tips," written by air-wise Frances Carpenter. Wind velocities, ceilings and weather forecasts are familiar listening to Colorado's "Flying Farmers" and private fliers. Another reason, too, why KLZ's service to the area makes it a top favorite in the Rocky Mountain market.

KLZ

5000 WATTS ON 560 KILOCYCLES

CBS in *Denver*

Affiliated in Management with WKY, Oklahoma City, and The Oklahoma Publishing Company

REPRESENTED BY THE KATZ AGENCY, INC.

IN THIS ISSUE: COMPARATIVE NETWORK SCHEDULE

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KFRM Wins Heart of America Listeners

CRONKITE NAMED WASHINGTON CORRESPONDENT FOR KMBC-KFRM

Walter Cronkite, former United Press Foreign Correspondent, has been named Washington correspondent for The KMBC-KFRM Team, Arthur B. Church, president, has announced.

Cronkite has established headquarters in Washington, and will begin his reporting shortly after the first of February.

Each of the two stations will program Cronkite on a short news spot daily. In addition, he will provide two quarter-hour programs weekly for each of the stations. One of them will be a general commentary and interview program of significance to the Kansas City Trade area. The second 15-minute program will be supplied each station on a localized basis, including Washington activities of interest to local listeners, and interviews with Congressmen from Missouri and Kansas.

Cronkite returned in September from two years as Moscow Bureau Manager for the United Press. Prior to that assignment, he was Foreign Correspondent with the wire service, in Europe. He covered the air war over Germany, the Battle of North Atlantic, the Normandy invasion, and established United Press coverage of the Nuremberg trials.

The Texas Rangers Appear on Television

The KMBC-KFRM Texas Rangers, now in Hollywood for movie and radio commitments, on January third inaugurated a new television program series on KTTV, Los Angeles. They will be scheduled each Monday evening on the new series.

The male quartet of the Texas Rangers, then billed as the Midwesterners, first appeared on television 15 years ago . . . in Kansas City, on W-9XAL, experimental television station programmed by KMBC.

KMBC-KFRM Team Ranks First

DAYTIME AMONG ALL BROADCASTERS IN KANSAS CITY PRIMARY TRADE AREA

The KMBC-KFRM Team made new records in audience building in its first year of operations. After less than ten months of KFRM operation that station attained top ranking in the area it serves. And, teamed with KMBC, The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area, according to Conlan and Associates, radio survey company.

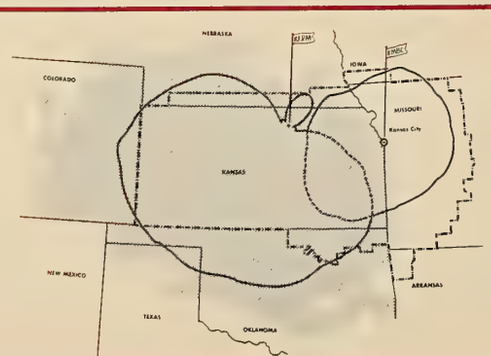
The Conlan survey, completed in October, and published in three books, is believed to be the largest coincidental survey of its kind ever published. More than 100,000 calls were made during a one-week period in the Kansas City Primary Trade area. This Area Study, extending west from Central Missouri to Colorado, also includes counties in Nebraska and Oklahoma, and covers the 8 a.m. to 6:30 p.m. period throughout the one week period in early October, 1948.

The survey is essentially rural in character, as it excludes the larger cities—Kansas City (both Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, and was limited to these hours as KFRM went on the air as a daytime station.

The KMBC Area Study shows that KMBC is the most listened to station, daytime, within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to station daytime in Kansas within KFRM's half-millivolt contour!

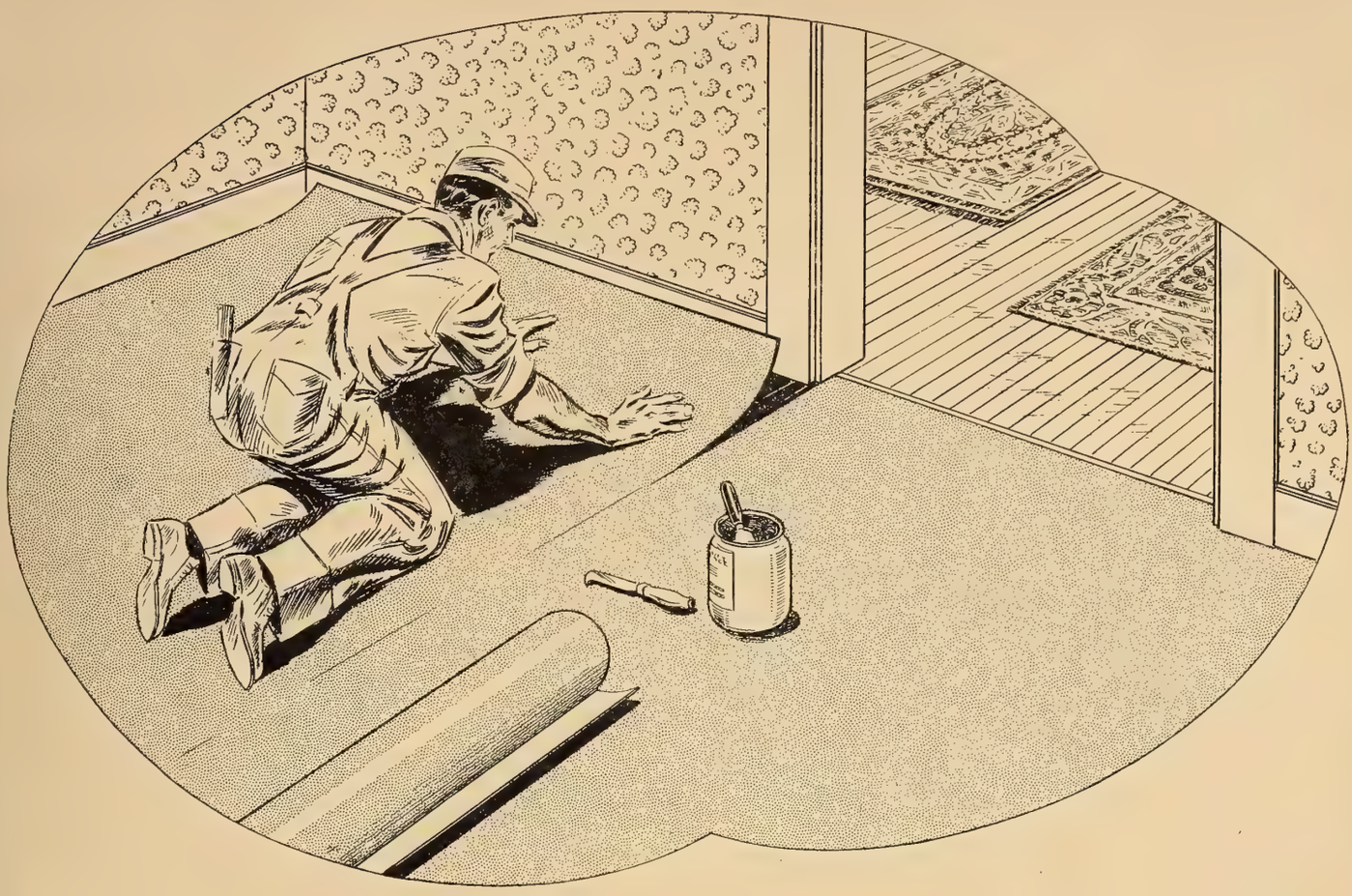
Arthur B. Church, president and founder of The KMBC-KFRM Team, in commenting on this remarkable success story, gives major credit to KFRM's unprecedented audience building record to his program people. Mr. Church insists that the KMBC-KFRM Staff, numbering more than 130, is the greatest and best any U. S. broadcaster can boast.



WIDESPREAD COVERAGE...

Shaded map shows mail response in KFRM's December contest, together with KMBC-KFRM contours.

For COMPLETE COVERAGE —



BUY YANKEE HOME-TOWN STATIONS

When you come into New England you are in Yankee Network territory. With Yankee and only Yankee can you reach effectively all of the city and suburban centers of retail buying.

There's a Yankee home-town station in every important market from Bridgeport to Bangor — a total of 24, each with a local audience for Mutual and Yankee programs.

In other words, you can buy New England coverage in one piece and be sure of what you are getting if you buy Yankee's 24 home-town stations.

Wherever Yankee goes it is intensely local, completely penetrates its market. No dead spots. No hit-or-miss. It delivers for the local merchants. It can deliver for you in local impact everywhere. That means New England wide attention and sales.

Buy Yankee — and buy right.

Acceptance is THE YANKEE NETWORK'S *Foundation*

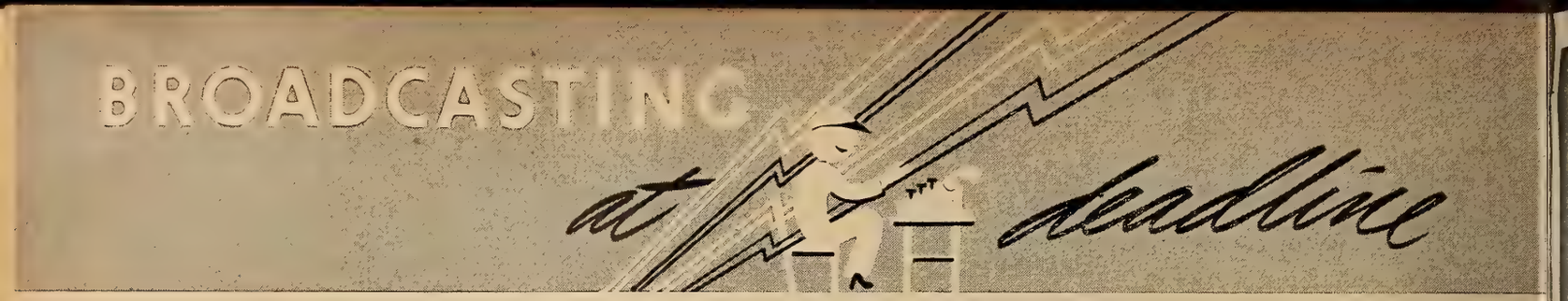
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

DESPITE all those big things happening at CBS, network is being plagued these days with constantly recurring reports of bigger things that haven't happened. CBS front office reports: (1) Chairman William S. Paley hasn't and doesn't intend selling out or relinquishing his substantial control; (2) CBS may sometime acquire radio manufacturing company, and has had several preliminary conversations, but there's nothing presently in works; (3) CBS is doing very well with its present executive organization and no changes are contemplated.

ONE RAY of light in otherwise bleak Broadcast Measurement Bureau financial outlook was action last week of New York Collector of Internal Revenue in remanding disputed $100,000 tax claim to Internal Revenue headquarters for reconsideration. BMB claims exemption as nonprofit corporation and has held fund in contingent reserve. If BMB is adjudged tax exempt, as are Audit Bureau of Circulations and similar entities, its outlook would be infinitely brighter.

FOOTE, CONE & BELDING has optioned new daytime audience participation five-weekly half-hour format featuring Vera Vague reportedly for consideration by Toni Co. Packaged by Jack Creamer and Lee Strahorn, program is to be aired from tape instead of platter.

DESPITE Senate subcommittee contention [BROADCASTING, Jan. 31] that Communications Act does not contemplate FCC reorganization into panel structure, FCC is still pursuing plan to streamline operations. Realignment may be along functional lines, with directors to head broadcast, common carrier, and safety and special services units and with FCC to ratify actions and decide broad policy.

SPECIAL affiliates meeting of NBC called for Chicago Feb. 28-March 1 under present plans will be segregated into two sessions—first day, program situation; second day, television. FCC Chairman Wayne Coy will address second day luncheon session.

ONE of two midwestern campus sites to be picked for industry's first program clinic in June. Under NAB auspices, clinic will be devoid of fancy hotel trappings, campus board and room rates prevailing along with strictly workshop theme.

NOW THAT Clear Channel Group has named Lou Ruppel, former CBS publicity director as its Washington director, speculation centers around upcoming appointment of his opposite number by Ed Craney's newly organized anti-clear channel group (as yet without formal name). It's expected that Former Senator

(Continued on page 86)

Upcoming

Feb. 8: Hearing before FTC on motions of American Tobacco Co., Washington.

Feb. 9-13: Los Angeles Advertising Women Inc. fifth annual conference, KMPC Hollywood.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.

(Other Upcoming on page 58)

Bulletins

FRANK M. FOLSOM, RCA president, announced Friday that at New York board meeting, company declared dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock, for the period from Jan. 1 to March 31, 1949. Dividend payable April 1 to holders of record at close of business March 7, 1949.

ABC signed affiliation agreement Friday with WMCT (TV) Memphis. Station, owned by Memphis Publishing Co. and operating on Channel 4, on air commercially since Dec. 11, 1948. Addition of WMCT brings total ABC video outlets to 21.

EARL M. JOHNSON NAMED TO MBS VICE PRESIDENCY

ELECTION of Earl M. Johnson, director of station relations and engineering, to vice presidency in charge of same departments was voted by MBS board of directors at meeting in Washington Friday. He added station relations to his engineering duties Jan. 1 when Robert A. Schmid was promoted to program sales vice presidency.

Mr. Johnson has been with MBS for past two years and was formerly in FCC engineering department. During war he was assigned to Chief Signal Office.

MBS board members paid call on President Truman Friday.

TIME SALES CLINIC PLANNED IN N. Y. BY FM ASSN.

FM TIME Sales Clinic will be held April 1 in New York under auspices of FM Assn. Objective is to fill in "some of the blanks in current thinking and appreciation of FM coverage and of its effectiveness as a sales-producing medium," said William E. Ware, KFMX Council Bluffs, Ia., FMA president.

Time buyers, other agency officials and advertisers among those to be invited. Mr. Ware pointed to 35% increase in FM set output last year compared to AM output, with audience growing rapidly. New data from rural and urban areas to be presented. Site for meeting not yet selected.

Business Briefly

NEW BLOCK PRODUCT • Block Drug Co., Jersey City (Amm-I-Dent), new toothpowder, has appointed Cecil & Presbrey, New York, for advertising campaign. Spot announcements will be placed starting Feb. 7.

GF SPONSORS 'GOLDBERGS' • General Foods, New York (Sanka coffee), effective March 28 will sponsor *The Goldbergs* on CBS-TV network, Mondays 9-9:30 p.m. Agency, Young & Rubicam, New York.

OLDSMOBILE TV • Oldsmobile Div., General Motors, Detroit, begins sponsorship of Tuesday and Thursday telecasts of CBS television news, weekdays 7:30-7:45 p.m., on CBS east and midwest network effective Feb. 24. Agency, D. P. Brother Inc., Detroit.

EAST TV TO COAST • KNBH (TV) Hollywood presenting two NBC eastern video shows. *Chesterfield Supper Club* (Liggett & Myers Tobacco Co.) started last Thursday. *Texaco Star Theatre* (Texas Co.) starts Feb. 8. Agencies, Newell-Emmett, New York, for L&M; Kudner, New York, for Texas Co.

3 LEAVE PETRY, FORM OWN FIRM

NEW station representative firm, confined exclusively to representation of television stations, being formed in New York under name of Harrington, Righter & Parsons. Officers are: John E. (Jack) Harrington Jr., president; Volney (Turk) Righter, vice president and treasurer, and James O. Parsons Jr., vice president and secretary. All were formerly salesmen with Edward Petry & Co., resigning Feb. 3.

BIG ADMIRAL BUDGET

ADMIRAL Corp., Chicago, will spend $750,000 on television advertising in 1949. TV will absorb major portion of firm's $8 million 1949 advertising-promotion budget, especially in first quarter. Admiral estimates 60% of its 1949 sales volume will come from sale of 400,000 TV and combination receivers. Agencies, Cruttenden & Eger and Tatham-Laird, Chicago, Kudner, New York, and Joseph W. Hicks, Chicago (public relations).

WFIL BUYS TIME ON 5

WFIL Philadelphia, under direction of General Manager Roger W. Clipp, has purchased daily sign-off spots on five daytime stations in area to promote WFIL programs. As stations leave air they call attention to top evening programs of WFIL, urge listeners to tune that station. Daytimers are WNAR Norristown, WPWA and WVCH Chester, WKDN Camden, and WJMJ Philadelphia.

KRLD

HAS MORE LISTENERS IN DALLAS

THIS IS WHY
KRLD IS YOUR BEST BUY!



Mr. Hooper
Says
for November and December

KRLD RANKS FIRST
8 A.M. TO 12 NOON

KRLD RANKS FIRST
6 P.M. TO 10:30 P.M.



Mr. Conlan
Says
for November
KRLD HAS MORE LISTENERS DURING THE ENTIRE WEEK THAN ANY OTHER STATION.

50,000
WATTS
CBS

The Times Herald Stations

KRLD-KRLD-FM

DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!

WIP Produces!

Example # 11

Our history is showing!

Tear up another calendar, Miss Cooper, now it's 10 years that WIP's DAWN PATROL has been giving its sponsors big sales dividends.

That's five and three-quarters hours a night, seven nights a week, for 10 YEARS . . . NEVER UNSPONSORED.

SOME HISTORY!

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING
*

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

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250 Park Ave., Zone 17, PLaza 5-8355
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

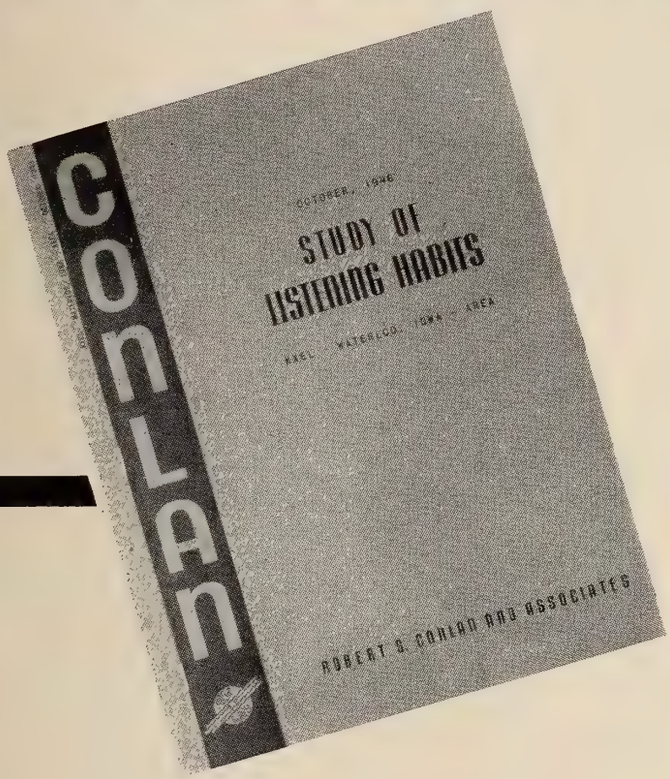
* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Here's the UNVARNISHED TRUTH!

KXEL HAS CHANGED LISTENING HABITS IN IOWA



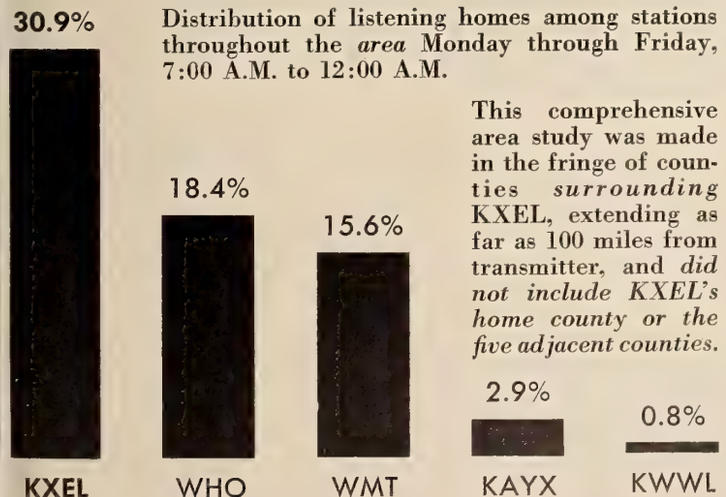
Conlan's newest comprehensive study of listening habits proves conclusively that KXEL has MORE LISTENERS in Iowa's richest market than any other radio station. These authoritative figures are *not* a *poll or a prediction.* They are the unvarnished truth showing results of listening habits based upon *34,914 contacts.*

Here are just a few of these important facts contained in the latest Conlan 1948 comprehensive study.

★ ★ ★

MORNING

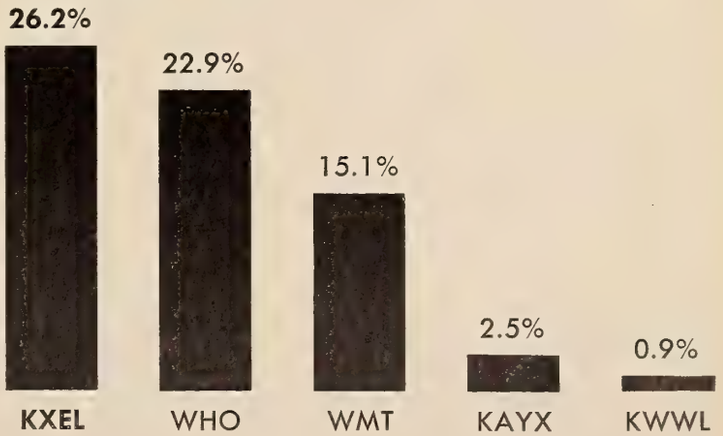
Distribution of listening homes among stations throughout the *area* Monday through Friday, 7:00 A.M. to 12:00 A.M.



This comprehensive area study was made in the fringe of counties *surrounding* KXEL, extending as far as 100 miles from transmitter, and *did not include KXEL's home county or the five adjacent counties.*

AFTERNOON

Distribution of listening homes among stations in the same *area* Monday through Friday 12:00 P.M. through 6:00 P.M.



KXEL's National Champion farm programs are tops in production, tops in showmanship, tops in selling and tops in listener response.

KXEL meets the selling and promotional requirements of every sponsor who wants to reach the rich Northeast Iowa market area. See your Avery-Knodel man and get the unvarnished truth pertaining to this great market area and the station that sells it completely.

KXEL 50,000 WATTS ABC

Josh Higgins Broadcasting Company, Waterloo, Iowa

Represented by Avery-Knodel, Inc.

Covering the great "KXEL Rural City"

The Swing is to WHB in Kansas City



THE 1949 SWING GIRL
Miss Vera Ralston

TO reach more people, for less money, broadcast your advertising message over the station with Kansas City's oldest call letters—WHB. Powerful WHB blankets 3½ million buyers in 133 counties of 6 states with good, *listenable* entertainment 19 hours a day. WHB cost less, does more. See your John Blair man.

WHB AM FM
10,000 WATTS IN KANSAS CITY
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies



VICTOR ARMSTRONG, formerly advertising and sales promotion manager for Consolidated Vultee Aircraft, San Diego, joins J. Walter Thompson, New York, to work on Ford dealer account. **LYMAN AVERY,** who worked on Ford account in New York for several years, transfers to agency's Detroit office, and will assume new duties on the account there.

SCRANTON REDFIELD, formerly with merchandising division of Lever Bros., Cambridge, Mass., joins same division of Dancer-Fitzgerald-Sample, New York.

MERRILL SYMONDS Adv., Chicago, announces change of name to Symonds, MacKenzie & Co., Inc. **MERRILL SYMONDS** remains president-treasurer; **ROY MacKENZIE** is executive vice president; **RUSSELL MILLER,** vice president-art director, and **ARTHUR RUMRY** is secretary-account supervisor. Other new staff members include: **RICHARD GWINN,** research director; **WILLIAM SORENSON,** production manager; **ROBERT JOHNSON,** assistant to the copy chief, **GEORGE H. DAUGHERTY.**

ROBERT WOOLSON, formerly copy writer and newswriter for MacWilkins, Cole & Weber, Seattle-Portland agency appointed radio director of Seattle office. He will work under **W. H. SANDIFORD,** account executive and radio director for whole agency.

WILLARD (Bill) BENNER, formerly with radio-television department of Benton & Bowles, New York, joins radio department of N. W. Ayer & Son, New York.

GERALD A. HIGGINS joins John C. Dowd Inc., Boston, where he will specialize in creative planning. Mr. Higgins was formerly with Boston Consolidated Gas Co., where he served as advertising manager.

LOUIS MELAMED, president of Melamed-Hobbs agency, and **E. R. LIVINGSTON,** manager of Salem N. Baskin Agency, both Chicago, have consolidated to form Melamed-Hobbs, Baskin & Livingston in the 333 N. Michigan Ave. Bldg., Suite 1405, Chicago. Telephone numbers are State 2-9522 and Randolph 6-0787.

ROLAND GILLETT, former television producer-director for CBS, joins Young & Rubicam, New York, as a television producer.

L. JOHNSON, formerly with Rheem Mfg. Co., New York, as director of advertising and public relations, joins Benton & Bowles, New York, as account executive for Crosley's Electronics Group and Spencer Heating Equipment division.

MARSHALL F. BACHENHEIMER and **IRVING LEWIS** announce formation of Bachenheimer-Lewis Inc., New York Mr. Bachenheimer was formerly with Chernow Co.; Mr. Lewis headed Harrison Services, both New York agencies.

WILLIAM ROBSON, formerly on CBS Hollywood production staff, joins Raymond R. Morgan Co., Hollywood, as producer of Maurice Chevalier show in Paris. Also joining agency as engineer on the show is **"DOC" BENNETT,** former Don Lee engineer. Both are now in Paris.

FREEMAN YOUNG, former executive in advertising department of Lever Bros., Cambridge, Mass., joins Kenyon & Eckhardt, New York, as account executive.

ED ZERN, former advertising executive with Warner Bros. Pictures, joins Geyer, Newell & Ganger, New York, as copywriter.

CHARLES A. MOTTL, formerly production manager for Atherton & Co., Los Angeles, joins merchandising staff of Davis & Co., same city.

FRANK M. KNIGHT Jr., formerly of WFIL and WFIL-TV Philadelphia, appointed director of radio and television advertising for Gresh & Kramer, same city.

ED SIMMONS, in charge of Los Angeles office of Cecil & Presbrey Inc., Feb. 14 transfers to agency New York office as assistant to Jack Wyatt, radio and television director. No successor yet named for him in Los Angeles office.

STRANG & PROSSER, Seattle, announces removal of its offices from Smith Tower, to Room 630 Securities Bldg. Telephone remains the same.

PHILIP KLEIN Adv., formerly of 1910 Rittenhouse Square, Philadelphia, announces removal of its offices to 1928 Spruce St., effective today (Feb. 7). New telephone is Locust 4-2144.

97.4%

of the population of WJR's listening area own radio sets.



THAT'S WHY WJR, WITH 50,000 WATTS, IS POWERED FOR RESULTS...

Michigans Greatest Advertising Medium

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS

THE GOODWILL STATION, INC. FISHER BLDG. **DETROIT**

G. A. RICHARDS, Chairman of the Board

FRANK E. MULLEN, President

HARRY WISMER, Asst. to the President

"Any advertiser can and most advertisers should use **SPOT RADIO"**

WILLIE THE PENGUIN SAYS:



"SMOKE KOOLS!"
"SMOKE KOOLS!"
"SMOKE KOOLS!"

(Talking Man): Whom are you telling to Smoke Kools, Willie?

(Willie): All the millions of American men and women who can be reached often and effectively with Spot Radio.

(Talking Man): What happens to sales when you use Spot Radio, Willie?

(Willie): Sales Get Hot! Get Hot! Get Hot!

(An owl who just stuck his head out of our inkwell): I never gave a hoot for penguins, but this bird is right! **Use Spot! Be Wise! Use Spot!**

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Powerful Influence'

EDITOR, BROADCASTING:

I never fail to be impressed by the complete distribution of your excellent journal . . .

You may well take pride in your accurate and complete coverage of a rapidly expanding industry. You know, of course, that I have followed your magazine very carefully from the very first edition and have seen it develop into a powerful influence in the broadcasting business.

Stuart L. Bailey
President
Institute of Radio Engineers

[Editor's Note: BROADCASTING'S staff immodestly hopes we can continue to merit President Bailey's confidence.]

* * *

Radio Builds Morale

EDITOR, BROADCASTING:

. . . Jack Harris' and Ed Kirby's *Star Spangled Radio* is a wonderful contribution to broadcasting —not only to the literature and reference works about our business, but as a shining account of the vitality and effectiveness of broadcasting in building and upholding American morale. . . .

Alex Sherwood
Standard Radio
Transcription Services Inc.
New York, N. Y.

[Editor's Note: BROADCASTING reviewed "Star Spangled Radio" in the issue of May 17, 1948 page 54-E.]

A 'Textbook'

EDITOR, BROADCASTING:

BROADCASTING is the major "textbook" for seniors in the Radio Department at Ithaca College who are taking a new course titled "Current Broadcasting Developments.". . .

The students like the complete coverage that BROADCASTING gives to all of the news from the many related fields of radio. While they frequently take exception to the editorial views expressed by BROADCASTING, the publication's viewpoint is nevertheless stimulating, and leads to a better all-around provocative discussion and a more intelligent summary and conclusion. . . .

The students seem to particularly appreciate the increasing amount of space devoted to television. . . .

Harold Jansen, Director
Ithaca College News Bureau
Ithaca, N. Y.

[Editor's Note: Thanks for your vote of confidence.]

* * *

WKAL-TV Progress

EDITOR, BROADCASTING:

An item appearing in BROADCASTING (Jan. 24), having to do with WKAL and WKAL-TV, is definitely in error and has already caused considerable comment.

The article states that WKAL has surrendered its FM construction permit. This is true. The article also states that WKAL has not applied for a TV grant. This is definitely erroneous. The facts are these: WKAL, owned and operated by the Copper City Broadcasting Corp., is actively at work constructing its television station in Utica, N. Y. It is now known as WKAL-TV, and application has been made to the Commission for a change in call letters pursuant to the FCC new ruling. WKAL-TV has already constructed its television transmitter building atop Smith Hill in Utica, and August should see us in full operation.

Michael C. Fusco
WKAL Rome, N. Y.

[Editor's Note: Our apologies to WKAL and WKAL-TV. Difference in addresses of the two stations led to the mix up.]

* * *

Larger BMB Samples

EDITOR'S NOTE. The following letter, addressed to Justin Miller, president of the NAB, was also released to BROADCASTING. Because of this we deviated from our usual policy of not printing letters addressed to others and use parts of Mr. Hodel's letter below:

Dear Mr. Miller:

This station recently subscribed to the BMB surveys and at that time I gave Hugh Feltis a bit of opinion.

Mr. Feltis, in replying, asked that I relay the same both to you and Sol Taishaff at BROADCASTING Magazine.

In my letter to Mr. Feltis, among other things, I told him the following:

"I might add that, to me, the recent upheaval with which your organization has been faced seems a little ridiculous. The establishment of BMB along with that of BMI are the only concrete accomplishments of the NAB as I see it. They should certainly give your organization time enough to show what it can do and how it can best be revised. I am sure that the establishment of the ANPA Bureau of Advertising and the Audit Bureau of Circulations for newspa-

(Continued on page 85)



Television's King Pin...



The RCA-8D21 *Push-Pull Power Tetrode*
used in the famous RCA TT-5A 5-KW Television Transmitter

...an important contribution to television broadcasting

AS REVOLUTIONARY as television itself, the RCA-8D21 push-pull tetrode has set new records for stability, gain per stage, low grid current, linearity, and bandwidth in *more than 50* RCA TT-5A 5-KW Television Transmitters. Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of screening, cooling, and electron optics to offer you these important benefits:

1. Low grid current results in simple, inexpensive modulator.

2. Requires fewer, lower-powered, r-f driver stages.

3. Allows modulation in the output stage.

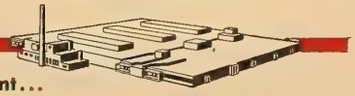
4. Requires only one broad-band r-f circuit in entire transmitter (between tube and antenna transmission line).

5. No critical linear amplifier stages are required.

6. Better picture quality—output-stage modulation results in low distortion and phase shift.

7. Efficiency of tube permits use of simplified, economical power supply.

For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37BP-1, Harrison, New Jersey.



The world's most modern tube plant...

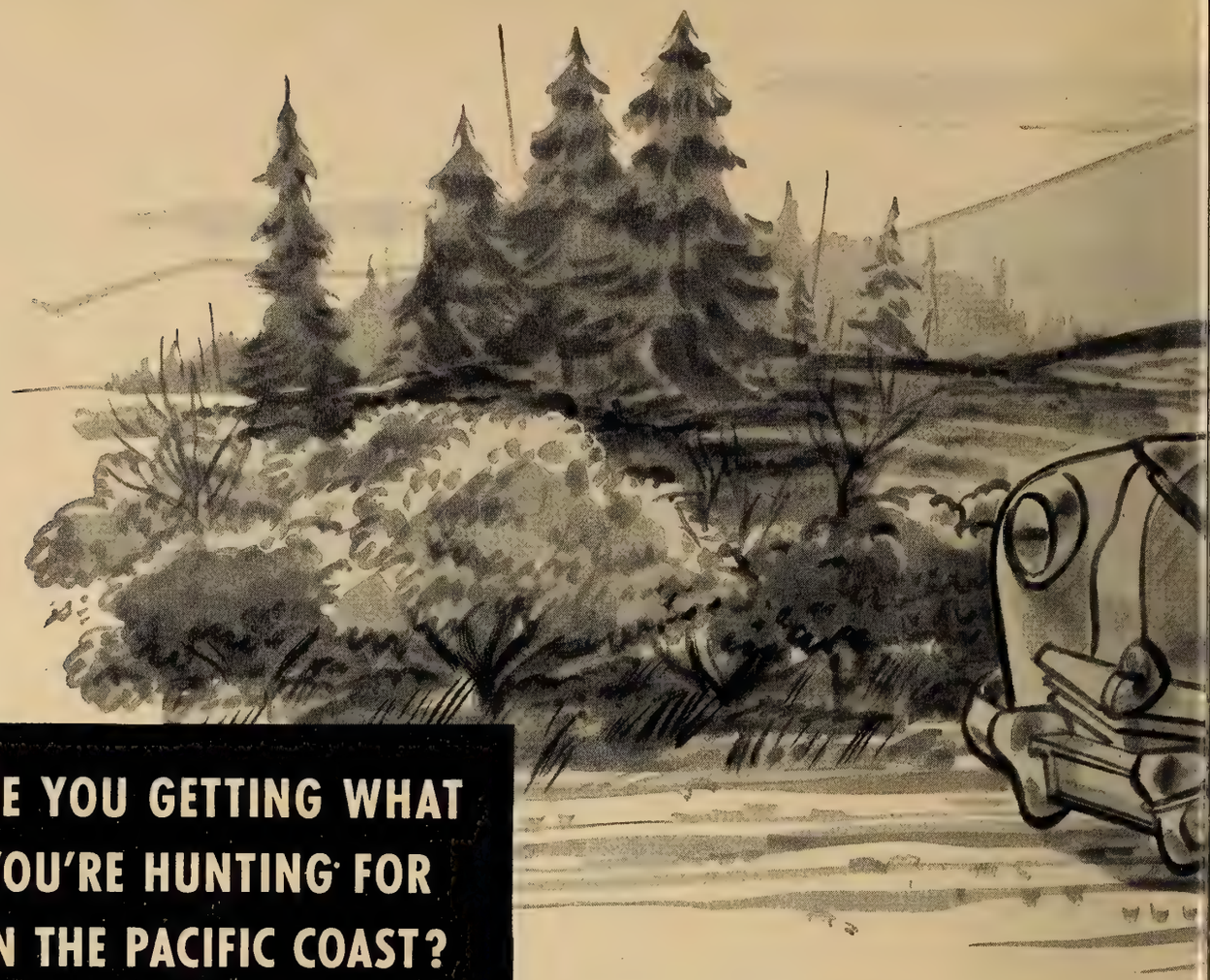
RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



ARE YOU GETTING WHAT YOU'RE HUNTING FOR ON THE PACIFIC COAST?

THIS IS NO BULL... If you're really shooting for *maximum* sales by radio on the big Pacific Coast, use the big 45-station Don Lee Network and get what you're after. To make the most sales possible, you need the biggest network possible on the Pacific Coast, for radio listening here is *different*. People listen to their own *local network station* rather than to out-of-town or distant ones, because mountains up to 15,000 feet surround many of these markets and make long-range reception unreliable.

It takes a lot of local network stations to release your message *from within* every important buying market—and Don Lee is the only network big enough to do it.

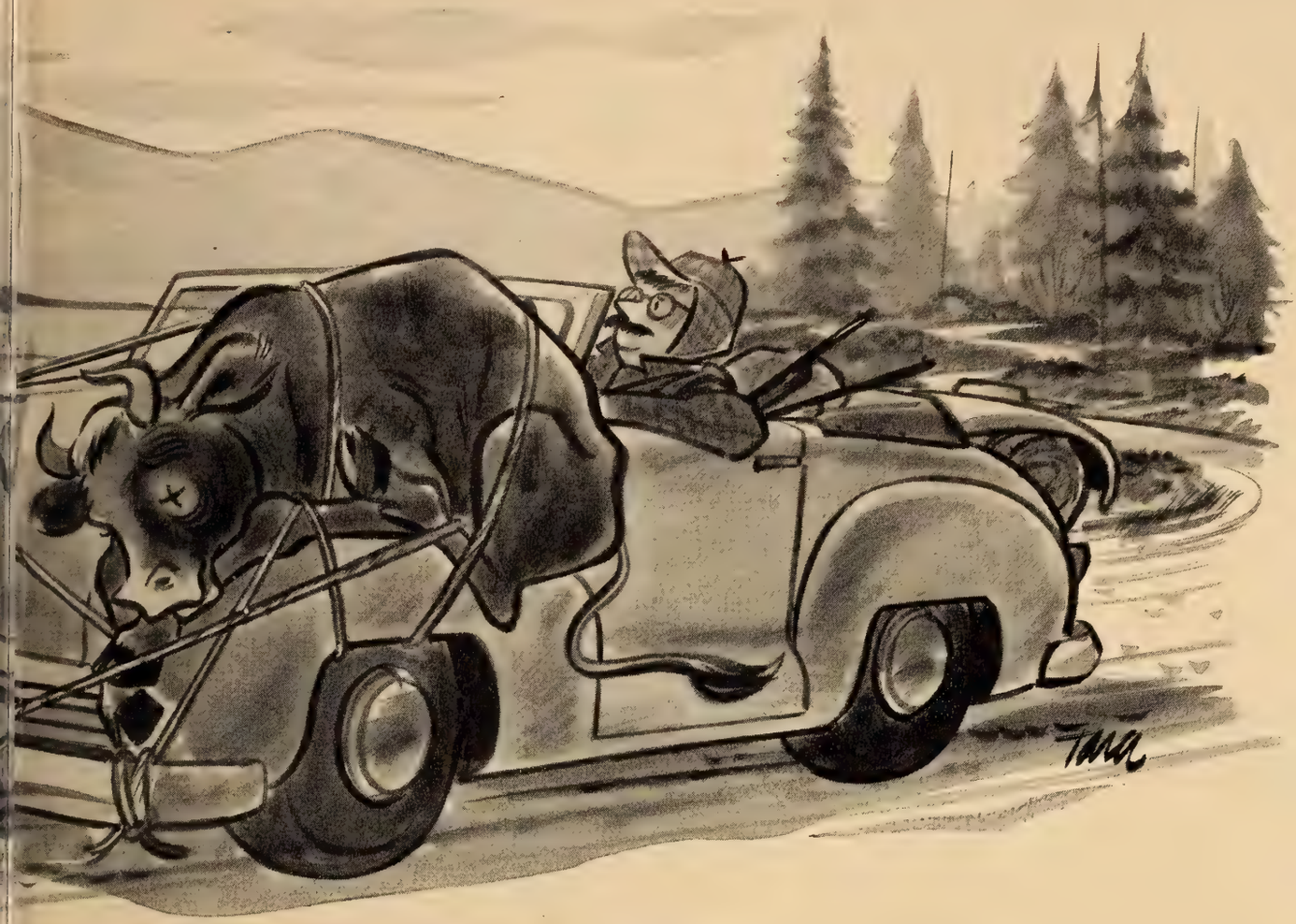
LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* • WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





Don Lee has 45 stations... one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined.* (In the "outside" market, Network A has eleven stations, Network B has three stations, and Network C has two stations... compared to Don Lee's *32 stations.)*

To meet 1949's increasing competition, you need radio. You need the big Pacific Coast, with its more than 13½ million people who spend over 14½ billion dollars a year in retail sales. Use the Don Lee Network of 45 stations and bag your maximum sales on the big Pacific Coast!

The Nation's Greatest Regional Network



WE DON'T RIDE AT ANCHOR (Ky.)!

Avast, mate, if you want Anchor (Ky.), you can ride, heave or drag your own. We don't batten down at Anchor. WAVE sails for the Louisville Trading Area—a 27-county Spanish Main in almost every part of which our BMB chart shows *50% or better*. No Sargasso Seas of empty space. Instead, a thriving and prosperous area in which the average family has an Effective Buying Income *$1300 higher* than in the rest of Kentucky!

So how about it, mate? Let's *drop* Anchor, and ride the WAVE!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,



5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

New Business



PROCTER & GAMBLE, Cincinnati, appoints Compton Adv., New York, to handle advertising for its new product Bonus (granulated package soap with a Morgan Lock-Knit dishcloth packed in each box). Radio is being used in current campaign in Eastern markets.

PIERCE Bros., Los Angeles (mortuary), extending January spot campaign on 13 Los Angeles area radio stations and one television station through month of February. Spots will total 100 for month on KMPC; 60 on KFWB; 80 on KLAC, all Los Angeles; and 26 on KGFJ, KRKD and KHJ, Los Angeles; KWKW KXLA Pasadena, KIEV Glendale, KGER Long Beach, KGIL San Fernando, KOWL Santa Monica, in addition to four quarter-hours weekly of recorded music on KHJ; and seven television film spots for month on KTLA (TV) Los Angeles. Agency: Philip J. Meany Co., Los Angeles.

BLAIR CORSET Co., Chicago (Fashion Hour foundation garments), appoints Jones Frankel Co., Chicago, to handle television advertising. Company will sponsor *Fashion Hour by Blair,* weekly television show on WGN-TV Chicago, beginning Feb. 25.

ALLIED FLORISTS ASSN. OF GREATER BALTIMORE Inc. appoints Ruthrauff & Ryan, Baltimore, to handle advertising. Initial campaign will use one minute spot announcement on all leading local radio stations. Plans are also being made to use television in near future.

SEE'S CANDY SHOPS Inc., Los Angeles, Feb. 9 starting four day television film spot campaign for Valentine's Day promotion, on four Los Angeles (TV) stations,—KTTV KTSL KTLA KNBH. Campaign result of great response received from company's first television use on New Year's day with spots on KTLA. Agency: Ross, Gardner & White, Los Angeles.

ZION INDUSTRIES, Zion, Ill., appoints Goodkind, Joice & Morgan, Chicago, to handle advertising for its fig bars, cookies and candies. Radio may be used.

CROSSE & BLACKWELL, Baltimore, appoints Erwin, Wasey & Co., New York, to handle advertising for its kippered herring and herring in tomato sauce, Keiller's marmalade, cake and shortbread. Radio may be used.

ERIE CLOTHING Co., Chicago, sponsoring half-hour weekly *Telecharades* on WBKB Chicago, for 20 weeks. Agency: Gourfain-Cobb, Chicago.

GADGET GUILD OF AMERICA, Los Angeles, appoints Brisacher, Wheeler & Staff, that city, to handle advertising. Radio will be used.

Network Accounts • • •

ALLIS-CHALMERS Mfg. Co., Milwaukee, sponsoring repeat broadcast of the *National Farm and Home Hour* (NBC, Saturdays, 12-12:30 p.m. CST) from 1:30-2 p.m. CST for Mountain and Pacific time zones. Sponsorship became effective Feb. 5. Agency: Bert S. Gittins, Milwaukee.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., sponsoring one-minute participations in Yankee Network's *News Service,* daily for 52 weeks. Agency: Ted Bates, New York.



DEBUT of Pepsodent's new Rayve Home Permanent kit was marked by a party held in New York's Stork Club. Among those in attendance were (l to r): Henry F. Woulfe, president of the Pepsodent Division of Lever Bros. Co.; James A. Barnett, Pepsodent's vice president and general manager; Kenneth J. Ward, account executive for Rayve Home Permanent at the Chicago office of J. Walter Thompson Co., and W. Gardner Barker, Pepsodent's director of new products.

BROADCASTING

Comparative Network Program Schedule

February 1949



Yeah, but can he lift a sales curve?

(for far greater facility, see back page of insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	
6:30	Goodyear Tire Greatest Story Ever Told (213)	Coca-Cola Spotlight Review (165)	Cudahy Packing Nick Carter (463)	Int. Silver Co. Ozzie & Harriet (149)
6:45	"	"	"	"
7:00	Go For The House S	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Philip Morris Horace Heidt (162)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (188)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Mayor of Town (465)	Rexall Co. Faye & Harris (163)
7:45	"	"	7:55-8 *	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (165)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Frigidaire Lum 'n' Abner (164)	Music	NBC Theatre S
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	Sterling Drug Manhattan M.-Go-R. (151)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Don Wright Chorus S	Who Said That? S
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date	Miles Labs. News of World (152)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (152)	News	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow	DuPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Lever Bros. Godfrey's Talent Scouts (152) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	"	"
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (154)	Noxzema Gabriel Heatter (330)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Stars in the Night S	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (140)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (108)	Pure Oil Co. R. Harkness (25)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149) R	George O'Hanlan	Philip Morris This Your Life (144) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (218)	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Chr. Sc. Monitor Views the News R	Morey Amsterdam Show S	Lone Wolf S	Johnson Wax Fibber McGee & Molly (165)
9:45	Detroit Symphony S	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family	mr. ace & JANE S	Orchestra S	Brown & W'msn PeopleAreFunny (163)
10:45	NAM It's Your Business	"	"	"

WEDNESDAY

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Eric
6:15	"	You
6:30	"	
6:45	"	P & L.
7:00	Co-op Headline Edition (53) *	
7:15	Co-op Elmer Davis (46)	Jac
7:30	General Mills Lone Ranger (175)	Camp C
7:45	"	Camp Ed. R
8:00	Old Gold Orgnl. Amateur Hour (173)	S Mr. C
8:15	"	
8:30	"	Che Dr. (1
8:45	"	
9:00	Texas Co. Texaco Star Theatre (280)	Bor Cou
9:15	"	
9:30	Elgin American Groucho Marx Show (124)	Int. Harve
9:45	"	
10:00	Philco Corp. Philco Radio Time (267)	Beat
10:15	"	
10:30	General Foods Meredith Willson (141)	Capi
10:45	"	

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	Western Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Faultless Starch Starch Time (42)
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	New Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Wings Over Jordan S	Silver Strings S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (341)	America United S
1:15	Editor at Home S	Elmo Roper S	Doubleday John B. Kennedy (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say with Music Willard's Orch. S	P & G Road of Life (156)
10:45	Eleanor & Anna S *	National Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (154)
11:00	Get More Out of Life, William H. Wise (114)	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	At Home with the Kirkwoods S	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (136)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (61)	Lanny Ross	B. T. Babbitt Lora Lawton (77)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Philip Morris Kate Smith Sings (223)	TBA
12:30	Out of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Words & Music S
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (98)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Ferry-Morse Garden Gate (167)	"	
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	Posner Shoes Big 'n' Little Club (3)	Romance S	Benj. Moore Your Home Beautiful S	Pet Milk Mary Lee Taylor (148)
10:45	"	"	Miscellaneous	"
11:00	Abbott-Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corp	Swift Meet the Meeks (161)
11:15	"	"	"	
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Cen. Sta. (129)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"		"

SATURDAY

	ABC
1:30	National Vespe S
1:45	"
2:00	Around the World (150) S
2:15	"
2:30	Co-op Mr. President
2:45	"
3:00	Fruehauf Traile Harrison Wood (73)
3:15	J. P. Ritter Co Betty Clark Sings (12)
3:30	Dance Band S
3:45	"
4:00	Future of America S
4:15	Dick Todd S
4:30	Farnsworth Met. Opera Auditions of Air (149)
4:45	"
5:00	Sunday with You S
5:15	"
5:30	Quiet Please
5:45	"

WEDNESDAY

	MBS	NBC
6:00 PM	Repeat of Kid Strips	News Bob Warren S
6:15	"	Clem McCarthy 6:15-6:20 S
6:30	"	Sketches in Melody 6:20-6:45 S
6:45	"	Sun Oil Co. 3-Star Extra (32)
7:00	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Orchestra S	Miles Labs. News of World (154)
7:30	News S	Dardanelle Trio S
7:45	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Can You Top This S	C-P-P Co. Blondie (155)
8:15	"	"
8:30	Scattergood Baines S	Kraft Foods Co. Gt. Gildersleeve (148)
8:45	"	"
9:00	R. B. Semler Gabriel Heatter (92)	Bristol Myers Duffy's Tavern (159)
9:15	Co-op Mutual Newsreel	"
9:30	Family Theatre S	Bristol Myers Dist. Attorney (140)
9:45	" *	"
10:00	Comedy Playhouse S	Am. Cig. & Cig. The Big Story (163)
10:15	"	"
10:30	Dance Orch.	Mars Candy Curtain Time (145)
10:45	"	"

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (163) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News S	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (26)
8:00	Co-op Abbott&Costello (20)	P & G FBI in Peace & War (149) R	TBA	G.F.-Jello Aldrich Family (149)
8:15	"	"	"	"
8:30	U. S. Army Theatre U. S. A.	Whitehall Mr. Keen (149) R	Western Hit Revue S	G.F.-Maxwell Burns & Allen (146) R
8:45	"	"	"	"
9:00	TBA	Auto-Lite Suspense (164)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (148)
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (163)	Mysterious Traveler S	Sealtest Variety Theatre (93)
9:45	"	"	"	" * Falstaff
10:00	Child's World S	Hall Bros. Hallmark Playhouse (157)	Ed. Wilson's Show S	Reynolds Screen Guild Theatre (162)
10:15	"	"	"	"
10:30	We Care S	Campana Sales First Nighter (62)	Dance Orch. S	General Electric Fred Waring (163)
10:45	Harrison Wood	"	"	"

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (163) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra	Miles Labs. News of World (139)
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (154)	News	Music For Tonight
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (30)
8:00	Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Nat'l Council of Protestant Epis. Churches	Cities Service Bands of Ameri. (82)
8:15	"	"	Great Scenes From Great Plays	"
8:30	Equitable Life This Your FBI (221) R	G-F Jello My Favorite Husband (151) R	Conti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (161)
8:45	"	"	"	"
9:00	Bristol-Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	R. B. Semler Gabriel Heatter (92)	Pabst Sales Co. Eddie Cantor (147)
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (144)
9:45	Ch. Spark Plug Roll Call (215)	"	"	"
10:00	Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)
10:15	Cavalcade of Sports (254)	"	"	"
10:30	"	Coca-Cola Pause Refreshes (167)	Dance Orch.	Col.-Palm.-Peet Sports Newsreel (139)
10:45	"	" off 2-11	"	Pro & Con S

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Speaking of Songs S	News Bancroft S	Sports Parade	Bob Warren News Summary S
6:15	"	Memo From UN	"	Religion in News S
6:30	Harry Wismer S	Saturday Sports Review S	Bands For Bonds	NBC Symphony S
6:45	Communism & One World S	News Larry Lesueur S	"	"
7:00	Johnny Thompson S	Winner Take All S	Hawaii Calls S	
7:15	Bert Andrews S	"	"	"
7:30	The Hawthorne Thing S	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)
7:45	"	"	Mel Allen S	"
8:00	Starring Kay Starr S	Wrigley Gene Autry (163)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (128)
8:15	"	"	"	"
8:30	Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (488)	P & G Truth or Consequences (145)
8:45	"	"	"	"
9:00	Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (161)
9:15	"	"	"	"
9:30	Amazing Mr. Malone S	Liggett & Myers Tales of Fatima (19)	Meet the Boss S	Col.-Palm.-Peet Judy Canova (144)
9:45	"	"	"	"
10:00	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)
10:15	"	"	"	"
10:30	Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)
10:45	"	"	"	"

SUNDAY

	CBS	MBS	NBC
6:00 PM	It Again S	American Bird Products Radio Warblers	University o Chicago, Round Table S
6:15	"	Ace Markets Songs by Great Singers (63)	"
6:30	nes-Witt-, Festival sic (165)	Air Force Show S	First Piano Quartet S
6:45	"	"	"
7:00	Are There S	Co-op Bill Cunningham (210)	NBC University Theatre S
7:15	"	Veteran Wants to Know S	"
7:30	dard Oil ..), N.Y. harmonic (163)	H. C. Cole Miling, Ernie Lee Show (65)	
7:45	"	"	"
8:00	"	General Foods Juvenile Jury (218)	StandardBrands One Man's Family (150)
8:15	"	"	"
8:30	"	General Foods House Mystery (478)	Miles Labs. Quiz Kids (148)
8:45	"	"	"
9:00	y to Stars S	Willmsn. Candy True Detective (500)	Pillsbury Mills Bob Trout (62)
9:15	"	"	Living—1949 S
9:30	es-Witt-Festival g (165)	DL&W Coal The Shadow (37)	Jane Pickens Show S
9:45	"	"	"
10:00	den's t Rich 60)	Helbros Watch Quick As A Flash (421)	RCA Victor Show (162)
10:15	" 2-20	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Co-op Rbt. McCormick S
6:15	Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Cbd. Jamboree (202)	Here's Jack Kilty
6:30	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (328) Miles Lab. (487) Int.Milling (134) Miami M. (234)	Campbell Soup Double or Nothing (131)
6:45	"	P & G Perry Mason (109)	Queen for Day "	
7:00	Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	General Mills Today'sChildren (137)
7:15	"	P & G What Makes You Tick (81)	"	General Mills Light of World (67)
7:30	Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (151)
7:45	Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (125)	"	P & G Ma Perkins (147)
8:00	General Electric House Party (272)	Amer. Tob. Co. Your Lucky Strike (165)	Ozark Val. Folks Dixie Barn Dance S	P & G Pepper Young (153)
8:15	"	"	"	P & G Right to Happiness (151)
8:30	Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
8:45	"	" *	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (146)
9:00	Co-op Ethel & Albert (51)	Robt. Q. Lewis Show S	Miscellaneous Programs S	Sterling Drug Lorenzo Jones (145)
9:15	Co-op Your Story for Today		Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
9:30	Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu)	General Foods When Girl Mar's (77)
9:45	" *	"	Superman (M-W-F)	General Foods Portia Faces Life (89)
10:00	General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (59)
10:15	Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (137) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Far'l (58)

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	The Navy Hour	Toni Co. Give and Take (160)	Music	R.F.D. America
6:15	"	"	"	"
6:30	Texas Co Opera (270)	Wm. Wise Handy Man (56)	Macalester College Choir	Musicana S
6:45	"	Wm. Wise Most of Life (56)	"	"
7:00	"	Columbia Country Journal S	Dance Orch.	Ed. Tomlinson S
7:15	"	"	"	Report on Europe S
7:30	"	Report From Overseas S	Poole's Paradise	Pioneers of Music
7:45	"	Adv. in Science S	"	"
8:00	"	Cross Section U. S. A. S	Sports Parade	"
8:15	"	"	"	"
8:30	"	Stan Dougherty Presents S	Wings Over Jordan	Your Health Today S
8:45	"	"	"	Echoes from the Tropics S
9:00	"	Treasury Bandstand S	Charlie Slocum	Adventures of Frank Merriwell S
9:15	Orchestra Following Opera	"	First Church Christ. Scientist (65)	"
9:30	"	Saturday At the Chase S	TBA	J. Morrell Lassie Show (163)
9:45	"	"	"	Wormwood Forest S
10:00	"	Make Way For Youth S	Shotwell Mfg. True or False (482)	Mars Inc. Dr. I. Q. Jr. (41)
10:15	"	"	"	"

*EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING; R RE-BROADCAST ON WEST COAST; TBA TO BE ANNOUNCED.

ABC

10:45-11 AM Mon., Wed. & Fri., Eleanor and Anna Roosevelt.
10:45-11 AM Thur., Star Time, sponsored by Drackett Co., 168 stations.
10:45-11 AM Tues., Club Time, sponsored by Club Aluminum Products Co., 56 stations.
5-5:30 PM Tues.-Thurs., Green Hornet, sustaining.
5:30-6 PM General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs on alternate weeks.
9:30-9:55 PM Thursdays, Jo Stafford Show.
9:55-10 PM Thursdays, Meet the Stars, sponsored by Beauty Factors Inc. over 44 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. over Western stations.
10-10:30 PM Saturday, Musical Etchings, over-stations in East.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 167 stations. Sun. sustaining.
4:25-4:30 PM News.

MBS

9:55-10 PM Monday-Friday, Johns-Manville sponsors Bill Henry, news, 374 stations.
7:55-9 PM Sunday, Ronson Art Metal Works —sponsors Johnny Desmond Show, 441 stations.

NBC

10:00-10:30 AM Fred Waring Show sponsored Fri. by Minnesota Valley Canning Co.
9:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of Am. on 33 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)-Morton Downey.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


We don't wish to underestimate the power of a Hindu horn-blower, but if you're looking for power where it counts most CBS is your man. The total authorized nighttime and daytime power of its listed stations makes CBS the most powerful network in all Radio—and the best choice for advertisers who want to lift their sales curves.
CBS—where 99 million people gather every week!

In the Public Interest

A Further Report on Radio's Role in The March of Dimes

RADIO'S contribution to the March of Dimes continued to snowball last week as nearly every station in the nation reported special efforts in the campaign [BROADCASTING, Jan. 31]. Reports reaching BROADCASTING included:

A telephone auction from the studios of WMMW (FM) Meriden, Conn., helped to swell the contributions from that area. Gifts auctioned totaled over $1,000 and were donated by local merchants. Bids were received by phone from cities 30 miles away, the station reports. Intensive promotion campaign preceded the show. Station estimates more than 500 calls were handled from 2:30 to 5:30 p.m. on day of auction.

Nineteen talent groups entertained residents of Hickory, N. C., with 67 different acts during a gigantic "Hickory Hayride" staged by WIRC Hickory for the benefit of the Catawba County March of Dimes drive. The stage show was held in the city auditorium, with gate receipts going to the polio fund. Local businessmen contributed necessary lighting, stage effects, etc. The result, WIRC reports, was a total cost of only $18.22. The rest went to March of Dimes.

The benevolent spirit of Len Allen, disc jockey at KLO Ogden, Utah, backfired for Mr. Allen but benefitted the local drive. Mr. Allen announced on his program he would boost the polio drive by personally doing a day's dish washing for any resident who sent in $25 for the campaign. The response was a little more than he had anticipated, as the first check to arrive was from a local restaurant owner. Mr. Allen completed his end of the bargain by washing dishes at the restaurant for one full day, but he promptly broadcast an announcement that his offer had been discontinued.

During the last week in January, WBT Charlotte, N. C., ran a special feature on its audience participation show, *What's Cookin'?*, which features Kurt Webster as m.c. A lady listener was selected to collect 25 feet of dollar bills (totaling $50) in the five days of the show by accosting people on the street for one hour each morning and asking for dollar contributions to the drive. The enthusiastic lady succeeded in collecting $91 which was turned over to the Charlotte March of Dimes director.

WHAR Airs 2 Dimes Shows

Pledges totaling $459.50 were collected by WHAR Clarksburg, W. Va., on the first of its two special shows for the Dimes campaign. General Manager Glacus G. Merrill was in charge of the show, which ran from 10 p.m.-1:30 a.m. Local talent responded with entertainment requested by listeners who phoned in contributions.

With the arrival of the "Ten Pennies From Benny" covered wagon in Minneapolis Jan. 19, Cedric Adams, WCCO, announced additional prizes in his "Flight of Dollars" campaign for the March of Dimes. Each of the ten best entries in the contest to find a new slogan for the state of Minnesota received one of the pennies. The contest was so successful that it raised more than $150,000 for the fund.

Phone Pledges

Over $300 in pledges were called in to the *Saturday Night Bandstand* program over WCSI (FM) Columbus, Ind., to be added to the Indiana March of Dimes campaign. WCSI staffers offered to do stunts in order to raise funds for the drive. Ted McKay, program director, as a result of a $20 pledge, rode through the main streets of Columbus the following Saturday noon on a motorcycle, clad in long, red underwear.

A real gift from the heart was reported by WLAN Lancaster, Pa. Jack McKinney, an eight-year-old infantile paralysis victim, won the jackpot prize of $20 on WLAN's *Man on the Street* show. Jack promptly donated the money to the Lancaster chapter of the National Infantile Paralysis Foundation.

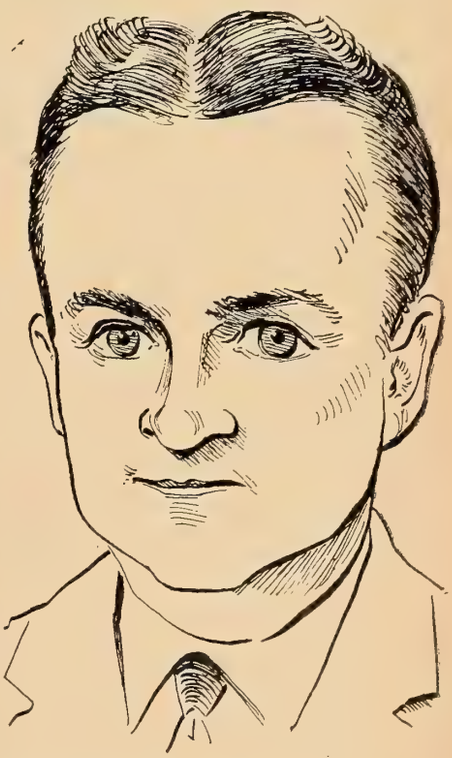
WCBS New York listeners pledged some $10,000 in small contributions to the drive through two all-night shows presented by the station Jan. 26 and 27. Programs were aired 11:15 p.m.-4 a.m., and were held in connection with the Jack Benny tour.

The "boom was lowered" on Elko, Nev., for five solid hours Jan. 29 by KELK Elko for the benefit of the March of Dimes. Early in the day station started playing Dennis Day's recording, "Clancy Lowered the Boom," announcing that the same record would be played continuously until the listeners who wanted it smashed outbid those who wanted it continued. Five hours later the polio drive was ahead $715.80 and station staff members had headaches from "Clancy" and phone calls. The record was then auctioned off to the highest bidder.

KTRI Sioux City and KELO Sioux Falls joined in staging a vocal "air-gument" which raised more than $11,000 for the March

(Continued on page 83)

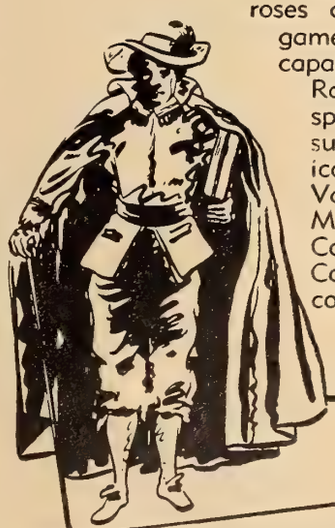
The Patroon* of the week



BILL WEDDELL

Vice President, Radio and TV Director,
LEO BURNETT CO., INC., Chicago

In addition to growing beautiful roses and shooting an excellent game of golf, Bill handles very capably the reins of Burnett's Radio Department. Bill is responsible for buying time for such famous accounts as American Meat Institute, Minnesota Valley Canning Co., Pillsbury Mills, Pure Oil Co., Brown Shoe Co., Club Aluminum Products Co., Carling's Beer & Ale. Welcome to the Patroons, Bill.



*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

With no prizes, no giveaways, no "gimmicks", WPTR's Teen Age Disc Jockey Show, MCed by ace DJ Marty Ross, exceeded 2,000 pieces of fan mail per week.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

IN THE PROSPEROUS MIDWEST, people buy



GLENN SNYDER
Vice President and General Manager

WLS, now celebrating its 25th Anniversary, delivers more listeners per dollar than ever!

Building a reputation *and an audience* has kept WLS busy for 25 years. Under the watchful eye of Glenn Snyder and his associates, farm-service programs and barn dance shows were pioneered. Homemaking programs for women listeners were introduced. And plenty of outstanding live talent was uncovered to keep both country cousins *and* city folks in a happy, listening mood!

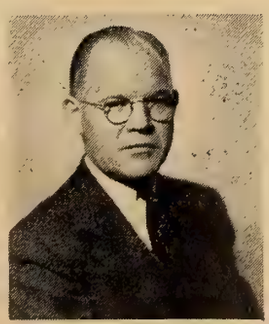
The WLS audience is as responsive as it is big. There have been 20,000,000 listener letters to answer during the past 19 years. There have been well over a half-million fans to greet *each year* at "in-person" shows throughout the Midwest. There have been 1,791,504 tickets to collect in Chicago from folks who *paid* to see the WLS National Barn Dance!

This kind of activity just suggests what sales figures prove: that *WLS sells the Middle West!* Your John Blair man knows from 14 years' experience how WLS can work for you and your product. Ask him to show you *today.*





ART PAGE
Farm Program Director and conductor of "Dinner Bell Time," a feature of 25 years standing! Art also appears on Farm Commentary and other WLS shows.



CHARLES M. FREEMAN
Sales Manager of WLS. "Chick," and his John Blair man, will tell you that WLS has practically no program duplication from other stations in the Midwest . . . an important fact for advertisers!

50,000 WATTS
890 KC

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

by WLS . . . A John Blair station for 14 years!



LULUBELLE & SCOTTY
Favorites of the National Barn Dance. Like other WLS talent, they have appeared before countless thousands of fans at State Fairs and other gatherings.



MARTHA CRANE & HELEN JOYCE
Stars of "Feature Foods," a WLS program for 14 years. WLS introduced its first homemaking show a quarter century ago and has had one on the air regularly ever since.



WLS — like all John Blair stations — deserves *and gets* the best in national representation!

John Blair men are three-way experts: experts in marketing, merchandising *and* radio. Their valuable advice in all three of these specialized fields has meant bigger sales and bigger profits for countless advertisers everywhere . . . *and it has built big Spot Radio volume for fine stations like WLS.*

Next time you have a special sales problem, ask your John Blair man for some of his valuable knowledge. Chances are he can help you in all three important ways. *Ask him!*



NATIONAL BARN DANCE
1,791,504 people have *paid* to see the Barn Dance during its 1300 weeks on the air! Like the early morning farm show, the Barn Dance has been on the air for 25 straight years.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

miami goes for
MUSIC



MIAMI
listens to
ART GREEN
Dean of Disc Jockeys
WMIE 1140 kc.



WMIE
EXCLUSIVE!
Art Green's "Make Believe Ballroom," for many years a sales powerhouse on WABC-WCBS and other New York stations, is now heard exclusively over WMIE, Miami. With WMIE only a few months, this top air salesman is already the voice of 16 satisfied sponsors



WMIE
EXCLUSIVE!
All Frederic W. Ziv productions including Wayne King, Guy Lombardo, Kenny Baker and many other stellar musical attractions are now heard in Miami exclusively over WMIE.

WMIE 1140 kc.
YOUR BEST BUY IN... MIAMI
BOB VENN, Mgr.
THE SUNCOAST BROADCASTING CORP.
EVERGLADES HOTEL
MIAMI • FLORIDA
REPRESENTED BY FORJOE & CO.
10,000 WATTS DAY . . . 5,000 NIGHT

Feature of the Week

WTCN's antenna, crowning Minneapolis' famous Foshay Tower, has taken on a new versatility in recent months.

When WTCN-FM's four-bay Federal antenna was erected last year it served FM listeners only, but supplementary addition of three-bay RCA TV equipment now makes possible six simultaneous radio operations.

Following are the services now rendered:

(1) High-power FM service, WTCN-FM, Channel 246 (97.1 mc)

(2) High-power TV picture, WTCN-TV, Channel 4 (66-72 mc)

(3) High-power TV sound, WTCN-TV, Channel 4 (66-72 mc)

(4) Reception of WTCN's FM mobile unit KNGL (153.53 mc)

(5) Transmission of "talk-back" and cue to KNGL on AM relay band (1606-2758 kc) with power of 50 w using call WAFY

(6) Receptions of WTCN-TV mobile unit microwave relay of remote pictures from relay station WXKK (6950 mc). Two parabolas are used and each covers a 180 degrees azimuth.



Uppermost portion of Minneapolis' famed Foshay Tower and multi-purpose antenna.

* * *

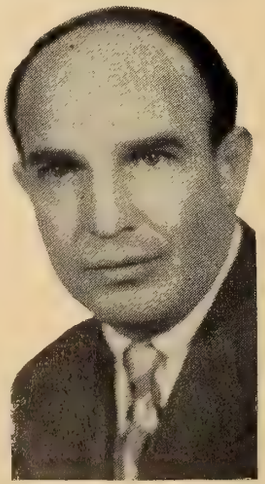
Receptionwise, the station re-

(Continued on page 42)

On All Accounts

LONG before the phrase achieved the dubious eminence of a mediocre song and a bad joke, a certain Richard was opening doors to numberless worthies on the wrong side of the Main Line in Philadelphia.

The Richard in question, a Quaker City institution, is the Poor Richard Club, and among its more celebrated alumni is Nicholas Keesely, recently named vice president in charge of radio and television of Lennen & Mitchell, New York.



NICK

Mr. Keesely, born in Philadelphia on Sept. 20, 1910, joined N. W. Ayer & Son in Philadelphia at the age of 17 in the production detail department. At the same time he spent weekends working in a drug store and enrolled for evening classes at the Poor Richard Club to further his knowledge of the advertising business.

Mr. Keesely's proficiency as a student shortly thereafter brought him a promotion to the post of assistant head of the department at N. W. Ayer. He was probably the youngest person in the agency ever to ascend that rank.

Three years later Nick Keesely was advanced to the agency's New York office as timebuyer and assistant radio director. While serving in New York he conducted the first National Survey of Station Coverage.

During his stay with N. W. Ayer—15 years in all—Mr. Keesely introduced and pioneered commercially such shows as *Tell Us Your Story*, forerunner of modern daytime serials. He also introduced *Can You Top This; Give and Take; Al Pearce and His Gang* and the Fred Waring evening show, among many others. When Mr. Keesely left N. W. Ayer he was an account executive for General Electric, American Telephone & Telegraph, Colgate's, and Webster Cigars.

In 1943 he joined CBS as program sales manager. While with the network he was instrumental in sale of *Crime Photographer* and created and sold *Give and Take*, two of the more notable of his achievements.

Three years later he moved to MBS as program sales manager. There the shows he sold included *Twenty Questions*, still on the air.

In June 1948 he accepted an offer from Lennen & Mitchell to manage its radio department. Six months later, on Dec. 31, 1948, he

(Continued on page 42)

For Profitable Selling
INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles New York
San Francisco Chicago
STEINMAN STATIONS

The Biggest Year in its 26-Year History . . .

WSYRACUSE

. . . in 1948 carried the greatest volume of advertising ever broadcast by a Syracuse station —

- **FIRST** *in Network*
- **FIRST** *in National Spot*
- **FIRST** *in Local*
- **FIRST** *in Total Advertising*
- **FIRST** *in Popularity with Syracuse and Central New York Listeners*
- **FIRST** *in Merchandising & Promotion*
- **FIRST** *in Coverage Area*

WSYRACUSE

570 kc—5000 watts

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN


TULSA


This photograph of downtown Tulsa, looking west to the Arkansas River and the West Tulsa industrial area, is illustrative of two important factors which have made this modern city the center of Oklahoma's Greatest Market: Beauty and efficiency in city planning and building; Industrial know-how performed by a happy team of planners and workers!
KVOO is proud to be a part of this success story in action since 1925!
Advertisers who share in KVOO programming share also in our valued friendship with hundreds of thousands of our loyal listeners. This is a *plus* which is not included in any rate card, for friendship and loyalty are beyond price.
50,000 WATTS
ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION
EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES
NBC AFFILIATE
UNLIMITED TIME


"FROG ADVERTISERS"? NO SIR!
Advertisers don't jump around from station to station... in Cleveland. They STAY on WHK... where they get results! They reach the largest audience at the lowest (network station) rates!
One of our local advertisers has a 2-hour talent program now in its 13th year! It has maintained an average Hooper of 10.6... and has been seen by studio audiences totaling over 3/4 of a million people.
More proof that WHK is the Retailers Choice in Cleveland!
THEY STAY ON WHK
The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 6 WASHINGTON, D. C. FEBRUARY 7, 1949 $7.00 A YEAR—25c A COPY

DOLLAR STRATEGY

NAB Maps All-Industry Sales Drive

By J. FRANK BEATTY

NEW WAYS to get broadcast dollars as inter-media and intra-radio competition get tougher will provide the theme for the NAB Management Conference in Chicago April 11-12.

Sales and revenue problems, with emphasis on AM, will dominate the meeting despite the crisis in BMB and the proposal to reorganize NAB, judging by feeling among broadcasters. This feeling was reflected in discussions of the NAB board's Convention Sites & Policy Committee at a Thursday meeting in Washington. Other key convention topics emphasized by the committee were public relations, television and employe relations.

The committee had tentatively adopted a three-day convention schedule, closing with a Wednesday morning FM session, but this action was reversed Friday with decision to hold an FM session Monday morning. Present plans, subject to revision, now call for President Justin Miller to open the convention at a Monday luncheon.

Preview of the convention's dollar-mark theme will take place next week when the NAB board meets in New Orleans. The sessions will be held Monday through Wednesday at the Roosevelt Hotel, preceded by Sunday committee meetings.

Originally the board's tentative agenda listed BMB for the first day's discussion. The directors' rebuke of BMB in November led to adoption of severe remedial steps in the research organization. These steps are felt in some industry circles to have met many of the basic objections to the second coverage study starting in March (see BMB story, page 31).

Plans to reorganize NAB also are slated for serious board discussion. The board's special realignment committee met Friday at NAB headquarters in Washington to explore the whole problem. Another committee meeting will be held Sunday in New Orleans prior to the full board session.

With decision of the board's convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago, the board itself will be faced with dollar-mark problems vital to the industry's future.

The new concept of the whole sales question involves many angles for management study. Some of these are:

- What to do when TV comes to a city.
- Telling radio's basic story via the All-Radio Presentation.
- Meeting stiffer competition from white-space media.
- Brand new technique to bring retailers into radio in a big way.
- Finding a formula by which AM, TV and FM can get along together.
- Special problems of unaffiliated stations.

Convention week in Chicago will become a seven-day event, starting with registration Wednesday, April 6, with inspection tours and reception for delegates to the Engineering Conference. This program ends Saturday the 9th.

New feature of convention week will be the Sunday conference for unaffiliated stations. This event has the approval of the board's convention committee. Delegates will register separately for the unaffiliated meeting. A full day's program is planned, including a luncheon business session. Idea for the meeting originated with the Unaffiliated Stations Executive Committee, of which Ted Cott, WNEW New York, is chairman.

Sunday's program also includes registration for the Management Conference. In approaching the sales problem, need of increasing revenues to finance improved programming will be stressed. Television, too, will get more attention than at any past industry meeting. NAB is discussing plans for greatly expanded TV activity as part of its reorganization.

THOUGH broadcast time sales passed $400,000,000 last year, an all-time record, the cake is being sliced thinner as new stations take the air and TV gets a continually expanding cut. Printed media competition is getting tougher, confronting broadcasters with a serious sales problem. NAB is preparing to take the lead in meeting this problem, with the board taking it up next week. The April convention will have a decided sales flavor.

NAB has moved swiftly and decisively against other media in the last two weeks. First the Dept. of Broadcast Advertising started after newspapers' and the retailer's advertising dollars [BROADCASTING, Jan. 31]. Second, the department came up last week with a retail project tentatively tagged "The Maine Plan."

This plan was revealed during the week at a series of meetings in Maine. It is a two-fold project, based on intrastate meetings with retailers and broadcasters. In each of five cities, Lee Hart, NAB retail coordinator, met broadcasters of the region, giving them the story of NAB's new techniques. Then she held meetings with retailers, telling them radio's sales story and explaining how the new generation of store operators is starting to take full advantage of the broadcast medium on the theory that the new generation of buyers is a radio-minded group.

Meetings were held last week in Portland, Lewiston, Augusta, Waterville and Bangor. Miss Hart explained NAB's new five-point technique for retail advertising on the air. Even before the week had ended, specific results were coming from the meeting. Shortly after the Lewiston meeting, for example, Frank Hoy, of WLAM, reported

(Continued on page 58)

CAPITOL CAULDRON

Brews Radio Trouble

By ED KEYS

RADIO suffered a hectic week on Capitol Hill and the storm flag has been hoisted over the industry.

The industry was ungently picked to pieces by Sen. Tom Connally (D-Tex.) before the Senate Rules Committee; was threatened with a continuing communications study by the Senate Commerce Committee; was facing the loss of the protective Taft-Hartley Law and was told that the government reorganization plan could result in a station license spoils system.

Also see Hoover Commission story, page 26

But the industry may find some consolation — even if scant — in learning that Stratovision's growth will not be stunted . . . at the moment, anyway. But this project will continue under a watchful eye from the Capitol and legislation may be offered later to block any Stratovision licenses.

There was a note of cheer, too, from the House side, where radio found a protector in Rep. Charles Halleck (R-Ind.).

The kicks were administered in this fashion:

- Discrimination was leveled at the industry when the House Un-American Activities Committee barred radio, television, movie and still photographers from its future public hearings, but left the door open to reporters.
- Sen. Edwin C. Johnson (D-Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, revealed that a continuing probe of communications was under consideration. He also indicated he would delay introducing a bill to prevent licensing of Stratovision.
- The Administration's bill to repeal the Taft-Hartley labor law would replace it with the more anemic Wagner law of the past.
- A bill to empower the President to reorganize the Executive Branch of the government was considered. Rep. Halleck pointed out that loopholes might project station licenses into the gift trough of the political spoils system. (See story, page 26.)
- Sen. Connally claimed the existence of "crooked radio" which resulted in the names of Senators

(Continued on page 26)

HOOVER PLAN

Halleck Sees 'Spoils' Licenses

STATION LICENSES could become one of the prizes of the political spoils system unless amendments are made to government reorganization measure now under consideration by Congress, Rep. Charles Halleck (R-Ind.) intimated Jan. 31.

Congressman Halleck's warning was sounded at a hearing of the House Executive Expenditures Committee, featuring testimony of Former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government.

The bill would empower the President to reorganize departments, subject to veto within 60 days by both Houses of Congress. Speaker of the House Sam Rayburn (D-Tex.) earlier had explained that a number of agencies would be exempted from provisions of the bill because they are "quasi-legislative" and "quasi-judicial," as well as administrative [BROADCASTING, Jan. 31]. FCC, according to Rep. Rayburn, is one of the "fringe" agencies, which probably would also come in for exemption.

Mr. Hoover identified the measure as "just the first and a necessary step, in the grievously-needed reorganization of the Executive branch of the government."

First step, according to Mr. Hoover, is to get "these 1,800 'bureaus,' 'Commissions,' 'divisions,' 'departments,' 'administrations,' and offices into some sort of orderly relation before we can even begin on the further steps."

During a question period at the end of Mr. Hoover's testimony, Rep. Halleck, addressing the former president, recalled the "terrific struggle" over reorganization proposals in 1937.

Cites Difficulty

The difficulty at that time, Rep. Halleck said, hinged upon the continuing independence of the Comptroller General and the "great quasi-legislative and judicial independent branches of the government."

Congressman Halleck told Mr. Hoover that he had personally been "disturbed" by the problem and thought that Congress should not tackle the matter of separating the executive from the legislative and judicial functions.

It was recalled by Mr. Hoover that over the years there had been "a great many" quasi-judicial and quasi-legislative functions conferred on executive departments.

"If you start to make those discriminations," he retorted, "you will have great difficulty in applying it all around."

The legislator explained that he agreed there should be reorganization but couldn't believe that "any president would want to take into his hands direct responsibility, for instance, of the great functions of the ICC, but if that should ever come to pass, I envision what might happen if the FCC, instead of being an independent commission, was put into the Executive branch of the government, where the members of the Commission served without term . . . at the will of the Executive. It is conceivable, under those circumstances, that licenses granted to radio stations might change with the Presidents."

'Abhorrent Situation'

Rep. Halleck went on to explain that "what we would generally believe to be established rights under the granting of licenses might be withdrawn at the will of the Executive."

Such an eventuality, he said, would be "just a completely abhorrent situation." He couldn't believe that the Congress would tolerate any such proposals.

"In any event," he continued, "if we enact this legislation as it is written, I think we should do so in recognition of the fact that, if one branch of the Congress, as it is constituted at any given time, were to come into an agreement with the Executive on such a proposal as that, that it would become the law and with all of the evil consequences that might flow from it."

Earlier during his testimony, Mr. Hoover had expressed the view that so far as he knew "it is not proposed that the President should interfere with the quasi-judicial or quasi-legislative functions of the major 'regulatory agencies'." He described these "regulatory agencies" as the Interstate Commerce Commission, the Federal Trade Commission and others, but did not specifically refer to the FCC.

Discusses Exemption

More specifically on the matter of exemptions, the former chief executive maintained that if all "administrative agencies" were to be exempted "this bill is going to fall flat."

"It's either all or nothing at the present time or you're lost," he admonished.

Rep. William L. Dawson (D-Ill.), chairman of the committee, announced following the hearing that he hoped to have the reorganization measure ready for consideration by the House this week.

Chairman Dawson and two committee members last Wednesday discussed the measure with President Truman during a White House visit.

The Presidential conference, Rep. Dawson said, "did not go into details but concerned general objectives."

Capitol Cauldron

(Continued from page 25)

being besmirched.

One highlight at the weeks' activity came when Rep. John S. Wood (D-Ga.), chairman of the House Un-American Activities Committee, announced Jan. 31 that the committee had voted unanimously to bar broadcasts, recording, newsreel and television and photographers from future hearings of the committee.

This move, he said, was to spike criticism that the committee had more interest in publicty than investigations.

Congressman Wood said he believed "we have enough support to make it stick."

He also announced appointment of a three-member subcommittee to discuss with Attorney General Tom Clark cooperation between the FBI, the Central Intelligence Agency and the committee in future investigations.

The committee, headed by Rep. Francis E. Walter (D-Pa.), included Reps. Burr P. Harrison (D-Va.) and Richard M. Nixon (R-Calif.).

Lusty protests from the industry were lead off immediately by Mutual Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn.

"Radio has a fight on its hands," Mr. Warner warned.

His rally call was echoed by George M. Dorsey, head of the White House News Photographers Assn., for that group.

Mr. Warner, in a letter to Chairman Wood Feb. 1, asked for reconsideration of the decision banning radio and video and sought an audience for representatives of his association.

It was pointed out by Mr. Warner that millions of people depend upon radio for much of their information on current events and that it was his impression that the public hearings of congressional committees were held, at least in part, to inform and educate the general public.

"There seems to me to be no more accurate and faithful way of reporting a proceeding than by broadcasting the affair verbatim," Mr. Warner argued. He added:

"There is nothing in factual broadcasting which transgresses the rights of individuals appearing before the committee.

I believe it has been suggested that your committee wishes to avoid noise or disturbance within the committee room. May I point out that as far as standard broadcasting is concerned no noise is involved and no distracting equipment or personnel. If there is a loud-speaker system in the committee room, a simple connection is all that is required. If there is no loud-speaker system, only one microphone before each speaker is necessary, since broadcasters are willing to pool their operation. Where committee rooms have loud-speaker systems, such microphones are a part of every day congressional use.

In a clarifying statement Feb. 2 Chairman Wood said the ban did not apply to radio news reporters and that "any reporter, radio or otherwise, will be permitted to sit in the committee room and take notes."

A similar ruling was made in the preceeding Congress, but forgotten after a flood of protests.

In his Jan. 31 broadcast of *Congress Today*, Mr. Warner pointed out that broadcasting is a better check upon any unfair reporting than "any third person account in the printed word."

The television segment of the industry, he said, feel that their coverage should "at least be subject to discussion and not prohibited by sudden announcement of the committee."

"If the people can hear and look in upon a solemn occasion such as the Presidential Inauguration through broadcasting and televi-

(Continued on page 60)



Drawn for BROADCASTING by Sid Hix

"Our soap client wants to give away a fully-equipped advertising agency and all his advertising."

GOP RADIO

Medium Planned as 'Spearhead'

GOP LEADERS are reforming their battle lines, with radio as "the spearhead of a revitalized fighting force," preparatory to launching an all-out public relations and vote-inspiring drive.

The giant public relations project was being planned last week by Republicans in the House of Representatives and the blueprints indicated that it might be the largest drive of this type in the history of Congress.

House GOP Leader Joseph W. Martin Jr. denied that the plan had been inspired by President Truman's "Give 'em Hell" campaign. But he did concede that the Democratic tactics had lent impetus to the idea.

Comments of Ed Ingle, radio director of the Republican National Committee, although not directly linked to those of GOP Congressional leaders, were significant.

Mr. Ingle revealed last Friday that a study of Republican campaign activities in the recent Presidential race showed that in the critical areas where the GOP had lost the Presidency and numerous seats in Congress, radio had not been fully utilized.

Plans are underway to avoid a recurrence of this, Mr. Ingle said.

"The ether," Mr. Ingle told ★ BROADCASTING, "holds the fate and fortunes of a political party."

"A preliminary examination of the Republican party's campaign activities," he said, "clearly indicates that in the critical areas where the party lost, radio either was not adequately utilized or its dynamic power was dissipated through ineffective use."

Party leaders and workers on all levels will be fully indoctrinated on what measures must be taken "to reap the fullest benefits from radio and, of course, television," according to Mr. Ingle.

Radio Results

Mr. Ingle maintained that in areas where victories were scored by the GOP it had been established that "properly utilized, the air waves can furnish the surest way to the hearts of the voter and to public office."

"We intend to use radio as the spearhead of a revitalized fighting force," the radio director told BROADCASTING.

Mr. Ingle indicated that full details on the GOP use of radio in the critical and victory areas are not now available, as a complete analysis has not yet been completed.

Rep. Martin explained that the public relations drive, designed to advise voters on the activities of Republican Congressmen, had been endorsed by a conference last week of all House Republicans. He will select a publicity committee, of which he will be an ex-officio member, to carry the Republican message to the people. Other committee members will be named by Rep. Martin, probably this week. Another ex-officio member of the publicity committee will be Rep. Leonard W. Hall (N.Y.), chairman of the National Republican Congressional Committee.

A well-paid staff will prepare the committee's messages to the people, according to Congressman Martin.

President Truman's sharp criticism of the 80th Congress was not adequately answered in the last campaign, in the opinion of Rep. Martin and other GOP leaders on Capitol Hill. Rep. Martin emphasized that his comments could not be construed as criticism of Gov. Thomas E. Dewey, the GOP Presidential nominee, or anyone else.

Looks to '52

He was determined, however, that the same mistake would not be made during the Congressional race in 1950 or in the 1952 Presidential contest.

Rep. Hugh D. Scott announced last Tuesday that henceforth "the Republicans are going to put a new look into politics." Congressman Scott, who is chairman of the Republican National Committee, applied a new interpretation to the party label. GOP, he said, now stands for "Great on Progress."

Congressman Scott was on the West Coast to confer with party leaders in Pasadena and Santa Barbara, Calif.

AFL TO SPEND

$500,000 on Network Shows

RADIO plans of the AFL envision the spending of $500,000 for sponsored network shows in the next year, it was learned last week.

The money will be spent for educational purposes by both the AFL itself and by its Educational League. The Educational League already has approved the expenditures and it is expected that the AFL executive committee will give its okay in Washington this week.

The whole matter of labor press and radio activity on national, regional and local levels came up at the AFL executive committee meeting in Miami last week. It was announced at that time by Joseph Keenan, director of the League, that a weekly tabloid also was contemplated.

Morris Novik, radio labor consultant, said in New York that the radio plans are not yet definite. Format of programs must still be decided but it is expected, he said, that network shows will be on a daily basis.

It also is likely that local or regional cut-ins for network shows will be employed. This technique, which became known as the "Novik formula," was used with great success by labor during the recent presidential campaign. Labor leaders are said to favor its continuance. Under the cut-in practice, a local U. S. senator or representative or other figure is able to make a presentation on back-home problems.



DESPITE his warning on government inroads on radio to the Radio Executives Club of New York [BROADCASTING, Jan. 31], Ramon Quinones (center), president of WAPA San Juan, enjoys a laugh with Carl Haverlin (r), president of BMI and the Executives Club, and Tomas Muniz, president of Puerto Rico Broadcasters Assn.

KXLW SUES UNION

Seeks $400,000 From Strike

ST. LOUIS County Broadcasting Co., owner of KXLW Clayton, Mo., filed suit Jan. 31 in the Circuit Court at Clayton seeking $400,000 damages against the AFL Radio Broadcasting Engineers Union, Local 1217 (affiliate of IBEW). Members of the union have been on strike since last Dec. 6.

Also named as defendants were eight individual officers of the union, five members of IBEW and two of its officers. KXLW alleges the union in striking violated certain requirements of the Missouri Madison Labor Law. The station also asserts that it has lost some advertisers at the insistence of the union. KXLW also is seeking a permanent injunction to halt picketing at the station and at a tower the company has under construction in Brentwood. Erection of the tower has been halted.

Beech-Nut Spots

THE 1949 advertising campaign for Beech-Nut Gum, made by the Beech-Nut Packing Co., will get underway in February with the use of spot announcements on over 250 stations across the country in addition to magazines and Sunday supplements. Contracts for spots are for 52 weeks. Newell-Emmett Co., New York, is the agency handling the account.

Charleston Hoopers

CHARLESTON, W. Va., last week became the 100th U. S. city for which City Hooperatings of C. E. Hooper Inc. are prepared. In all, five Charleston stations, WCAW, WCHS, WGKV, WKNA and WTIP, now subscribe.

USED CARS

S. F. Dealer's Radio Pays

HORSETRADER ED'S is a unique San Francisco used car lot that in one year grew into the largest—by business volume—car sales organization in the U. S. It is a business built almost entirely by radio.

Horsetrader Ed's was just an average car lot until Sherman & Shore, one of the more radio-minded agencies in San Francisco, took over the account.

The agency first completely remade the lot—redecorated it like a corral, dressed the salesmen in cowboy outfits and threw in a pony or two for props. Then one of the most original spot radio campaigns in Bay area radio history was undertaken.

At the rate of $6,000 per month, Horsetrader Ed through Sherman & Shore whooped and yodeled his ★ story regularly, persistently and aggravatingly over the area's radio stations.

The campaign paid off with $3,780,500 worth of business in 1948, unsurpassed by any other car lot in the nation, both Horsetrader Ed and Sherman & Shore claim.

The only other advertising used during the campaign was a paid newspaper column that ran for a few weeks during the year and a single billboard sign. The rest of the campaign was carried by radio spots only.

In a report issued last week, Sherman & Shore announced it spent close to half a million dollars on radio spots last year and in each case found such advertising paid the largest dividends for its clients.

Spot radio campaigns for Girard's French Dressing over KLAC, KMPC and KFWB in the Los Angeles area increased business 25% for the company without supporting campaigns in any other media.

A similar campaign over Los Angeles and San Francisco stations jumped business 50% for California Central Airlines, another of the agency's accounts.



AT ABC AFFILIATES meeting in Ambassador East Hotel, Chicago, on Jan. 27 cameraman found some of his subjects in a serious mood, others chatting informally. L to r: Left photo—Karl Sutphin, ABC Central Division promotion manager; Harold Hough, WBAP Fort Worth manager, and Alex Keese, WFAA Dallas; center photo—Pat Williams, WING Dayton executive vice president, and Mark Woods, ABC president; right photo—Bill O'Neill, WJW Cleveland manager; Lee Jahncke, vice president in charge of ABC station relations, and Chet Thomas, KXOK St. Louis manager.

ABC'S PROGRAM STRESS

Woods Maps Talent Plans

ABC is going in for programming in a big way in 1949, President Mark Woods said in Hollywood last Tuesday, joining CBS in pursuit of name talent.

Mr. Woods said that rather than cutting back its programming budget this year, ABC will spend more for AM programming than it spent last year. This is necessary to finance the dollar-draining appetite of television, he added. Corporately, he explained, "ABC is very able to handle its financing."

Meanwhile, in San Francisco for an affiliates meeting, Mr. Woods said ABC expects to do a $45 million gross business this year, as against $44.3 million in 1948. Most of the profits will be plowed back to develop television, "which at the outset will be one of the quickest ways to lose money," he said.

Mr. Woods said he expects CBS to become the most popular network for a year or so because of its recent talent acquisitions.

"But it won't retain its lead for long," he said. "We are dickering with four top comedy and dramatic stars right now, and there are new programs and talent coming along all the time. We lost Bing Crosby but we still have *Stop the Music*, and its popularity is growing."

Arriving late at a news conference in Hollywood, ABC's president said he was delayed "by a conversation with the star of another network."

"We're not selling ABC to 20th Century-Fox tomorrow or the next day," he said in answer to questions. In fact, he continued, the negotiations have been broken off and there is no present likelihood of a sale. At the same time he left the sales door open with the passing comment, "Anything is always subject to reopening."

Asked to explain sale of ABC stock by himself and others, Mr. Woods explained, "What happened was we owed a little money," and added that it's difficult to keep banks waiting. Next asked to explain the "coincidence" between the sale of stock and the almost simultaneous signing of five-year personal service contracts, he replied it was the wish of Board Chairman Edward Noble. Mr. Woods said that he had never liked the idea of such contracts but was always willing to accede to such a request of "the boss."

He termed the ABC KECA-TV television studio site as "the largest plant of its kind" in the world and said the network planned to spend approximately $1 million on its 20 acre Television Center in Hollywood.

Mr. Woods believes radio will be very much alive 25 years hence even in the face of television. Conceding that radio may suffer from TV, he felt it perhaps will be strongest in the daytime.

Film, he said, will be a larger factor in television than at present. He said negotiations were underway with 20th Century-Fox for the production of film and that independent producers were also being considered including Hal Roach and United World.

KECA-TV, Hollywood owned outlet of ABC, will be on the air sometime in May, according to Mr. Woods. And he added that KGO-TV, San Francisco owned outlet, likely will be on the air within two weeks of KECA-TV.

Owing to time differences, Mr. Woods said that except for top special events possessing a quality of immediacy, a nationwide coaxial cable will be used "as infrequently as possible." This he felt forces the importance of film in television's development.

And once Hollywood is television-operative with its station, Mr. Woods said, programs will be put on there for kinescope distribution to the East just as well as eastern programs will be available in the West. He said ABC will always be interested in "new young talent" for he feels that will be one of the prime areas of television's personalities.

May Telecast Giveaways

Mr. Woods said ABC is considering the telecasting of giveaway programs over its television affiliates.

He thought color television is at least 10 years away because, he felt, present processes are too expensive and too complicated.

On the loss of Bing Crosby, Mr. Woods said, "We're very sorry to have lost Mr. Crosby," adding, "we knew nothing of the development nor did the sponsor until it was virtually sealed."

Asked whether there was any "coincidence" in the fact that Bob Hope has announced his intention of switching WHAS Louisville to ABC affiliation if successful in its purchase, Mr. Woods replied, "We'd like to have WHAS" and "we're very friendly with Mr. Hope."

Although Mr. Woods declined to reveal the identity of any of the stars he was wooing, there is speculation as to whether any of the five unidentified might be Eddie Cantor and Lum 'n' Abner. It is also understood that one star called Mr. Woods while he was in Hollywood, perhaps someone spoken to by William S. Paley, CBS board chairman.

The ABC president said that his network had already expended approximately $5 million and would spend approximately one and a half more on TV before being totally operative in five cities. He felt it might be five years before the network is operating in the black, in television.

Commenting on television's effect on events such as sports or movies, he said, "You can't keep people at home all of the time even with television." And he also recalled that Tex Rickard once left radio outside the boxing arena's door about 25 years ago as result of one poor gate, and that after 3½ years, radio's mike was restored to the ringside advantageously for boxing. And as to movies, he said that television would help to build larger audiences for better movies but can't help but compete with inferior ones.

FCC January Report

FCC MONTHLY report for January shows that as of Jan. 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total Authorized	2,138	955	123
Total on air	1,924	706*	57
Licensed (All on air)	1,878	225	7
Construction permits	260	697	116
Conditional grants		33	
Total applications pending	1,219	478	367
Requests for new stations	461	116	313
Requests to change existing facilities	299	11	19
Deletion of licensed stations in January	..	1	..
Deletion construction permits	1	15†	1
Deletion of conditional grants	..	1	..

* Includes 12 conditional grants and 469 construction permits.

† Includes WMFA Memphis, deleted effective Nov. 1, and WGL-FM Fort Wayne, Dec. 30.

Following television stations during January were authorized to commence operations on dates named: Jan. 1, KTTV Los Angeles and KLEE-TV Houston, Tex.; Jan. 7, KNBH Los Angeles; Jan. 15, WHO-TV Dayton, Ohio; Jan. 16, WOIC Washington (Jan. 11 one day only). CP for WVTL Utica deleted effective Jan. 27.

HAUSMAN NAMED

CBS Adv., Sales Prom. Dir.

LOUIS HAUSMAN last week was appointed director of advertising and sales promotion for CBS.



Mr. Hausman

Mr. Hausman, who has been associate director of CBS advertising and sales promotion department since October 1947, joined CBS in 1940. Prior to his association with CBS he was advertising and sales promotion manager for the Electric Shaver division of Remington Rand and before that in the advertising and sales promotion department of American Safety Razor Co.

In his new position he will report to Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

ET NETWORK

Plans Service Feb. 15

FORMATION of a transcription network service under the name, Transcription Broadcasting System, was announced Wednesday by Ray Green, executive vice president.

The new service is a wholly-owned affiliate of Kermit-Raymond Corp., package producers, which will produce the shows for the new organization. TBS, as the transcription network is to be known, will start operations Feb. 15. It already has signed 116 stations to receive its complete service, Mr. Green said.



Mr. Green

Five shows are to be delivered immediately to member stations. These are: *Hollywood's Open House*, featuring Jim Ameche as emcee and Ray Bloch and orchestra; *Robbins' Nest*, with Fred Robbins, disc jockey; *It's a Great Show*, starring Jackie Gleason backstage at hit shows; *Anything for Laughs*, with Comedian Frank Gallup, and *The Radio Theatre of Famous Classics*, dramatic show.

The five shows comprise eight and three quarters hours weekly in 19 weekly programs. Their total cost plus network service is the station's one-time Class "A" national half-hour rate weekly. As additional shows are added to TBS, further charges will be assessed, but these will be nominal, it was said.

TBS has elaborate plans to sell time to national advertisers on behalf of every client station. No promise of time sold, however, was made the basis for selling membership in the network, it was said. The fact that the five shows were made available at the low rate was regarded as the main reason for most stations joining.

To Open New Offices

Stations were promised, however, that TBS would solicit national advertisers. For this purpose, it is the firm's plan to establish offices in New York, Detroit, Chicago, Los Angeles, Cleveland, Dallas and Atlanta. TBS will claim no fee for selling time, however, its only compensation being from the sale of memberships, it was said.

Each member station, while selling the programs to its local advertisers, will also report its availabilities of TBS shows to the New York office, which will distribute this information to the six branch offices. A program bulletin to all timebuyers at advertising agencies will be sent out monthly. TBS will also take space on a regularly scheduled basis in trade and advertising papers to make known these availabilities.

As part of its service, TBS will maintain in its New York office an advertising and publicity set-up which will provide each station with press and promotion material on each show. A monthly matted news service also will be sent to each newspaper in markets served by TBS members.

Selection of new shows will in part be determined by station members. Three times yearly, TBS will submit a questionnaire to members of five or six new shows available for immediate production.

According to Mr. Green, it is the goal of the transcription network to build up a system of about 500 stations carrying anywhere from 15 to 20 hours of TBS shows weekly for local, national and regular sponsorship.

Officers of TBS

Officers of TBS are: William J. McCambridge, president, who also is president of K-R and formerly was general manager of Press Association, AP's radio subsidiary; Mr. Green, executive vice president; David Fiel, vice president; Theodore Green, treasurer; Howard Epstein, secretary; Arthur Simon, general sales manager, and formerly manager of Bulova stations; Stephen Girard, director of station relations, and formerly of World Broadcasting Corp.; David Finn, director of advertising, formerly of American Artists Group, and William Ruder, director of publicity, formerly exploitation director of Samuel Goldwyn Productions.

The Chicago office is to be headed by Arthur Beckwith, formerly with Joseph Hershey McGillvra, station representative. The Los Angeles office, to handle both production and sales, is under direction of Harold (Scrappy) Lambert, formerly of MCA.

KIRBY TO NBC

To Be Program Consultant

APPOINTMENT of Edward M. Kirby, former chief of the Army Radio Branch, as special program consultant of NBC at New York headquarters was disclosed Friday.

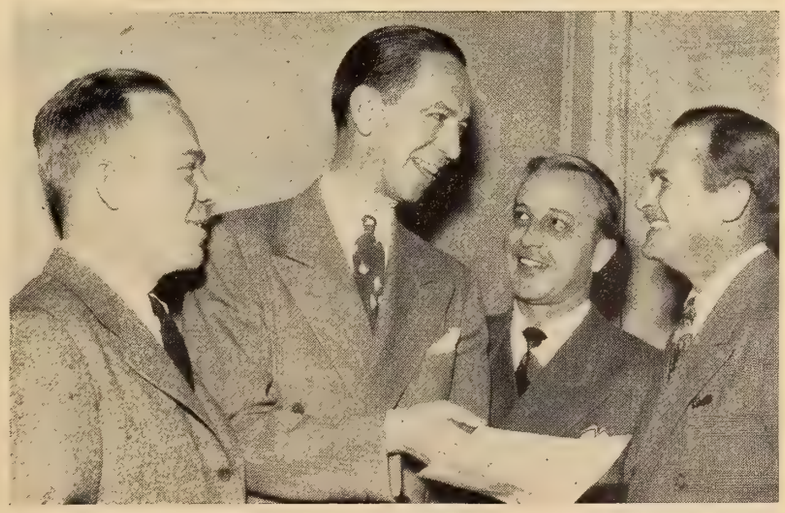
Mr. Kirby will report to Administrative Vice President Ken R. Dyke, in charge of NBC programming operations. The appointment, it was presumed, is in line with NBC's project to revitalize its schedules in the wake of the CBS "raid" on its top-rated programs.



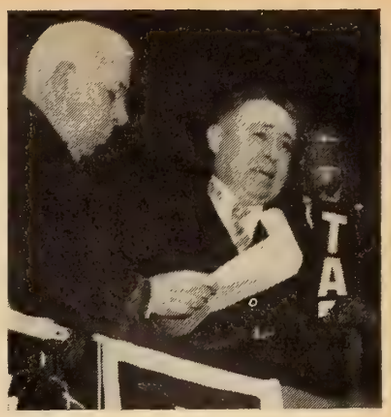
Mr. Kirby

Col. Kirby joined NAB in 1938 as public relations director, after serving on the executive staff of WSM Nashville. He was in the Army from 1940 until 1945 during which time he developed a number of network programs, including *The Army Hour* on NBC.

Mr. Kirby announced that he had disposed of his minority interest in WMAK Nashville. Since his retirement from active service he has engaged in general radio consultation. Mr. Kirby was a Peabody Award Winner in 1943 for his military radio activities and was cited for introducing "Yankee ingenuity on a global scale" into military programming.



PLANS for the fourth year of sponsorship by Perfect Circle Corp. of the 500-mile Indianapolis Speedway classic on the Mutual network [BROADCASTING, Jan. 31] are discussed by (l to r) E. W. Leach, Henri, Hurst & McDonald; Walter Holden, MBS account executive; Herman Teetor, advertising manager of Perfect Circle Corp., and Wilbur Shaw, president and general manager of Indianapolis Speedway Corp.



NEWLY formed Tennessee Assn. of Broadcasters effected the first statewide radio pool in Tennessee history when it covered the inauguration of Gov. Gordon Browning (r) at Nashville. A. B. Neil, state supreme court judge, administers the oath. All of the state's 50 stations are reported to have carried the broadcast.

LOUIS RUPPEL

Chosen Director of CCBS

SELECTION of Louis Ruppel, former publicity director of CBS, as director of the Clear Channel Broadcasting Service [CLOSED CIRCUIT, Jan. 31], was announced last week by Edwin W. Craig of WSM Nashville, CCBS chairman, and Victor A. Sholis of WHAS Louisville, chairman of the committee to choose a director.



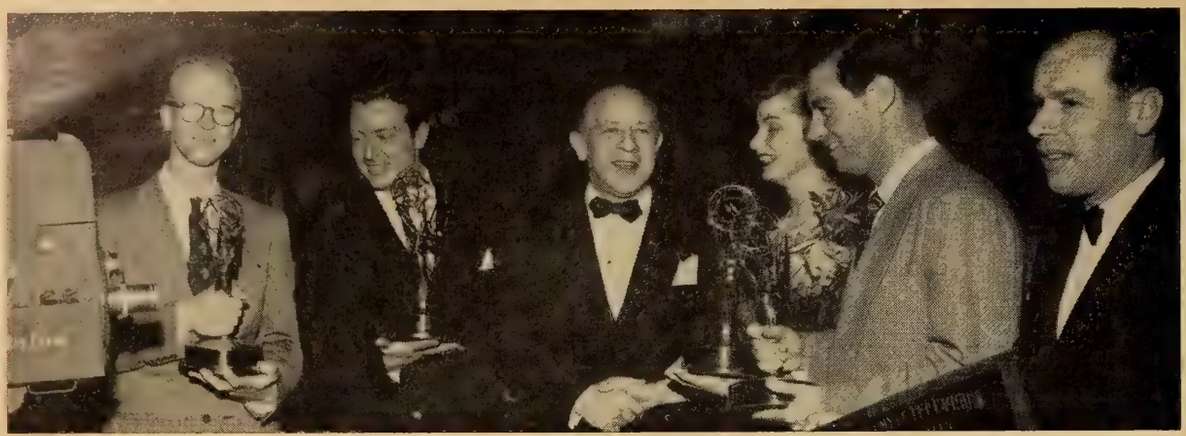
Mr. Ruppel

Mr. Ruppel was expected to arrive at CCBS headquarters in Washington late last week. He had been slated to commence his CCBS duties Feb. 1 but was delayed temporarily by a cold. He succeeds Mr. Sholis, who resigned as director almost two years ago to become director of WHAS.

Now 45, Mr. Ruppel has a background of news, publicity, war service, and photography. After serving with the *New York American* and the *New York Journal* he became a political writer for the *New York News* in 1929, covered Gov. Roosevelt's first presidential campaign in 1932, and the following year was named U. S. Deputy Commissioner of Narcotics, serving in Washington until 1935.

He was managing editor of the *Chicago Times* from 1935-38, leaving the *Times* to become CBS publicity director. With the network from 1939-41, he moved next to Crowell-Collier Pub. Co. as assistant to the president. He resigned in late 1942 to join the Marine Corps, where he served as a captain and won the South Pacific Medal with one star.

Released by the Marines after about two years' service, Mr. Ruppel became executive editor of the Chicago *Herald-American*. He resigned in September 1945 to establish a photography business.



WINNERS of first annual Emmy awards, presented by Academy of Television Arts & Sciences after recent Hollywood seminar sessions [BROADCASTING, Jan. 31], are all smiles as they receive congratulations from Lewis Allen Weiss, Don Lee president and MBS board chairman. Winners and awards (l to r); Charles Mesak, KTSL, for technical achievement; Mike Stokey, KTLA, most popular program; Mr. Weiss; Shirley Dinsdale, KTLA, most popular personality; Stanley Rabin, Marshall Grant Productions and Realm Television Productions, best film made for TV, and Klaus Landsberg, KTLA general manager and Paramount West Coast TV director, for outstanding station achievement. Proceedings were telecast by Don Lee's KTSL.

NEWSMEN LAWS

News Source Protection Is Sought

BILL providing protection for newspaper and radio newsmen from contempt of court or other penalties for refusal to divulge news sources is before the Oregon Legislature. It was introduced by Senator R. D. Holmes (S-66), and is titled the "Radio-Newspaper-Television Protection Act."

In New York State, Senator Thomas C. Desmond described a bill he has introduced along similar lines as a means of promoting law enforcement. He made the statement after a survey of attorneys general and other public figures.

Senator Desmond said protection of reporters, whether for newspapers or radio, from compulsory disclosure of news sources, safeguards the public interest.

"Anyone familiar with the history of reporting in our country," Senator Desmond wrote, knows that newsmen and newswomen have been in the forefront in the battle against corrupt judges, bungling politicians, black marketeers and the stealthy saboteurs of democracy, through the antiseptic power of exposure. That is why my bill to extend to reporters for newspapers and radio the right to keep confidential the sources of their stories is so important—not only to newspaper and radio people, but to the public in general.

"The objectives of my bill are to:

1. Free newsmen to expose waste and corruption in public office without fear of being hounded by citations for contempt and by threats of jail sentences.
2. Protect the sources of information which otherwise might be closed to reporters because of the informants' fear of harm or other reprisal if their identities are known.
3. Give legal recognition to the newsmen's code of ethics which bars revealing sources of information.
4. Implement, in a practical way, the Constitutional guarantee of free dissemination of news.

As radio reporting staffs expand and coverage of news by radio becomes even greater, the protection offered by my bill will become increasingly important. For the more vigorous and public-spirited newscasting becomes, the more it will draw the fire of small-minded officials, who will harass radio reporters with threats to force them to divulge the names of informants. This will dry up news sources and will tend to confine radio news to official "hand-outs."

When an Augusta, Ga., reporter refused to disclose the name of a policeman who had tipped him off about a murder, he was jailed. In Kansas, a writer was fined for refusing to tell who had given him a story about vice conditions in Topeka. In Kentucky, on two different occasions newsmen were jailed for keeping confidential their news sources. In Texas a reporter was jailed for refusing to reveal that an Assistant District Attorney had given him a story involving Communists. In the State of Washington, a reporter was jailed for sticking to this code of ethics. And last year, when Douglas V. Clarke and Charles Leonard, city editor and reporter, respectively, on the Newburgh, N. Y., News, reproduced policy slips in their paper, the District Attorney had them convicted of contempt of court for refusing to reveal who gave them the gambling evidence, and they went to jail.

What happened to these newspaper reporters can happen to any radio reporter—unless he is protected, as my bill will protect him, from the vengeful wrath of censorship-minded officials.

Today, newspapermen's privilege laws have been adopted in eleven states. These laws should now be amended to include radio reporters. In the thirty-seven remaining states there are no news privilege laws at all. Not only New York State, but all of these remaining states should all adopt a reporters' privilege law which will protect both newspaper and radio reporters.

A survey which I have made of attorneys general, police chiefs, newspaper editors and journalism school deans in the eleven states which now have reporters' privilege laws revealed virtual unanimity that these laws have not impeded law enforcements. On the contrary, because they have removed from informants the fear of reprisal in abuse or violence, they have actually helped to combat corruption and neglect of duty among public officials."

Fram MBS Series

THE FRAM Corp., Providence, R. I., said to be the country's largest automobile filters manufacturer, will sponsor *Fram Sports Thrill of the Week* over 111 MBS stations, Jess Barnes, vice president in charge of sales, announced last week. Featuring Ed Thorgersen, the five-minute program, to be aired Saturdays, 9:55-10 p.m., beginning March 12, represents the company's first network venture to date. VanSant, Dugdale & Co. Inc., Baltimore, is the agency.

SLANDER LAW

Sought in Georgia

LEGISLATION protecting owners of broadcast and television stations from liability for defamatory statements made by others was introduced in the Georgia Senate last week by Senators Land and Overty. It specifically exempts owners or agents from liability for defamatory statements made on behalf of a candidate for political office. Complainants would be allowed only "actual consequential or punitive damages as proved."

The Georgia House passed a stringent new libel law last Tuesday following attacks on newspapermen during heated debate. Rep. Bobby Lee Cook, according to Associated Press dispatches, called an Atlanta Constitution article about him "a sorry lie." Rep. Julian Bennett attacked George Goodwin, *Atlanta Journal* writer, and Walter Paschal of WSB, the *Journal's* station, as well as James M. Cox, *Journal* publisher. The *Journal* had carried a Pulitzer prize-winning series charging fraud in voting.

The House measure would repeal a present provision in libel laws which permits newspapers to retract an "honest mistake."

PACKAGER

Syde Is Head of New Firm

FORMATION of Fine Arts Productions & Television Guild has been announced in Hollywood by Milton Syde, president. The firm will package radio and television programs. Offices will be at 5927 Sunset Blvd.

The firm is building adjacent to its offices a 125-seat theatre, expected to be completed by mid-February. Besides Mr. Syde, officers are Carl Cohen, vice president, and Cynthia Andrews, secretary-treasurer. Kurt Thurmann is to head television department.

NBC BAN

On Transcribed Shows Lifted

NBC last week officially approved the use of transcribed programs on the network, thereby becoming the last of the four major networks to break the one-time steadfast exclusion of such program fare [BROADCASTING, Sept. 27, 1948].

Although NBC has occasionally used transcriptions in recent months, the admission of such shows on a large scale was, until the announcement of the new policy, prohibited.

Ken R. Dyke, NBC administrative vice president in charge of programs, said that transcribed shows would be used when talent, agency, advertiser and network agreed that improvement would be obtained by the use of transcriptions.

Mr. Dyke said that high fidelity transcriptions would insure that there would be "no impairment to the quality of the transcribed programs."

NBC's Stations Planning and Advisory Committee, meeting in New York a fortnight ago, was advised of the network's intention to open its air to transcriptions and was said to have agreed to the plan.

Crosby Was First

The first top popularity network show to be broadcast by transcription regularly was Bing Crosby's program, for Philco Corp., on ABC. Although it has not been definitely decided whether Mr. Crosby will continue to transcribe his programs when he moves to CBS next fall [BROADCASTING, Jan. 24], it was presumed that CBS would not enter serious objection to such a procedure.

CBS several months ago announced it would use for summer programming transcribed repeats of sponsored shows broadcast in fall, winter and spring—if advertisers desired to follow that plan.

Mutual has made considerable use of transcriptions for some time.

Camels-Pabst-Camay

THREE radio advertisers ran a cooperative ad last Friday in more than 150 newspapers promoting Friday night on NBC and their comedy shows. The advertisers, Camel Cigarettes, Pabst Blue Ribbon and Camay Soap, were plugging, respectively, for Jimmie Durante, 8:30-9 p.m., Eddie Cantor, 9-9:30 p.m., and Red Skelton, 9:30-10 p.m. Agencies are William Esty for Camels, Warwick & Legler for Pabst and Benton & Bowles for P&G's Camay Soap.

GEORGIA MEET

Anti-libel Law Backed By GAB

WEIGHT of the Georgia Assn. of Broadcasters was thrown behind libel legislation, introduced in the State Legislature, at the Jan. 28-29 meeting of the association held at the Forrest Hotel, Rome.

Dean Covington, general manager of WROM Rome and State Representative from Floyd County, reported that House Bill No. 271 had been introduced. The legislation would free radio stations from libel suits for statements made by those who buy time on the stations. Belief was voiced that the bill will pass and become law.

The association voted to adopt Boy's Estate, a 350-acre plantation home for underprivileged boys at Brunswick, Ga. The home becomes a primary project for the year. GAB President John Fulton, WGST Atlanta, named this committee to direct the project: Robert W. Rounsaville, WQXI Atlanta, chairman; Edwin Mullinax, WLAG La Grange; Allen M. Woodall, WDAK Columbus; Kenneth E. White, WMOG Brunswick. The association resolved that all member stations make a planned drive this year for the benefit of the home.

Fulton Presides

Some 70 Georgia broadcasters attended the meeting, with Mr. Fulton presiding. Thad Holt, WAPI, WAFM (FM) Birmingham, spoke on FM broadcasting. Following a panel discussion on selling, Mrs. C. C. Fuller, of Tucker Wayne Agency, Atlanta, reviewed time-buying problems. Frank Gaither, WSB Atlanta, discussed problems of 50 kw and TV stations, with Mr. Rounsaville going into the outlook for small stations.

The national representative's viewpoint was presented by James Ayers, of Taylor-Borroff, Atlanta. Maury Long, business manager of BROADCASTING, spoke on "Radio's Outlook for 1949."

Cocktail and buffet supper were held at the Collier Springs Club. Hosts were Rome station managers, Happy Quarles, WRGA; Mr. Covington and Robert Leach, WLAQ Rome.

Those who attended were:

Ed Bernd, AP Atlanta; Bill Shepherd, WWGS Tifton; Bevo Whitmire, WFBC Greenville, S. C.; Dan Schmidt, Geo. P. Hollingbery Co., Atlanta; Tom Carr, WGLS Decatur; P. G. Walters Jr. and J. W. Hillegas, RCA, Atlanta; Lee Mowry, WLAQ Rome; Virgle E. Craig, WLET Toccoa; Chesley Hooper, WLBB Carroltown; Jimmy Matthews, WLBB; Bob Brown, INS; Betty Bonner, WCOH Newnan; Thad Holt, WAFM(FM) Birmingham; Mrs. C. C. Fuller, Tucker-Wayne, Atlanta; Jim Ayers, Taylor-Borroff, Atlanta; Maury Long, BROADCASTING, Washington; Ralph S. Hatcher, Lang-Worth, New York; W. E. Snowden, Snowden & Steward Adv., Atlanta; H. E. Johnson, WDEC Americus; Lewis Miller, WDEC; R. W. Sockwell, WRQN Vidalia; Mildred Whitmire, Greenville, S. C.; Allen Woodall, WDAK Columbus; William B. Estes, WGAA Cedartown; Bob Moran, WRQN Vidalia; Red Ledford, WRQN; Bill Armond, WBLJ Dalton; Fred Bell, Katz Agency, Atlanta; Ed Mullinax, WLAG LaGrange; Ben Williams, WTOC Savannah; "Red" Cross, WMAZ Macon; Albert Sanders, WMAZ; Frank Gaither, WSB Atlanta; Dean Covington, WROM Rome; James Ayers, Taylor-Borroff, Atlanta; Louise Hardin, WBHF Cartersville; James O. Hardin Jr., WBHF; Stanley Whitaker, UP, Atlanta; Bill Lowrey, WQXI Atlanta; R. W. Rounsaville, WQXI; John Fulton, WGST Atlanta; Don Naylor, WGST; Charles Godwin, Mutual, New York; Gertrude Gordon, Rich's, Atlanta; Fran Adams, Rich's; O. W. Owings, BMI; H. Wimpee, WPAX Thomasville; J. H. Orr, Electronic Sales, Opelika, Ala.; Mather Payne, WRGA Rome; Happy Quarles, WRGA; Bob Leach, WLAQ Rome; Bill Davies, Burgett Mooney, and Jim Mann, all WLAQ; R. J. Palmisano, RCA, Atlanta; Mrs. Tom Carr, WGLS Decatur; William W. Joyce, Katz Agency, Chicago; Charles Doss, WROM Rome; E. F. MacLeod, WGGA Gainsville; Harry Harkins, Katz Agency, Atlanta; Edward Sause Jr. and Frank Sause, Broadcast Time Sales Corp., New York.



ATTENDING the WRGA Rome, Ga., "new studio" party, held in conjunction with the GAB meeting were (seated, l to r) Don Naylor and Mr. Fulton, WGST Atlanta; Mrs. Fuller, and Mr. Quarles. Standing: Bevo Whitmire, WFBC Greenville, S. C.; Mr. Ayers; Charles Godwin, Mutual, Atlanta, and Don Schmidt, George Hollingbery Co., Atlanta.

BMB STUDY

Frequency Breakdown Urged

BMB's technical committee, meeting Wednesday at the bureau's headquarters in New York, recommended a revised plan of reporting audience figures when the returns of Study No. 2 are tabulated and published.

Committee resolution, addressed to the research committee of the BMB board, calls for reporting not only the total weekly audience of each station in each county and measured city, but also the composition of that total in terms of listening frequency—one or two, three to five, or six or seven days or nights a week. The resolution also recommends that the board research committee consider the elimination of average daily audience figures from the report.

These recommendations, the committee explained, are contingent on further study of data already assembled by the bureau from a 28-city test of the ballots to be used in Study No. 2. One matter to receive special study is the effect, if any, of a reduced sample on the stability of the breakdown of total weekly audience. That is, a return of 40% or better in a sparsely settled rural county might be sufficient for a weekly total audience figure, but numerically too small to permit a further breakdown into the three frequency-of-listening segments. The board committee will probably withhold its final decision until it has had an opportunity to examine the ballots returned from the field in the forthcoming study.

The plan of the technical committee "can make BMB's data even more valuable and, equally important, more reliable to both buyers and sellers of broadcast time," according to Kenneth R. Baker, NAB director of research, who is on loan to BMB to conduct its second nationwide study.

"In our first study," Dr. Baker said, "we took all of the statistics gathered for a weekly period and reduced them to one figure—the total weekly audience per station per county or city. In the next study, we would not only make this reduction according to the technical committee's plan, but in addition to the total weekly audience, the statistics from which this composite figure was reached would be reported and, as a result, we would come up with a picture of the audience in terms of the frequency of its listening. Ever since the publication of Study No. 1 in 1946, subscribers and others have been asking for a finer breakdown of the figures than a once-a-week report would allow."

Following the release by the U. S. Census Bureau of a revision of the population figures, on which BMB based its estimate of families and radio homes, a similar revision in the BMB figures is called for. On this point the technical committee asked BMB to decide as rapidly as possible whether it is more advisable to base the upcoming study on a re-estimate of 1948 families and radio homes, or to find means for making a valid estimate of 1949 homes which would have a closer chronological relationship to the audience study.

A report was given the committee on the previous week's meeting of the engineering advisory committee and its plans for providing engineering data to aid in the interpretation and use of the BMB audience figures.

Attending the meeting were: Kenneth H. Baker, NAB, chairman; Hugh M. Beville Jr., NBC; Edward Evans, ABC—Robert Summers, WFAA Dallas for NAB. For AAAA: Frederick Manchee, BBDO; D. E. Robinson, C. J. LaRoche & Co.; Hans Zeisel, McCann-Erickson. For ANA: John Coleman, General Foods Corp., and Albert S. Dempewolff, Celanese Corp. of America.

Guests included: Daniel Denenholf, The Katz Agency; Kenneth Green, NBC; Edward Shurick, Free & Peters. Cortlandt Langley, Richard Wyckoff and Ralph Sharp attended for BMB.

'AIN'T FUNNY'

Allen Reproves Radio Humor

RADIO HUMOR has lost its spontaneity, bewailed comedian Fred Allen, Sunday, Jan. 30, on a documentary broadcast, *Living—1949* (NBC, Sundays, 4:35-5 p.m.) Subject of the program was the state of American humor.

Mr. Allen lamented that "machine-age humor, like the automobile, is turned out on the assembly line." Pointing out that the future of humor depends on man's slowing down, he said "all humor should be created and disseminated in an atmosphere of relaxation. There should be time to think humor, tell humor and enjoy humor. Maybe, with man working fewer hours . . . the quality will improve."

Touching on television as a source of new humor, Mr. Allen said "so far it is only a throwback, reviving the vaudeville approach to everything, from mugging to juggling. But who can tell? Television is doing such great things in drama, who knows, it may find the answer to what is lacking in American humor today?"

Article by Mullen

LEADING article in the February issue of *The Quill*, published by Sigma Delta Chi, journalism fraternity, is by Frank E. Mullen, president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) on "How TV Can Both Rival, Stimulate Other Media." Mr. Mullen takes the view that television, far from becoming a dangerous rival to the press, will prove instead a stimulating one that can result in better newspapers.

WHAS BIDDERS

Crosley Asks AVCO Repeal

THE COMPANY whose sale inspired it asked last week for repeal for FCC's AVCO Rule on station transfers.

Crosley Broadcasting Corp., facing a fight over its proposed $1,925,000 acquisition of WHAS Louisville because of the AVCO procedure, asked the Commission to repeal the rule and to eliminate the competing bidders—Fort Industry Co. and Bob Hope—from the WHAS competition.

The Courier-Journal and Louisville Times Co., present owner of the WHAS properties, joined Crosley in both requests. They were filed by Neville Miller and Duke M. Patrick, Washington counsel for WHAS and Crosley, respectively, and Wilson W. Wyatt, former U. S. Housing Expediter, as Louisville attorney for WHAS.

Public Bidding Provision

The AVCO Rule, adopted as an outgrowth of AVCO Mfg. Corp.'s purchase of Crosley and providing for public bidding on stations that are offered for sale, is "at variance with, opposed to, and in excess of" the requirements of the Communications Act, they said.

"The Commission has no authority in law to require your petitioner, Crosley Broadcasting Corp., to engage in a competitive hearing with the Fort Industry Co. and/or Hope Productions Inc.," the petition charged.

To go through with FCC's announced plan of holding a comparative hearing on the three purchase applications, the petition said, "will deprive [Courier-Journal] of its property without due process of law contrary to the provisions of the Constitution."

Meanwhile FCC was asked by Hope Productions to postpone the hearing, now scheduled for Feb. 28, for 60 days and to hold it in Louisville rather than Washington.

The importance of the facilities involved demands that time be provided for full preparation for the hearing, the Hope petition declared. Further, the petition asserted, the radio and screen comedian's current commitments, including "unremunerated public service" appearances, would not permit him to make adequate preparation by Feb. 28.

The Class 1-A WHAS and its associated FM and TV authorizations "will constitute the largest concentration of broadcast facilities" in Kentucky and exceed any facility in Indiana, "a large part of which state is served and will be served" by WHAS, according to the Hope petition, filed by the Washington law firm of Cohn & Marks.

The petition brought prompt opposition from the Courier-Journal and from Crosley.

Contest Postponement

They contended Mr. Hope had not advanced sufficient reasons for either postponing the hearing or changing its location. The Courier-Journal claimed a postponement "would eliminate any possibility" of completing the sale before the Sept. 26 deadline specified in the contract, and said the time schedule in this case coincides with "past Commission practice." Crosley claimed that Hope Productions, "if its application means anything," has had since Dec. 13, when its application was filed, to prepare for the hearing.

"While the application itself was hopelessly incomplete upon filing," Crosley said of the Hope application, "no formal steps have been taken since the said Dec. 13, 1948, to complete it."

The reference to the Hope application as incomplete apparently related to Mr. Hope's announced plan to enlist the support of Louisville people as minority stockholders, and to his statement that details of program plans and other matters would be developed fully at the hearing [BROADCASTING, Dec. 20, 1948].

Inquiry on Construction

In addition to the transfer hearing, FCC has ordered an inquiry to determine whether WHAS has proceeded "diligently" with construction of its TV station, and whether its application for time to complete construction should be granted [BROADCASTING, Jan. 31]. This investigation was scheduled as a part of the hearing called for Feb. 28.

The WHAS-Crosley request for repeal of the AVCO public-bidding rule is not the first FCC has received. A Federal Communications Bar Assn. committee recommended it a few months ago, and there was speculation, even before the latest repeal petition was filed, that the WHAS case might be the last major transfer to which the rule was applied [CLOSED CIRCUIT, Jan. 31].

DURR TO PRINCETON

Continues Law Practice

IT PAYS to advertise, and don't worry if the results sometimes seem a bit slow.

Over a period of many months, starting some years ago, reports circulated—and were duly related by BROADCASTING—that Clifford J. Durr, then on the FCC, would turn to teaching when he left the Commission.

He left with the expiration of his term last June 30. He opened a law office in Washington. He did not start teaching.

But last week it was announced that Clifford J. Durr has been appointed lecturer in Princeton U.'s Dept. of Politics for the spring term. He will lecture on "American Legislatures" starting Feb. 11 and conduct weekend classes thereafter, continuing his law practice in the meantime.

Non-Union, Too!

WOE BETIDE New York's commercial artists if potential clients follow WOR New York's lead. Scraping about for a suitable illustration to Ballyhoo its *Tele-Kid Quiz* (Mon.-Fri. 5-5:15 p.m.), the station came up with a drawing by one Peter Crawford of Scarsdale, New York, age three! Son of William Crawford, a WOR account executive, little Peter sold his sketch, which roughly resembles four rough circles reputedly representing show emcees Dan McCullough and Bruce Eliot and two young listeners, for the remarkably low price of $15. The advertisement appeared in New York's *Herald Tribune*.

BALTO. APPEALS

3 Stations Contest 'Gag' Ruling

THREE Baltimore stations found guilty of contempt of court for violating the "Baltimore Gag" limiting publication of crime news have filed notice they will appeal [BROADCASTING, Jan. 31].

WCBM, fined $300 and costs by Judge John B. Gray Jr., filed notice of appeal last Monday in Maryland Court of Appeals. WFBR, similarly fined, filed its notice Tuesday and WITH filed Wednesday. WITH was fined $500 and James P. Connolly, commentator, $100, the court placing particular emphasis on a broadcast by Mr. Connolly.

Should the convictions be affirmed by the appellate court, the stations have indicated they will carry the case to the Supreme Court. NAB and American Newspaper Publishers Assn. plan to support the appeals as friends of the court.

Judge Gray ruled that the fundamental rights of free speech under the First and Fourteenth Amendments conflict with the right of an accused person to trial by an impartial jury, "at least in Maryland."

He disallowed one paragraph of Rule 904 of Baltimore's Supreme Bench on the ground that it is based on the old "reasonable tendency" contempt rule which the Supreme Court has replaced with the rule of "clear and present danger to justice." The paragraph violates the First Amendment, he held. It forbids "publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any manner to interfere with the administration of justice."

As to the defense contention that the material broadcast was based on official statements by public officers, Judge Gray said their voices were low when they uttered the remarks but the broadcasts "literally blanketed the city."

Defense Contention

In referring to defense argument that a vicious form of censorship exists under the Baltimore practice whereby newspapers phone judges before printing news about accused persons, Judge Gray said the newspapers do not have to call up any judge but that the judges have "taken upon themselves" the work of advising newspapers as to the rule. "I commend them for it," he said. "They were interested in the free flow of justice. I don't see how the most ardent advocate of freedom of speech and of the press can distort that practice into censorship."

Judge Gray said he approached the decision "with considerable comfort in the thought that we can't do any harm to the defendants' beyond subjecting them to review by the Court of Appeals and then the Supreme Court."



CHECKING the camera before recent one-time telecast of *Truth Or Consequences* are (l to r): William Craig, night-time head of radio, Procter & Gamble; Stuart Ludlum, Compton Adv. television department; Ralph Edwards, m.c.; Harold J. Bock, western network manager of NBC television operations; Floyd Holm, Hollywood manager of Compton Adv.; Gil Ralston, Procter & Gamble television executive.

WHO PRODUCES 143 LOCAL LIVE PROGRAMS PER WEEK!



5 PRODUCERS



4 SCRIPT WRITERS



5 MUSIC ARRANGERS



11 NEWS DEPT. MEN



4 FARM SERVICE DEPT. MEN



42 PROFESSIONAL RADIO PERFORMERS

WHO is of course proud of its *network* (NBC) *live programming*, which gives our audience up-to-the-minute, *world-wide* coverage of special events, as well as the talent of outstanding entertainers, etc.

Local live programming, however, is equally important. *Local* live programming gives our station individuality in its program material, individuality in its performers, and a greater opportunity for community and regional Public Service.

The illustration above shows some interesting statistics on our Programming Department. *The results of all this manpower and all these carefully-planned locally-produced programs, however, are far more spectacular than the mere figures:*

FIRST, many of WHO's locally-produced shows get higher Hoopers than competitive network features;

SECOND, *42.4% of all the daytime radio families and 61.0% of all the nighttime radio families in Iowa "listen most" to WHO,* according to the 1948 Iowa Radio Audience Survey.

Write for the complete Survey — or ask Free & Peters, Inc.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Scoops Competitor

KIST Santa Barbara scooped competing stations and newspapers on a hot story recently through the efforts of its ace reporter, Harry Butcher, owner and president. Mr. Butcher was sitting in his office, which overlooks the building of the *News Press*, owner of KTMS Santa Barbara, when he noticed smoke billowing from a ventilator in the newspaper building. He called a friend at the paper and reported the fire, which was unknown to building occupants. Owner of the paper, Tom Storke, was in the dentist chair having a tooth extracted at the time, according to Mr. Butcher, when he heard the radio report—via KIST. Minus a tooth, he rushed back to his own fire, while KIST continued to air an on-the-scene report of a competitor's difficulty.

WMCA CASE

Award to Flamm Set Aside



Mr. Flamm



Mr. Noble

AWARD of $490,419 to Donald Flamm, former owner of WMCA New York, in a suit against Edward J. Noble, chairman of the board of ABC, was set aside by the Appellate Division of the New York Supreme Court last Monday.

In a unanimous opinion, the court said the jury might have found either way on the basis of the evidence but that the trial was attended by so many out of order and prejudicial incidents on both sides that the higher court was not "confident the verdict was fairly arrived at."

1946 Verdict

Mr. Flamm, seeking $850,000 in damages, charged in the suit that he had been coerced, under threat of losing his license, into selling the station to Mr. Noble on Jan. 17, 1941. The jury returned a $350,000 verdict on March 1, 1946. This was increased to $490,419 by interest and court charges.

Philip Handelman, attorney for Mr. Flamm, said he would seek a new trial as soon as possible. "We will be very happy to retry the case," he said.

WMCA is presently owned by Nathan Straus, who bought it in 1942 from Mr. Noble for a reported $1,255,000. Mr. Noble paid $850,000 for the outlet.



CHARLES H. BICKERTON (second from l), with KDKA Pittsburgh's technical department since station's first broadcast in 1920 and an employe of Westinghouse since 1917, retired to private life Feb. 1. Among the gifts he received was this Westinghouse radio being presented by Joseph E. Baudino (r), KDKA manager. J. B. Conley (l), general manager of Westinghouse Radio Stations, and Mrs. Bickerton watch presentation.

NAB DIRECTORS

Ballots Sent Listing 122 Nominees

BALLOTS for election of eight district directors (odd-numbered districts) and eight directors-at-large were mailed to the NAB membership Saturday by Ernst & Ernst, New York accountants handling the association's nominations and elections.

The ballots include names of 122 nominees for the 16 board vacancies and must be in the mails by midnight of Sunday, Feb. 20. Certified results of the balloting will be announced shortly after March 1. Newly-elected directors will take office April 13 at the conclusion of NAB convention week in Chicago.

Number of nominees was small in the case of district directors, with John F. Meagher, KYSM Mankato, unopposed in District 11. Under NAB by-laws members of District 11 must go through the form of filling out election ballots. No provision exists in the by-laws for write-in votes on election ballots.

All present district and directors-at-large were renominated. Henry P. Johnston, WSGN Birmingham, present District 5 director, was renominated and also was nominated for medium stations. He declined the district nomination in favor of the medium station ballot.

The list of nominees on the ballots is final, all persons nominated for more than one directorship having exercised their choice.

No election will be held in District 9, Charles C. Caley, WMBD Peoria, having been reelected at the district meeting last summer.

In the recent nominations at least three votes were required to qualify for the election.

Those nominated for board vacancies follow:

DIRECTORS AT LARGE

LARGE STATIONS: Don Davis, WHB Kansas City; John H. De Witt Jr., WSM Nashville; E. K. Hartenbower, KCMO Kansas City; Harold Hough, WBAP Fort Worth; Howard Lane, WJJD Chicago; C. T. Lucy, WRVA Richmond, Va.; Paul Morency, WTIC Hartford; John M. Outler Jr. WSB Atlanta; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; James D. Shouse, WLW Cincinnati; Glenn Snyder, WLS Chicago; Theodore C. Streibert, WOR New York.

MEDIUM STATIONS: W. J. Beaton, KWKW Pasadena, Calif.; Quincey A. Brackett, WSPR Springfield, Mass.; Kenyon Brown, KWFT Wichita Falls, Tex.; Clifford M. Chafey, WEEU Reading, Pa.; Arthur B. Church, KMBC Kansas City; James W. Coan, WTOB Winston-Salem, N. C.; Willard L. Cobb, KALB Alexandria, La.; Wayne W. Cribb, KHMO Hannibal, Mo.; John Esau, KTUL Tulsa, Okla.; W. L. Gleeson, KPRO Riverside, Calif.; K. K. Hackthorn, WHK Cleveland; R. G. Howell, KFXJ Grand Junction, Colo.; John B. Hughes, KXXX Colby, Kan.; John D. Hymes, WLAN Lancaster, Pa.; Frank Jarman, WDNC Durham, N. C.; Henry P. Johnston, WSGN Birmingham; C. B. Jordan, KFJZ Fort Worth; Leonard Kapner, WCAE Pittsburgh; Frank King, WMBR Jacksonville, Fla.; William T. Lane, WAGE Syracuse; I. R. Lounsberry, WGR Buffalo; William B. Maillefert, WVET Rochester, N. Y.; Harry Maizlish, KFWB Los Angeles; A. J. Mosby, KGVO Missoula, Mont.; Fred C. Mueller, WEEK Peoria, Ill.; W. J. Newens, KOIL Omaha; William M. O'Neill, WJW Cleveland; John M. Rivers, WCSC Charleston, S. C.; G. Richard Shafto, WIS Columbia, S. C.; Ernest L. Spencer, KVOE Santa Ana, Calif.; P. A. Sugg, WKY Oklahoma City; C. L. Thomas, KXOK St. Louis; Walter E. Wagstaff, KIDO Boise, Idaho; H. C. Wilder, WSYR Syracuse; Joseph P. Wilkins, KFBB Great Falls, Mont.; Earl W. Winger, WDOD Chattanooga, Tenn.; J. W. Woodruff Jr., WRBL Columbus, Ga.; G. E. Zimmerman, KARK Little Rock, Ark.

SMALL STATIONS: John Alexander, KODY North Platte, Neb.; Edward Breen, KVFD Fort Dodge, Iowa; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Calif.; J. Harry Callaway, WBEX Chillicothe, Ohio; Murray Carpenter, WPOR Portland, Me.; C. O. Chatterton, KWLK Longview, Wash.; George H. Clinton, WPAR Parkersburg, W. Va.; Fred Fletcher, WRAL Raleigh, N. C.; E. J. Gluck, WSOC Charlotte, N. C.; Simon Goldman, WJTN Jamestown, N. Y.; James E. Gordon, WNOE New Orleans; Milton Greenebaum, WSAM Saginaw, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; Hugh M. Higgins, WMOA Marietta, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; DeWitt Landis, KFYO Lubbock, Tex.; Merrill Lindsay, WSOY Decatur, Ill.; Frank H. Loggan, KBND Bend, Ore.; Robert T. Mason, WMRN Marion, Ohio; Bert McAllister, KRPL Moscow, Ida.; Clair R. McCollough, WGAL Lancaster, Pa.; Bob McRaney, WROX Clarksdale, Miss.; Harry McTigue, WINN Louisville; A. G. Meyer, KMYR Denver; Marshall H. Pengra, WATO Oak Ridge, Tenn.; Franz J. Robischon, KBMY Billings, Mont.; Morgan Sexton, KROS Clinton, Iowa; Charles A. Smithgall, WGGA Gainsville, Ga.; Ben Strouse, WWDC Washington, D. C.; Merle H. Tucker, KOAT Albuquerque, N. M.; R. M. Wallace, WOHS Shelby, N. C.; Chet Wheeler, KWIL Albany, Ore.

FM-A STATIONS: Willard D. Egolf, WBCC-FM Bethesda, Md.; Frank U. Fletcher, WARL-FM Arlington, Va.

FM-B STATIONS: Leonard L. Asch, WBCA Schenectady, N. Y.; Harry Burke, KFAB-FM, Omaha; Everett Dillard, KOZY Kansas City; Louis R. Draughon, WSIX-FM Nashville; Harold Essex, WSJS-FM Winston-Salem, N. C.; Ray Furr, WIST Charlotte, N. C.; Jack Harris, KPRC-FM Houston; Thad Holt, WAFM Birmingham; E. Z. Jones, WBBB-FM Burlington, N. C.; Ray P. Jordan, WDBJ-FM Roanoke, Va; Craig Lawrence, WCOP-FM Boston, Mass.; William E. Ware, KFMX Council Bluffs, Iowa; H. Wheelahan, WSMB-FM New Orleans; Edward A. Wheeler, WEAW Evanston, Ill.

DISTRICT DIRECTORS

DISTRICT 1: Carleton D. Brown, WTVL Waterville, Me.; C. Glover Delaney, WTHT Hartford; Harold Fellows, WEEI Boston.

DISTRICT 3: George D. Coleman, WGBI Scranton, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; Gordon Gray, WIP Philadelphia; T. W. Metzger, WMRF Lewistown, Pa.

DISTRICT 5: James M. LeGate, WIOD Miami; L. S. Mitchell, WDAE Tampa, Fla.; Owen Uridge, WQAM Miami; Allen M. Woodall, WDAK Columbus, Ga.

DISTRICT 7: R. A. Borel, WBNS Columbus, Ohio; Eugene Carr, WHBC Canton, Ohio; Gilmore N. Nunn, WLAP Lexington, Ky.

DISTRICT 11: John F. Meagher, KYSM Mankato, Minn.

DISTRICT 13: C. B. Locke, KFDM Beaumont, Tex.; C. W. Rembert, KRLD Dallas.

DISTRICT 15: B. Floyd Farr, KEEN San Jose, Calif.; Glenn Shaw, KLX Oakland, Calif.; William B. Smullin, KIEM Eureka, Calif.

DISTRICT 17: H. Quenton Cox, KGW Portland, Ore.; Harry R. Spence, KXRO Aberdeen, Wash.

FTC'S FERGUSON

Recommended for 4th Term

PRESIDENT Truman was asked last Wednesday to reappoint Garland S. Ferguson, a member of the Federal Trade Commission the past 21 years, for another seven-year term. The recommendations were proferred by two Democratic Senators from North Carolina (Mr. Ferguson's home state)—Clyde R. Hoey and J. Melville Broughton.

Comr. Ferguson's recent term expired last year. Senate approval of his reappointment failed to materialize in the waning days of the last session. Presidental reappointment and Upper House approval of Mr. Ferguson, a Democrat, are anticipated, according to Congressional sources. Mr. Ferguson has continued to serve on the Commission since expiration of his term.

President Truman is also expected shortly to fill an FTC vacancy left by the resignation of Robert E. Freer, effective Dec. 31 [BROADCASTING, Dec. 27, 1948]. His successor will be named from the Republican ranks. Prominent on the list of prospects are former Rep. John W. Gwynne (R-Iowa) and former Senator John S. Cooper (R-Ky.) Both were defeated in last year's elections.



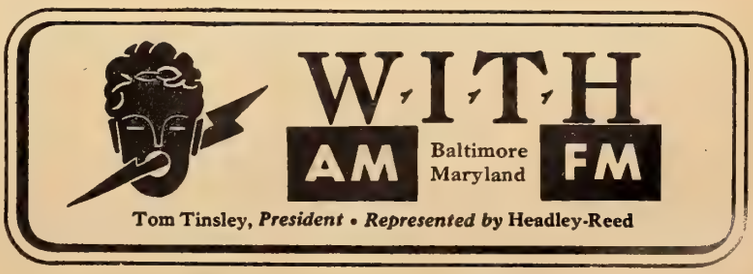
This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers *92.3%* of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!



A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 7, 1949

TBA EXPANSION

Three New Services Planned

KEEPING pace with the rapid expansion of television, Television Broadcasters Assn. will initiate three new services for its members within the next 30 days, Will Baltin, TBA secretary-treasurer, announced on Friday.

At the same time Mr. Baltin announced that Dan Regan, former newspaperman and public relations executive, has joined the TBA headquarters staff as public relations aide. He will serve as liaison between TBA and trade and daily press editors and assist in the preparation of the organization's reports to members on TV development.

New TBA services will be:

1. A monthly program exchange service to provide a complete list of new programs on member stations, including information on type of program, studio and film requirements, personnel needed, sponsorship possibilities, etc.

2. Quarterly "status of the industry" reports, to include data on set manufacture and ownership, coaxial cable and radio relay facilities for TV networks, number of advertisers and classes of sponsorship, quarterly average ratings of top programs made by The Pulse, Hooper and others.

3. Monthly Washington reports, with information on FCC actions and pending legislation affecting video interests, compiled by TBA's Washington representative, Roberts & McInnis.

The television reports loose-leaf binder which TBA introduced two years ago will be expanded to include additional information on applications and construction permits for TV stations, as well as on personnel at stations now operating.

TBA also contemplates the creation of new committees to deal with industry problems: A legal committee to advise members of copyrights, music and literary clearances, etc., and an advisory committee of advertising agencies and station representatives to work with the TBA commercial operations committee, with the standardization of rate card formats as an immediate problem.

Chairmen Named

J. R. Poppele, TBA president, has named the following committee chairmen for the coming year: F. J. Bingley, WOR-TV New York, engineering; Lawrence W. Lowman, CBS, program, finance; G. Emerson Markham, WRGB (TV) Schenectady, commercial operations; Allen B. DuMont, DuMont Labs, membership; O. B. Hanson, NBC, station operations and standards; Paul Raibourn, Paramount Pictures, publicity and promotion; Kenneth Bartlett, Syracuse U., educational; Ernest A. Marx, affiliates division.

Regional chairmen, appointed last year to direct regional membership drives and other activities continue: Walter J. Damm, WTMJ Milwaukee, midwestern; Charles H. Crutchfield, WBT Charlotte, N. C., southern; Klaus Landsberg, KTLA Los Angeles, western.

Mr. Regan had worked with United Press and Transradio Press and in the Washington newsrooms of ABC and NBC prior to World War II. During the war he was a correspondent for *Stars & Stripes* and following the war's end he was Berlin bureau chief of the *Stars & Stripes* magazine, *Weekend*, and public relations director of the American Red Cross in Italy. Last year, as a staff member of Warwick & Legler, he prepared radio material for the Democratic National Committee.

Board Approves

The TBA board has approved four new members, three active and one affiliate. New active members are: KPRC Houston, with Jack Harris and Harvey Wheeler as representatives to TBA; WFBM Indianapolis, with Harry M. Bitner and Harry M. Bitner Jr., as representatives; WHEN Syracuse, with E. T. Meredith and Capt. W. C. Eddy as representatives.

Weed & Co., station representative organization, is the new TBA affiliate member. Its representatives are Joseph J. Weed and Neal Weed.

'Suspense' on TV

THE CBS-created radio mystery series, *Suspense*, bows on the network's video network beginning March 1, with programs emanating from New York. The radio presentations originate in Hollywood. The television series is scheduled for Tuesday nights, 9:30-10:00 p.m. and will be carried on the CBS East Coast and Midwest networks. CBS radio network productions of *Suspense* continue on Thursday 9:00-9:30 p.m. The new series, like its radio counterpart, will be sponsored by Electric Auto-Lite Co., Toledo. Agency is Newell-Emmett, New York.

EISENHOWER

ABC Acquires TV Film Rights to His Book

ABC last week wrapped up television's biggest documentary package when it became the exclusive owner for 21 months of the television film production of Gen. Dwight D. Eisenhower's "Crusade in Europe."

In doing so, it invested a reputed $500,000 and took a chance on getting its stake back through finding sponsors for the series of half-hour, two-reel episodes.

It was learned that ABC has had several approaches by prospective sponsors for the series, which is to be given its premiere in early March.

The network is holding each of the chapters for sale at $15,000, with time and line charges to be additional. This adds up to a $390,000 talent charge for all 26 episodes, but the sponsor will be given the right to re-run the series at no further talent costs, paying only time and line charges.

All rights to the Eisenhower book belong to Doubleday and Co., publishing house. Doubleday sold the television film rights to 20th Century-Fox Film Corp., which is using March of Time to prepare the series.

Announcement of the series was made jointly by top executives of all the companies involved: Edward J. Noble, chairman of the board of ABC; Richard de Rochemont, producer of "March of Time"; Spyros P. Skouras, president of 20th Century, and Douglas M. Black, president of Doubleday.

Mr. de Rochemont, who has been conferring with Mr. Skouras and Peter Levathes, head of 20th Century-Fox television activities, declared that the series "will constitute the biggest output of motion pictures by a film company specifically designed for television to date."

The television series will run while the Eisenhower book is leading the country's best-seller lists. Series may be a test of what television can do to book sales.

The book company will get a fixed fee for the rights it sold to 20th Century.

WRITERS' UNIT

To Be Formed Next Monday

AUTHORS League is calling a meeting of television writers Feb. 14 in New York for the purpose of setting up a television writers guild. The new guild would become a brother organization of the Radio Writers Guild, which also is a member of the parent Authors League.

Decision to form a separate video writers organization, instead of taking care of TV contractual and other problems through existing guilds like the RWG or the Screen Writers Guild, was made because it was thought the conditions of television demanded a separate organization.

It also is believed that in back of the minds of the organizers is the desire to avoid any jurisdictional clash among existing guilds through the creation of a completely new organization.

The meeting will be held at the Holland House, New York. The AL's television organizing committee, headed by Rex Stout, is making the arrangements. Evelyn Burkey, secretary of the committee, is compiling a list of Authors League freelance and staff television writers to whom invitations will be sent. More than 100 writers are on the list.

The problem of how to handle television has been the subject of AL committee action for some years. The league's council last August authorized the formation of a guild.

High TV Rating

THE Kid Gavilan-Ike Williams boxing bout on Jan. 28 received the highest New York telerating ever given a fight, according to The Pulse Inc., New York. Its 10:30 p.m. rating was 50.7, topped that evening only by the premiere of *Admiral Radio Review*, carried on both WABD (TV) and WNBT (TV) New York, 9-10 p.m.

BONFIG

'1949 TV and FM's Year'

THE TWO LARGEST markets in the electrical field for 1949 will be television and FM, H. C. Bonfig, vice president of Zenith Radio Corp., predicted in an address Wednesday at the Western Winter Market in San Francisco.

"Nearly every AM set in our more populous areas is ripe for replacement by FM," he said. "FM is a continuing, growing business, for each top quality set sold will of itself create a market for several more."

Mr. Bonfig told the California audience that television "has become a bonanza akin to that which began in your state 100 years ago." The Zenith official cautioned, however, against becoming so excited about TV that the radio business is forgotten. He doubted if the time will ever come when all sections of the country are blanketed by television. He said: "Even in the most TV-conscious areas, manufacturers and dealers who underestimate radio are doing themselves a grave injustice."

Mr. Bonfig noted a trend away from small manufacturers toward a fewer number of large ones "who have the capital, and the research and manufacturing facilities required for the blue chip operation that radio-television has become."

He said Zenith's Phonevision will make TV stations possible in small cities that could not possibly support them by advertising revenue alone, resulting in a broadened market for receivers.

VIDEO ETHICS

Strengthened at WWJ-TV

IN A memo to the staff of WWJ-TV Detroit, Harry Bannister, general manager, has reiterated the station's self imposed standards covering morals, propriety and the social amenities. He pointed out that: "Because television is more vivid and compelling than radio, it must be stricter and severer in its ethics.

"Our television programming at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to anyone at any time. . . . A list of all taboos would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate criteria." Mr. Bannister charges the producer with responsibility in carrying out the standards and points out that "he is further empowered to cut off the air—summarily—any offender, no matter what the consequences may be."

SHOPPERS' TV

Package Firm, WJZ-TV Plan Nearly Ready

POINT-OF-SALES video programming, beamed directly to shoppers in large super-markets, will go into wide-scale operation sometime in the early spring, according to Modell & Harbruck, New York television package producer, and WJZ-TV, key ABC outlet in New York.

The video firm plans to install approximately 110 to 160 large-screen custom-built television receivers in some 100 local supermarkets in the New York metropolitan area. The receivers will be owned outright by Modell & Harbruck, who will underwrite fees for their installation and servicing in the markets. Sets will be fixed at Channel 7 (WJZ-TV) for reception of specially produced programs of interest to shoppers, and will switch off automatically at end of M&H programs.

Modell & Harbruck and WJZ-TV are making final arrangements for the scheduling of a two-hour program, six days a week, to be conducted by Anne Russell, homemaker authority. Definite time for the program has not been set, although the 2-4 p.m. Monday-through-Friday and 10 a.m.-12 noon Saturday periods are being considered. Miss Russell will beam cooking hints, shopping specials, new uses for old products, interior decorating, etc., directly to the marketers and to the housewives at home.

First grocery chain to co-operate in the new type of point-of-sales programming, with contracts already signed, is the Grand Union supermarket chain, with offices in New York City and stores in New York state and New Jersey. One hundred Grand Union stores will have the video receivers, with a minimum of 25 of the chain's largest stores to be so equipped before initial program airing.

According to Arthur B. Modell, president of Modell & Harbruck, who has conducted several surveys on the scheme, the 12 airtime-hours-a-week viewed over receivers in the minimum of 25 stores, is expected to "hit 125,000 consumers of super-market products at point-of-sales." Accommodations are available for no more than 24 sponsors or 12 sponsors per hour on the two-hour daily show.

Commercial time will be sold across-the-board only to avoid stalemates between advertisers on "preferred time." Modell & Harbruck is collaborating with WJZ-TV's time sales department to set up exclusive arrangements whereby sponsors may avoid product duplication within certain lengths of time.

At open channel tests conducted by the video package firm and WJZ at a Grand Union supermarket on upper Broadway, New York, on Nov. 30, Dec. 1 and 2, "several advertising agencies represented went for it hook, line and sinker," said Mr. Modell. For the tests, 12 film commercials were borrowed, and sales results on products represented and customer "turnover" were "amazing," according to the video firm's president.

Negotiations are underway for immediate expansion of the plan in Washington, Detroit, Chicago and Los Angeles, using ABC affiliate stations exclusively, Mr. Modell said.

Executive vice president of Modell & Harbruck is Charles A. Harbruck.

TV EXPANSION

Census Inclusion Suggested

TELEVISION will be a truly nationwide institution a year from now, available to possibly eleven-twelfths of the states, Eugene S. Thomas, general manager of WOIC (TV) Washington, told the Washington Junior Board of Commerce at its Thursday luncheon.

Predicting from 80 to 100 stations will be operating by that time, Mr. Thomas said service will extend from Maine to Florida, across the southern half of the nation to the West Coast, north to Seattle and eastward through the mountain states and Twin Cities to the Midwest. Opening of the high band, he added, will add hundreds of other cities.

Mr. Thomas spoke on the subject, "How Television Will Help Washington and Your Business." He described impact of the visual medium on business, education and the home. Recalling how the decennial census has provided invaluable material for businessmen through a count of radio sets, he suggested addition of a TV question in the 1950 census would provide basic facts for an industry on which $8 to $10 billion will be spent in the next five years. This expenditure includes sets, stations and time.

Television set sales this year will reach the billion dollar mark, he predicted, a record not attained by radio receivers until 1947.

OKLA. U. MEET

Radio, TV Speakers Listed

PARTIAL list of speakers for the U. of Oklahoma's Annual Radio Conference on Station Problems March 3-5 was announced last week. The conference will be held at Oklahoma City and Norman, seat of the university.

Listed as speakers on television are:

Frank Marx, ABC vice president, who will discuss TV's technical problems; P. A. Sugg, WKY-TV Oklahoma City, "Getting Started in TV"; Seymour Andrews, WBAP-TV Fort Worth, "A Regional Film Service for TV Stations"; John Esau, KTUL Tulsa, "TV in Metropolitan Markets," and Bob Greer, WNOX Knoxville, "A Plan for an Inter-Station Film Exchange."

Theme of the conference is "Survival." Speakers discussing topics under that general heading include:

John Daly, KDMO Carthage, Mo., "The Problem of Survival"; Wayland Fullington, Nelms and Fullington, Springfield, "Getting Business for Small Stations"; James Curtis, KFRO Longview, Tex., "Developing Local Markets"; Neil Ashlock, KSWO Lawton, Okla., "Getting Local Business"; Hall Collinson, KTOP Topeka, "Developing Local Programming"; R. B. McAlister, KICA Clovis, N. M., "Management as a Factor in Survival."

A regional news clinic will be headed by Sid Pietzsch, WFAA Dallas, and a discussion panel on small station problems will center around transcribed talks by industry leaders, arranged by Ted Cott, WNEW New York. Lowe Runkle, of the Lowe Runkle Agency, Oklahoma City, will be chairman of a session on agency problems sponsored by the Southwestern Assn. of Advertising Agencies.

RADIO-TV DEGREE

A. U. Offers Graduate Work

A GRADUATE in communication with major emphasis in radio-television studies was announced today by American U., Washington, to be offered this year. Undergraduate courses in this field have been given at the university for several years but this marks the first offering of graduate work in radio-television, journalism, and public relations.

Twenty graduate students have already begun their work toward a Master of Arts degree in communication, according to Dr. Paul F. Douglass, American U. president. Gordon Hubbel, former program director of WMAL Washington, is director of the radio-television courses, which are taught exclusively by persons now working in the industry.



WELL WISHERS at recent opening of KNBH, Hollywood television outlet of NBC (l to r): S. S. Fox, president and general manager of KDYL Salt Lake City AM-TV operations; Sidney N. Strotz, NBC administrative vice president; John Elwood, manager of KNBC San Francisco; Harry Butcher, owner of KIST Santa Barbara.

A Station at $15,000 A Month

(Report 45)

By GEORGE B. STORER

AS OF NOW, we have found that it is possible to operate a television station in a trading area of half a million people on approximately $15,000 per month, exclusive of depreciation and amortization charges.

The experience of Fort Industry Co. in three markets—Toledo, Detroit and Atlanta—indicates that this can be done.

Currently, we have established this budget for one of our TV stations. The $15,000 budget for the station is based on operations without network programming via coaxial cable. Hours of operation are limited to test pattern and program periods between 2 p.m. and 10 p.m., six days per week.

Predicated upon certain assistance from the sister AM station, we are confident we can continue to operate this station under such a budget.

And, at this point, we also are able to determine the indicated break-even point in future operation of the TV station. We believe that when such a station attains an income of about $18,000 a month, a break-even point, omitting depreciation and amortization charges, will be reached.

However, reaching $18,000 per month income in such a trading area at present time is not an easy accomplishment.

In one of our markets, for example, through an intensive selling campaign before going on the air, we developed monthly time sales of $9,330. Five months later, after a continuation of selling efforts, we have attained only $10,739 a month in sales.

It is now indicated that the solution to more time sales means lengthening the broadcast day. We don't see how, with the present limited set circulation, rate increases would be justified. So, extending hours on the air will increase expenditures — requiring still further expenditure.

Detailed financial operations of the kind of station here described I outlined before the CBS Television Clinic in New York on Jan. 21. The decision to make public such an outline was reached for two reasons:

● To counter reaction to reports that from $22,000 to $58,000 a week were being lost in television by a station and that therefore such losses were to be expected, which is indeed frightening to prospective television station operators.

● To make public what we believed is the true financial picture of conservative video operations to other CBS affiliates. By doing this, we hoped to remove the pall of fearsome financial fog which has hovered over the radio broadcasting industry for some months past.

In making these figures public now, to wider audiences, we feel it necessary to be somewhat guarded in details in order not to hurt our own competitive position in our markets. Station rivalry is already intense.

Our first television station cost us $448,435.39. Here's the summary of its construction costs:

TRANSMITTER	
Transmitter and transmitting equipment	$104,017.11
Mobile truck and equipment	58,008.95
Building	83,987.69
Transmitter tower	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements thereon	22,463.18
	$348,814.38
STUDIO	
Broadcasting equipment	92,495.94
Lighting	7,125.07
	$ 99,621.01
Total construction costs	$448,435.39

These costs of $448,435.39 can be substantially reduced if an existing high building is utilized to house transmitter and act as the tower base. By so doing, as much as $125,000 can be shaved off the construction costs.

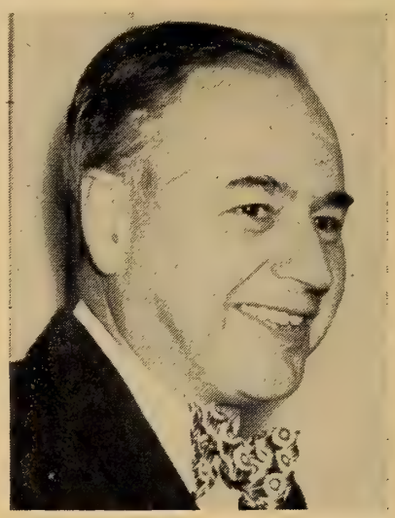
A breakdown of these construction costs is given at the end of this article.

To operate a similar property, the monthly budget can be summarized as follows:

Operating department	$ 6,000.00
Production department	5,048.33
Sales department	1,525.00
Administrative and general	2,660.00
Total	$15,233.33

This monthly budget, too, will be set forth in more detail at the end of this article.

Included in the monthly operating budget are taxes and rentals but not depreciation and amortization and interest. Our figures show that with the $15,000 monthly budget and the $10,000 monthly revenue, our out of pocket or cash loss would be about $60,000 per year. Depreciation and amortization charges, but not including interest on our investment, add to our cash loss the sum of at least $80,000, making an anticipated loss of $140,000 per year. To this should be added a generous sum for "starting up" extraordinary expenses in an amount of not less than $25,000.



Mr. STORER

It would be wise to anticipate, then, that a station such as we have outlined will lose approximately $150,000 a year for an undetermined period of time.

We further believe, however, that a break-even point, exclusive of amortization and depreciation, can be achieved, at the $18,000 point, as mentioned before. For the moment, we are making no estimate as to the break-even point including these charges.

But we do forecast that profitable operations are possible in the television field. That time will come when we are able to do what was necessary to make for profitable radio operations—go full time.

Any veteran of the radio business may recall that station operation was a tough problem in the days of short operations. The entire picture changed when time was sold practically around the clock. We feel that this will be necessary for television at a profit.

Now, in further detail, here's our monthly operations budget:

OPERATING DEPARTMENT	
Salaries, engineers and camera operators (Includes half-time chief engineer, 2 transmitter technicians, one studio technician, 2 remote engineers, 2 cameramen, one projectionist and one audio operator)	$2,935.00
Auto expense	50.00
Engineering services	75.00
Heating, lights, power	400.00
Remote line installation	333.33
Remote line expense	150.00
Repairs and maintenance	100.00
Supplies	500.00
Tube Expense (Based on 50 hours weekly, including test pattern periods, 3 p.m.-11. p.m average)	1,000.00
	$5,543.33
Miscellaneous (Overtime, etc.)	456.67
Total	$6,000.00
PRODUCTION DEPARTMENT	
Salaries (Includes program manager, asst. to program manager (part time), stenographer (half time), two part time stage hands, photographer, film and secretarial (half-time), announcer)	$1,348.33
Cartage, freight and express	200.00
Film rentals (Kine-CBS)	1,400.00
Film rentals	1,000.00
Music license fees	150.00
Photos, film and supplies	300.00
Rights	500.00
Studio stage supplies	150.00
Total	$5,048.33
SALES DEPARTMENT	
Salaries, commissions and commission to agency national representative	$825.00
Advertising and publicity	250.00
Travel and entertainment	150.00
Sales promotion	300.00
Total	$1,525.00
ADMINISTRATIVE AND GENERAL	
Salaries (includes station manager, bookkeeper and secretary, stenographer, receptionist (half-time), porter, watchman)	$1,400.00
Cartage, freight and express	35.00
Insurance	150.00
Legal fees (local and Washington)	100.00
Postage	25.00
Printing, stationery and supplies	25.00
Repairs and maintenance	25.00
Telephone and telegraph	125.00
Travel and entertainment—general	100.00
	$1,985.00
Taxes	
Payroll	50.00
Real and personal	350.00
Rent	275.00
Total	$2,660.00
CONSTRUCTION COSTS	
Transmitter and Transmitting Equipment	
TV transmitter	$76,500.00
Sideband filter	8,000.00
Monitoring equipment	2,801.00
Waveform demodulator	900.00
Power supply unit	1,015.00
Megasweep	395.00
Limiting amplifier	855.00
Loudspeakers (2)	580.00
Diplexer	4,200.00
Oscilloscope	2,400.00
Distortion meter	575.00
Dummy load	850.00
Service engineer for installation	741.80
Video sweep generator	1,050.00
Pushbutton audio oscillator	395.00
Visual frequency monitors	410.00
Frequency meter	265.00
Aural station monitor	1,980.00
Miscellaneous	104.31
Total	$104,017.77
MOBILE TRUCK AND EQUIPMENT	
Camera field pickup equipment	$32,500.00
Field relay receiver and relay transmitter	9,130.00
2 antennas	870.00
Field control desk	285.00
3 telephoto lenses	1,405.00
Power regulator	1,525.00
Oscilloscope	290.00
Hallicrafter receiver	152.55
Oscilloscope	550.00
Miscellaneous items	2,043.30
Total	$48,750.85

(Continued on page 57)

GEORGE B. STORER, president of The Fort Industry Co., delivered a talk before the CBS Television Clinic, Jan. 21 on the operation of a television station in a trading market of a half-million on a budget of $15,000 monthly. Although the clinic was a closed meeting, his address occasioned considerable comment. BROADCASTING invited Mr. Storer to summarize the points made before the clinic in this article. Fort Industry, under Mr. Storer, in the past year and a half has been concerned with putting three television stations on the air—WJBK-TV Detriot, WAGA-TV Atlanta and WSPD-TV Toledo. Fort Industry also owns six AM stations; four on CBS: WWVA Wheeling, WAGA Atlanta, WGBS Miami and WMMN Fairmont (W. Va.); WLOK Lima, Ohio on NBC, and WJBK Detroit, independent.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for Services



IT TAKES MORE than a transmitter to make a first-class television station. The status of a television station can be measured by the completeness of the services it offers its clients and community.

In Maryland, it's WMAR-TV for completeness of services offered to its clients and audiences. Two completely equipped mobile units give on-the-spot service. A completely equipped motion picture camera unit offers the services of local film shows; film commercials, local film clips and animated show introductions. And, of course, a completely equipped studio offers all the necessary services for a finished studio show.

In addition to these three basic services, WMAR-TV offers the services of its television art department and promotion department. All these, plus a deep understanding and appreciation of the community it serves, makes WMAR-TV program service complete.



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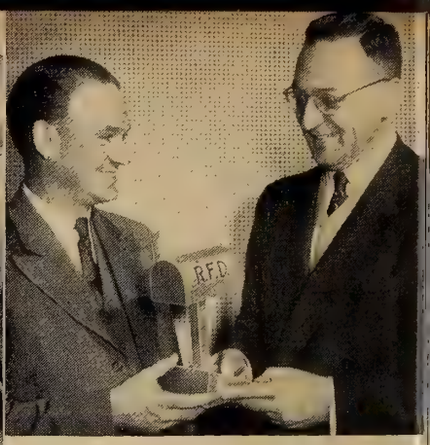
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Radiorama



DETAILS of a musical scholarship audition program are drafted by (l to r) Harmon Hyde, WPJB (FM) Providence program director; William Koster, station manager, and Prof. Arlen Coolidge, Brown U. music dept.





LOUIS G. COWAN (r), package producer, congratulates Paul Nay of Jane Lew, W. Va., winner of "Oscar" on Mr. Cowan's *R. F. D. America*, for being nation's "Farm Champion of the Year."



NBC SPAC members are (seated, l to r) Harry Bannister, WWJ Detroit; Walter Damm, WTMJ Milwaukee; Martin Campbell, WFAA Dallas, chairman; Harold Essex, WSJS Winston-Salem, secretary; Ed Yocum, KGHL Billings; (standing) Harold Burke, WBAL Baltimore; John Outler Jr., WSB Atlanta; Clair McCollough, WGAL Lancaster; Wiley Harris, WJDX Jackson; Ewing Kelly, KCRA Sacramento.

DEMONSTRATING radio introduced Amazo Instant Dessert to Pittsburgh Radio and TV Club are (l to r) George Tone, KDKA Pittsburgh; Gladys Borne, WISR Butler, and Carl Dozer, WCAE Pittsburgh.



)WELL Watts, KLZ Denver farm re-rter, interviews "Arthur Godfrey," champion steer in Denver's Nat. 'estern Stock Show, held by his owner, Ruth Ann Harkness.

HEN one KSD-TV St. Louis spot oduced over 4,000 requests for free ncil, Leonard Lipic, head of offerg firm, appeared on air to explain e unexpected problem of shipping delay.



NEW building for *Atlanta Journal*, WSB Atlanta licensee, is discussed on WSB *Views of the News* by (l to r) George Biggers, Atlanta Journal Co. pres.; Wright Bryan, editor, and James Cox Jr., v.p. and son of owner.

COVERING Denver Red Cross Drive are (l to r) Roland Harriman, nat. fund chairman; Lloyd Yoder, KOA Denver gen. mgr., and Jack Foster, *Rocky Mountain News* editor and Denver fund chairman.





JOINT meeting of Boston Ad Club and Radio Executives Club Jan. 25 heard FCC Chairman Wayne Coy (second from l) shown with (l to r) Charles Kolster and Walter Butterworth, both FCC, and William McGrath, Executive Club president and WHDH Boston managing director.

NAB Standards are reviewed at Chicago Radio Management Club by (l to r) Hal Rorke, J. Walter Thompson; Judge Miller, NAB; Arthur Harre, WJJD Chicago; William McGuineas, club pres., WGN Chicago; Kay Kennelly, club treas., Olian Adv.; Auguste Mathieu, Off-the-Street Club dir.







Year after year, they keep coming back

★ Here are some of the veterans on WFAA . . . twelve firms that have used WFAA for 15 years or longer. Thirteen others have been with WFAA between ten and fifteen years; and 26 for more than five years.

B & B Cafe	downtown restaurant
T. W. Burleson & Son	honey
Interstate Cotton Oil	Mrs. Tucker's shortening and margarine
Fant Milling Co.	flour and baking powder
W. A. Green	department store
Linz Brothers	jewelers
Lone Star Gas Co.	public utility
McGaugh Hosiery	hosiery manufacturer
"Doc" Jackson's Garage	auto repairs
Bulova Watch Co.	watch manufacturers
General Mills	food products
Proctor & Gamble	soap products

It takes "Know How" to keep sponsors happy, and WFAA is mighty proud of its renewal record, with *51* sponsors who have *kept coming back* for five, ten, fifteen years or longer.

Renewals depend on results! And these old-timers on WFAA's list of advertisers know that results are the combined product of programming know-how, fine production facilities, as well as comprehensive coverage and established audience. It takes them all to build the kind of sales that WFAA advertisers demand and *get!*

Represented Nationally
EDWARD PETRY and COMPANY

WFAA

DALLAS

and WFAA FM

820 NBC • 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

NETWORK TV

Interconnection Policy Debated

CHARGES of monopoly and delay to television were raised and denied last week as the fight over American Telephone & Telegraph Co.'s policy on "interconnection" of its network television facilities entered its final pre-decision round before FCC.

The telephone company on one hand and representatives of the telecasting industry on the other summarized their respective views in proposed findings and conclusions submitted for study by FCC in reaching its own decision.

The question, explored in several weeks of hearings before FCC Examiner J. Fred Johnson Jr. [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948], involves AT&T's policy against connecting its intercity television facilities with those of other companies except where the telephone company has none of its own available. This phase is Part I of an investigation of the network television rates of both AT&T and Western Union.

AT&T defended its policy as being vital for "efficiency of operation and for dependability and quality of service." Broadcasters who filed briefs reiterated that it would retard television, while Western Union argued the telephone company should be required to link AT&T facilities with Western Union's and other common carriers', but not with private broadcasters'.

The telephone company recently amended its interconnection tariffs to make clear that a private telecaster who can't get AT&T intercity service and installs his own facilities will be permitted to link them with AT&T equipment for "at least 36 months," even if AT&T puts in facilities to his city in the meantime. This is true if the broadcaster needs intercity service for more than three months and if AT&T can't reach him within 12 months. Where the service is needed for less than three months, the "particular circumstances" govern each case.

Television groups who entered ★ proposed findings were Television Broadcasters Assn.; Allen B. DuMont Labs, which relays direct pickups from its WABD (TV) New York to WNHC-TV New Haven, Conn.; Philco Corp., which operates a radio relay between Philadelphia and New York. Western Union also has a New York-Philadelphia link.

Discussing its intercity TV facilities, which television spokesmen claimed to be inadequate, AT&T said extension of the present network "to complete the link between the Midwest and the West Coast will come, after 1950."

The telephone companies' investment in network video facilities, the brief reported, approximates $20 million, "and it is obvious that the nationwide network which [they] plan will require the investment of sums many times as great."

AT&T Contention

AT&T contended that "unrestricted interconnection" would "increase the cost of service and adversely affect the rates." The company's policy promotes "orderly and rapid development" of nationwide intercity networks, the company declared. Its findings were prepared by John T. Quisenberry, now general counsel of Chesapeake & Potomac Telephone Companies; S. Whitney Landon, general attorney of the AT&T Long Lines Dept., and Ernest D. North, Long Lines attorney.

Western Union, in findings prepared by William Wendt, noted that its own intercity relay "is presently inoperative because of the AT&T restrictive tariff provisions."

WU held that (1) refusal of a common carrier to interconnect with another common carrier is "unreasonable and unlawful," but (2) refusal to interconnect with a private carrier is not.

Western Union agreed with AT&T in interpreting FCC's policies as meaning "that the field of intercity television relaying should be pre-empted by the common carriers."

TBA claimed "the [TV] facilities of the telephone company are inadequate, its plans tentative, and its [interconnection] rule coercive."

The TBA findings, prepared by Thad H. Brown Jr. of Roberts & McInnis, Washington, held that "actual application of the rule in the past has resulted in absurd impracticalities and wastage, contrary to the public interest and to a stable television industry."

The rules creates a "monopoly," the brief continued.

A television broadcaster "should have the right of election as to the video relay facilities which he will use in meeting the requirements of the Commission and the public interest," TBA asserted.

Philco Corp., in a brief prepared by Henry B. Weaver of Shea & Weaver, Washington, told FCC that the television art "should not be frozen at its present state by delivering this entire field [intercity video facilities] to one company."

Philco said FCC should "encourage anyone who is prepared to contribute to the establishment of intercity links for the transmission of television programs, whether by private relay or common carrier."

The AT&T interconnection policy is "a definite hindrance to the establishment of a rapid, efficient, nationwide television service not only because it limits the construction of new television stations in areas where the telephone company cannot offer network facilities, but also because it restricts development and research in the field of intercity transmission of television signals," the brief continued.

Philco claimed it is "unreasonable" to have intercity bandwidths narrower than those at the transmitter, and said: "Therefore, standards for all circuits prior to the transmitter should be established and a conference between industry and the Commission should be held in the very near future, to the end that the Commission can promulgate such standards."

In a 115-page summary, DuMont told FCC that the telephone company's policy "fosters an unlawful and unreasonable monopoly."

The rule would give AT&T a control over the production of intercity facilities and "would preclude any extensive development of microwave transmission equipment by others," the brief continued.

Coaxial services of AT&T will not permit "maximum development" within 6 mc channels, and "restrict quality of reception below that presently practicable with radio relay transmission and existing commercial receivers," FCC was told.

"Construction of any interconnection rule so as to prevent the recording and delayed transmission of television programs is unreasonable," the brief maintained.

DuMont's findings were prepared by Leon Jourolmon Jr. and William A. Roberts of the Washington law firm of Roberts & McInnis.

TEN out of 14 "first" in semi-annual TV "Personality and Program" survey, conducted by *Teleguide* Magazine, weekly Washington and Baltimore program guide, have been awarded NBC-WNBW Washington stars and shows. On basis of 2,500 votes Johnny Bradford, WNBW singer, was chosen No. 1 television personality and his program, *Television Journal*, heard nightly on station, was named favorite video show in D. C.



MELVIN L. GOLD, president of National Television Film Council, and Emerson Yorke, secretary of the American Television Society, exchange votes of confidence by signing applications for membership in each other's organization during National Television Film Conference at Hotel Biltmore, New York, Jan. 24.

On All Accounts

(Continued from page 20)

was appointed to the vice presidency of the agency in charge of all radio and television.

In his present capacity he supervises such shows as WABD (TV) New York's *Amateur Hour*, and *Old Gold Party Time*, both sponsored by P. Lorillard & Co., as well as the quarter hour of ABC's *Stop the Music* sponsored by Lorillard. In addition, he supervises the production of television commercials for Lustre Cream and Lysol.

A member of the Westchester Country Club, Mr. Keesely has been married since 1931 to the former Florence Bosen. Rivaling his advertising skill is his after-hours proficiency as a landscape artist. He created the admirable setting for his own Westchester home.

Feature

(Continued from page 20)

ports its FM signal is consistently received at distances more than 100 miles from Minneapolis-St. Paul proper. WTCN-TV test patterns reach out solidly for 50 miles, and are reported clearly at many points up to 80 miles.

The range of broadcast relay KNGL is more than 25 miles, while the picture range of the TV microwave is expected to be better than 20 miles. The cue station, WAFY, is easily received by the mobile unit at any location within 25 miles, the station reports.

AFM's FUND

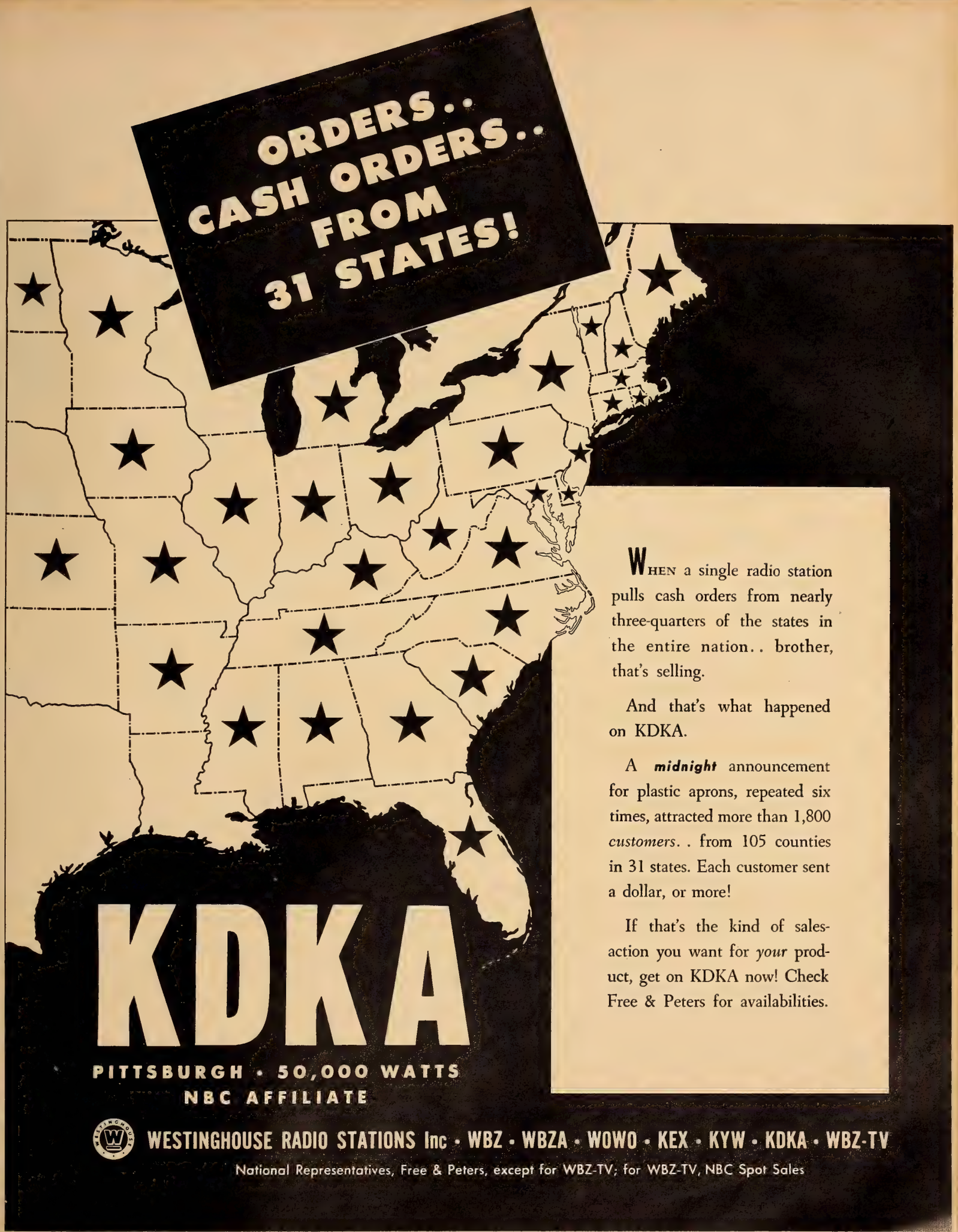
$1½ Million Distributed

A TOTAL of $1,498,284.23 was distributed to American Federation of Musicians members from James C. Petrillo's AFM welfare-royalty fund during the fiscal year ending April 30, 1948, according to a report of the Joint Committee on Labor Relations.

An unexpended balance of $3,061,070.39 was reported by the committee, which functions under the chairmanship of Sen. Joseph H. Ball. The committee was created to study the application of the Taft-Hartley Act to union-management relations.

Allocations to each AFM local, earmarked for public performances to give employment to members during 1948, were at a rate of $9.40 for each of its first 5,000 members and $1.78 for each member over 5,000.

AFM supplied the Congressional committee data showing that contributions of the recording companies had financed a total of 10,764 performances. Details as to the exact number of individual musicians who participated in each project was not given.



WHEN a single radio station pulls cash orders from nearly three-quarters of the states in the entire nation.. brother, that's selling.

And that's what happened on KDKA.

A ***midnight*** announcement for plastic aprons, repeated six times, attracted more than 1,800 *customers*. . from 105 counties in 31 states. Each customer sent a dollar, or more!

If that's the kind of sales-action you want for *your* product, get on KDKA now! Check Free & Peters for availabilities.

KDKA

PITTSBURGH • 50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



two are always better than one

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.



Your advertising in one medium reinforces and strengthens your effort in the other... with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So... if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction... because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Crisis, 1949 Edition

RADIO IS in the toils of another cycle. There are cosmic sunspot cycles and man-made brick-bat cycles and broadcaster-conceived reorganization cycles.

This new cyclic development is a polyglot of brick-bat and reorganization. There are warring factions within radio. And there's Congressional unrest (at least in the Senate wing) that is having reverberations in this hemisphere, at the FCC and in radio ranks.

A new trade association of independent stations is being formed under the leadership of Ed Craney, the rugged individualist from the West who has been in the forefront of just about every reorganization of the last two decades. It is basically anti-clear channel. Of its very nature it is anti-NAB. It has anti-network facets. It disagrees with the FCC, particularly on clear channels and power.

NAB, in its quarter-century, has undergone several stem-to-stern reorganizations. Each occurred after splinter groups to serve particular segments of radio had been set up. There are now more AM's, plus TV and FM, which add impetus to another reorganization.

Past conflicts have been confined mainly to radio ranks. Currently there's the unprecedented spectacle of the chairman of the Senate committee charged with radio legislation—Sen. Ed C. Johnson of Colorado—personally plumping for an independent organization.

In the last couple of weeks, Chairman Johnson has moved with such verve and vigor that (1) the FCC can't make an allocation without prior consultation; (2) the State Department has its hands tied on preparation of uninhibited plans for the next NARBA sessions to devise new allocations and principles governing use of the standard band on this continent; (3) every action of the FCC is subject to "watch-dog" scrutiny of the Senate Committee; (4) Stratovision (skycasting) is threatened with being stopped in the laboratory.

The right of Sen. Johnson to pursue this course, or the sincerity of his purpose cannot be questioned. Independent broadcasters, likewise, have a perfect right to set up an organization of their own to achieve common ends, particularly if they are not satisfied with the prevailing trade association stewardship. But the validity of their views, and the wisdom of their action, are open to question. There's another side of the story to be heard.

There's need for coordinate action. Nothing can be gained if the legislative branch, or any segment of it, pulls in one direction, the regulatory agency in another, while stations and licensees split up into diverse groups working at cross-purposes. The U. S. delegation to NARBA in Montreal next September must be a solid front if we are to avoid a fiasco in which we would stand to lose again.

The NAB has a reorganization committee at work under the able chairmanship of Clair R. McCollough, an independent broadcaster. Mr. Craney, in 1937, himself was a member of the NAB reorganization committee of that troubled period. Sen. Johnson is new in radio regulation. Chairman Coy hasn't had his day in legislative court since he assumed the chairmanship a year ago.

So before 30 years of radio progress and know-how, during which time the public hasn't complained, is thrown into turmoil, there should be a meeting of radio minds. The leadership is there. There needn't be another crisis.

Ghosts With Blue Noses

TELEVISION is today's target of the counter-clockwise critics. This little band, whose motto is "whatever the public likes is wrong," has long known that a vigorous denunciation of the public's current fancy is a sure route to headlines and featured spots on forums.

The spectacularly enthusiastic reception video has received makes it a certain target for attention of the reverse-English boys.

Within the last week Dean Kenneth Bartlett of Syracuse U. stated that Americans are becoming "more and more sit-downish," placing the blame on TV. If that is true, television can easily correct it by more programs like the setting-up exercises telecast by WABD (TV) New York. The charge of American laziness has a too-familiar ring. Remember Hitler's "decadent democracies"?

Most critics of video attack it for its mental rather than physical effects. Dr. Reinhold Niebuhr, noted theologian, has predicted a "further vulgarization" of the nation's cultural standards because of television's debasing influence. He is only one of scores of "out of the radio family" critics. Arthur Godfrey is the prime target-of-the-moment for having displayed a toy toilet on his show. Without attempting to justify his breach of taste, we might point out that Mr. Godfrey's brash disregard of radio's traditional taboos was a major factor in his climb to stardom.

Telecasting is new to all—to producers as well as actors. It is no surprise that such a lusty infant sometimes kicks the slats of convention out of its crib.

To judge an infant by the standards of maturity is unfair and somewhat ridiculous. The video art is now only old enough to be taking its first hesitant steps. It frequently starts in one direction and ends up somewhere else, meriting praise if it has managed to keep on its feet throughout the journey.

Because television is an infant art, those in charge of its development have responsibilities beyond those applicable to one that has come of age. They are responsible in law and fact to see that what goes into the American home is in keeping with the atmosphere of the home. Entertainers must be reminded that what evokes the loudest laughs from a night club crowd, may be unfit for home consumption. Radio has been kept fit for the family by the vigilance of the broadcasters themselves. They can and must do the same job in television if they do not want to surrender their editorial control to an outside censor, like those who now control movie producers.

News in the News

NEWS IS in the news.

In Washington, the House Un-American Activities Committee, which has both triumphed and blundered all over the legislative landscape in its quest for Commies, blunders again by voting to exclude radio recorders, newsreels, television and photographers from its hearings.

In Baltimore, three stations and a commentator are fined for violating the archaic "gag" on publication (by print, microphone or video) of crime news. The case was appealed.

And in New York, State Senator Thomas C. Desmond has introduced a News Privilege Bill specifically providing that radio newsmen shall be accorded equal protection with newspapermen, to "safeguard the public interest."

Although the facts vary, the principle is identical. Freedom of information covers all.

Members of the House Committee, and the judges of the Maryland courts, would do well if they exchanged briefs with Senator Desmond. And they might read the Bill of Rights again.

Our Respects To —



HAROLD JOHN BOCK

HAVING been associated with just about every other phase of the entertainment industry, it was not exactly unexpected that Hal Bock would wind up in television.

As KNBH (TV) Hollywood went on the air last month under his direction, as NBC manager of western network television, Mr. Bock brought to it at least three years of learning, planning and building. And with his background as a reporter and publicist, the operation is certain always to boast an "open door" news policy.

He is one of those California "natives" who was born somewhere else—Avoca, Wis., on May 17, 1909. Thirteen years later, his family migrated to Long Beach, Calif. His news bent led to cub reporting for the Long Beach *Sun*, while attending Long Beach Junior College.

After graduation in 1928, Hal Bock went to work on the paper fulltime, doing theatre reviews and covering lunch clubs among his several chores. And it was while covering "the chicken and pea circuit" as he describes luncheon clubs, he learned a valuable point applicable to speech-making and show business . . . "keep it short and sweet."

Late in 1929, Mr. Bock went north to San Francisco as bureau manager of *Inside Facts*, a theatrical paper covering all phases of show business. During this time he wrote what was probably the first radio column in a theatrical paper.

Radio seemed like a good spot to head for, but he had to wait two years before being able to get a job with NBC. And he finally did with what was known as the Press-Radio Bureau. For a year he was newswriter and newscaster until the function was eliminated.

At this time Mr. Bock became correspondent for BROADCASTING in San Francisco and continued in that job after becoming publicity director of KFRC San Francisco. During this period, he worked alongside of many others who have since become known in the radio industry—Cecil Underwood, Meredith Willson, Al Pearce, Walter Bunker, Arnold Maguire and Jack Van Nostrand.

While with KFRC, a waterfront strike developed into a general strike. And Hal Bock was pressed into service as a newsman. As such he was first a reporter and leg-man. Then he hot-footed it back to the studios to write and broadcast his own material.

Following this, he put together a 30-minute dramatic narration on the strike situation which was aired on the regional CBS network

(Continued on page 48)



Was he prophet or poet who wrote of music, almost two centuries ago, "There is in souls a sympathy with sounds... the ear is pleased...and the heart replies..."? We think William Cowper was both. For he foretold with uncanny accuracy why advertisers on WQXR do so well. Good music, selectively programmed and constantly beamed, brings them a choice audience of more than half a million New York families . . . lovers of good things who have also the means to buy them. So constant are these listeners to WQXR that no other station in this biggest and richest of all markets reaches them so effectively. Day in, day out, "the ear is pleased... and the heart replies." A thought worth pondering if your tastes run to poets... or to profits.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 46)

and finally on the full network. BBC also carried it. Mr. Bock received a call from the *London Times* for details before the situation was ended.

Finally NBC beckoned in May 1935, asking Mr. Bock to go to Hollywood as publicity manager, servicing the one or two programs then originating from there. The NBC Hollywood staff included one engineer, one studio manager, one janitor and one secretary.

When the network's western headquarters shifted to Hollywood from San Francisco, Mr. Bock continued as Hollywood publicity manager. In 1938, he became western network press manager and served as such until 1945 when he became director of public relations.

In February 1946 he became western television manager in addition to his public relations duties.

Early in 1948 when NBC was given a green light for its own Los Angeles channel, Hal Bock ceased to operate in any channel other than television. Officially his public relations duties ended, but the lessons learned are with him in his every daily move.

He has reached one definite conclusion about the medium: When anyone asks whether he's a TV expert he has one reply, "Yes, provided you aren't."

Mr. Bock is a member of the L. A. Junior Chamber of Commerce. Organizationally he's a director of the Author's Club of Hollywood and the Academy of Television Arts & Sciences, and is a member of the Los Angeles Advertising Club, Hollywood Ad Club and Sigma Delta Chi.

In 1926, Hal Bock first met Sybil Chism, then an organist at the Strand Theatre in Long Beach. When he got back to Los Angeles after his stretch in San Francisco, the two decided to play a duet. And they did on June 4, 1936.

They live on the Sunset Strip in Hollywood on a hill overlooking Ciro's. Mr. Bock has been to that club twice in three and a half years.

Night clubs are definitely not his hobby but pipes are, and he can pick most any shape of a smoke he might be in a mood for, from among his collection of 60 odd "boilers."

When it's not time for tee—he's a golfer—or a smoke, there's music in the air at the Bock menage with Sybil at their own Hammond organ and the guests lending their vocal chords.

White Visits HT

FORMER SENATOR Wallace H. White Jr. (R-Me.) visited the White House Jan. 31 to add President Truman's photograph to his collection of autographed pictures of American presidents. Mr. White, former Senate Republican leader and chairman of the Senate Interstate and Foreign Commerce Committee, has autographed photographs of every president since Grover Cleveland. President Truman inscribed on the picture he gave to Mr. White, "To My Good Friend and Colleague With Every Wish for His Health and Prosperity."

Management



ELISHA GOLDFARB, formerly associated with Lauterstein & Brown, general counsel for Mutual for past four and a half years, has been appointed MBS counsel. Lauterstein & Brown firm continues as general counsel.

W. FERRON HALVORSON, former director of sales and advertising at KVNJ-FM Fargo, N. D., has been appointed station manager of WCAT Rapid City, S. D., owned by the South Dakota School of Mines and Technology. Mr. Halvorson was previously director of radio training and assistant professor of speech at St. Olaf College, Northfield, Minn., where he also supervised some activities at WCAL, the college station. During the war, he served in the Navy as coordinator of entertainment and athletic activities.

MAURICE MITCHELL, director of the broadcast advertising division of the NAB, will teach a course in "Radio Station Management" at American U., Washington, this spring. **DEE W. PINCOCK,** senior attorney for the FCC, will conduct the university's course in radio and television policies and regulations, and **RALPH BURGIN,** NBC producer, a course in the use of music for radio and television programs.

JOHN W. ELWOOD, general manager KNBC San Francisco, has been re-elected president of the San Francisco Downtown Assn. for second term, Association is organization of more than 1,000 business men and firm representatives.

EDMUND SOUHAMI, NBC attorney, has been appointed labor relations assistant to **ERNEST de la OSSA,** director of network personnel. Mr. Souhami has been representing NBC's legal department in labor negotiations for the past two years, and is a member of the Copyright Committee of the Bar Assn. of the City of New York.

BERNARD L. YOUNG has been appointed general manager of WLOG Logan, W. Va., after eight years with WTOL Toledo, Ohio.

WALTER MILLAR has been appointed assistant to the manager in charge of all program operations at WMOB Mobile, Ala. He has been with station for past three years, serving as announcer and more recently in sales department.

DALE TAYLOR, general manager of WENY Elmira, N. Y., has been elected president of the Arctic League Inc. League directs all fund raising projects in the area.

RALPH PATT has resigned as general manager of WDOD Chattanooga, Tenn. **NORMAN THOMAS** and **EARL WINGER,** co-owners of the station, will direct its administration, while **BRYAN J. BUSH,** former local salesman, will be in charge of sales. Mr. Patt has announced no future plans.

MORGAN CRAIG, general manager of WGCD Chester, S. C., has been elected by the local Junior Chamber of Commerce as the city's "Outstanding Man of the Year."

FLEMING NEWBOLD

'Star' President Dies

FLEMING NEWBOLD, 75, president of The Evening Star Newspaper Co., publishers of *The Evening Star* and *Sunday Star*, Washington, died unexpectedly at his home Jan. 31. He also served as a director of The Evening Star Broadcasting Co., licensee of WMAL AM-FM-TV Washington.

Mr. Newbold was born in Dayton, Ohio, on April 11, 1873. He joined *The Star* in 1890, serving in various capacities until he became president on Feb. 18, 1948. Surviving are two daughters, Mrs. John Legendre of Aiken, S. C., and Mrs. James Bush of St. Louis; four grandchildren, Nancy Ryan, Allan Ryan III, Serena Stewart and Janet Legendre, and three nephews.

IDEAL PICTURES

Purchased by Esquire Inc.

IDEAL Pictures Corp. has been purchased by Esquire Inc., publisher of *Coronet*, *Esquire* and *Apparel Arts* and producer of Coronet Films, David A. Smart, chairman of the board of *Esquire*, announced last week.

Ideal has 18 branches in this country and Hawaii and, according to Mr. Smart, is the largest library operation in the 16mm film field. It services non-theatrical films to roadshow operators, television stations and schools, clubs and individuals. Paul R. Fought will be Ideal's new general manager. Marion Harvey, chairman of the board of Ideal, and S. J. Sperberg, its vice president, who sold their interests, will continue to be associated with Ideal.

Miles W. Vaughn

MILES W. VAUGHN, 57, United Press vice president and general manager for Asia, was drowned Jan. 30 in Tokyo Bay when the sampan carrying him and a party of duck hunters capsized.

MUNICIPAL TV

Evans Named to Supervise

SETTLING for the proverbial half-a-loaf, and setting up a modified television operation in lieu of a costly and currently impossible city-operated video station, New York's Mayor William O'Dwyer last week appointed Clifford Evans, former newspaperman, as supervisor of television for the Municipal Broadcasting System.

According to Seymour N. Siegel, director of the city radio system, city officials have for some time been considering the establishment of a complete television station to operate with WNYC and WNYC-FM New York. However, because of the prohibitive initial cost (some $282,000) and approximate $150,000 annual operating cost, and the current FCC freeze on the available frequencies, expected to be maintained until higher frequencies are obtainable, the present setup was organized so that the city system could "get its feet wet" in video operation.

Mr. Evans will supervise a modest television film unit, for which the City Board of Estimate has appropriated $17,822. Programs will be scheduled on such civic interests as public health, public safety, water conservation and community cultural activities, and will be made available free of charge to commercial television stations in New York. Stations in the area have already requested the city-produced programs for the following reasons, as outlined by Mr. Siegel:

1. Public service.
2. Program material which is hoped to be of exceptional high standard, at no cost to the station airing it.
3. Helping the city.

Six employees will be active in the new television unit, including Mr. Evans, who will receive $7,000 a year; a cameraman at $5,000 yearly, and an electrician in charge of lighting at $4,000 annually. Sixteen millimeter cameras will photograph city government activities and other events, with voices and music either to be dubbed in via tape recordings, or picked up simultaneously by sound camera.

Mr. Evans was formerly a reporter and feature writer on newspapers in New York and Washington, and worked in recent years as program director for WLIB Brooklyn, and as vice president in charge of public affairs for WHLI and WHLI-FM Hempstead, L. I.

Denker Book

RADIO WRITER Henry Denker has completed a novel, *I'll Be Right Home, Ma*, to be published Feb. 21 by Thomas Y. Crowell Co. The book is Mr. Denker's first full-length novel. He has written radio scripts for Columbia Workshop, *Readers' Digest* radio program, OWI, *Cavalcade of America* and others.

Just off the Press

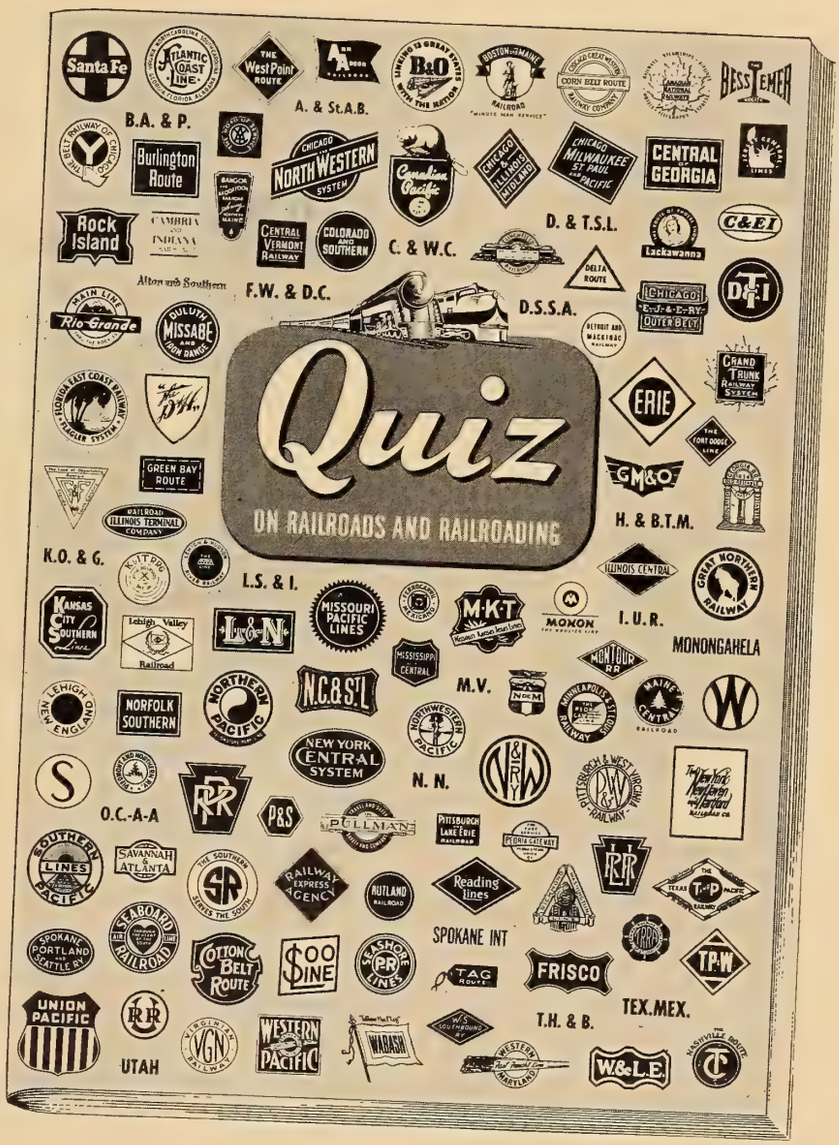
NEW EDITION OF A. A. R.'s FAMOUS "QUIZ ON RAILROADS AND RAILROADING" PROVIDES AUTHENTIC DATA, WITH EASY-TO-USE, COMPREHENSIVE INDEX COVERING OVER 700 TOPICS.

Here's a valuable, authoritative source of railroad information in handy question-and-answer form, completely indexed to give you up-to-date information about American railroading.

Assembled in easy-to-read groupings are compact answers to more than 250 questions covering American railroads, their history, physical properties, operations, accomplishments, and the role that they play in every phase of American life.

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Please send me _____ copies of "Quiz on Railroads and Railroading."

PLEASE PRINT

Name_____

Address_____

City_____ Zone_____ State_____

WVTL DROPS CP

Says TV Future Uncertain

BECAUSE of engineering and economic uncertainty in television's future, the Utica, N. Y., *Observer-Dispatch* has surrendered its construction permit for WVTL (TV) Utica.

Deletion of the station was granted by the secretary of the FCC last Wednesday, effective Jan. 27, date of expiration of the CP. The permit was granted in May 1948 for Channel 3 (66-70 mc) with effective radiated power of 15.5 kw visual and 7.5 kw aural. An application for extension of completion date to September 1 also was dismissed.

With the deletion of WVTL there now are 116 television permits authorized, plus seven licensed stations. A total of 57 video outlets are operating.

The *Observer-Dispatch*, a Frank Gannett paper, previously held authorization for an FM station in Utica, WKCJ, which was deleted at the paper's request last year. Gannett newspapers in other cities own or have interest in WHEC Rochester, WENY Elmira, WHDL Olean and WABY Albany, N. Y.; WDAN Danville, Ill., and WTHT Hartford, Conn. TV applications pend in Rochester, Elmira and Hartford.

Other TV Station

There is one other video station under construction in Utica, WKAL-TV, owned by the Copper City Broadcasting Corp., licensee of WKAL Rome, N. Y. WKAL-TV holds CP for Channel 13 (210-216 mc) in Utica. There are no pending video applications for that city.

J. David Hogue, vice president of the *Observer-Dispatch*, told the Commission that his firm's TV application had been filed early in 1948 and "since that time there have been many developments affecting the future trend of this industry, both of an engineering and economic nature." He said, "It is our considered judgment that there is too much uncertainty surrounding the immediate future to justify for us the substantial investment required for a television station in the Utica market." He noted the city would not be left without video service, because of WKAL-TV.

Enter TV Field

HARTLEY Productions, New York, commercial film company, last week entered the television package show business with a half-hour children's film series, *Operation Fun Club*. The new show, starring Leon Janney, presents both information and education features and is offered on a weekly basis for participating sponsorship by five advertisers (or five products) per show at a cost of $500 a week per sponsor or product.



SMILES are order of the day at "Television Information Please" meeting of American Marketing Assn.'s New York chapter at Hotel Commodore, New York, Jan. 25. L to r: Jay Jostyn, who plays the title role in *Mr. District Attorney*; C. E. Hooper, president of C. E. Hooper Inc.; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; A. E. Sindlinger, president, Radox, and Ted Cott, vice president, WNEW New York.

AM-TV PAPERS

To Highlight RMA-IRE April Meeting

TECHNICAL developments in television and broadcasting will be scanned by industry engineers at the spring meeting of the Engineering Dept. of Radio Mfrs. Assn. and the Institute of Radio Engineers. Meeting will be held April 25-27 at the Benjamin Franklin Hotel, Philadelphia.

Days have been divided into morning technical sessions and afternoon inspections trips, according to Virgil M. Graham, Sylvania Electric Products, chairman of the committee in charge. Speaker at the April 26 dinner will be Stuart L. Bailey, of Jansky & Bailey, IRE president. T. A. Smith, RCA, chairman of the RMA Transmitter Division, will be toastmaster.

Technical papers on the opening day's agenda include discussion of a 3 kw medium frequency transmitter, by L. F. Deise and L. W. Gregory, Westinghouse Electric Corp.; cavity resonators in the mobile field, by Henry Magnuski, Motorola Inc.; Symmetron 50 kw FM amplifier, by L. D. Balthis, Westinghouse; instantaneous deviation control for phase modulation transmitters, by Marion Winkler, Motorola. Afternoon includes lunch, RMA and IRE committee meetings and stag party with Cornell-Dubilier Electric Corp. as host.

To Speak

Speaking on television recording at the second morning's meeting will be R. V. Little Jr., RCA. M. Cawein and J. A. Good, Farnsworth Television & Radio Corp., will speak on the Utiliscope. New TV visual modulator will be described by A. J. W. Rhodehamel, General Electric Co., and E. Finley Carter, Sylvania, will describe "The Reality of Invisible Forces." Lunch, committee meetings and International Resistance Co. cocktail party will follow, with the dinner meeting in the evening.

Third day includes paper on tube cooling by M. D. Lemeshka and A. G. Nekut, RCA; audio power amplifier, by John M. Miller Jr., Bendix Radio; longitudinal interference in audio circuits, by H. W. Augustadt, Bell Labs; commercial OTM telephone microwave link, by N. J. Gottfried, Federal Telecommunication Labs., and W. J. Logan, Maritime Telephone & Telegraph Co. Lunch and inspection trips continue the program.

Over 1,500 radio engineers are taking part in a continual study and review of engineering standards in the radio manufacturing industry under direction of the RMA Engineering Dept., headed by Dr. W. R. G. Baker, General Electric Co. The department is reviewing all pre-war standards and has recommended adoption of more than 40 new or revised standards since World War II, according to Dr. Baker. As many more are being closely reviewed by 173 committees comprising 1,897 members, many of the members serving on more than one committee.

FOOTBALL

NCAA to Further TV Study

H. JAMISON SWARTS, U. of Pennsylvania athletic director, reported that the Eastern Collegiate Athletic Conference has recommended to the National Collegiate Athletic Assn. that funds be provided for continuing the Crosley television survey.

Mr. Swarts said the survey, conducted last season in the New York - Philadelphia - Boston area, proved football attendance suffered because of television, particularly attendance at smaller school games. Mr. Swarts so reported at the NCAA convention at San Francisco, Jan. 9 [BROADCASTING, Jan. 17].

WRTB(TV) START

Even If FCC Denies Transfer

WRTB (TV) Waltham, Mass., would be on the air within 60 days even if FCC fails to approve pending transfer applications, President Charles Francis Adams Jr. of Raytheon Mfg. Co., the permittee, testified last week.

His testimony came during a hearing called by the Commission to determine whether Raytheon had proceeded diligently with construction of the station and whether additional time should be allowed for completion. The original grant for WRTB—Channel 2—was issued in May 1946.

The station, it was disclosed, has signed an affiliation agreement with CBS.

The network has bought WRTB for $242,122, pending FCC approval, and under the Commission's AVCO Rule Meredith Engineering Co., owner of WHEN (TV) Syracuse and subsidiary of Meredith Publishing Co., has offered to match the CBS bid [BROADCASTING, Nov. 1, 1948; Jan. 17].

The hearing, held before FCC Examiner Hugh B. Hutchinson, produced testimony that Raytheon had spent $254,401 on WRTB. The book cost, including general television developmental work, was placed at $474,944, while the market value of WRTB equipment alone was reported as $254,401.

NEW TUBE

For Inter-City TV Links

A NEW TYPE of electron tube, expected to triple or even quadruple the program-carrying capacity of inter-city video relay links, was described Wednesday evening by Dr. Jack A. Morton of Bell Telephone Labs., at the Institute of Radio Engineers in New York (see earlier story, page 68).

Dr. Morton said the new very high frequency tube, no larger than the average tube in a home radio set, is to be used in the radio-relay circuit now under construction between New York and Chicago. He and his associates are the inventors and perfectors of it.

The tube is referred to as a "close-spaced triode." The name derives from the small distance—a span of about one-fifth the diameter of a human hair—between the tube's grid and cathode. The spacing is about one-sixth that found in any triode tube now available.

To be manufactured by the Western Electric Co., it will be used as an amplifier, modulator, oscillator and frequency multiplier in repeaters and terminal equipment, Dr. Morton said. Repeaters using the new tube will use about half as much power as earlier types and provide greater band widths over which amplifications can be achieved.

Stands Out . . . . . in cleveland

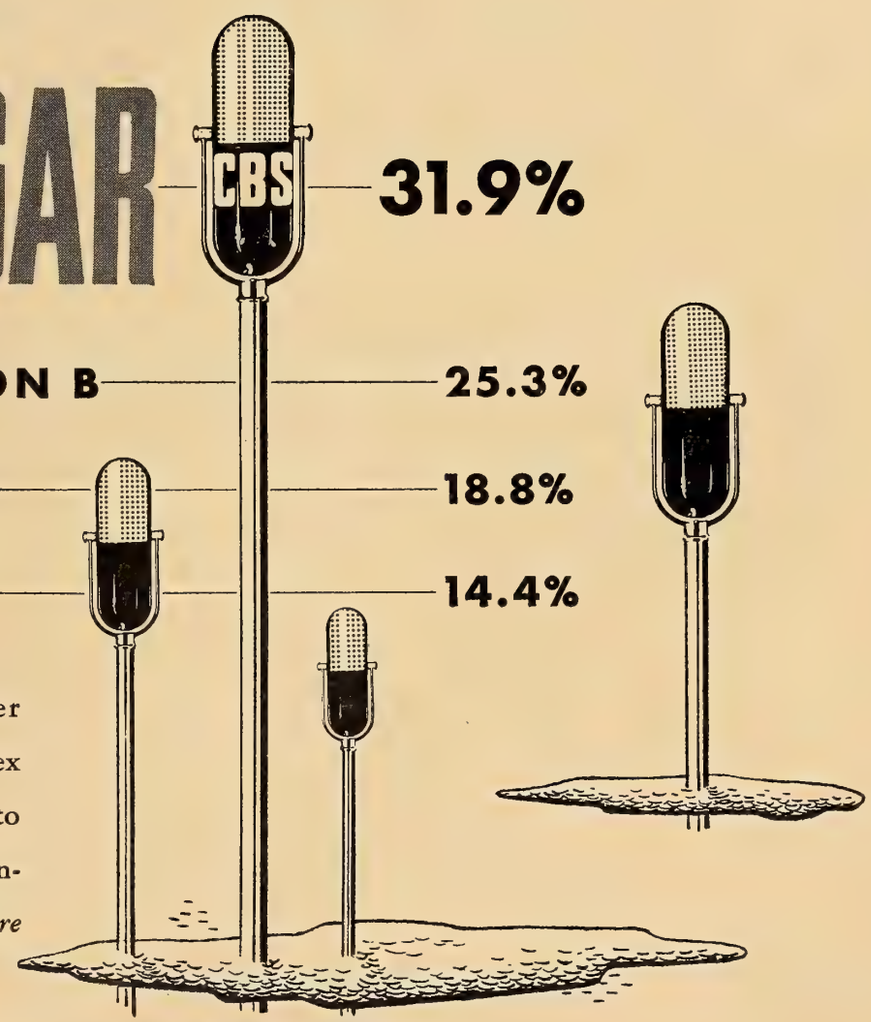
Hooper Reports:

WGAR — CBS — **31.9%**

STATION B — **25.3%**

STATION C — **18.8%**

STATION D — **14.4%**



The November - December Hooper Station Listening Index shows that WGAR *continues* to stand out as Cleveland's listening habit. And this was *before* Jack Benny and other new 1949 features were added to the program schedule of Cleveland's Friendly Station.

WGAR 50,000 WATTS CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland . . . in Akron . . . in Canton*

Represented Nationally by EDWARD PETRY & COMPANY

WASHINGTON U.

Programs Are On State-Wide

BROADCASTS produced by the U. of Washington are reaching an ever increasing number of listeners in the state, according to an announcement last week by Prof. Edwin H. Adams, executive officer and program director of the University's radio education department.

Fourteen broadcasts a week are heard on Seattle stations with five programs being carried on other stations in the state, including: KXLE Ellensburg, KSEM Moses Lake, KOMW Omak, KHQ Spokane, KUJ and KWWB Walla Walla, KWSC Pullman and KXRO Aberdeen.

Production and placing of the programs is done by Prof. Adams, with William Ladd responsible for statewide distribution. Bruce Calhoun is in charge of production. Broadcasts emanate from Radio Hall on the University's Seattle campus and are supervised by an audio-visual board.

UHF TV TUBES

Use 'Not Unusual'—Sorg

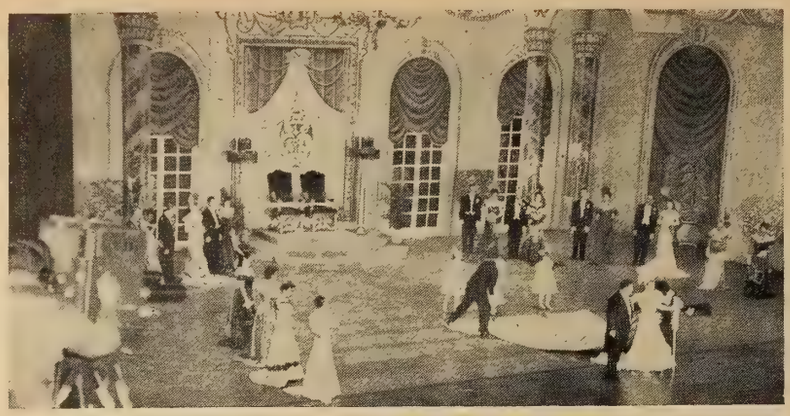
BELIEF that the provision of transmitting tubes for adequate power in the UHF television region is "not a serious problem" was reiterated last week by Eitel-McCullough Inc., radio tube manufacturer, of San Bruno, Calif.

Harold E. Sorg, Eimac director of research, called attention to "some recent reports" which he feared might make the public "unduly concerned" about UHF transmitting tube operation.

"As a matter of fact," he said, "it is not at all unusual to operate transmitting tubes successfully at ultra-high frequencies, as evidenced in other types of service. For example, Eimac tubes are being currently used in communications transmitters at frequencies over 1000 mc."

His statement, contained in a letter to FCC, was occasioned by reports that the 500 mc experimental station which was operated during the fall and early winter in conjunction with NBC's WNBT Washington had experienced tube failures due to high heat [BROADCASTING, Dec. 20, 1948].

Mr. Sorg called attention to Eimac testimony during hearings on opening of UHF television band (475-890 mc), at which time he told FCC that Eimac already had done the basic tube design work for high-band television. He predicted at that time that transmitting tubes with 50 kw peak output could be made available for the low end of the high band within six months to a year, depending on demand, and that similar tubes for the 650-890 mc region can be had in one to two years [BROADCASTING, Sept. 27].



NEW ORLEANS televiewers got a glimpse of city's Iris Carnival ball recently. The telecast was first coverage by WDSU-TV New Orleans of an event involving such large-scale production. Station has announced that it plans complete coverage of the Mardi Gras.

AWB AGENDA

March 10-12 Meeting Plans Are Announced

AGENDA for the sixth annual convention of the Assn. of Women Broadcasters, feminine branch of the NAB, was announced Thursday by Pat Griffith, NAB director of women's activities. With Chicago as site, the March 10-12 meeting is expected to attract broadcasters who have been unable to attend eastern conventions.

Miss Griffith forecast an attendance of about 400 delegates. Meeting theme is "The Business of Broadcasting." Sessions will be held at the Drake Hotel in Chicago. Frieda B. Hennock, FCC member, and A. D. (Jess) Willard Jr., NAB executive vice president, will be principal speakers [BROADCASTING, Jan. 31].

AWB was formed in 1942 and has an active membership of 1,500. Members are staff members of stations, or broadcast over NAB member outlets. It includes associate members in executive phases of radio who work outside stations.

Opening day's proceedings include registration, committee meetings and unscheduled radio activities in the morning. First membership meeting will be held 2-4 p.m. with Ruth Crane, WMAL Washington, AWB president, in the chair. General chairman of the convention arrangements committee is Elizabeth Marshall, WBEZ Chicago.

Reception Planned

A reception will be held for newcomers followed by a buffet supper and entertainment.

The March 11 program opens with a tentatively-scheduled breakfast party at the Merchandise Mart. Business meeting, 10-12 a.m., will include a panel by NAB department directors on "Coordinating NAB-AWB." Voice of Democracy contest results, free-time projects, and presentation of new sales manual on women's programs are planned.

At the luncheon Mr. Willard will be guest speaker. A fashion show will be a part of the program. In the afternoon a business session will be held for active members. A separate meeting for associate members will be addressed by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York.

Evening plans include a cocktail party followed by a dinner at which the National Assn. of Greeting Card Mfrs. will be host. Steve Shannon, president, will be toastmaster.

Saturday's agenda opens at 9:45 a.m. with a work session open to all delegates. Anne Hayes, KCMO Kansas City, will be moderator of a panel of station managers and women broadcasters. Topic will be, "The Woman Broadcaster and Her Station Manager." Another panel at 11:15 will be "New Ideas for Women's Programs," with Beaulah Karney, WENR Chicago, presiding.

Luncheon guests will include Gov. Adlai Stevenson of Illinois and Mayor Martin Kennelly of Chicago. Miss Hennock will be guest speaker.

Afternoon will be featured by a television work session. Fran Harris, Ruthrauff & Ryan, Chicago, will preside over a panel of women in television. Subject will be, "Television—The Eyes of Today." Closing session starting at 5 p.m. will be a joint meeting with Miss Griffith presiding. Cocktail party and buffet will conclude the convention program.

Business brunch will be held March 13 at 10 a.m. by the AWB board of directors.

National officers of AWB are: Miss Crane, president; Miss Griffith, second vice president; Eleanor Hanson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTC Stamford, Conn., secretary; Norma Richards, WSPD Toledo, treasurer. The post of first vice president is vacant.

AWARD for "the outstanding documentary radio program of interest to entire family" for 1948 was given to ABC *Mr. President* program by 10th district California Congress of Parents and Teachers.

ATS FORUM

Vallee, Others Give Views

TIME will prove the superiority of film over live shows for video, according to Rudy Vallee, who last Tuesday addressed an American Television Society film forum at the Museum of Modern Art, New York. Filmed television shows, he believes, soon will represent 80 to 90% of the total video production.

The erstwhile vagabond lover, who is head of the Television Film Producers Assn. of Hollywood, has his own video production firm, Vallee-Video Inc.

Howard Bailey, assistant managing editor of *The Evening Star*, which owns and operates WMAL-TV Washington, outlined the problems of a newspaper that owns its own TV station. Such a station should be a separate entity rather than a department of the publication, Mr. Bailey said. "A newspaper and its television station will never be competitors for the advertisers dollar," he added.

George Bonwick, president of Pathe-Pictorial Films, New York producers and distributors of package shows, warned the forum group on liability. He said: "Rental, lease or sale of a film for television usage is a potential atomic bomb of liability—unless proper legal clearances have been established all along the line."

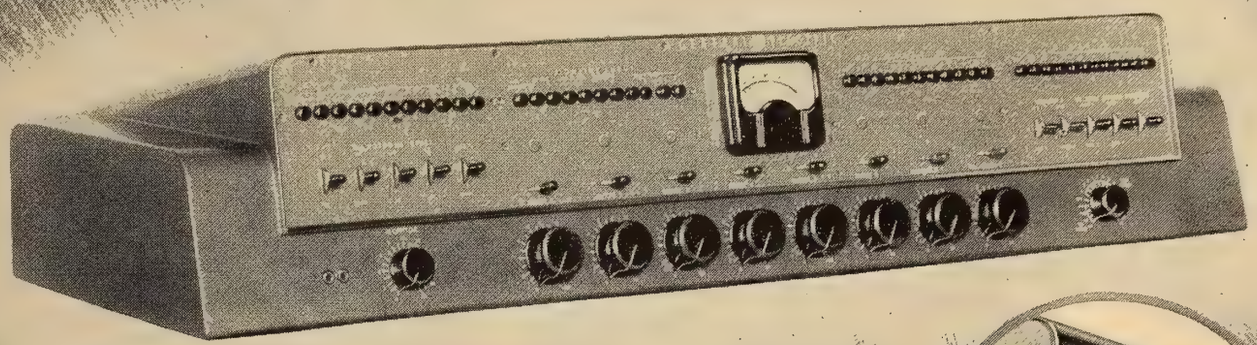
Paul Alley, director of the *NBC Newsreel*, showed his highlights of the recent Presidential Inauguration in Washington, and a film of President Truman's speech at the Electoral College banquet. "New techniques now being planned for presentation of news on television will revolutionize the newsreel industry," he said. He referred to plans for presentation of a new live news show on NBC-TV starting later this month.

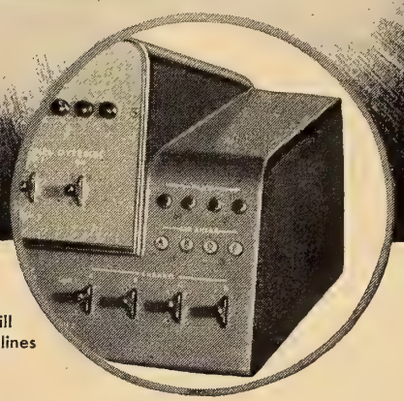
Forum opened with presentation of one show in the American Tobacco Co. prize-winning network film series, *Your Show Time*.

WKDN LP Routine

WHEN WKDN Camden, N. J. acquired a Columbia LP record player, it huddled its engineers to decide on how best to feed the gadget into a Raytheon console. After tossing in various radio trinkets, the thing worked like a charm, according to Phil Steen, chief engineer. Steen's routine: The pickup was matched to the pre-amp input through a 400,000 OHM to 250 OHM pad, then fed to the console through a three-circuit jack and plug. When the quality was not up to standard, a .003 MF condenser was placed across the pickup's output. Objectionable pops and frying sounds were eliminated and listeners reported excellent reception and fidelity, according to WKDN.

LOOK AT THIS *Performance-Engineered* G-E *Consolette*





FOR MULTIPLE STUDIO CONTROL
Exclusive G-E development! Ask about the special G-E Consolette Switching System. It will switch up to 4 consolettes into any of 4 outgoing lines

LOOK AT IT *Practically*

Fits any standard desk . . . easy to see over . . . all functions at your fingertips . . . clear, clean control identification . . . large easy-grip knobs, in orderly sequence, spaced for comfort . . . extremely flexible in use . . . handles two studios, one announce booth, two turntables, up to eight remote input lines and two output lines—*an engineer's dream of operational simplicity!*

LOOK AT IT *Technically*

Either program amplifier output can be switched to either output line . . . you can "ride gain" on each program channel . . . the flip of a switch transfers the VU meter to either of these channels . . .

"Attention-getter" over-ride circuit, plus convenient program or talk-back cue, makes each remote line do double duty—program and order wire . . . interlocked connections are provided for G-E high-fidelity monitoring speakers or studio wall speakers.

LOOK AT IT *Economically*

Simple, low-cost installation . . . quick accessibility and maintenance . . . General Electric design permits you to conduct auditions during program time—(your Sales Department will like this) . . . also, you can supply the same or different programs to two output channels—local transmitters or networks.

Look Again—THEN ORDER



FREE BULLETIN— This colorful booklet, giving full details about the G-E Consolette, is yours on request. Write for it today. *General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

VIDEO IN CARS

States Seek Limitations

By JEREMIAH COURTNEY

SWEEPING the country in a remarkable if limiting tribute to television growth are a variety of bills, introduced within the last month either to prohibit or restrict the use of television receivers in motor vehicles.*



Mr. Courtney

Although this year's legislatures have been in session about a month, bills which would have this effect have already been introduced in 12 states—California, Connecticut, Indiana, Maryland, Massachusetts, Michigan, Missouri, Montana, Nebraska, New York, Ohio and Rhode Island. The tendency to date has been for the introduction of these bills to occur generally in states where television facilities are now in operation, 9 of the 12 states where such bills have been introduced falling into that category.

The bills are of two principal types with minor variations of language. One would prohibit absolutely the installation of television receivers in any motor vehicle; the second type would limit installations to those so placed that the driver cannot see them when operating the vehicle.

Typical of the first type are the Massachusetts and Rhode Island bills. The Massachusetts bill simply provides: "No motor vehicle in which a television set, so called, is installed shall be operated on any way within the commonwealth."

More elaborately, the Rhode Island bill provides:

"Sec. 16. No person shall operate or cause or permit to be operated any device commonly known and described as a television or video receiver within any motor vehicle upon any public highway.

"Sec. 17. No person shall install within any motor vehicle to be used upon any public highway any device commonly known and described as television or video receiver.

"Sec. 18. Every person who shall violate any of the provisions of section 16 or 17 of this chapter shall be punished by a fine of not more than $50.00 for each such offense."

The Michigan bill would prohibit television set installation without first securing permit to do so from Commissioner of State Police.

Typical of the bills which would operate only to restrict the manner of installation are the New York and California measures. New York Assembly Bill No. 122 provides:

"24. It shall be unlawful to operate upon any public highway in this state a motor vehicle which is equipped with or in which is located a television set so placed that the viewing screen therof is visible to the driver while operating such vehicle."

The California bill is similarly worded:

"No person shall drive any motor vehicle equipped with any television viewer, screen or other means of visually receiving a television broadcast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The majority of the bills introduced are of the New York-California type, as is the proposed amendment to the Uniform Traffic Act on which the National Committee on Uniform Traffic Laws and Ordinances is now balloting. The proposed amendment submitted to this government-industry body would prohibit any television receiver "which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

The impact of the bills proposed for the absolute prohibition of motor vehicle television receivers upon set manufacturers and the announced plans of Transit Radio to consider such use is apparent. It would also appear that the absolute prohibition type bills are not necessary for highway safety purposes as the placement of the receivers beyond the driver's range of vision would accomplish that purpose. Moreover, no such bill has ever been enacted with respect to AM mobile receiver installations.

None of the bills so far introduced has yet been enacted, although the Indiana bill has passed the Senate. The majority of the 42 legislatures now in session will continue into March and April, when two additional state legislatures, those of Florida and Louisiana, convene. Opportunity for amendment of all the pending bills still exists although the rash of bills already introduced strongly suggests that before the 1949 legislative sessions close, most of the states will have under consideration a bill of some sort affecting mobile unit television receiver installation.

FORMERLY assistant general counsel of FCC for Safety and Special Services, and since July 1946 a member of Courtney, Krieger & Jorgensen, Washington radio law firm, Mr. Courtney herewith offers a study of proposed states' legislation against mobile use of TV receivers. The trend, Mr. Courtney says, is toward more and more state measures before the end of 1949, and cites examples to prove it. During wartime Mr. Courtney headed FCC investigation into use of telephone and telegraph facilities for gambling information. A previous article ("Should Radio Give Race Results?"), written by him, appeared in BROADCASTING, July 7, 1947.

* California, House Bill No. 627; Connecticut, House Bills Nos. 22 and 87; Indiana, Senate Bill No. 3; Maryland, House Bill No. 95; Massachusetts, House Bill No. 1731; Michigan, House Bill No. 92; Missouri, Senate Bill No. 12; Montana, House Temporary No. 153; Nebraska, Bill No. 47; New York, House Bill No. 122; Ohio, House Bill No. 18; Rhode Island, House Bill No. 595.

DIVIDENDS CUT

CBS Gives TV as Reason

CBS has reduced its quarterly dividend on Class A and Class B stock from 50 cents to 35 cents a share to conserve cash reserves "for capital requirements in the development of television network and television station operations."

This was made known last Wednesday after a meeting of the CBS board declared a 35 cents cash dividend payable March 4 to stockholders of record on Feb. 18.

At the same time, CBS net income for 1948, subject to final audit, was given out as $5,051,700, compared with $5,920,100 in 1947.

This net income represented earnings on 1,717,352 shares of $2.94 for 1948 as against $3.45 in 1947.

The income details were announced by the board of stockholders as the "preliminary" consolidated results of Columbia Broadcasting System Inc., and its domestic subsidiaries for the year ended Jan. 1, 1949. Actual annual financial report will be issued on or before April 1, it was said. The figures:

	1948* (52 weeks)	1947 (53 weeks)
Income before federal income taxes	$8,141,700	$9,520,100
Provision for federal income taxes	3,100,000	3,600,000
Net income for period	5,041,700	5,920,100
Earnings per share (calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of Jan. 1, 1949	$2.94	$3.45

* Subject to Final Audit.

WINX RULING

AVCO on AM Sale But Not FM

FCC RULED last week that the AVCO Rule and its 60-day advertising requirements must apply to the $130,000 acquisition of WINX Washington by William A. Banks but not to the $160,000 purchase of WINX-FM by WTOP Inc.

The *Washington Post* is selling WINX to Mr. Banks and has acquired control of WTOP Washington from CBS through the purchase of 55% interest in WTOP Inc., in which CBS retains 45% non-voting stock. Since the *Post* controls WTOP Inc., FCC ruled that the WINX-FM transfer involves no change in majority ownership and need not come under the AVCO public-bidding rule.

Takes No Action

In the absence of a majority of the Commissioners, FCC took no action on the request that the *Post* be allowed to assume control of WTOP and that CBS be permitted to take over KQW San Francisco without prior approval of the WINX sale.

★

Relinquishment of control of WINX by the *Post* and of WTOP by CBS had been specified as conditions in FCC's approval of the WTOP and KQW transfers some three months ago [BROADCASTING, Oct. 25, 1948]. The KQW purchase involved $425,000 acquisition of 55% interest from Ralph R., Mott Q., and Dorothy M. Brunton. The network already owned 45%.

The WINX sale to Mr. Banks, owner of WHAT-AM-FM Philadelphia, involves $130,000 as compared with $500,000 paid by the *Post* in its purchase of the station in 1944. WINX is on 1340 kc with 250 w; WTOP is on 1500 kc with 50 kw, and KWQ is on 740 kc (CP for 560 kc) with 5 kw.

NEW WBIG MGR.

Hutchison Named to Post

PROMOTION of Gilbert M. Hutchison, commercial manager, to general manager of WBIG Greensboro was announced last Thursday by Ralph C. Price, president and chairman of North Carolina Broadcasting Co. Mr. Price is also president of Jefferson Standard Life Ins. Co., two-thirds owner of the station.

Mr. Hutchison, a veteran of 11 years with WBIG, succeeds the late Maj. Edney Ridge in direction of the station. Major Ridge, who died Jan. 13 [BROADCASTING, Jan. 17], was president, treasurer and general manager of WBIG. His widow, Lorraine P. Ridge, was elected to the board of directors. Third director is J. M. Bryan, executive vice president of Jefferson Standard.

Miss Aileen Gilmore, secretary of the corporation and secretary to Major Ridge, was elected secretary-treasurer. She will continue her executive secretarial duties.

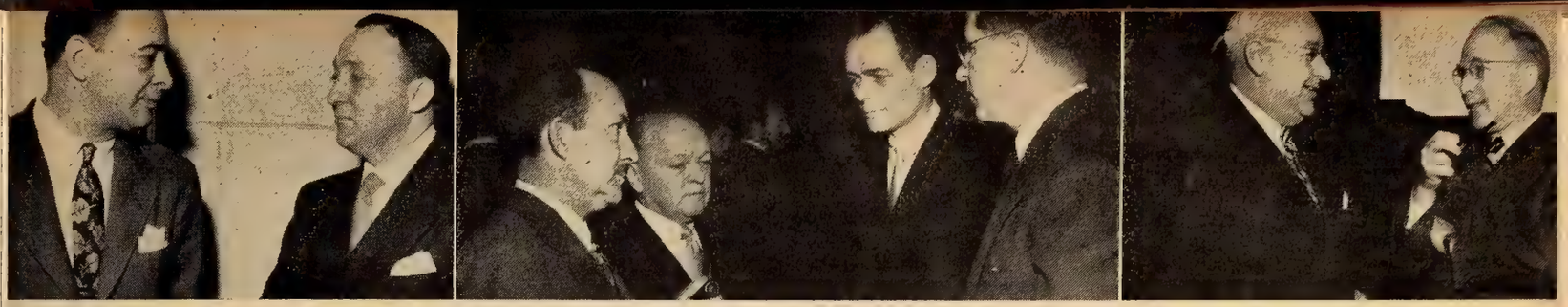
Mr. Hutchison started his radio career at WKRC Cincinnati in a sales capacity. He became commercial manager of WBIG in 1942.

DENVER TV BY '51

Forecast by KFEL's O'Fallon

"VIDEO cameras won't see much action in Denver before 1951," Gene O'Fallon, general manager of KFEL Denver, predicted last week.

Mr. O'Fallon outlined actions of the FCC in "freezing" TV station applications. Predicting that it will be two more years before channels are allocated and stations take the air, Mr. O'Fallon added that KFEL will continue its experimental video field tests through the summer. KFEL, operating under experimental license W-O-XEL, is "attempting to determine the eventual feasibility of TV operation in the proposed new 500 mc band," Mr. O'Fallon explained.



TELEVISION was surveyed in detail at the CBS Television Clinic Jan. 25-26 at the Waldorf-Astoria, New York. Photographer found these groups discussing video informally (l to r): Left photo—Carlos Franco, director of station relations for Young & Rubicam, and John Karol, CBS sales manager; center photo—William Whitmore, advertising manager, American Telephone & Telegraph's Bell System; T. T. Cook, vice president in charge of radio and television, AT&T; Ralph McKinnie, CBS-TV account executive, and William B. Lodge, CBS vice president and director of general engineering; right photo—George L. Moskovics, CBS-TV manager of sales development, and Charles Durbin, assistant advertising manager, U. S. Rubber Co.

CORRESPONDENTS

Carter Heads Radio Dinner

RADIO Correspondents' Assn. was scheduled to hold its annual dinner last Staurday (Feb. 5) at Washington's Statler Hotel in honor of President Truman. In addition to association members, government and congressional officials were expected to attend. Tickets were $10 per plate.

The entertainment lineup was headed by Jack Carter, currently substituting for Milton Berle on the latter's *Texaco Star Theatre* television program. Other talent included: Borah Minnevitch and his Harmonica Rascals; Nadine Conners and Janet Blair, singers; Marge and Gower Champion, dance team; Sid Caeser, and Allen Roth's orchestra.

Program was produced by Arthur Knorr, production consultant to the Texaco show and stage manager of the Roxy Theatre. The talent has appeared on Mr. Berle's program from time to time. Phillips Carlin, MBS vice president in charge of programs, handled arrangements.

Among the celebrities who attended the dinner were: H. V. Akerberg, CBS; E. M. Antrim, WGN Chicago; H. Leslie Atlass, CBS, Chicago; Charles C. Barry, ABC; Kenneth H. Berkeley, WMAL Washington; J. E. Campeau, CKLW, Windsor, Ont.; Phillips Carlin, MBS; H. K. Carpenter, WHK Cleveland, Ohio; Arthur B. Church, KMBC Kansas City; T. Wells Church, CBS; Lowrey Crites, General Mills; Donald Dwight Davis, WHB Kansas City; David E. Driscoll, WOR New York; Orrin E. Dunlap Jr., RCA; Robert E. Dunville, WLW Cincinnati; Willard D. Egolf, WBCC Bethesda, Md.

Sydney Eiges, NBC, New York; Victor Emmanuel, Avco Corp.; John E. Fetzer, WKZO Kalamazoo, Mich.; Robert E. Freer, Washington, D. C.; Earl H. Gammons, CBS, Washington; Philip L. Graham, *Washington Post*; Oliver Gramling, Associated Press Radio; Larry Haeg, WCCO Minneapolis; Frieda B. Hennock, FCC; Robert W. Hinckley, ABC; Phil Hoffman, WOL Washington; C. E. Hooper, Hooper Inc., New York; Hugh James, NBC; Sen. Edwin C. Johnson (D-Col.).

Sen. Lyndon B. Johnson (D-Tex.); Dr. C. B. Jolliffe, RCA; Merle Jones, WCCO Minneapolis; Robert F. Jones, FCC; Joseph Katz, Joseph Katz Co.; Edward M. Kirby, NBC; Thomas Knode, NBC; Edgar Kobak, MBS; Horace Lohnes, Dow, Lohnes & Albertson, Washington; Lawrence Lowman, CBS, New York; John MacDonald, NBC; Ian Ross MacFarlane and Louise Ann MacFarlane, WCBM Baltimore; William R. McAndrew, NBC, Washington; Clair R. McCollough, WGAL Lancaster, Pa.; Thomas McCray, NBC.

Ernest W. McFarland (D-Ariz.); B. M. McKelway, *Washington Evening Star*; Gustav Margraf, NBC, New York; John F. Meagher, KYSM Mankato, Minn.; Howard Meighan, CBS; Sig Michelson, WCCO Minneapolis; Justin Miller, NAB; Paul Miller, Gannett Stations, Rochester; Adrian Murphy, CBS; Edward R. Murrow, CBS; Phil Newsom, United Press Radio; Newbold Noyes Jr., *Washington Evening Star*; Morris Novik, WFDR New York; Eldon Park, WINS New York; Harry M. Plotkin, FCC; J. R. Poppele, WOR New York; T. S. Repplier, Advertising Council.

William Robinson, WLW Cincinnati; Elsworth Rogers, CFRB Toronto, Ont.; Frank M. Russell, NBC, Washington; A. A. Schechter, MBS, New York; Frank P. Schreiber, WGN Chicago; Harry Sedgewick, CFRB Toronto, Ont.; Victor A. Sholis, WHAS Louisville; James D. Shouse, WLW Cincinnati; Carleton D. Smith, NBC, New York; Frank Stanton, CBS, New York; Ben Strouse, WWDC Washington; Eugene S. Thomas, WOIC-TV Washington.

Barbara Thompson, WLW Cincinnati, WINS New York; Linus Travers, Yankee Network, Boston; Paul A. Walker, FCC; Lewis Allen Weiss, MBS, Hollywood; Burton K. Wheeler, Washington, D. C.; A. D. Willard Jr., NAB; Gene Wilkey, WCCO Minneapolis.

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RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

TELEVISION

WEWS-TV Cleveland, Ohio
WMCT Memphis, Tenn.

SALE BIDS

KPAS and WRLD Ask FCC Approval

SALE of KPAS Banning, Calif., for $52,500 by Rep. John Phillips (R-Calif.) and his sons to William T. Smith, lumberman and station applicant, and David Robbins is reported in application tendered for filing last week at FCC.

Request also was filed by WRLD-AM-FM West Point, Ga. (Lanett, Ala.), for consent to sale for $67,000 by L. J. Duncan and associates to J. C. Henderson and J. L. Coley, owners of WRFS Alexander City, Ala.

Rep. Phillips, in a letter to the Commission associated with the transfer application, requested waiver of the AVCO rule (requiring 60-day waiting period for possible public bids) in order to expedite the transfer. He held station's economic "situation" has been known for months and has been listed for sale with an agent and advertised.

Rep. Phillips wrote that the AVCO waiver "would not only be a personal favor to me, but it would take away at once a natural concern regarding the station. It would also make it possible to pay at once the station's creditors, who have been very patient during the past year." KPAS, granted in April 1947, is assigned 250 w on 1490 kc.

The Congressman stated that because of his legislative duties he has not been able to devote any time to the station and the burden of management has fallen upon his youngest son, Carl. Another son, Robert W., also is partner in KPAS. Rep. Phillips said the station "suffered somewhat more than the usual difficulties during its first year, having gone on the air without operating capital . . ." He explained rising construction costs and other factors had required all of the funds made available to his sons for KPAS.

The Congressman said that after giving additional funds to the operation he finally ordered that it be sold. Regarding waiver of AVCO, Rep. Phillips stated that "The situation of the station has been known for months, and other stations have tried to help by suggestions and advice." He continued, "The station was also listed for sale with an agent and it has been advertised. Consequently, anyone interested would already have made himself known."

Rep. Phillips and his sons are doing business as Pass Broadcasting Co. and would assign the KPAS license to a new partnership of the same name and composed of Messrs. Smith and Robbins as equal owners. Mr. Smith is owner of Pacific Mill and Lumber Co., Los Angeles, and has been AM applicant at Bakersfield and Palm Springs, Calif. Both requests were dropped last week. Mr. Robbins is owner of United Mfg. Corp. of California, Vernon, Calif., wood products firm.

In the WRLD case, L. J. Duncan, Leila A. Duncan and Josephine Rawls doing business as Valley Broadcasting Co. would assign the AM license and FM construction permit to a new corporation of the same name. New firm is composed of: Mr. Henderson, editor-publisher and 90% owner of Alexander City *Outlook* and secretary-treasurer and 40% owner of WRFS, president and owner of 434 shares; Mr. Coley, general manager and 51% owner of WRFS, vice president 168 shares; W. G. Jones, manager and 49% owner of Lanett, Ala., *Valley Tribune* and 49% owner of the Opelika, Ala., *Eagle*, secretary-treasurer 28 shares; Mr. Duncan, 70 shares. Mr. Henderson is 51% owner of the *Eagle* and *Tribune*. He also is publisher and 51% owner of the Dadeville, Ala., *Record*. WRLD is assigned 250 w on 1490 kc.

KOBAK'S SON

Is Named Manager of WTWA

EDGAR H. KOBAK, son of MBS President Edgar Kobak, has been appointed manager of WTWA Thomson, Ga., effective Feb. 9. Young Mr. Kobak was formerly associated with WNJR Newark, and started his radio career as an NBC page. He was educated at the Hill Schools and at U. of North Carolina.



Mr. Kobak

WTWA, an MBS affiliate, is owned by Edgar Kobak and Walter Brown, president of Spartan Radiocasting Co., owner of WORD Spartanburg, S. C.

PRO BASEBALL

Games Signed by WIL, WJBK

ALL BASEBALL games of the St. Louis Cardinals will be broadcast for the next three seasons, 1949-50-51, by WIL (AM-FM) St. Louis, according to a joint announcement last week by Fred Saigh, Cardinal president; Raymond W. Peters, vice president of the sponsoring Griesedieck Bros. Brewing Co.; Oscar A. Zahner, vice president of Ruthrauff & Ryan, and L. A. Benson, president and general manager of WIL. Harry Caray and Gabby Street will handle the play-by-play and commentary, respectively.

Griesedieck's network for Cardinal games last year numbered 54 stations in 7 states and efforts are being made to increase the number this year. KSD-TV St. Louis will telecast 15 Cardinal games to be specified later.

WJBK Detroit and 27 other stations in Michigan, neighboring states and Canada will carry all Detroit Tigers baseball games during the 1949 season, Richard E. Jones, general manager of WJBK and Fort Industry Co.'s Detroit operations, has announced. Broadcasts will be sponsored by Goebel Brewing Co. Harry Heilmann, former Tiger outfielder and American League batting champion, will handle the play-by-play, assisted by Van Patrick, veteran Cleveland sportscaster.



NOVEL APPROACH to selling a prospective customer is KTUC Tucson's use of the "red carpet." The stunt never fails to get a laugh—and sales results—according to Lee Little (l), KTUC manager, who is shown rolling out the carpet for a prospect, W. R. Shearman, of Shearman Furniture Co., Tucson. Mr. Shearman bought a weekly half hour Sunday afternoons.

JOINS DON LEE

Tatum Is General Counsel

DONN TATUM, partner in the Los Angeles law firm of Lillick, Geary & McHose, has resigned to join Don Lee Broadcasting System as general counsel and assistant secretary of the corporation, according to Lewis Allen Weiss, president. In addition, he will serve as a member of the board of directors.



Mr Tatum

As a partner in the law firm, Mr. Tatum has been actively concerned with radio affairs, including work for such clients as RCA and ABC. He also has served as legal counsel for the California State Broadcasters Assn., Southern California Broadcasters Assn., Hollywood Advertising Club and the Academy of Television Arts & Sciences. He was one of the incorporators of the latter organization.

Mr. Tatum was graduated from Stanford U. in 1934 with magna cum laude honors. He attended Oxford Law School for two years and then Loyola U. (Los Angeles) Law School. He was admitted to the bar in 1938. Mr. Tatum is married and has five children.

WBT-IBEW

Talks End, Not Broadcasts

DESPITE suspension of negotiations between WBT Charlotte, N. C., and International Brotherhood of Electrical Workers at 1:30 a.m. Tuesday, union engineers remained on the job last week, a situation described as unique in radio labor relations. The WBT-IBEW contract expired at midnight Monday.

Negotiations were closed at the request of Clifford Lee, union negotiator, according to WBT. Wages, hours and working conditions are not involved in the dispute.

Proposal to take the matters of trade jurisdiction and discharges to arbitration was made by Yates Heafner, Federal conciliator. The union agreed but WBT took the position that it did not desire to place management prerogatives in the hands of a person not associated with the radio business.

Points at Issue

First point at issue centers on the union's objection to a contract phrase giving technical supervisors right to work "whenever they consider that a proper discharge of their duties requires that they do such work," through the paragraph forbids displacement of technicians from regular work in such cases.

Second, the union objects to a sentence giving management right to discharge an employe if an arbitration board finds that an act or omission relied on by the company as grounds for discharge did occur. WBT points out that it has discharged only two technicians in 20 years, one for habitual drunkenness and the other for a similar cause. Three technicians have been with the station 20 years, most of the rest 10 years or more.

FM GRANTS

Issued to Seven Stations

NEW Class B FM construction permits were granted last week by FCC to replace expired permits of five FM stations. Two new CPs for noncommercial low power FM stations also were authorized.

Recipients of the replacement CPs, covering same previously assigned facilities, were the following stations: WRLD-FM West Point, Ga. (Lanett, Ala.), whose CP had expired Sept. 12, 1948; WGOV-FM Valdosta, Ga., Oct. 31, 1948; WFRS Grand Rapids, Mich., May 2, 1948; KOAK Clinton, Okla., Nov. 12, 1948, and KFDX-FM Wichita Falls, Tex., Nov. 12, 1948. WRLD-FM, WGOV-FM and WFRS have been on interim operation.

Board of Trustees, Free Public Library, Louisville, Ky., received CP for Channel 207 (89.3 mc) with power of 10 w. Estimated cost of construction is $9,170.

Duquesne U., Pittsburgh, received CP for Channel 207 with power of 10 w also. Estimated cost of construction is $12,550.

WGAR REPORT

Sales Up About 5%

ESTABLISHMENT of a television reserve fund, expected to require more than $1 million, was announced by President Frank Mullen of the Richards' stations at the annual stockholders' meeting of the WGAR (Cleveland) Broadcasting Co. [BROADCASTING, Jan. 31]. The fund will be taken out of surplus and the figure is based on estimated costs of investment and yearly operating costs, Mr. Mullen pointed out. A continuing study of video by various company officials has been authorized and Mr. Mullen stated the company would pursue its plan vigorously.



Mr. Mullen

Although sales figures for WGAR were not announced, it was revealed that the year's increase was about 5%, while in the final quarter the station showed sales approximately 14% above the corresponding quarter of 1947. Operating expenses were said to be at an all-time high which resulted in profits being just slightly lower than in 1947.

FIRST 15 PROGRAM HOOPERATINGS

Based on January 30, 1949, Report

Program	No. of Stations	Sponsor & Agency	YEAR AGO Hooper	Hooper	+or—	Pos.
Jack Benny*	167	American Tobacco (BBD&O)	28.9	27.6	+1.3	3
Radio Theatre	149	Lever Bros. (JWT)	28.6	22.9	+5.7	9
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	26.9	27.7	—0.8	2
Walter Winchell*	266	Kaiser-Frazer (Weintraub)	26.8	23.2	+3.6	7
Bob Hope	153	Lever Bros. (Y&R)	23.8	24.7	—0.9	6
Godfrey's Talent Scouts	150	Lipton Div.—Lever Bros. (Y&R)	22.1	20.9	+1.2	14
My Friend Irma	153	Pepsodent Div.—Lever Bros. (FC&B)	21.5	18.1	+3.4	18
Amos 'n' Andy	149	Lever Bros. (R&R)	20.1	23.0	—2.9	8
Stop the Music	180		20.0	—	—	—
Average of Sponsored Periods (8:00-8:15, 15.3) (8:15-8:30, 20:5) (8:30-8:45, 19.3) (8:45-9:00, 25.0)		Smith Bros. (SSC&B) Eversharp (Biow) Speidel (C&P) P. Lorillard (L&M)				
People Are Funny	164	B & W Tobacco (Seeds)	19.1	13.1	+6.0	46
Big Town	133	Lever Bros. (SSC&B)	17.7	15.5	+2.2	31
Dennis Day	144	Colg.-Palm.-Peet (Bates)	17.7	15.9	+1.8	28
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	17.6	21.2	—3.6	13
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	17.3	19.1	—1.8	15
Crime Photographer	163	Toni Co., Div.—Gillette (FC&B)	16.8	15.4	+1.4	32

* Includes second broadcast

Johnson Upheld

THE HIGHEST court of the land Jan. 31 confirmed the disputed victory of Sen. Lyndon B. Johnson (D-Tex.) for the U. S. Senate seat over his opponent, former Texas governor Coke R. Stevenson. The Supreme Court refused to hear Mr. Stevenson's appeal from a lower court order which dismissed his complaint against the legality of Sen. Johnson's election, thus ending a drawn-out battle in the federal courts. Sen. Johnson, whose wife, Claudia, owns KTBC Austin, Tex., defeated Mr. Stevenson by 87 votes in the Democratic primary and later won the general election in November. He was administered the oath Jan. 3.

TV 'Soap Opera'

TELEVISION'S first "soap opera," *These Are My Children*, new Irna Phillips serial, premiered last Monday on the full NBC-TV network. Emanating from WNBQ Chicago, the program originally was scheduled as a local show, but early rehearsals prompted NBC to add the series to the television network's schedule, Monday through Friday, 5-5:15 p.m.

Telestatus

(Continued from page 38)

TRANSMITTER

Building	$83,987.69
Transmitter tower (560 feet)	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements	22,463.18
Total	$186,788.32

STUDIO

2 camera sets (field pickup equipment)	$26,825.00
Switching equipment	6,600.00
Studio synchronizing generator	3,400.00
Film camera	8,085.00
Film projector	6,950.00
Amplifier kits	5,183.83
5-Power supply	1,000.00
Oscillograph	5,550.00
Adapter and monitor	1,815.00
Master monitor	3,580.00
3-Power Supply	1,072.50
Monoscope camera	1,750.00
4 panels	1,326.00
Pedestal	2,200.00
Friction head	600.00
Miscellaneous equipment items (under $1,000.00 per item)	16,558.61
Studio lighting	7,125.07
Total	$99,621.01

SUMMARY OF CONSTRUCTION COSTS

TRANSMITTER	
Transmitter and transmitting equipment	$104,017.11
Mobile truck and equipment	58,008.95
Building	83,987.69
Transmitter tower	59,908.93
Antenna system and feed lines on tower	20,428.52
Land and improvements	22,463.18
	$348,814.38
STUDIO	
Broadcasting equipment	92,495.94
Lighting	7,125.07
	$99,621.01
Total	$448,435.39

Platter Chatter

Gets Merchandise Sold

☆ ★ ☆

AVAILABLE

☆ ★ ☆

KENNY SARGENT Show

11 a.m. to 11:15 CST Segment

WHHM	Sta B	Sta C	Sta D	Sta E	Sta F
4.7	3.9	3.9	3.7	0.9	0.8

Latest Memphis Hooper Continuing Measurement

Patt McDonald, manager

FORJOE & CO., representatives

Member Association of Independent Metropolitan Stations

WHHM

Independent—But not aloof

Memphis, Tennessee

Dollar Strategy

(Continued from page 25)

the station had sold a fashion dress account. Broadcasters and retailers responded enthusiastically to the new NAB effort.

This project is one of a series planned by Maurice B. Mitchell, NAB director of broadcast advertising. First pressure for expanded advertising activity at NAB headquarters developed in January at a meeting of the Sales Managers Executive Committee, of which Eugene S. Thomas, WOIC Washington, is chairman. The committee went so far as to urge that 50% of NAB's budget be devoted to broadcast advertising. Another idea being studied is separation of the department from the main NAB structure, similar to the million-dollar Bureau of Advertising of the American Newspaper Publishers Assn.

The board will review BMB developments, hearing reports from Hugh Terry, KLZ Denver, and G. Richard Shafto, WIS Columbia, S. C., who explained the NAB position at BMB's November board meeting. Dr. Kenneth H. Baker, NAB director of research who is now supervising the actual research activities of BMB, will report on progress of the second study.

Though many changes have been made in BMB's project, many directors are deeply concerned over its financial problems. Conduct of the ballot mailing will require large sums, more than BMB now has in the till. Hugh Feltis, BMB president, is touring the country on a membership drive. The board will hear a progress report on his recruiting campaign.

Another phase of sales will come up the second day of the board meeting when progress of the All-Radio Presentation film will be reviewed. Three persons will explain the presentation's status. Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee, will explain need for intensive industry sales promotion. Victor M. Ratner, CBS, will review the script. Lewis H. Avery, of Avery-Knodel Inc., will tell how the film will be shown in all parts of the nation and how it will graphically tell the radio story for the benefit of every broadcaster.

Gray Invitation

Final chance for the industry to scan the project will be provided at the April convention, when it may be in the shooting stage. A recruiting drive will get underway this week when Mr. Gray writes letters to stations inviting them to get behind the promotion.

Whereas the NAB Standards of Practice issue was a live one a year ago, little controversy is heard on an industrywide basis. NAB is about to appoint a broadcaster-advertiser-agency code committee whose job will be to aid stations in their code observance. Secretary of this committee is Richard W. Jencks of the NAB Legal Dept. The committee was authorized by the board last November.

A quirk in the code situation is the proposed amendment to the by-laws submitted last May at Los Angeles by Edward Breen, KVFD Fort Dodge, Iowa, long a code opponent. Mr. Breen submitted a petition for referendum vote on his amendment, which would remove the board's code-writing powers from the by-laws. Because it was not received 30 days prior to the Los Angeles board meeting it went over to November. At that time the board ordered appointment of a committee to write an explanation of the proposed Breen amendment, since it was submitted just before the board finally adopted the code.

Statement Under Study

The committee has studied a tentative statement to accompany the amendment ballot but it has not yet been approved.

Coming before the New Orleans board meeting will be a report of the board finance committee, with review of the association's budget; report on the status of the Inter-American Broadcasters Assn.; review of the International High-Frequency Broadcast Conference at Mexico City; plans for the fall district meetings; tentative plans for an NAB Program Clinic to be held in June, and copyright developments.

Upcoming

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn. annual meeting, Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

BENNY AT TOP

Heads 5-City 1948 Rating

JACK BENNY and *Lux Radio Theatre* led the top-ten evening program listings for 1948, according to a report by The Pulse Inc., New York.

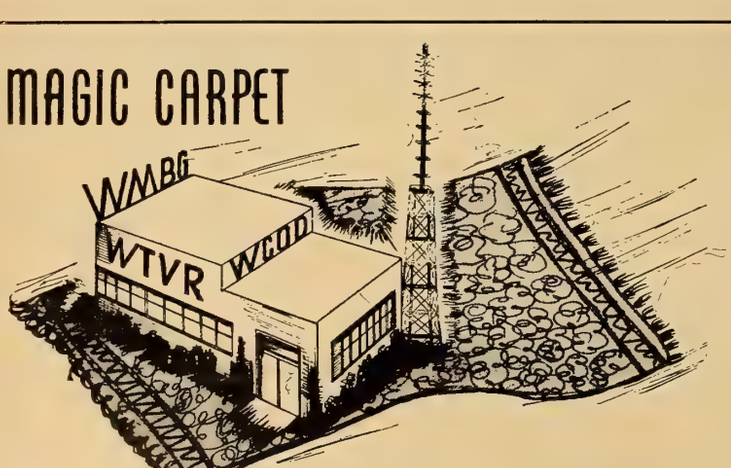
Ratings quoted, covering the five cities regularly surveyed (New York, Chicago, Boston, Philadelphia and Cincinnati), are yearly averages of the highest quarter-hour ratings achieved by the programs in each city for every survey period. Fred Allen was fourth on the list, while *Stop the Music* did not make top ten.

Evening	Yearly Average of Highest ¼-Hour Ratings
Jack Benny	25.9
Lux Radio Theatre	24.7
Charlie McCarthy	21.5
Fred Allen	20.5
Phil Harris-Alice Faye	20.5
Fibber McGee-Molly	20.2
Bob Hope	19.7
Amos 'n' Andy	19.2
Walter Winchell	18.1
Godfrey's Talent Scouts	16.7
5-a-Week Daytime	
Arthur Godfrey	8.8
Breakfast Club	7.8
Grand Slam	7.8
Big Sister	7.7
Helen Trent	7.7
Rosemary	7.7
Ma Perkins	7.6
Our Gal Sunday	7.5
Guiding Light	6.9
Wendy Warren	6.9
Aunt Jenny	6.9
Saturday-Sunday Daytime	
The Shadow	10.0
Quick as a Flash	7.7
Stars Over Hollywood	7.1
Theatre of Today	7.0
Let's Pretend	6.8
True Detective	6.6
Grand Central Station	6.5
Junior Miss	6.3
Counterspy	6.2
House of Mystery	5.8

KKIN Facilities

KKIN Visalia, Calif. will move its main studios and offices from 119 E. Acequia St. to the mezzanine of the Hotel Johnson about April 1. New location will give station twice as much floor space as it now occupies in Moose Bldg. Remote lines to principal points in Visalia will be maintained for "on the spot" news coverage. Additional facilities are being taken in view of potential move by KTKC (merging with KFRE) to Fresno, KKIN reported.

MAGIC CARPET



The modern day magic carpet is television. Through the air it glides, enchanting whole cities, captivating every member of the family.

In Richmond, Virginia, the magic carpet is WTVR, "The South's First Television Station."

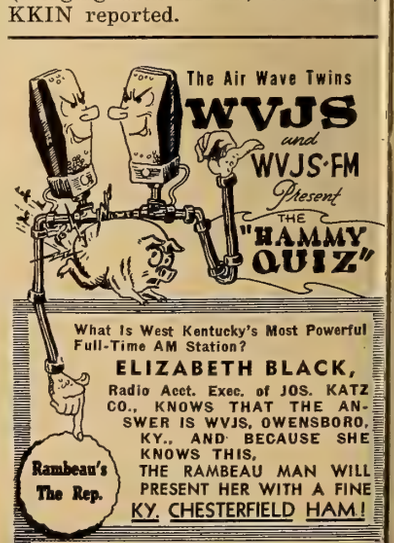
Via the NBC Television Network, WTVR brings the entertainment delights of distant regions to its viewers, just as its sisters, AM Station WMBG and FM Station WCOD, are delivering NBC favorites to Virginia listeners.

Small wonder that Havens & Martin Stations are a habit throughout their area.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va.
John BLAIR & Co., National Representatives
Affiliates of NBC



CENSORSHIP

Pennsylvania Requires TV Film Clearance

CENSORSHIP of television films before they are carried by any Pennsylvania television station was ordered last week in a regulation adopted by the State Board of Censors of Motion Pictures.

The move, which authorities said was the first of its kind in television, seemed sure to draw a fight from the state's television operators.

Philadelphia television station owners called a meeting for Tuesday, inviting others interested in television in the state, after being notified that films may not be telecast unless they bear the Board of Censors' seal of approval.

Earlier, a committee of attorneys representing the state's four currently operating television stations and one television permittee met in Washington at request of the owners, studied the legal aspects and recommended that the stations resist the regulation by whatever means may be necessary.

This legal committee is composed of W. Theodore Pierson, counsel for WCAU-TV Philadelphia, who was named chairman; Thad H. Brown Jr. for WDTV (TV) Pittsburgh; Morton H. Wilner for WFIL-TV Philadelphia; Henry B. Weaver for WPTZ (TV) Philadelphia, and John H. Midlen for WGAL Lancaster, which has a TV permit.

Authorities said the Pennsylvania board's action was the first known entry of a censorhhip body into the television field, but that some other states, including Maryland, are understood to be considering a similar move. Only five or six states have censorship of motion pictures, but a number of cities do.

Text of the Pennsylvania regulations:

Projection of motion pictures by television.—All motion picture films, reels or views intended for projection or broadcast by television in Pennsylvania must first be submitted by the exchange, owner or lessee of the film, reel or view for censorship purposes and must not be projected by television in Pennsylvania unless first approved by the Board and a seal issued therefor upon payment of the proper fee, and said proper approval seal displayed upon every showing.

W2XMN FIGHT

FCC Lashes Back at Appeal

DETERMINED to be ready for a show-down in the long-running fight with FM Inventor Edwin H. Armstrong over its FM allocations, FCC last week filed one of the lengthiest case records it has submitted in recent years to the U. S. Court of Appeals for the District of Columbia.

The record totals 3,662 pages.

The case is Prof. Armstrong's appeal from the Commission decision requiring his W2XMN Alpine, N. J., to comply with the FCC order for low-band FM stations to vacate the 44-50 mc region and denying his appeal for continued operation in that band [BROADCASTING, Jan. 10]. Under a stay order won at the time of his appeal, Prof. Armstrong's experimental station is continuing operation on 44.1 mc.

The FM inventor's years-old complaint against the reallocation of FM from the low to the high band is expected to be drawn into the appeal, in view of the allegations included in his complaint.

In the record certified to the court, FCC included relevant allocations reports of the Commission dating back to 1945; the docket on the reallocation of TV Channel 1 (44-50 mc) from television to non-broadcast services; all license folders on W2XMN from 1936 to the present, and notices of proposed rule-making in the mobile hearings and related 44-50 mc proceedings.

Prof. Armstrong's appeal is slated for hearing before the court during the February term. Exact date has not been set.

JOHNSON NAMED

Trial Examiner Group Head

J. FRED JOHNSON Jr., FCC hearing examiner, has been elected president of the Federal Trial Examiners Conference, independent organization of hearing examiners at Federal agencies in Washington. The conference, formed when the Administrative Procedure Act was adopted, is patterned after the Federal Conference of Senior Circuit Judges and seeks improvements in administrative adjudication.

Mr. Johnson succeeds William Ringer, chief examiner of National Labor Relations Board. The Conference meets monthly. Its executive committee, is to meet today (Monday) at Mr. Johnson's office to appoint committees and outline its program.

In-School Viewing

EXPERIMENT in the use of telecasts in the classrooms of public schools was inaugurated by WBAL-TV Baltimore Jan. 28. Under the direction of Dr. David E. Weglein, public service counselor of WBAL and WBAL-TV, a quarter-hour "high school lesson in music," designed for in-school viewing, was telecast at 1:15 p.m. Dr. J. Allen Dash, musical director of WBAL, directed the lesson in cooperation with public high school authorities. This was the first of five in-school viewing programs to be started by WBAL-TV in the next few weeks. Some of the programs will go over the entire NBC TV network at a later date.

FCC Personnel, Pay

PERSONNEL of the FCC decreased by six during the last two months of 1948, according to a report of the Joint Committee on Reduction of Nonessential Federal Expenditures filed with Congress. In November 1948, the agency had 1,360 employees and in December 1,354. Monthly payroll increased by $22,000 between October and November of last year. The payrolls were reported as $481,000 for October and $503,000 in November.

POLICY CHANGE

In Canada Radio Intimated

NEW THINKING by the Canadian government on television and broadcasting was intimated by Prime Minister Louis St. Laurent on Jan. 31 in Parliament at Ottawa. He suggested a possible change in broadcasting control and possibility of immediately developing TV in Canada.

He stated that television necessarily had to be a monopolistic enterprise, because of the few frequencies available and the heavy installation and production costs. If private interests were allowed to use the frequencies and venture their capital, they would obtain vested interests. This, he pointed out, was not desirable.

The Royal Commission, to be appointed shortly, will study the problem, but meanwhile some action could be taken which would not prejudge the question, he said. It is believed this may refer to the proposals of the Canadian Broadcasting Corp. to work out a scheme whereby installation and production could be done on a co-operative basis with private interests.

The Royal Commission is also to study the question of broadcasting. Here the prime minister showed a possible change in government thinking, when he admitted it was an open question whether the CBC should continue both to broadcast on its own stations and regulate the activities of privately-owned stations.

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

LOWEST
Cost per Listener
FIRST
in
Audience Promotion

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
Mississippi's
Most Powerful
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

Capitol Cauldron

(Continued from page 26)

sion, it seems strange that a committee of Congress should find its dignity disturbed," Mr. Warner concluded.

Edward R. Murrow, CBS commentator, issued strong objections during his regular news broadcast Feb. 1.

He noted that "just as a reporter needs a pencil, so radio and film people need their equipment."

He added:

"That is one of the troubles with a microphone. It is both neutral and revealing; it has no built-in gadget which will eliminate split infinitives, dangling participles, or other grammatical gremlins. It is without political affiliation, bias or prejudice. When the actual voice of a witness or congressman is recorded, there is no argument about what is said. You just play the record back and there it is. I have yet to hear of the man who claimed that his own voice misquoted him.

"I would maintain that a public hearing is a public hearing . . . and that to deny use of microphones and cameras to reporters who normally use them is the equivalent of saying to newspaper reporters, 'You may attend the hearing but you may not bring either pencil or pen with you.'

". . . The machine breakers are at work again . . . this sort of reasoning, if followed to its ridiculous conclusion, would require that newspapers go back to setting all type by hand or perhaps that reporters should arrive in the committee room equipped with a slab of stone, a chisel and a mallet as the essential tools of their trade. Familiarity with the language of smoke signals might also be useful. . . .

"The issue is whether all three (print, sight and sound) shall be permitted to employ fully, without undue interference from the committee, or witnesses, the instruments with which they work. It seems to me that any action that arbitrarily limits the citizen's access to sight, sound and print, upon which opinion can be based, is, in the true sense of the phrase, Un-American."

Walter Compton, general manager of WTTG (TV), DuMont's Washington outlet, told BROADCASTING he thought the ban was "utterly ridiculous." Mr. Compton had made known his views on his nightly commentary on WTTG.

The Committee habitually professes that it wants to let the public know what is going on, yet would ban the very instruments which would make that possible, he declared. He said, in effect, that TV cameras would depict Committee activities as they actually took place, and that "the circus is theirs."

Commenting on a proposal that TV networks set aside time for regularly-scheduled Congressional telecasts, Mr. Compton said he doubted such a plan would materialize. He indicated that most sessions would not provide adequate TV fare, and those of a "special events" nature already commanded and received TV coverage. Mr. Compton said he advocated permission be granted to place TV cameras in the Senate Gallery, but that even during the war when he covered radio, microphones were allowed only in the cloakroom.

CBS filed a protest as follows:

The Columbia Broadcasting System wishes to put on the record a vigorous protest against exclusion of broadcasting, television, and recording equipment from public sessions of the House Committee on Un-American Activities. Sincerely recommend review and reversal of committee's decision. By its act the committee has banned large segments of American citizenry on whose behalf it functions from personal observation of public repeat public sessions thereby nullifying benefits to which Americans are entitled through medium of radio broadcasting.

NBC and ABC made no individual protests, but said Mr. Warner's letter represented their viewpoints.

On the other side of Capitol Hill, Sen. Johnson last Thursday told BROADCASTING that he does not contemplate immediate introduction of a bill to prohibit the FCC from issuing Stratovision licenses.

He warned that this did not represent a permanent position and that it may be necessary to introduce such a bill in the future. Such legislation would be difficult to write at the present time when full details are not available. He felt that Stratovision had not been sufficiently explored to provide a basis for legislation, but said the system "will bear close watching."

Stratovision Bill

Sen. Johnson, who has introduced a bill to break down the clear channels and limit broadcasting power to 50 kw, told an anti-clear channel group in Chicago a fortnight ago that he intended to introduce the anti-Stratocasting bill [BROADCASTING, Jan. 31].

He told the anti-clear faction Stratovision could be used for broadcasts "which would present a far more serious threat of domination by clear channel than exists today."

Sen. Johnson indicated that his committee had already considered the possibility of extending the broad study of communications launched in the 80th Congress into the present Congress. "I think we'll continue that," he said, adding that it was "in the thinking stage."

It was on the communications study of 1948 that Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.) based their recent report endorsing the FCC's "Blue Book" and urging a breakdown of the clears and a power ceiling of 50 kw [BROADCASTING, Jan. 31].

The 1948 inquiry dealt primarily with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities.

The new labor bill, on which Secretary of Labor Maurice Tobin testified Monday before the Senate Committee on Labor and Public Welfare, retains the ban on secondary boycotts but ominously omits the word "service" in that pertinent section. Thus, it appeared that radio would be divested of a necessary safeguard.

NAB indicated Friday it was mulling the implications of Secretary Tobin's bill, and expected to file appearance before Committee before adjournment of hearings.

Called the "National Labor Relations Act of 1949," the bill embodies the recommendations of President Truman in his "State of the Union" speech, and specifies some union activities as "unfair labor practices," Secretary Tobin told the Senate committee. These are limited to certain types of secondary boycotts and jurisdictional disputes, and failure to file 30 days' notice of proposed contract modification or termination.

Under the bill secondary boycotts or strikes are treated as unjustifiable if they seek to compel an employer to recognize a union

FILM BLASTS RADIO

Serials, Giveaways Criticized

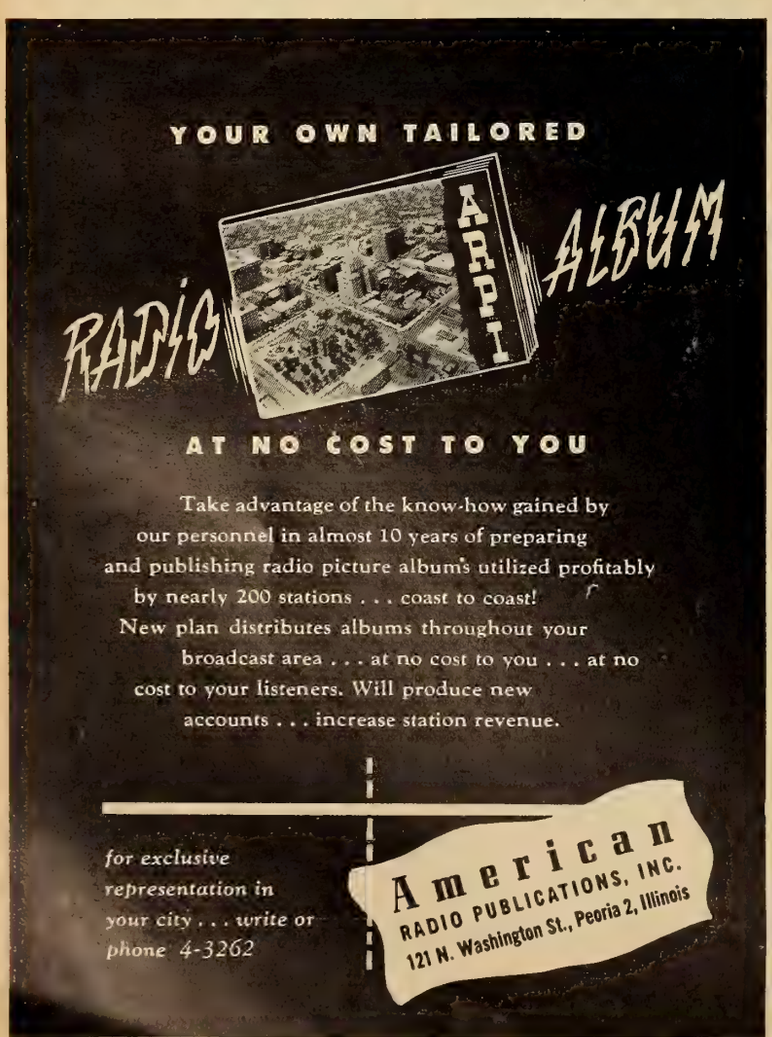
By JOHN OSBON

HOLLYWOOD, which often lampoons the press, politics and other American institutions, apparently has reserved one of its most satiric sallies for radio. The colony of "glass houses" has outdone itself with a film likely to put to shame "The Hucksters," "Mr. Smith Goes to Washington" and "The March of Time's" radio issue [BROADCASTING, Aug. 25, 1947].

Its latest "message," currently showing in New York, is titled "A Letter to Three Wives" and seemingly seeks to confirm the canard that radio fare is designed chiefly for 12-year-old mentalities. On the surface a harmless enough comedy, the movie devotes a 30-minute sequence to anti-radio tirades.

Celluloid words of woe are put into the mouth of an English instructor, a country club parasite who "hasn't got a dime" but who maintains a family chiefly off his wife's earnings derived from writing radio script. When the sponsors come to dinner, he cannot restrain himself. Weighing the qualities of education against the crass "commercialism" of radio, comic books, etc., he severely chastises daytime serials and other dramatics, and giveaways. Mention of movies is prudently omitted.

Ironically enough, Paul Douglas, a former network announcer, is a party to the farce—his first moving picture role. The film was produced at the studios of 20th Century-Fox, which had been in negotiation for acquisition of ABC's AM and TV network operations.





in violation of the National Labor Relations Act, the Labor Secretary said. It makes it an unfair labor practice for a union "to cause or attempt to cause" employes to engage in a secondary boycott or a concerted work stoppage for the purpose of compelling an employer to bargain with one union if another is the certified representative, he asserted.

The proposed 1949 Act, draft of which has been submitted to the Senate Committee chairman, would (1) repeal the Taft-Hartley Act of 1947, (2) re-enact and amend the Wagner Act of 1935, (3) enable the National Labor Relations Board to deal with unjustifiable secondary boycotts and jurisdictional disputes, (4) re-establish the Conciliation Service in the Labor Dept., (5) provide means for settlement of disputes arising out of interpretation of existing contracts, and (6) provide means for meeting national emergencies in vital industries which affect the public interest.

The bill limits jurisdictional disputes to those between two or more labor organizations. NLRB has jurisdiction in cases where disputes have resulted in or threaten to result in strikes or secondary boycotts and where they affect commerce, Mr. Tobin pointed out.

Two other changes are contained in the 1949 National Labor Relations Act, Secretary Tobin stated. The bill makes it clear that employers subject to the Act may enter agreements providing for the closed shop or other forms of union security. This would make uniform rules on subjects of collective bargaining applicable to all employers and labor organizations in interstate industries, he pointed out, and no longer would they conflict with rules operative in different states.

Secretary Tobin told the Senate Committee that the Taft-Hartley Act has limited the scope of collective bargaining as against individual bargaining, and should be repealed for various other reasons.





WLAC Nashville manager, F. C. Sowell, receives tenth anniversary *Esso Reporter* plaque from J. T. Rhodes, Tennessee division manager, Esso Standard Oil Co., which sponsors the news broadcasts.

For one thing, he said, under the T-H Law the Labor Board is under "a mandatory duty to seek injunctions against unions in all cases involving secondary boycotts, including those for perfectly legitimate objectives." For another, the Act singled out the board as the "one administrative agency in our Government which should receive different treatment—an unwise and unnecessary division of functions," he maintained.

Secretary Tobin contended in his statement that the T-H Act "completely outlaws peaceful picketing in many situations" and that "employes . . . may be found guilty . . . of engaging in an unlawful secondary boycott."

He told the Senate Committee that the Federal Courts were overloaded with many issues properly within the framework of agreements made by the parties themselves. The T-H Act provides for damage suits for breaches of collective bargaining agreements and for violations of prohibitions in the Act against secondary boycotts and jurisdictional disputes.

Belief was expressed in some Capitol circles that the new labor bill is wholly inadequate. Sen. Wayne Morse (R-Ore.) said he felt it would "never pass the Senate in its present form," and must be amended.

Last Monday Almon E. Roth, president of the San Francisco Employers' Council, told a House Education and Labor Committee that Congress should undertake to define "executive, administrative and professional" employes under provisions of the Wage-Hour Act, rather than expand the Administrator's scope of power.

Will Affect Radio

Testifying on the Fair Labor Standards Act in behalf of the U. S. Chamber of Commerce, of which he is a member, Mr. Roth urged fixture of a constant minimum wage at a minimum level by statute instead of "administrative determination" and uniformity for all industries.

(Continued on page 62)

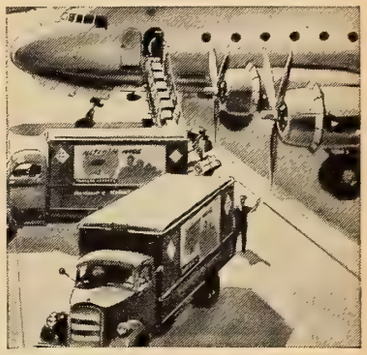
$5.07 saved a contract ...and a man's business



Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were **1100** miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only **$5.07.** Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.



Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.



World's finest Scheduled Airline fleet carries Air Express. 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

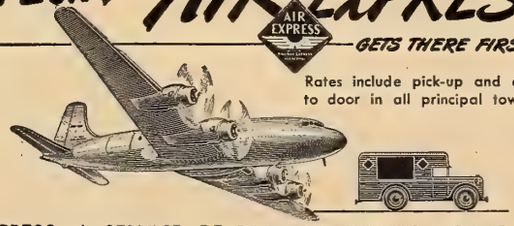
Facts on low Air Express rates

17-lb. carton of hearing aids goes **900** miles for **$4.70.**
12 lbs. of table delicacies goes **600** miles for **$2.53.**
(Same day delivery in both cases if you *ship early.*)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

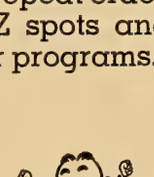


AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

Look at The Returns in Houston!



K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston. It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, bring phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.



NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Capitol Cauldron

(Continued from page 61)

The House Committee's study of various proposals looks toward revision of the Act, provisions of which would affect the overall broadcasting industry.

Richard P. Doherty, NAB director of employer-employe relations, has filed to appear Wednesday before the House Committee. He will submit industry's position on current wage-hour discussions, including overtime exemptions.

A "committee print," basis for the present House hearings, calls for extensive revisions in the Wage-Hour Act. Generally it would raise the minimum wage from 40c to 75c an hour and provide for a system of industry committees to attain the "objective of a universal minimum wage of $1 an hour."

With respect to clarification of terms, Mr. Roth pointed out that executive, administrative and professional personnel still lack definition by the Administrator, "even though he has been seeking to change qualifications for a year and a half now without any result forthcoming."

Mr. Roth asked that exemptions be provided for all outside employes whose hours of work are "not within the present control of the employer, but only the employes." Congress should stress the nature of the job, not salary requirements in laying down its own definitions, and give "mature consideration to remedial legislation," he asserted.

Connally Hits Radio

Sen. Connally lashed out at radio during hearings Feb. 1 on a bill to break filibusters.

Freedom of unlimited debate in the Senate is now more important than ever before, he said, to "offset and counteract" those who use radio to "besmirch" the names and purposes of its members. He identified these "sources of propaganda" as "outfits in congested areas of the nation who want to besmirch the names and purposes of those inimical to their purposes."

"On account of the growth of radio, television and all those things," Sen. Connally declared, "it is more important than ever that the public be informed by its representatives in Congress, through the forum of the Senate, the truth."

This did not mean, he told BROADCASTING later, that he concurred in the views of Rep. Thomas J. Lane (D-Mass.), who felt that the networks should inaugurate regular telecasts and broadcasts to show the people "how their representative government functions" [BROADCASTING, Jan. 31].

"I just prefer it like it (Congressional coverage) is," he said, identifying broadcasting and telecast coverage as "undignified and too mechanical."

During the filibuster hearings, Sen. Irving M. Ives (R-N.Y.) asked the Texas Senator if he were making indictment of radio in general.

"I'm only making an indictment of the crooked radio," Sen. Connally retorted.

Sen. Connally explained that during the hearings on the confirmation of Dean Acheson as Secretary of State, charges were broadcast and soon he had a "whole sheaf of telegrams from my state" urging the Senate not to confirm the nomination.

To Name Subcommittees

The appointment of four subcommittees to give preliminary study to measures referred to the House Interstate and Foreign Commerce Committee is expected during a meeting of the full group tentatively set for this week.

One of the subcommittees appointed is likely to be assigned communications studies. Rep. Robert Crosser (D-Ohio), chairman of the full committee, has reportedly been considering Rep. Alfred L. Bulwinkle (D-N.C.) as chairman of this subcommittee. However, Congressman Bulwinkle is presently recuperating at his home from an illness and his health could prevent his active participation in that post.

Although Rep. J. Percy Priest (D-Tenn.) has been prominently mentioned as an alternate appointee, intimates of the Southern legislator believe that he would prefer assignment as chairman of the public health subcommittee of another group. This would preclude his acceptance of the Commerce subcommittee assignment as Congressmen can accept the chairmanship of only one committee.

Other nominees for the post might be Reps. Lindley Beckworth (D-Tex.) or Oren Harris (D-Ark.). Rep. Priest, House Majority Whip, and Rep. Harris were both members of the House Select Committee to Investigate the FCC during the 80th Congress.

'Pepsi' Promotes Goetz

ALBERT J. GOETZ, who as assistant vice president has been in charge of the advertising department of Pepsi-Cola Co. for several years, has been elected a vice president, Walter S. Mack Jr., president of the company, announced last week.

Video Vending

TURNING ITS talents to poetry, George R. Nelson Inc., advertising, Schenectady, N. Y., is promoting its television activity with a poem sent to prospective advertisers. The first verse points out that:

"You will make a wise decision if you turn to television
With the product or the service that you sell
For it's smart and enterprising television advertising
That can do your selling job, and do it well!"

Mr. Nelson continues by telling that now is the time to get into video and that his agency is equipped to handle the job whether the budget is for a spot or full scale production. Television is now a fully accepted medium, Mr. Nelson says and: "For a plain-talk demonstration . . . for a clear, straight presentation . . . In Schenectady, call 4-4135."

NBC-AIR FORCE

TV Program Shows 4 Cities

NBC television viewers were to be taken on an air reconnaissance mission over four major cities yesterday (Feb. 6) at 1 p.m. (EST). Arranged by the U. S. Air Force in cooperation with NBC, the simulated mission was to be carried on the full inter-connected TV networks.

Two air force transport planes, a C-47 out of Washington to cover the Capital and New York, and a C-54 out of Chicago to telecast aerial views of that city and Cleveland, were to be used.

NBC commentators Ben Grauer and Ray Michael were announcers for the program. Production was in charge of Bill Garden, NBC television's director of field programs. Edwin C. Wilbur, television field supervisor, handled engineering arrangements.

WMPS
MEMPHIS



680 On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.

AE PLAN REJECTED

SAG Spokesman Tells Why

ON GROUNDS that it is "against the best interests of all actors," Screen Actors Guild last week rejected an Actors Equity counter-proposal for the jurisdiction of talent in television calling for a partnership agreement between SAG, AE and AFRA.

Proposal was offered by Equity in place of a previous plan offered by television committees of five talent groups, SAG, AE, AFRA, AGMA and CE (Chorus Equity), seeking a partnership agreement between SAG and a merger of the other four groups.

According to a SAG spokesman, Guild will "continue to explore every possible approach to problems created for actors by advent of television." Toward that end, meetings with television film producers were scheduled for latter part of last week, with no details available.

WFLN (FM)

Planning March Opening

PHILADELPHIA'S first all-FM station, WFLN, The Franklin Broadcasting Co., is expected to start operation in early March. The station is assigned Channel 239 (95.7 mc) with effective radiated power of 20 kw. The studios and transmitter will be located in the northwestern Roxborough section of Philadelphia at 8200 Ridge Ave.

The station is owned by five Philadephia civic leaders: Lawrence M. C. Smith, attorney as president; Dorothy Schoell Montgomery, head of Philadelphia Housing Authority, secretary; Abraham L. Freedman, attorney and on Temple U. faculty, treasurer and counsel; Joseph S. Clark Jr., attorney and head of Americans for Democratic Action, assistant treasurer, and Walter M. Phillipps, member of City Planning Commission and electrical manufacturer, member of the board of directors. The other four owners also serve on the board.

Programming will be along the lines of WQXR New York, featuring good music, news and commentary. Bob Rogers, general manager of WQQW Washington is serving as a consultant to the station. Temporary offices are Room 512, Real Estate Trust Bldg., Mr. Smith's office.

MOVIES IN TV

Non-Picture Applicants May Get FCC Favor

FCC MAY SOON arrive at a policy of generally favoring non-motion picture applicants, particularly in television, over those with movie affiliations just as in competitive proceedings in AM it generally prefers non-newspaper applicants.

This prospect was foreseen last week after FCC Chairman Wayne Coy, addressing the directors of the Theatre Owners of America in a meeting in Washington Jan. 29, indicated that movie companies may find it harder to get TV licenses because films are "a medium of communication."

The need for "diversification of ownership of the media of mass communication" is a ground frequently cited by the Commission in deciding competitive cases involving newspaper and non-newspaper applicants. It has not yet been applied in television; nor has it been invoked against motion picture applicants.

Meanwhile, question of the major motion picture producers' qualifications to own radio stations at all is under FCC study in view of the Supreme Court's decision finding them guilty of anti-trust law violations [BROADCASTING, Jan. 31].

Action Unlikely

In addition to the TV applications of various other producers, which are caught in the general video freeze, it seems unlikely that FCC will act finally on the pending $1,045,000 acquisition of Mrs. Dorothy Thackrey's West Coast properties by Warner Bros. until the anti-trust issue is settled. The Thackrey stations are KYA San Francisco and KLAC and KLAC-TV Los Angeles.

The TOA board session in the meantime recommended that exhibitors enter local television station ownership if practicable, and commended producers and distributors who "have declined to make available to television those films which were created for and paid for by the motion picture theatres. . . . We feel that the 'giving away' of the industry product on television is economically indefensible.". . .

EICOR INC.

Introduces Tape Recorder

MASS PRODUCTION of a new tape recorder selling for approximately "$100 less than any available on the market" was announced in Chicago last week as officials of Eicor Inc. introduced the device to the public at the Lake Shore Athletic Club. Firm developed the magnetic recorder over a two-year period, according to Joseph Nader, founder and chairman of the board. A Rockford Ill., sales test netted $10,000 worth of sales in two weeks, Raymond Perry, president, reported.

Recorder, Eicor's first consumer product, is manufactured at Oglesby, Ill. The portable unit weighs 27 pounds and retails for $124.95. Equipment includes a built-in, high fidelity five-tube AC speaker amplifier, crystal microphone with eight feet of cord and plug, and loud speaker cord with attachment plug for a radio speaker. Motorola-Chicago, factory branch, is the Chicago area distributor. Campbell-Mithun is the agency.

AD COUNCIL KITS

To Go to Independents

THE ADVERTISING Council will make available to some 400 independent stations monthly packets of materials on major public service campaigns. The packets will contain a schedule of suggested public service projects of top priority for each of the four weeks in the month, a radio fact sheet on each project and, every other month, a radio bulletin listing approved campaigns.

The Council is working under a plan proposed by the independent stations committee of the NAB. Under the plan of cooperation between the council and committee, the council will undertake to service queries by stations and to prepare special program materials for exclusive use of independent stations on public service campaigns.

Y & R Video Ad

YOUNG & RUBICAM'S activities in the field of television provided the basis for a full-page ad run last week in several of the country's leading newspapers and trade journals. Headed "The Newest Medium" the ad shows a television camera and operator and states simply: "Of the ten top-rating television shows . . . five are produced by Young & Rubicam (Hooper press release, Jan. 25)."

MEMO to ED WHITLEY, McCann-Erickson:

WCKY's Makebelieve Ballroom Saturday morning, 10-12 Noon, has ratings as high as 6.8*. Reach a family audience Saturday morning on WCKY!

(—Pulse, Nov.-Dec. 1948)*

ON THE AIR EVERYWHERE 24 HOURS A DAY

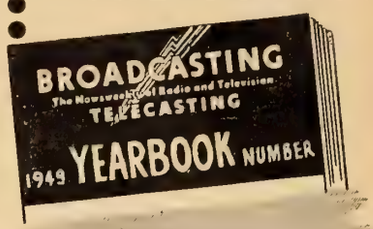
L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

JUST OFF THE PRESS!



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Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

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YEARBOOK Special!

THE 'ICE' OF TEXAS

Stations Are Forced Off Air

ICE on power lines played havoc the last week in January with radio operations in north and west Texas.

Following lesser interruptions, virtually complete disruption of scheduled broadcasting in Dallas and Fort Worth ensued on Thursday, Jan. 27, after a severe two-day freezing rain.

That day, only one of Dallas' seven AM stations, 1 kw daytime KIXL, was able to maintain unbroken schedules. Nearly all the morning and afternoon, it was the only Dallas station to which listeners could tune.

FCC granted KIXL authority to continue on the air past its sundown sign-off but the emergency ended before then.

At Forth Worth, KFJZ (Mutual) held the field virtually alone much of the day, operating with use of auxiliary equipment.

Both power failures at the transmitters and destruction of circuits between downtown studios and the transmitters plagued the broadcasters.

Finding itself suddenly Dallas' sole broadcaster, "with 100% Hooper," as one KIXL staff official cracked, the station filled the air with public service announcements and messages. Likewise, KFJZ performed in the public interest.

At Bonham, 70 miles northeast of Dallas, radio was the city's only outside communication as telephone and telegraph wires were down. KFYN Bonham, on an emergency permit, relayed public messages and news copy to outside points.

At McKinney, Tex., KMAE handled emergency messages, but when its AP leased wire fell under ice, the news report was sent to the station by a Dallas shortwave operator.

KRLD, with studios in the Hotel Adolphus in Dallas, shortwaved its programs to the transmitter at Garland when phone service broke down over the 15-mile distance. CBS outlet for both Dallas and Fort Worth, KRLD was off the air from sign-on time at 5:30 a.m. Jan. 27 to 3:32 p.m. That came on the heels of a 1½ hr. interruption two days before, and the collapse of both transmitter towers about a month earlier.

Transmitters serving WFAA Dallas and WBAP Fort Worth on 820 (NBC) and 570 (ABC) frequencies, respectively, went dead as wires crashed around them.

Getting WBAP-820 back on the air required ingenuity. While lines between the Fort Worth studios in the Medical Arts Bldg. were out to the Arlington transmitter, there was service over the more distant connection to Dallas. Accordingly, WBAP-820 routed its programs from its studios to WFAA-FM transmitter, in downtown Dallas, and back by FM to its Arlington transmitter for pickup and rebroadcast. 820 was off the air from sign-on time to about 5 p.m. and 570 from about 10 a.m. to 5:30 p.m.

WBAP-TV stayed right on, but numerous viewers were affected by the general power failure.

Thanks to quick location of a generating unit and putting the 2000-pound apparatus into service, KLIF—which had no power either at its Cliff Towers studio or its suburban Scyene road transmitter—was one of the first Dallas stations back on the air, resuming about 2:30 p.m.

Chief Engineer Glenn Callison handled the power problem, while Judy Edwards, traffic manager, and Art Nelson and Fred Edwards, announcers, assembled with the commercial log, an armful of records, a portable turntable and commercial copy at the transmitter.

But the rented generator set up a roar that made announcing impossible inside. So announcer Edwards moved to his parked car a short distance from the plant to handle the mike from the front seat, while the records were played from the transmitter building.



RETURNING from the Middle West and "Operation Snowbound," NBC newsmen are "covered" after landing by the network's TV film camera. They supplied NBC spot coverage of recent blizzard disaster which gripped Nebraska, Wyoming and other states. L to r: Arthur Barriault, Ludwig Geiscope and Morgan Beatty.



MID-AMERICA "Operation Snowbound" has its hazards as well as its hardships. Returning to base from mountainous area southwest of Denver after dark frequently involves flights between ranges too high for a C-47 to fly over. Mal Hansen (l), WOW Omaha farm director, and Navigator Capt. Charles Smith of the Tenth Air Force discuss flight map. Temperature was 20 below zero inside plane.

CHICAGO NARSR

To Hear Flanagan Feb. 10

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, will be principal speaker at the organization meeting of the Chicago Council, NARSR, Feb. 10 in Chicago.

John Blair, chairman of the Chicago Council committee, said Mr. Flanagan will review activities of the group in the current FCC network-representative hearings at Washington and in the recent spot radio presentation. The luncheon meeting will be closed to non-members.

The Chicago Council committee includes Mr. Blair, president of John Blair and Co.; George Hollingbery, George Hollingbery Co.; Edward Voynow, Edward Petry and Co., and John Pearson, John Pearson Co.

Executive committee of the NARSR recently authorized formation of the Chicago section to keep association members in the area "more fully advised of association activities and to foster active participation in the plans and policies of NARSR," Mr. Blair reported.

HALLICRAFTERS Co., Chicago, has announced production of a remote control television receiver.

Attention Subscribers—

1949 YEARBOOK

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EACH BROADCASTING subscriber will receive *free* this 550-page encyclopedia of radio-TV as part of his subscription.

All Yearbooks should be delivered within two weeks.

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350 Madison Ave., New York

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"The Gateway to New England"

A B C Affiliate

Representative: J. P. McKINNEY & SON

Commercial

ALBERT S. GOUSTIN, former Detroit sales manager of the *Ladies Home Journal*, joins New York staff of **BLAIR-TV**, TV station representative firm, as account executive. Mr. Goustin, associated with the *Journal* 10 years, worked during war as a Navy communications officer specializing in video. Blair-TV represents KTSL Los Angeles; WTVR Richmond; WDSU-TV New Orleans; and KDYL-TV Salt Lake City, according to **WILLIAM H. WELDON**, president.

PAUL E. GILMOR, formerly with WHBC Canton, Ohio, and more recently with WFAH - FM Alliance. Ohio, has rejoined WHBC as sales manager.



Mr. Gilmor

GEORGE M. GASTON has been appointed commercial manager and promotion director at WHYU Newport News, Va.

BOB BELL has been appointed sales manager of WCTC New Brunswick, N. J. He succeeds **EDWIN C. DERRYBERRY**, who has joined WBAY Coral Gables, Fla., as sales manager.

L. O. HUTCHINS, formerly commercial manager of WBBO and WBBO-FM Forrest City, N. C., has been appointed commercial manager of WFMY Greensboro, N. C.



Mr. Hutchins

WJZM Clarksville, Tenn., has appointed **RURAL RADIO Co.**, New York, as its national representative.

KENNETH CURTO, local sales manager of WPRO Providence, R. I., is the father of a girl, Sarah Jean.

EDWARD D. FITZGERALD, former assistant credit manager at New York's Hotel Governor Clinton, has joined staff of WHLI and WHLI-FM Hempstead, L. I., as account executive.

JAMES C. LYDDY, former program director at WEEK Easton, Pa., has been appointed account executive for WPTR Albany, N. Y.

CARROLL LAYMAN, assistant account executive for Grant Adv., Miami, is to join ABC Central Division sales staff.

WTIK Durham, N. C., has appointed **FORJOE & Co.**, New York, as its national representative. WTIK is affiliated with the Tobacco Network.

ED NICKEY, former timebuyer at Dancer - Fitzgerald - Sample, Chicago, joins WENR (ABC) Chicago's local and spot sales department. He replaces **BRUCE BRYANT**, who resigned to join the Edward Petry Co.

DOROTHY KIRBY, member of the WSB and WSB-TV Atlanta commercial staff, was the winner of the 17th annual Helen Lee Doherty women's amateur golf tournament held in Miami week of Jan. 24.

FRANK SCHMITT, former salesman at KGO San Francisco, has been appointed ABC network sales representative, same city.

FRED L. VANCE, commercial manager of WEEK Peoria since 1947, has been appointed account executive in charge of national business at KTSA San Antonio.

DOUG BURROWS has joined sales staff of CHEK Petersborough.

COOPER ELECTED

Head of Commercial Mgrs.

F. M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected to a second term as president of the Wisconsin-Upper Michigan Commercial Managers Assn. at its semi-annual meeting Jan. 29-30 in Appleton, Wis.

New Association officers are Fred Sample, sales manager, WNAM Neenah-Menasha, and W. C. (Wally) Porsow, commercial manager, WHBY Appleton. WHBY served as host to the managerial group. The association also chose June 11 as the next meeting date and Milwaukee as the place.

Speakers included Arthur Benson, advertising manager of Gloudemann & Gage, Appleton department store, who spoke on "Looking at Radio from the Outside," and Bob Lloyd, sports director of WHBY, who outlined "The Commercial Possibilities of Sportscasting." Ben Laird, president and general manager of WDUZ, discussed "What Management Expects of its Sales Department."

Attending the meeting were:

Harrison Carter, Robert Hollenbeck, Morrie Wilson and Daun Allen, WDLB Marshfield, Wis.; W. C. Johnson and Russ Staffeld, WMIQ Iron Mt., Mich.; Larry Zurawski, WNAM Neenah, Wis.; Joe DeYoung, WTAQ Green Bay, Wis.; Harry Hyett and D. R. Macauley, WEAU Eau Clair, Wis.; Doug Ching and Milt Boehm, WHBY; R. A. Vandersteen and Mr. Cooper, WDUZ.

AFM AGREEMENT

On TV Extended to March 1

AMERICAN Federation of Musicians last Monday extended its temporary agreement on television until March 1. It was the second time the pact was continued without change. It first went into effect May 1 and was renewed at the end of October.

In view of pronouncements by James C. Petrillo, AFM president, that he desired to work out a permanent agreement on television, the rumor spread that Jan. 31 would have been the end of the temporary agreement. The AFM, however, was unable to settle all the problems relating to television in time to start talks with industry. Preoccupation with Presidential Inauguration ceremonies and with the details attending the termination of the record ban was said to have prevented AFM officials from going further into television.

As the Jan. 31 deadline approached and it became known that no talks were scheduled between AFM and industry, reports spread that a television music crisis was in the making. The new extension quashed the rumors. It is expected that AFM shortly will seek talks with industry on a permanent contract. It is known that conferences within the AFM have been held preparatory to such negotiations.

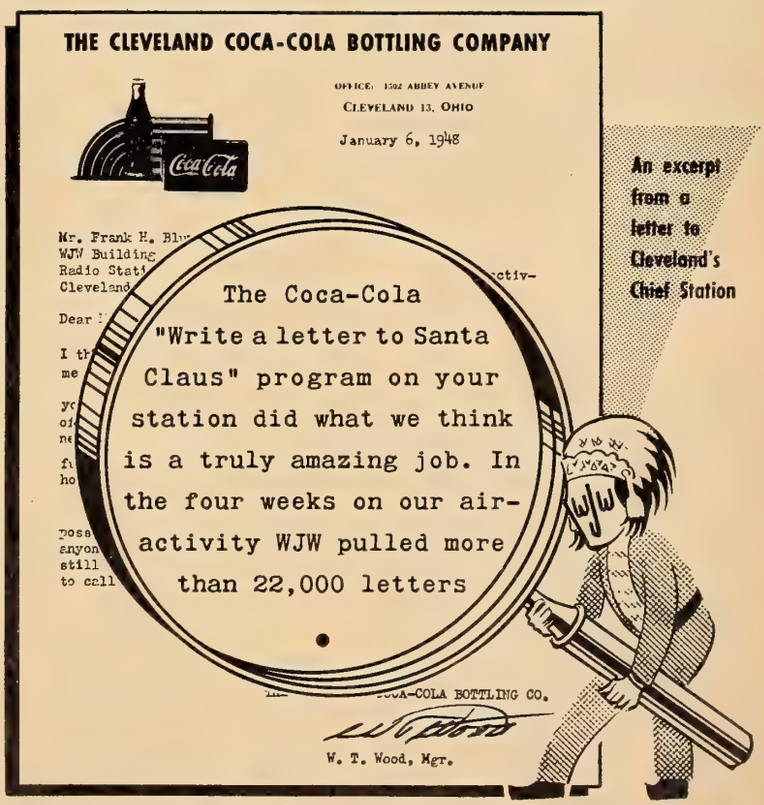
Under the temporary agreement, which the musicians claimed last March was promulgated to aid an "infant industry," rates were put into effect for TV which were less than existing AM rates.

Under the contract, local television musician rates were set at ⅔ of the applicable major local AM station rates both for staff and single engagements. Network TV rates were set at ¾ of the applicable AM network rate. However, men doing staff work on AM who are assigned to TV were to be paid their full AM rates. TV staff men may be assigned to AM but must be paid the AM rates for each day so assigned. If musicians play for duplicated AM and TV shows, the AM rate applies, plus $7.50 for each sponsored program and $3.75 for each sponsored program on TV. Auditions are to be paid for at the comparable AM audition rate. Musicians called in for costuming or makeup receive $3.00. Musicians are to furnish tuxedoes or business suits as required.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
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For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
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Kansas City, Missouri



BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

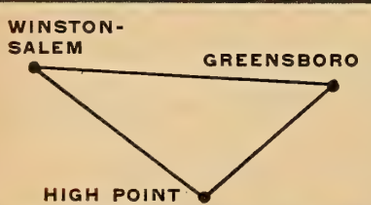
LOCAL PROGRAMS THAT Click!

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

January 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1300 kc

Announce final decision (Comrs. Webster, Jones and Sterling not participating) granting application of Cleveland Bcstg. Inc. for new station in Cleveland 1300 kc 5 kw unl. DA and denying application of Scripps-Howard Radio Inc. requesting same facilities.

BY THE COMMISSION

License Renewal

WCOM Parkersburg, W. Va.—Granted renewal of license for regular period.

Following exp. TV stations were granted renewal of license for period ending Feb. 1, 1950: The A. S. Abell Co., W3XMD W3XMR W3XMS; American Bcstg. Co. Inc. W2XMA W2XWI W9XOK; Earle C. Anthony Inc., W6XYK W6XYL; Atlanta Journal Co., W4XGF; Bamberger Bcstg. Service Inc., W3XGE W3XGF W2XLN W2XOL; Bremer Bcstg. Corp., W2XAX W2XAY; Carter Publications Inc., W5XOS W5XPP; Columbia Bcstg. System Inc., K2XAB K2XDF W2XCS W2XNU W2XSA; Crosley Bcstg. Corp. W8XST W8XSZ; The Eve. News Assn., W8XLE; The Evening Star Bcstg. Co., W3XJB; Farnsworth Television and Radio Corp., W9XFT; Federal Telecommunication Labs. Inc., W2XTA; The Fort Industry Co., W8XND; General Electric Co., W2XGE W2XUP W2XUR W2XUS W2XUQ; Havens & Martin Inc., W4XW; Intermountain Bcstg. Corp., W6XIS W7XXG; The Journal Co. (The Milwaukee Journal), W9XIU W9XLI W9XMK; Kansas State College of Agriculture and Applied Science, WXBV; Memphis Pub. Co., W4XIF W4XJJ; Metropolitan Bcstg. and Television Co., W2XMT; Miami Valley Bcstg. Corp., W8XUU.

National Bcstg. Co. Inc., K9XAV W2XSE W2XWJ W3XJA W6XZL W8XKR; Eugene P. O'Fallon Inc., WXEL; Television Calif., W6XJD; Philco Bcstg. Corp., W3XE W3XMZ W3XPD W3XPE W3XPG W3XPH W3XPI W3XPK W3XQP W10XAD W10XAE W10XAF W10XP W10XPA W10XPB W10XPC W10XPR W10XQB W10XQC; The Pulitzer Pub. Co., W0XDW; Radio Corp. of America, W2XNZ W3XAD W3XEP; Radio Sales Corp., W7XNY; Radio Station WOW Inc., WXCQ, WXQS; Scripps-Howard Radio Inc., W8XMK W8XNY W8XNZ; Sherron Metallic Corp., W2XDK.

Triangle Publications Inc. (The Phila. Inquirer Division), W3XJT W3XJU W3XJV; WAVE Inc., W4XPZ; WBEN Inc., W2XLV; Westinghouse Radio Stations Inc., W1XJF; WGN Inc., W9XDV W9XGZ; WPIX Inc., W2XMB W2XPO; WXYZ Inc., W8XNI The Yankee Network Inc., W1XSW W1XUF; Zenith Radio Corp., W9XZC W9XZV.

Following commercial TV stations were granted renewal of licenses for period ending Feb. 1, 1950: WCBS-TV New York; WRGB Schenectady; WNBT New York, WNBW Washington, D. C., and WPTZ Philadelphia.

Licenses for following exp. TV stations were extended to June 1 for reasons set forth: W3XJC W3XJD Hearst Radio Inc., Baltimore, Md.—Pending decision by Commission in WBAL case; W8XJH Don Lee Bcstg. System, Area, Los Angeles— Pending decision by Commission in Don Lee case; W6XCO W6XLA W6XYZ Paramount Television Productions Inc., Area Los Angeles, Pasadena, Calif.—Pending further examination of violations of Sherman Anti-Trust Act by Paramount Pictures Inc., in terms of decision of Supreme Court (68 S. Ct. 915); W9XUI State U. of Iowa, Iowa City, Iowa—Renewal application not filed until Jan. 24, insufficient time to process application; W8XGZ Gus Zaharis, Nr. Charleston, W. Va.—Renewal application not filed until Jan. 17, insufficient time to process application; W2XJT Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Trans. site indicated in renewal application did not correspond to authorization. Application returned for correction.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Harrisonburg Bcstg. Co., Harrisonburg, Va.—Granted petition of Andrew W. Bennett, attorney of record for Harrisonburg Bcstg. Co., requesting withdrawal of his appearance as attorney in proceeding re Doc. 9108.

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Granted petition for leave to amend application to show substitution of Richard C. Kittel as 11% stockholder in applicant corporation in lieu of John Gordon Lloyd.

WSPD and WKJG Ft. Wayne, Ind.—Granted joint petition for continuance of hearing scheduled Jan. 31 to April 6 at Washington.

Riverside Bcstrs., Los Angeles—Granted petition to dismiss without prejudice its application (BP-6520; Docket 9111).

ACTIONS OF THE FCC

JANUARY 28 to FEBRUARY 3

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

James H. Furns, Monroe, Mich.—Granted petition to dismiss without prejudice application.

Palmetto Bcstg. Co., Kingstree, S. C—Granted petition for leave to amend application to specify 1300 kc in lieu 1220 kc and application was removed from hearing docket.

KWKW Pasadena, Calif., Orange County Bcstg. Co. and Airtone Co., Santa Ana, Calif.—Commission on own motion continued indefinitely hearing scheduled Feb. 14 at Washington.

Fairfield County Bcstg. Co., Norwalk, Conn.—Granted petition to dismiss without prejudice application.

WDGY Minneapolis—Granted petition insofar as it requests indefinite continuance of hearing presently scheduled Feb. 8.

General Bcstg. Co., Atlanta, Ga.—Granted petition for leave to amend TV application to specify new trans. site, to show revised estimates of construction costs, etc.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend application to show 500 w in lieu of 1 kw.

WMPC Lapeer, Mich.—Granted petition to dismiss without prejudice application.

Anderson Bcstg. Co. Inc. and Charles H. Young, Anderson, S. C.—Granted petition of Anderson Bcstg. Co. Inc. to dismiss without prejudice application and removed from hearing docket application of Charles H. Young.

KRUS Ruston, La.—Granted petition to dismiss without prejudice application.

WMEX Boston—Granted petition for extension of time within which to file proposed findings and time was extended to Feb. 28.

KRGV Inc., Weslaco, Tex.—Granted petition for leave to amend application to add supplemental engineering statement relative to interference cond.

Phoenix Bcstg. Inc., Phoenix, Ariz.—Granted petition requesting Commission to accept late notification of intention to participate in oral argument on Jan. 28 in re Doc. 8156 8580 8567.

Voice of Valley Co., Van Nuys, Calif.—Commission on own motion dismissed without prejudice application because no appearance has been filed by applicant as required by Sec. 1.387 of rules.

Marion Bcstg. Co., Marion, Ill.—Granted petition for leave to amend application to specify 500 w in lieu 250 w; to show current information on financial matters, etc, and Commission on motion removed application from hearing docket.

Northeast Georgia Bcstg. Co., Gainesville, Ga.—Granted petition to accept late notification of intention to participate in oral argument scheduled Jan. 28.

Cadillac Bcstg. Co., Hamtramck, Mich.—Granted petition to dismiss without prejudice application.

WSNY Schenectady, N. Y.—Granted petition requesting additional time to file reply to petition file by George R. Nelson, Bradley Kincaid and Benjamin Dubb in re application and time was extended to Feb. 7.

Denver Bcstg. Co., Denver—Granted petition requesting dismissal without prejudice of application and petition filed by KCMO requesting dismissal of application is dismissed as moot.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition requesting continuance of consolidated hearing presently scheduled Jan. 31 at San Diego and hearing was continued to March 9 at San Diego; March 10 at Oceanside, March 11 at Santa Minoca, March 14 at Anaheim, and March 15 at Inglewood.

January 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KNEX McPherson, Kan.—License to cover CP new AM station.
KWRO Coquille, Ore.—Same.
WHVR Hanover, Pa.—Same.
KBKO Portland, Ore.—Same.
WHAP Hopewell, Va.—Same.
KSIJ Gladewater, Tex.—Same.
WBRC-FM Birmingham, Ala.—License to cover CP new FM station.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station for extension of completion date.
KQW-FM San Francisco—Same.
WSMB-FM New Orleans—Same.
WCFR Fall River, Mass.—Same.
WNAO-FM Raleigh, N. C.—Same.
KOAD Omaha, Neb.—Same.
WMOT Pittsburgh—Same.
WROV-FM Roanoke, Va.—Same.
KUOM-FM Minneapolis — Mod. CP new noncommercial educational FM station for extension of completion date.
KVNJ-FM Fargo, N. D.—Mod. CP new FM station to change ERP from 63 kw to 18.9 kw.
WDET-FM Detroit—Mod. CP new FM station to change ant. height above average terrain from 340 to 363 ft.
WDBO-FM Orlando, Fla.—Mod. CP new FM station to change ant. height above average terrain from 330 to 342 ft. ERP from 25 to 35 kw, studio site from 563 N. Orange Ave. to 30 S. Ivanhoe Blvd.
WRTB Waltham, Mass.—Mod. CP new commercial TV station to change studio site from Foundry Ave. to 190 Willow St., decrease aur. ERP from 30.7 to 29.8 kw AMENDED to change ERP from 50 kw vis. 29.8 kw aur. to 25 kw vis., 14.6 kw aur., change trans. site from 190 Willow St., Waltham, to Murray St., Medford, Mass.
WBNT Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date.

We Like Meadville—

It's a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact . . .

Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

License Renewal

WTSV-FM Claremont, N. H.—License renewal FM station.

Assignment of License

WSYR-FM Syracuse, N. Y.—Assignment of license from New York Bcstg. Corp. to Radio Projects Inc.

Assignment of CP

KRGV-FM Weslaco, Tex.—Assignment of CP from KRGV Inc. to Taylor Radio and Television Corp.

Transfer of Control

KTSA-FM San Antonio, Tex.—Transfer of control of Sunshine Bctsg. Co., permittee, to Gene Autry.

Modification of CP

WLWF Cincinnati—Mod. CP new FM station for extension of completion date.

WDOD-FM Chattanooga, Tenn.—Same.

KOAG-FM Stillwater, Okla.—Mod. CP new noncommercial educational FM station for extension of completion date.

WDOM Providence, R. I.—Same.

AM—1320 kc

Lawrence Bcstg. Co., Lawrence, Kan.—CP new AM station 1320 kc 500 w D AMENDED to change name of applicant from L. C. Harrison tr/as Lawrence Bctsg. Co. to Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co.

AM—1260 kc

KROX Crookston, Minn.—CP change from 1050 kc 1 kw D to 1260 kc 1 kw-D 500 w-N unl. DA-N and mount FM ant. on AM tower AMENDED to request 1 kw-D 100 w-N non-DA.

WTNJ Trenton, N. J.—CP change from 1310 kc 500 w S-WCAM and S-WCAP to 1170 kc 1 kw D AMENDED to request 1260 kc 500 w D.

AM—1300 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new AM station 910 kc 1 kw D AMENDED to request 1300 kc.

License for CP

KVNJ Fargo, N. D.—License to cover CP new AM station.

Transfer of Control

WNBZ Saranac Lake, N. Y.—Involuntary transfer of control of Upstate Bcstg. Corp., licensee, from John F. Grimes, deceased, to Thomas Durkin and Eugene Fitzpatrick, executors of estate.

KVAI Amarillo, Tex.—Transfer of control of Plains Empire Bctsg. Co., licensee, from Lonnie J. Preston, Alice Howenstine and V. M. Preston to R. G. Hughes.

KTRN KTRN-FM Wichita Falls, Tex.—Involuntary transfer of control of Texoma Bcstg. Co., licensee, from M. Bernard Hanks, deceased, to Eva Mae Hanks, voting trustee.

Modification of CP

KROY San Jose, Calif.—Mod. CP new FM station for extension of completion date.

WAGA-FM Atlanta—Same.
WOAK Chicago—Same.
KWOC-FM Poplar Bluff, Mo.—Same.
WISN-FM Milwaukee—Same.
WGBI-FM Scranton, Pa.—Same.
WHHM-FM Memphis, Tenn.—Same.
WNAM-FM Neenah, Wis.—Same.

TENDERED FOR FILING

AM—950 kc

KFSA Fort Smith, Ark.—CP change from 500 w-N 1 kw-D to 1 kw-N 5 kw-D, change from DA-N to DA-DN, install new trans.

AVCO Bids

WGL Fort Wayne, Ind.—Competitive bid to purchase facilities filed by Anthony Wayne Radio Co. Inc.

WROL-AM-FM Knoxville, Tenn.—Competitive bid to purchase facilities filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

TENDERED FOR FILING

Assignment of License

WRLD Lanett, Ala.—Assignment of AM license and CP for FM station from L. J. Duncan, Leila A. Duncan and Josephine Rawls, d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

January 31 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WDIG Dothan, Ala.—Assignment of license from Jess M. Swicegood, J. P. Burnett, Lola C. Robinson, d/b as Houston Bcstrs. to Jess M. Swicegood and Lola C. Robinson d/b as Houston Bcstrs.

WINX Washington, D. C.—Assignment of license from WINX Bcstg. Co. to William A. Banks.

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to James A. Clements, Richard J. Higgins and Joe H. Torbett d/b as Del Rio Bcstg. Co.

Assignment of CP

KCOI Coaling, Calif.—Assignment of CP from D. O. Kinnie to Albert F. Blain, Richard K. Newman Jr. and Forrest W. Hughes d/b as KCOI Bcstg. Co.

Transfer of Control

KIWW San Antonio, Tex.—Relinquishment of control by Joe Olivares.

AVCO Bid

WGL Fort Wayne, Ind.—Application to purchase filed under AVCO by Anthony Wayne Radio Co. Inc.

Modification of CP

KSAL Salina, Kan.—Mod. CP increase power etc. for extension of completion date.

WBBB Burlington, N.C.—Same.

WOI-TV Ames, Iowa—Mod. CP new commercial TV station for extension of completion date.

WBAP-TV Fort Worth, Tex.—Same.

WNBK Cleveland—Mod. CP new commercial TV station to change ERP from 39.33 kw vis., 20.26 kw aur. to 17.79 kw vis., 9.22 kw aur.

CP to Reinstate

WCCP-FM Savannah, Ga.—CP to reinstate CP new FM station which expired Jan. 4. Change name from Carter C. Peterson to Carter C. Peterson d/b as Dixie Bcstg. Co.

February 1 Decisions . . .

BY THE SECRETARY

Southern Radio & Television Equipment Co., Miami, Fla.—Granted license and CPs for new TV relays W4XOW W4XOS.

WTUX Wilmington, Del. — Granted mod. CP for extension of completion date to 5-1-49.

WBIX-FM Rome Radio Bcstg. Co., Rome, Ga.—Deleted CP for FM station.

Following were granted extension of completion dates as shown: WLAA Columbus, Ga., 8-1-48; WPRA Mayaguez, P. R., to 3-19-49; KNAK Salt Lake City, to 4-10-49; WCHV Charlottesville, Va., to 4-1-49; KCKN-FM Kansas City, Kan., to 8-22-49; WNEX-FM Macon, Ga., to 4-18-49; KSBR San Bruno, Calif., to 8-16-49; KFI-FM Los Angeles, to 4-16-50; KCFM Kansas City, Mo., to 7-1-49; WBAP-FM Fort Worth, Tex., to 5-15-49; KGLO-FM Mason City, Ia., to 5-16-49; KBIX-FM Muskogee, Okla., to 5-15-49; KFEQ-FM St. Joseph, Mo., to 8-25-49; WHDL-FM Olean, N. Y., to 4-15-49; WJBY-FM Gadsden, Ala., to 8-15-49.

KLER Rochester, Minn.—Granted license for new standard station 970 kc 1 kw unl. DA-2.

KITO San Bernardino, Calif.—Granted license increase power, etc.

WLVA Lynchburg, Va.—Granted license change frequency, increase power, etc.

KFBK Sacramento, Calif.—Granted license increase power, etc.

KFDM Beaumont, Tex.—Same.

KTKR Taft, Calif.—Granted license new standard station 1310 kc 500 w D.

WHEC Rochester, N. Y.—Granted license increase N power of aux., change aux. location to present site of main trans. employing DA-N.

WGBS Miami, Fla.—Granted license increase power etc.

WBKA Brockton, Mass.—Granted license new standard station 1450 kc 250 w unl.

WTOC Savannah, Ga.—Granted licenses to use old main trans. at present location of main trans. for aux. and install. new trans.

WIBB Macon, Ga.—Granted license new standard station 1280 kc, 1 kw D.

KOIN Portland, Ore.—Granted license mount FM ant. on AM tower.

WERI Westerly, R. I.—Granted mod. CP for approval of ant. and trans. location, and change type trans.

WKY-TV Oklahoma City — Granted mod. CP to change studio location, change type ant. and to make other ant. changes.

Following were granted extension of completion dates as shown: KDFC San Francisco, to 6-1-49; KNBC-FM San Francisco, to 7-12-49; WNLC-FM New London, Conn., to 5-18-49; WXRA-FM Buffalo, N. Y., to 5-2-49; KECA-FM Los Angeles, to 5-31-49; KPRA Portland, Ore., to 3-10-49; KCRK Cedar Rapids, Iowa, to 8-18-49.

WKDN Camden, N. J.—Granted license new standard station and specify studio location; 800 kc 1 kw D.

WJAR-TV Providence, R. I.—Granted mod, CP for extension of completion date.

WCPO-TV Cincinnati—Same.

KMED Medford, Ore.—Granted license increase power etc.

WEAV Plattsburg, N. Y.—Granted license change frequency, increase power etc.

KSEM Moses Lake, Wash.—Granted license new standard station.

KFKA Greeley, Colo.—Granted license change frequency, change hours etc.

WBTM Danville, Va.—Granted license mov. old main trans. to present location of main trans. to be used for aux.

KSD St. Louis—Set aside action of Dec. 28 granting license to cover CP increase power, install new trans. and DA-N and change trans. location because licensee did not satisfy cond. attached to CP.

FCC Correction

WHEN Syracuse, N. Y.—In report dated Jan. 27, item referring to WHEN is corrected to read: Granted mod. CP in part to change trans. location and ant. height with reduced power to 15 kw vis. 7½ kw aux.

February 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KRKD-FM Los Angeles—Same.
KROW-FM Oakland, Calif.—Same.
WMAZ-FM Macon, Ga.—Same.
WBIK Chicago—Same.
WISH-FM Indianapolis—Same.
WCAR-FM Pontiac, Mich.—Same.
WFMI Portsmouth, N. H.—Same.
WBBB-FM Burlington, N. C.—Same.
WJEM Springfield, Ohio—Same.
WISR-FM Butler, Pa.—Same.
WHP-FM Harrisburg, Pa.—Same.
WCMW-FM Canton, Ohio—Mod. CP new FM station to change ERP from 15 kw to 2.08 kw, ant. height above average terrain from 275 to 321 ft.

AVCO Bid

WROL-FM Knoxville, Tenn.—Application to purchase from S. E. Adcock filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

(Continued on page 70)



To One Million People CBS Means WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC



PAUL H. RAYMER, REP.

Allied Arts

A. C. NEILSON Co., Chicago, has announced that Cecil & Presbrey Inc. and Sherman & Marquette Inc., agencies, and American Meat Institute, have signed for its National Nielsen Radio Index Service. Cecil & Presbrey has contracted for Class A service for two years.

THOMAS H. HUTCHINSON, formerly NBC-TV program director, has been appointed director of Television Studios of The School of Radio Techniques Inc., New York. Mr. Hutchinson also has been with RKO and McCann-Erickson, as television director.



Mr. Hutchinson

E. D. McARTHUR has been appointed head of General Electric Research Laboratory's High Frequency Electronics Division, Schenectady, N. Y.

J. R. FEENEY has been appointed manager of Chattanooga (Tenn.) branch of Graybar Electric Co., and **J. D. AKERS** has assumed same post in Lansing, Mich.

ROBERT S. TAPLINGER is establishing national public relations organization with offices in New York, Chicago and Los Angeles under name of Robert S. Taplinger & Assoc.

WILLIAM (Bill) MALONE, former promotion manager of KOIL Omaha, becomes sales manager of recently-formed Radio Television Publicity Corp., Chicago, which has "exclusive" promotion plan now available in TV, AM and FM stations. Plan involves illuminated clocks and animated attention arresters displayed in key locations calling attention to station features on a time-trade arrangement.

MARTIN STONE Assoc., New York producer of radio and television programs, has moved from 10 Rockefeller Plaza to penthouse offices atop new building at 4 West 58th St. Firm's new telephone number is MUrryhill 8-0585.

Television

SAUL J. TURELL, president of Sterling Films Inc., New York, has announced formation of Sterling Films Television to specialize in production and distribution of video films. New unit is located at company's headquarters, 61 W. 56th St., New York.

JERRY FREEDMAN of Southern Television Productions, Louisville, Ky., is writing and producing *Anniversary House,* weekly musical comedy which made its debut over WAVE-TV Louisville last month, for Harper-Conner, local real estate agents.

BRUCE EELLS & Assoc., Hollywood, announces addition of 14 new subscribers to Broadcasters Program Syndicate. They are WMBR Jacksonville, Fla.; KXOA Sacramento; KXOB Stockton, Calif.; KOJM Havre and KRJF Miles City, Mont.; KOH Reno, Nev.; WTOR Torrington, Conn.; KTSM El Paso, Tex.; KTAR Phoenix, Ariz.; WLOH Princeton, W. Va.; KLXO Lewiston, Mont.; KERN Bakersfield, Calif.; WEBJ Brewton, Ala.; CFCF Montreal, Quebec.

UNITED WORLD FILMS Inc., New York, has announced that its television department is now readying a series of five-minute films dealing with the year's major holidays. The initial two films highlighting Valentine's Day and Easter are nearly completed and shortly will be available to video stations.

AIEE

Boothroyd, Goldsmith, Goldmark Among New York Speakers

BOTH price of television receivers and the amount of power they use are coming down, according to a paper read by W. P. Boothroyd, project engineer of Philco Corp., before the annual five-day winter general meeting of the American Institute of Electrical Engineers, held at Hotel Statler, New York, Jan. 31 to Feb. 4.

Mr. Boothroyd, in a paper prepared by S. C. Spielman, of Philco, said that the price of receivers and the amount of power they consume are "tied rather closely together."

Improvement and simplification of designs of sets, he said, will make them cheaper and reduce their power consumption. He discounted the fears of electric utilities of the amount of the television power load, which has caused some utilities to levy extra charges on television set users.

In a report on progress in ultra high frequency television, T. T. Goldsmith, director of research of Allen B. DuMont Laboratories Inc., said it was possible to permit 69 additional television channels in UHF—enough to give three or four stations to each city. Tests show the possibility of commercial station operation in UHF, he said.

Improved Images

Better video images can be attained by increasing contrast than by increasing brightness, Dr. Peter C. Goldmark, director of engineering research, CBS, told the engineers.

Progress in the development of television equipment for motion picture theatres was outlined by Ralph V. Little Jr., RCA Engineering Products Department engineer. He analyzed the RCA direct projection system, under which high-brilliance kinescope images are projected by a highly reflective optical system upon special screens, and its intermediate film system, using standard motion picture projection technique after television images have been photographed on motion picture film and processed.

PHILCO TV PLAN

To Cut Installation Cost

PHILCO CORP., Philadelphia, is making a definite move to cut installation costs on video receivers, BROADCASTING learned at a company luncheon for newsmen in New York.

Instead of the current initial installation cost of $65 or more, with a year's guarantee on service and parts, Philco plans to charge about $30 for setting up a receiver. One year's guarantee will cover parts alone. Thirty days after installation, a serviceman will inspect and adjust the instrument, after which, for the one-year period, all calls will be charged for on the basis of the repair man's time.

The plan has been tested successfully in several cities and will be effective in the New York area shortly. Philco distributors are also dropping current delivery charges to dealers, charges that are in most cases relayed to the consumer.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

For further information write to Dept. BD-3

*PAT. PEND.



When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—

Published by London

I WISH SOMEBODY CARED ENOUGH TO CRY

On Records: Frank Gallagher—Dana 2033; Eddy Howard—Mer. 5248; Ray Dorey —Gold Medal 948.

On Transcriptions: Sweetwood Serenaders— NBC Thesaurus; Eddy Howard—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

KITS MAILED

As Brotherhood Week Nears

KITS containing Brotherhood Week material are being sent to all AM and FM stations, according to Edgar Kobak, MBS president and chairman of the 1949 radio committee for the observance. Sponsored by the National Conference of Christians and Jews, Brotherhood Week will be celebrated Feb. 20-27.

Kits contain letters, copy for live announcements and five-minute dramatic script. Broadcasters later will receive pressings of transcribed spots.

The transcription features four of WNEW New York's "Little Songs on Big Subjects" by Hy Zaret and Lou Singer, and recorded spots by Bing Crosby, Jack Benny, Ed Gardner, Eddie Cantor, Garry Moore and others.

President Truman is honorary chairman of Brotherhood Week. General chairman is Nelson A. Rockefeller. Members of Mr. Kobak's committee are:

H. Leslie Atlass, WBBM Chicago; Erik Barnouw, writer; Edgar L. Bill, WMBD Peoria; Frank Burke, KFVD Los Angeles; Roger W. Clipp, WFIL Philadelphia; Ted Cott, WNEW New York; H. Quenton Cox, KGW Portland, Ore.; Ruth Crane, WMAL Washington; T. A. M. Craven, of Craven, Lohnes and Culver, Washington; Joe DuMond, KXEL Waterloo, Iowa; John W. Elwood, KNBC San Francisco; C. T. Hagman, WCCO Minneapolis; George Heller, American Federation of Radio Artists; Harold Hough, WBAP Fort Worth; Frank King, WMBR Jacksonville, Fla.; Dorothy Lewis, United Nations; Harry Maizlish, KFWB Hollywood; Justin Miller, NAB; Gene O'Fallon, KFEL Denver; Dr. Everett C. Parker, Protestant Radio Commission; James C. Petrillo, American Federation of Musicians; Herbert L. Pettey, WHN New York; J. R. Poppele, Bamberger Broadcasting; J. Leonard Reinsch, Cox stations; J. Harold Ryan, Fort Industry Co.; Elliott M. Sanger, WQXR New York; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago; Frank Stanton, CBS; Nathan Straus, WMCA New York; Sol Taishoff, BROADCASTING; Niles Trammell, NBC; Judith Waller, NBC; Lewis A. Weiss, Don Lee Broadcasting System; Harry Wismer, Richards stations; Mark Woods, ABC; Edward J. Heffron, director of media relations, NCCJ; Newman H. Burnett, executive secretary of Radio Directors Guild; Jack L. Cooper, WSBC and WGES Chicago; C. J. Durban, assistant director of advertising, U. S. Rubber Co. and chairman of American Television Society; Jerry Franken, radio editor of *Billboard;* Milton E. Krents, New York radio program consultant; Bert Lytell, actor and honorary president of Actors Equity Assn.; Thomas F. O'Neil, vice president of Yankee Network; George Rosen, radio editor of *Variety;* James E. Sauter, president, Air Features Inc.; George T. Shupert, director, Paramount television.

Programs

LAST week WLIO East Liverpool, Ohio, began its newest series of programs titled *So You Want to be a Disc Jockey.* Each day a different student from one of the five high schools in the district appears as guest announcer and disc jockey. At the end of school term the best student announcer will be selected and given a fulltime job with WLIO. Students select their own records, introduce their selections in their own words, and read the commercials on the programs. In judging the winner consideration will be given to such points as: Voice, diction, air personality, ad-lib ability, and knowledge of music.

Care of Your Home

WASHINGTON televiewers now have opportunity to learn how to solve the problems of home upkeep. WNBW (TV) Washington has inaugurated a Saturday video show, *Yours for Better Living,* which will feature local experts on interior decorating, repair, grounds and garden care. Local real estate dealers have signed for sponsorship, and commercials will feature homes for sale in the area. First participating clients are Glassman Bros., designing engineers and builders, through Kal, Ehrlich & Merrick Adv., and Ed Carr, real estate broker through Robert Enders Adv., all Washington.

Junior Town Meeting

IN ORDER to offer a vehicle by which schools and students of the metropolitan area can express their views on topics of public interest, WSAZ Huntington, W. Va., is presenting a weekly, half-hour *Junior Town Meeting of the Air.* Participating alternately on programs are six high schools. Program is carried as a delayed broadcast, Sundays at 3:30 p.m., with recordings cut during regular assembly periods. Format of the show allows a selected group of four students to air their viewpoints and to discuss the question at hand, after a roving microphone gives members of the student body opportunity to question the decisions and participate in the program.

Camera Fans

CAMERA fans in Pittsburgh now have a radio program especially for them. WWSW Pittsburgh has inaugurated *Peoples Camera Club of the Air.* At each broadcast "meeting" experts from various fields of photography get together to discuss the pros and cons of picture taking methods and questions submitted by club members. Anyone who is a "bug" may join the "club." Program is sponsored by Peoples Camera Exchange, local photo supply house, as part of an intensive radio advertising campaign over WWSW exclusively.

New England Congressmen

WEEKLY forum, *The New England Round Table,* featuring New England Congressmen in discussions of current legislation of particular regional interest, was resumed yesterday (Feb. 6) over WBZ-WBZA Boston-Springfield. Program is originated in Washington and Robert McCormick, newspaper columnist and radio commentator, acts as moderator. Program is carried over New England Regional Network which includes WTIC Hartford, Conn.; WJAR Providence, R. I.; WCSH Portland, Me.; WLBZ Bangor, Me., and WRDO Augusta, Me., in addition to WBZ and WBZA.

WMGM SHOWS

Feature MGM Personalities

CULMINATING plans for cooperation with Metro-Goldwyn-Mayer Studios, formulated when WMGM New York changed its call letters from WHN, the station last week announced a schedule of programs originating in Hollywood and featuring MGM players and properties.

Approximately six hours of recorded Hollywood shows, including *MGM Theatre of the Air,* a one-hour weekly adaptation of the studio's pictures, will be offered soon. Other shows include a 15-minute, three-times weekly program with George Murphy, *Good News from Hollywood, At Home with Lionel Barrymore,* five 15-minute morning programs weekly, and an across-the-board 15 minute interview show with Paula Stone.

WMGM also plans to syndicate the programs on a nation-wide basis, offering recordings of the shows on either a sustaining or commercial basis to other local stations across the country.

Watson Gordon Jr.

WATSON M. GORDON Jr., 29, former account executive at Foote, Cone & Belding, Chicago, died in a Boston hospital Jan. 27. A graduate of Harvard in 1940, Mr. Gordon worked for FC&B until last spring when he retired because of illness and returned to his home in Dublin, N. H. Survivors include his wife, Mrs. Anna Baker Gordon; his parents, Mr. and Mrs. W. M. Gordon of Dublin and Boston; three sisters and a brother.





FCC Actions

(Continued from page 67)

Applications Contd.:

TENDERED FOR FILING

Assignment of License

KPAS (AM) KDAG (FM) Banning, Calif.—Assignment of license of KPAS and CP for KDAG from Carl Phillips, Robert W. Phillips and John Phillips d/b as Pass Bcstg. Co. to William T. Smith and David Robbins d/b as Pass Bcstg. Co.

Modification of License

KWJJ Portland, Ore.—Mod. license to change from DA-DN to DA-N.

AM—570 kc

WMAM Marinette, Wis.—CP to increase 100 w-N 250 w-D to 1 kw unl. DA-N.

February 2 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KENO-FM Las Vegas, Nev.—Granted renewal of license for period ending Sept. 1, 1949.

KWLK-FM Longview, Wash.—Same.

WTRF-FM Bellaire, Ohio — Granted renewal of license for period ending Dec. 1, 1951.

License Extension

WHA-FM Madison, Wis.—Present license extended on temp. basis to June 1.

WOPT Oswego, N. Y.—Same.

CPs Reinstated

WRLD-FM Lanett, Ala.—Granted reinstatement of Class B CP which previously expired; completion must be effected three months from date of grant.

WGOV-FM Valdosta, Ga.—Same.

WFRS Grand Rapids, Mich.—Same.

KOAK Clinton, Okla.—Same.

KFDX-FM Wichita Falls, Tex.—Same.

Low Power FM

Board of Trustees, Free Public Library, Louisville, Ky. — Granted CP new noncommercial low power FM station, Channel 207 (89.3 mc), 10 w; estimated cost $9,170.

Duquesne U., Pittsburgh — Granted CP new noncommercial low power FM station, Channel 207 (89.3 mc), 10 w; estimated cost $12,550.

FCC Correction

WHNC-FM Henderson, N. C.—In report dated Jan. 18 item referring to WHNC-FM should read: To change from Channel 297 (107.3 mc), ERP 8.6 kw, ant. 510 ft. to Channel 223 (92.5 mc), ERP 9.5 kw, ant. 300 ft.

February 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WRLD Lanett, Ala.—Assignment of license from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

License for CP

KXOA Sacramento, Calif.—License to cover CP change frequency, increase power etc.

SSA Extension

WOKO Albany, N. Y.—Extension of SSA for period not to exceed 6 mo. to operate 1460 kc 1 kw-D 500 w-N unl. Also to use trans. (previously licensed to WOKO Inc. as aux.), as aux. with 500 w for period not to exceed 6 mo.

Modification of CP

KRXD Los Angeles—Mod. CP change power etc. for extension of completion date.

KROW Oakland, Calif.—Same.

KCOM Sioux City, Iowa—Mod. CP AM station for extension of completion date.

WCLC Clarksville, Tenn.—Same.

WSKB McComb, Miss. — Mod. CP change frequency, increase power etc. for extension of completion date.

WDEL-TV Wilmington, Del. — Mod. CP new commercial TV station for extension of completion date.

WTVR Richmond, Va.—Same.

WTMJ-TV Milwaukee—Same.

AVCO Bid

WROL Knoxville, Tenn.—Application to purchase filed by George R. Dempster, John A. Johnson and Royce F. Ward d/b as Dempster-Johnson & Ward Bcstrs.

APPLICATIONS DISMISSED

William T. Smith, Bakersfield, Calif.—Dismissed Jan. 28 application for new AM station 1470 kc 500 w D.

AM—910 kc

William T. Smith, Palm Springs, Calif.—Dismissed Jan. 28 application for new AM station 910 kc 500 w D.

EXP. TV DELETIONS

Crosley Bcstg. Corp., Cincinnati—Deleted Feb. 1 at request of applicant exp. TV station W8XCT on Channel 4 (66-72 mc), ERP 1 kw vis., 500 w aur.

Allen B. DuMont Labs. Inc., New York—Deleted Feb. 1 at request of application exp. TV station W2XNG on Channel 13 (210-216 mc), 40 w.

National Bcstg. Co., Washington, D. C.—Deleted Feb. 1 at request of applicant exp. TV station W3XZS on 504-510 mc, 5 kw.

(Continud on page 82)

TV HAZARDS STUDIED

Fire Underwriters Urge Checking of Sets

PROSPECTIVE purchasers of television receivers are cautioned by the National Board of Fire Underwriters to ascertain that the set they wish to buy has been listed as acceptably designed and constructed to minimize the fire and life hazard.

Sets of several manufacturers have already been listed by Underwriters' Laboratories Inc., the board points out in its special bulletin No. 275.

Mounting sales of video sets have produced a flood of inquiries, the board reports. The board, which is a unit of the Committee on Fire Prevention and Engineering Standards with New York offices at 85 John St., acknowledges that Article 810 of the National Electrical Code is inadequate for purposes of television. Certain provisions of Article 810 should be followed until appropriate revisions have been made, however, it was pointed out. An appropriate committee of the National Electrical Code is currently studying problems peculiar to television, according to the bulletin.

"Since television operates on essentially a line-of-sight basis," the bulletin said, "proper reception usually necessitates an exterior antenna and as the distance from the television transmitter increases, the antenna must of necessity extend higher in elevation. This increases somewhat the possibility of damage by lightning, and, as the antenna is usually mounted on a pole or tower on the roof, there is a possibility that, unless properly installed and supported, the system may fall in high winds, dropping across power lines or injuring persons or property."

The board indicated that it was generally considered that a television receiver has a greater inherent fire hazard than a conventional radio receiver, "because of its greater current consumption, a greater number of heat producing components and the higher voltage used." Particular care was prescribed to make certain that the natural ventilation built into the set is not obstructed or reduced.

"Television sets should not be left turned on while unattended," the board warned. Fears that the antenna or lead-in constituted a shock hazard because of the high voltage carried were labeled "groundless" in the case of properly designed receivers.

WBIX-FM Deleted

THIRTEENTH FM construction permit to be deleted this year was announced last week by FCC to be WBIX-FM Rome, Ga. One license and one conditional grant also have been deleted by the Commission this year. WBIX-FM's permit expired Dec. 12, 1948, and no request for extension of completion date was filed. FCC said the CP was forfeited since correspondence to the station was returned "unclaimed." CP had been granted in April 1948.

VIDEO NEWS

WJZ-TV Starts New Service

A NEW type video news presentation has been initiated by WJZ-TV New York. The station interrupts its test pattern every hour between 12 noon and 6 p.m., Monday through Friday, to flash a series of bulletins and news summaries.

The news is presented in cooperation with United Press and is received on a special printer at WJZ-TV. It is printed on cellophane and sent via a Trans-Lux projector to the transmitter, and thus to the audience. News is given at an average reading speed of 175 words a minute.

Thomas Velotta, ABC vice president in charge of news and special events, announced last week that plans were under way to increase the frequency to every half-hour, seven days a week. Sponsorship possibilities are under consideration in four different ways—sound announcement, in text or by slides, or a permanently framed top line giving constant sponsor identification. It also was learned that WFIL-TV Philadelphia had completed arrangements with UP for similar service in the Quaker City.

Technical



PAUL MOORE, transmission engineer at NBC Chicago since 1945, has been appointed supervisor of TV engineering maintenance department at network's Central Division. **RAYMOND LIMBERG** and **HENRY MAULE** have been transferred from AM to TV engineering, and **HOMER J. HALLIBAUGH** has joined as TV engineer.

WILLIAM KARDA, with WINS New York since 1946, has been promoted to post of studio engineer supervisor.

ED NEELEY, formerly with WWNR Beckley, W. Va., has joined engineering staff of WOL Washington.

ERIC LEVELL, formerly of CKMO Vancouver, B. C., has joined the operating staff of CBR Vancouver.

WILLIAM PIEKARSKI, formerly of CKGB Timmins, Ont., has joined CJKL Kirkland Lake, Ont., as assistant chief engineer. **VERN O'BRIEN** has joined station's control room staff, replacing **TOM DALEY**, who has joined CFPL London, Ont.

JULIAN CRAPS, WTAR Norfolk, Va., engineer, is the father of a girl, Linda Susan. **JOHN BISHOP**, also of station's engineering staff, is the father of a boy.

WILBUR ALLMEYER, KWK St. Louis engineer, is the father of a girl.

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RIVAL OFFERS

FCC Gets WGL, WROL Bids

COMPETITIVE bids were filed under FCC's AVCO rule last week for WGL Fort Wayne, Ind., by Anthony Wayne Radio Co. Inc., new firm including ex-FCC Chairman James Lawrence Fly, and for WROL-AM-FM Knoxville, Tenn., by Dempster-Johnson & Ward Broadcasters.

Anthony Wayne Radio, headed by Harold Gross, chief owner of WJIM-AM-TV Lansing, Mich., proposes to match $150,000 consideration specified in original WGL purchase application of Fort Wayne *News-Sentinel*. Dempster-Johnson & Ward proposes to match $365,000 bid of Knoxville *Journal* for WROL [BROADCASTING, Nov. 29, 1948]. Dempster-Johnson is 45% owned by George R. Dempster, 50% owner of WGAP Marysville, Tenn.

WGL, owned by Farnsworth Television and Radio Co., is assigned 1 kw on 1250 kc. WROL, owned by S. E. Adcock d/b as Stuart Broadcasting Co., is assigned 5 kw on 620 kc. Both are NBC affiliates.

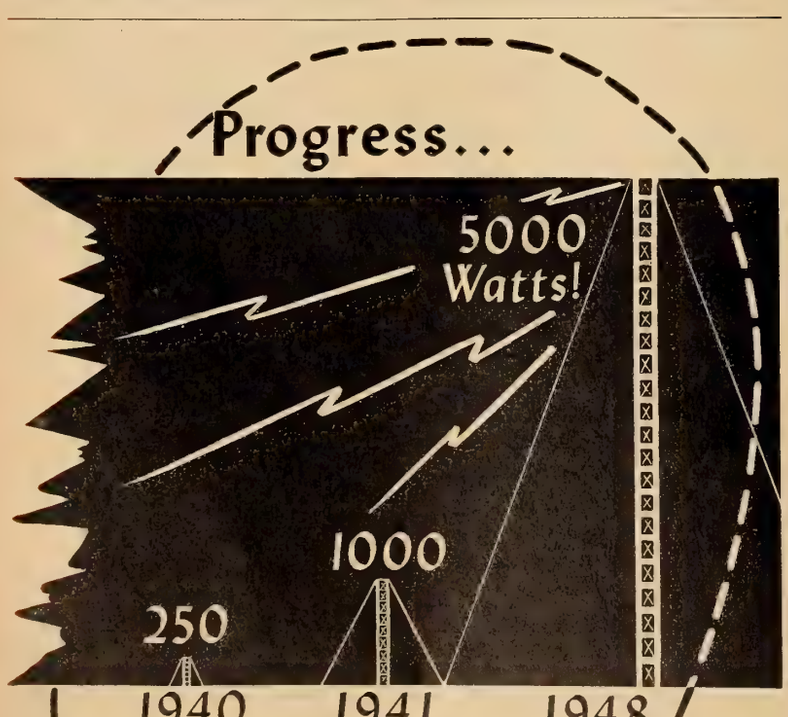
Anthony Wayne Radio is a newly formed corporation with stock authorization of 1,000 shares ($500 per share stated value). One share each is held by Mr. Gross, president and treasurer, and Howard K. Finch, WJIM program director, who is vice president. Mr. Gross has subscribed to an additional 353 shares and Mr. Finch to an additional 25 shares.

Mr. Fly, now a New York attorney, has subscribed to 20 shares. He has a small interest in KAND Corsicana, Tex. Secretary of firm is Frank E. Corbett, Fort Wayne attorney, who would resign as director of WANE Fort Wayne if transfer were approved. Application stated that several residents of Fort Wayne would become subscribers to stock.

Associated with Mr. Dempster in the new Knoxville partnership are John A. Johnson, 10% owner of John A. Johnson & Sons Contracting Corp., Brooklyn, has 45%, and Royce F. Ward, Alexandria, Va., has 10%. Mr. Dempster was city manager of Knoxville in 1944-45. He is president and 43.225% owner of Dempster Bros. Inc., local construction equipment manufacturer.

Scott Paper Signs

SCOTT PAPER Co., through J. Walter Thompson Co., effective Feb. 10 will sponsor the latter quarter hour of the Dione Lucas program, Thursdays 8-8:30 p.m. on the eastern CBS-TV network. The early part of the cooking show is also scheduled to be sponsored by another J. Walter Thompson client. Contract is for 52 weeks.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than with 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

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President

Val Lawrence
Vice-Pres. & Gen. Mgr.

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News

SAM ZELMAN, on news and special events staff of ABC Hollywood for past two years, has been appointed news editor. Mr. Zelman also celebrates the recent arrival of a daughter.

PAUL HUSSERL has joined KMPC Hollywood as news editor. He replaces EDDIE LYON, who resigned to join KFMJ Tulsa as news editor. Mr. Husserl was formerly with *New York World, Time* magazine and *Cinema Arts* magazine, and at one time was managing editor of "March of Time" newsreel. In addition to regular duties as news editor, Mr. Husserl will broadcast two quarter-hour newscasts daily.

BILL SYMES, Don Lee network announcer, has been appointed director of sports and special events for KTSL (TV) Los Angeles. Mr. Symes joined Don Lee in 1946 as producer, and later served as staff announcer.

CHRIS MATHISEN, former radio editor and assistant film reviewer of the Washington (D. C.) *Evening Star*, who now is assigned to that newspaper's Capitol staff, is doing a weekly film commentary for WCFM (FM) Washington.

RUSS ANDREWS, with WFBR Baltimore, where he handled news for six years, has joined WAAM (TV) Baltimore, where he will do a five-minute news spot to be telecast three times daily.

WILLIAM HARPEL, on KMPC Hollywood announcing staff for past year, has been appointed night news editor.

DICK KISHPAUGH has joined WKZO Kalamazoo, Mich., as assistant news editor.

FRANK JOHNSTONE, newscaster on KFRC San Francisco, has been appointed to do 10 p.m. news report over Don Lee Mutual West Coast network.

WRGA QUARTERS

Completed at Rome, Ga.

WORK improvements on new studios and offices of WRGA WRGA-FM Rome, Ga., have been completed in the National City Bank Bldg., John W. Quarles, president and owner, has announced. New quarters, occupying the second floor, will also house the station's FM operations, and provide a main entrance. Facilities were formerly located on the third floor of the building.

Official opening of the new facilities was held Jan. 28 as members of the Georgia Associated Broadcasters gathered at Rome for their winter meeting. They were to be taken on a special tour by staff members.

Completion of new installation follows WRGA's increase in power late last year from 250 w to 5 kw full time. Station, licensed by Rome Broadcasting Corp., is beginning its 19th on the air.

NEWS SOURCES

Bill Pushed in Minnesota

A BILL protecting newsmen against forced disclosure of their sources of information was prepared for the Minnesota Legislature Jan. 24 by Lawrence Haeg, WCCO Minneapolis-St. Paul farm service director and representative for the state's 36th District. The bill provides that newsmen could not be compelled by law to disclose their news sources, and would place radio newsmen on a par with newspaper reporters.

Minnesota was the second state in recent weeks to consider such a measure. A similar bill was introduced a fortnight ago before the New York Legislature, calling for equal protection for radio reporters [BROADCASTING, Jan. 17]. Other legislatures, at the instigation of state broadcast associations and NAB, which proposed a model law, are expected to follow suit. At present 11 states have such laws, but none include radio newsmen in their provisions.

Mr. Haeg has been a member of the Minnesota Legislature since 1939, and WCCO's farm director since 1940.

RADIO BEATS

Press Scooped on INS Stories

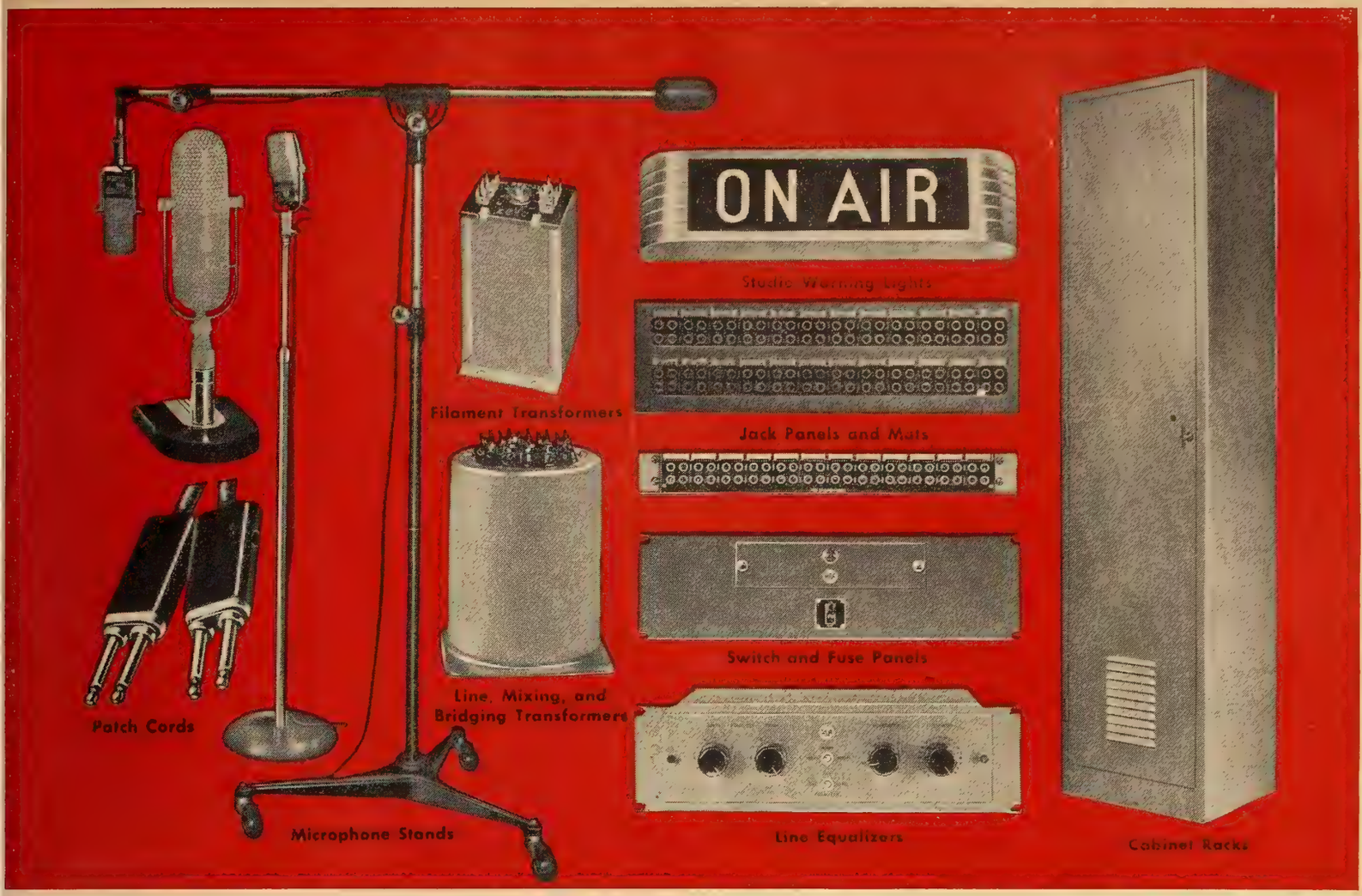
RADIO beat the press by half a day on one of the biggest news stories in recent months when on Sunday, Jan. 30, INS' European general manager, Kingsbury Smith, filed his exclusive story of Premier Stalin's willingness to talk peace.

The INS story cleared at 9:22 a.m., and from then until first editions of Monday morning papers came out Sunday evening, radio had the news to itself. Radio also got a beat of several hours over newspapers at the release of Mr. Smith's second story, Feb. 2, reporting that Premier Stalin would meet the President in the U.S.S.R., Poland or Czechoslovakia. That story cleared INS wires at 6:40 a.m., long after morning papers were wrapped up and before afternoon papers were ready to roll.

Ad Rate Guide

E. H. BROWN Advertising, Chicago, has published its 24th annual edition of the *1949 Advertisers Rate and Data Guide*. Fifty-two page book lists rates, circulation, and closing and issuance dates for general, farm, mail order and direct selling magazines. It is available to advertisers without charge.

WINZ



RCA *Audio Accessories*

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Available now for immediate delivery—more than 100 high-quality items to meet your installation requirements

REPRESENTED HERE are items from broadcasting's most complete line of fine audio accessories. Microphone stands . . . studio warning lights . . . cabinet racks . . . panel-mounted auxiliary units . . . transformers of many kinds. In all, more than 100 different items—with every type of unit you need from large size cabinet racks down to patch cords.

Designed by audio men *for audio men,* these accessories are built with the professional thoroughness needed to meet the most exacting requirements of broadcast use. Mechanically and electrically, every unit is built to "take it."

For information on RCA's complete line of audio accessories . . . immediately available from stock . . . call your RCA Broadcast Sales Engineer, or Dept. 19-BA, Engineering Products, RCA, Camden, New Jersey.

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RCA Engineering Products Dept.
Camden, New Jersey

Please send me my copy of your bulletin on RCA's Audio Equipment Accessories.

Name_____

Address_____

Station_____ Position_____

City_____ State_____

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT. CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New 250 watt, fulltime station in Oxford, North Carolina, needs manager, chief engineer and commercial manager. Address John C. Hanner, Tarboro, N. C.

Assistant manager - salesman wanted. By 5 kw day, 1 kw night ABC affiliate. City of approximately 60,000 with two stations. The party desired is someone who can really sell and has ability to advance to management of the station. Please state all in your first letter and send picture if possible. This station is in its 19th year of operation. Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, Louisiana.

Salesmen

1000 watter in best section North Carolina with perfect public service record, unquestioned acceptance, desires to contact salesman interested in settling down in good community and earning in proportion to ability and willingness to work. Station well equipped, well promoted and can produce. No drifters, drinkers or hot shots need answer. You can write your own ticket if you really mean business. Earnings unlimited, we hope you make a million. Act quick, write or wire Box 25a, BROADCASTING.

Salesman capable of taking over as commercial manager for ABC station in mountain division. Excellent secondary market. Associated with newspaper. Send full resume and application picture with first letter. Box 942, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Salesman — Experienced, aggressive radio time salesman to sell and service accounts. Unusual opportunity, with fast-growing independent. Can make $100-$125 weekly. Must have car and be prepared to appear for personal interview. Write WBMD, 4 W. Eager St., Baltimore 1, Maryland.

Capable time salesman by 1000 watt independent eastern North Carolina station. Box 67a, BROADCASTING.

Two top, strong program salesmen. Fully experienced. Qualified to earn $7,500 per year in top Michigan market with expanding station. Give all details first letter. Immediate openings. Must have own car. Box 38a, BROADCASTING.

Salesmen, draw against 15% on first $3,000.00 per month, large midwest market, MBS; $1,200 per month possible. Box 53a, BROADCASTING.

Announcers

Experienced commercial announcer needed immediately. Higher than average pay. Staff knows of ad. Send complete details, disc, references to K-triple-D, Dumas, Texas.

Wanted—Announcer for 250 watt Mutual station in south. AM and FM operation. Wire if interested. Box 982, BROADCASTING.

Experienced announcer with first class license. Good voice, sober, mature. Send full details, picture and audition disc to WTAN, Clearwater, Florida.

Wanted immediately, announcer with first class ticket. WHTB, Talladega, Alabama.

Sportscaster—KIFI, ABC, Idaho Falls, Idaho, Idaho Pioneer League. State salary with disc showing recreation. Box 37a, BROADCASTING.

Help Wanted (Cont'd)

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Wanted—Announcer. Primarily morning man. Ordinary run of announcer need not apply. Want unusual morning man for Connecticut station. Top salary for top man. Write all details. Box 44a, BROADCASTING.

Wanted—One announcer for NBC affiliate in fast growing southern town. Requirements: Experience, dependability and willingness to work. Send complete details and references, if you fill the bill. Box 68a, BROADCASTING.

Announcer, $40 per week, major midwest market, MBS. State experience. Box 52a, BROADCASTING.

Announcer - operator with experience for FM station. Prefer single man under 25. $50 per week. Send complete background, disc and photo to Ron Tuten, PD, WJHP, Jacksonville, Florida.

Announcer - salesman wanted in Wisconsin 20,000 market. Good pay. Car desirable. Excellent working conditions. Write Ralph Evans, 4412 North Woodruff, Milwaukee.

Announcer for morning show, some general work, MBS, city 80,000, $60.00 per week if you have voice, experience and education, tell all first letter. Midwest. Box 23a, BROADCASTING.

Technical

Wanted—Radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Transmitter jobs open for young men and radio school trainees with first class ticket. No experience required. Box 12a, BROADCASTING.

Combination man with experience. ABC affiliate station. Rocky Mountains. Send disc, photo and references. Box 941, BROADCASTING.

Transmitter operator, no experience necessary. First class ticket. $40.00 per week. Radio Station WSSV, Petersburg, Va.

Production-Programming, others

Capital-associates wanted. Assist completing application new television broadcast station. Forming corporation. Advise amount your investment. Box 973, BROADCASTING.

Wanted: News reporter-announcer for 1000 watt daytime station. Give full details, KXIC, Iowa City, Iowa.

Traffic, shorthand required, large city area midwest, MBS. State experience. Box 54a, BROADCASTING.

Continuity chief wanted. Tired of snow and ice? Then you'll want this job in the lower Rio Grande Valley of Texas, a rich citrus and agricultural area. Send full information in first letter as to experience, family status, salary expected and photo, KGBS (CBS affiliate), Harlingen, Texas.

Wanted—News editor with ability to gather and disseminate local news and edit wire copy. Must have college background and at least one year experience in radio. Also, ability to present news in pleasing manner. Reply WWHG, Hornell, New York.

Help Wanted (Cont'd)

Copywriter wanted—One who can rapidly turn out a volume of good, accurate commercial and sustaining copy. Must be bright, responsible and good typist. Write samples and send to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Situations Wanted

Managerial

Manager with tough AM experience has developed New England independent FM to prominence. Operation to be absorbed by AM. Desire opportunity to put your FM on its feet. University graduate, five years executive experience. Extensive technical orientation. Imaginative, vigorous, community programming, enduring sales based on sound facts. Available upon reasonable notice to my employer, I ask $6,000. Box 34a, BROADCASTING.

Radio chief of large nationwide public service organization, former program director, news director, foreign correspondent, available now due to deactivation of public relations radio branch. 21 years announcing, writing, producing. Age 37, steady, reliable. Proved administrator. Best references. Seeks management opportunity. Box 997, BROADCASTING.

Available as manager. Fourteen years in radio. Personal interview desired. Box 7a, BROADCASTING.

Dick Evans, winner of two national promotional awards in the past year; 25% owner, member of Board of Directors. President and General Manager of WIZZ (pronounced whiz), now has WIZZ doing OK. Will retain stock ownership and board membership in WIZZ but resign as President and General Manager if challenging opportunity as manager or consultant is presented. Must have sufficient time to orient replacement. Family man, two boys. University graduate, one year graduate study. Seventeen years broadcast experience in construction, technical, programming, sales, administrative, and federal regulatory phases. Prefer managerial incentive plan. Career resume available. All replies confidential. Write Dick Evans, President, WIZZ, Wilkes-Barre, Pa.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Commercial manager. Aggressive, active, no armchair executive. Knows all phases of station operation. Came up the hard way. Engineering background. Prefer small operation. Excellent references. Box 60a, BROADCASTING.

Manager. Young, aggressive. Especially strong on sales. Ten years all phases of radio. College graduate. Excellent references. Box 64a, BROADCASTING.

Salesmen

Time salesman, 2 years experience with 5000 watt regional station. A self starter and go getter in local accounts. Age 30. Complete information and references on request. Box 32a, BROADCASTING.

Fourteen years radio including sales. East only. Salary and commission. Box 9a, BROADCASTING.

Situations Wanted (Cont'd)

Salesman — Trained, experienced in sales promotion. Prefer west coast. But will consider all offers. BJ Degree. Starting salary secondary. Will prove ability, excellent references. Box 43a, BROADCASTING.

Young, college graduate thoroughly trained in station administration and time sales. Merchandising and sales background. Desires beginning sales or administrative job. Prefer NY area but will relocate. Box 62a, BROADCASTING.

Announcers

Announcer. Excellent voice, experienced. Knowledge copywriting, advertising. New England. Box 36a, BROADCASTING.

Announcer, 25, experienced, capable all-round staff man. Middlewest preferred. Box 27a, BROADCASTING.

Young staff announcer, experienced in news and all type shows. AB in speech from the University of Denver, married, references, disc and photo on request. Harry Anglen, 521 Maple Blvd., Kansas City 1, Missouri. Phone Ba-3441.

Here's a "#&@'% good buy.** Announcer-disc jockey desires permanent affiliation with progressive station. Three years experience in all phases of programming, production and specializing in record shows and special events. Past experience proves ability as program director and production chief. Married, 27, excellent references. I know radio. Would you like to know me? Box 3a, BROADCASTING.

Announcer, 25, married. Desires position with progressive station. One year experience. College journalism graduate. Presently employed. Special interest, news and disc programs. Box 11a, BROADCASTING.

Experienced play-by-play announcer desires position with station broadcasting baseball. Box 13a, BROADCASTING.

Announcer — Some experience, wants staff position. Midwest preferred. Disc, photo on request. Have had experience with Armed Forces Radio Service. Box 14a, BROADCASTING.

Popular morning man, employed, looking for permanent show with large metropolitan station. Proven record, 8 year success. Box 33a, BROADCASTING.

Combination announcer - operator. Eleven months experience including baseball play-by-play. Will consider any reasonable offer. Box 18a, BROADCASTING.

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Mike Fidler, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Topnotch disc jockey and sports announcer would like permanent connection progressive station any region. Background includes successful all night and earlybird shows major metropolitan market. Winner local stars poll Radio Best Magazine. Play-by-play sports and programming experience smaller markets. Also pianist-vocalist. Available immediately. Johnny Murray, 28 Craft Ave., Glen Cove., L. I., N. Y.

Established disc jockey available. Excellent background in radio and showbusiness. Style sells and appeals to all age groups. Now plying trade in eastern market, but seeks greater opportunity. Audition disc, background letter and publicity brochure upon request. Box 949, BROADCASTING.

Announcer — Experienced, pleasant voice, single, currently employed, high mail count, own car, wishes position with eastern station. Box 73a, BROADCASTING.

Top thoroughly experienced high caliber personality announcer. Management-sponsor proof of excellent sales results on the air. Good voice, 23, unmarried. Top ratings. Personality jockying. Authorative newscaster. Excellent references. Available immediately. State starting salary. All replies answered immediately. Box 74a, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, news, disc jockey, write, plenty of ideas. Box 972, BROADCASTING.

Announcer-producer seeks staff position in progressive city. Presently with network affiliate, major NE market. Wife, fashion expert. Can offer proven Mr. and Mrs. record production show. Box 968, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25, veteran, single, college graduate. Don't look further for newscaster, telequizer, man on street, wake-up jock, kiddie MC with writing, production and control experience. Don't delay your offer. Box 937, BROADCASTING.

Most interesting voice I know of. Singer, entertain, radio acting experience. Outstanding appearance and personality. Will accept reasonable offer. Dan Callahan, 1366 Flatbush Ave., Brooklyn, N. Y.

Want opportunity to prove ability to call all type sports. Family man. Experienced. Dependable. Box 966, BROADCASTING.

Announcer, experienced. Newscaster, disc jockey, operates console. Desires position with progressive station. All offers considered. Box 46a, BROADCASTING.

Sportscaster — Experienced play - by - play, football, basketball, baseball. Ready to do top rate job handling sports in large community. Good sports background. References and discs. Would welcome chance to work under sports director in major station. Box 41a, BROADCASTING.

Exceptional ability in handling play-by-play. Realistic and exciting sports by experienced, married man. Child five. Any locality. Can capably handle other phases announcing. Box 40a, BROADCASTING.

Sportscaster — Three years successful experience at present station. Desire expansion toward play-by-play field. Also handle news, discs and commercials. Box 65a, BROADCASTING.

Package! One combination announcer-engineer with chief engineer experience, plus announcing and programming. Eight years in radio. One announcer with chief announcer, copywriting, traffic and programming experience. University graduate. Both presently employed at $70 base, but desire change. Details and disc available. All offers considered. Will separate. Box 42a, BROADCASTING.

Topflight play-by-play sportscaster. Experienced in all major sports and regular sportscasts. Interested only in permanent affiliation. Go anywhere. Am no floater. Box 51a, BROADCASTING.

Newscaster, experienced, desired position Chicago area. Knows classical, popular music. Good habits. Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Young well trained staff announcer desires opportunity to prove capability. Disc, photo available. Box 70a, BROAD- Box 66a, BROADCASTING.

Sports announcer. AM & TV experience, nine years. Outstanding sportscasts. Box 45a, BROADCASTING.

Technical

Engineer—First phone. Experienced chief, installation and combination. Presently employed as 1 kw chief. Excellent references. Correspond by air mail. Box 28a, BROADCASTING.

Ex-chief engineer desires position offering opportunity for advancement. Prefer progressive station with construction program. Broad radio experience. Executive ability. Box 29a, BROADCASTING.

Engineer, first phone, two and ½ years technical training in AM, FM, UHF and all phases of television. Presently employed with four months experience in 250 watt. Experienced in console, xmitter, remote and local net. Desire position with progressive station. Box 30a, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Situations Wanted (Cont'd)

First phone man available as assistant engineer or combination man. Inexperienced but willing to learn and apply principles studied last 8½ months. GI, married, with car, house trailer, and references. Orval A. Herman, 105 South 37th, Council Bluffs, Iowa.

Engineer—First phone, one year transmitter and remote experience with 250 watt station. Graduate RCA Institute. Available on notice. Box 10a BROADCASTING.

Engineer-announcer presently employed net affiliate limited experience. Deejay's, remotes, MC. Prefer northeast or western. Box 5a, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Experienced chief engineer, have done news, sports, play-by-play. Veteran, single, reliable. Consider chief's job in live, small town, or transmitter work 5kw or larger. Two weeks notice. Box 31a, BROADCASTING.

Experienced announcer-engineer available. Not a "hot rock," but capable of good all-round announcing. Can handle any engineering job from chief on down. Prefer network station. Two weeks notice. Box 50a, BROADCASTING.

Chief engineer for past 2 years in Florida station I installed. Desire change and permanent association. Chief at previous station. Above average announcer. 15 years experience all phases, power, directional, supervisory. Proven ability, references. Box 55a, BROADCASTING.

Announcer-engineer, first class license, four years experience, steady, reliable, good technical knowledge. Quality for chief. Presently employed in Florida. Box 56a, BROADCASTING.

Engineer desires transmitter operating job. Five years experience AM, including studio, transmitter and remotes. Sober, reliable. Box 48a, BROADCASTING.

Chief engineer. Experienced. Construction, operation, net directional. Put two stations on the air. Outstanding references. Box 61a, BROADCASTING.

Engineer—First phone, plenty of technical training, college graduate of leading radio school. Eight years ham, AAF—3 years flying radio mechanic, honorable discharge. Young, sober, unmarried. Best of references. No broadcasting experience. Desire position with station. Box 71a, BROADCASTING.

Engineer—First phone. 5 years Coast Guard and amateur radio. Graduate 5 month technical radio broadcast school, single, available immediately. Will travel. Box 72a, BROADCASTING.

Production-Programming, others

Will invest $5000 CP or progressive going operation. Active participation. Program director, announcer, 6 years experience. Well recommended. Box 806, BROADCASTING.

Topflight news editor, announcer, wants to grow with worthwhile station. Box 959, BROADCASTING.

Farm director desires position with regional stressing farm coverage. Excellent references. Desire midwest. Box 24a, BROADCASTING.

Production man, music librarian, and traffic manager desires position with aggressive station in competitive market. Capable of producing shows that bring results. Reply Box 980, BROADCASTING.

Program director presently employed Mutual affiliate. Varied experience inaugurated programs. Good air voice, travel, prefer permanent position northeast or west, desire larger market. Box 4a, BROADCASTING.

Situations Wanted (Cont'd)

Continuity director. Capable young woman wants the kind of job not everybody can do well. Good salary. West preferred. Box 6a, BROADCASTING.

Program director. Fourteen years experience. Prefer south. Available soon. Single. Box 8a, BROADCASTING.

Programs for women with quite a "new look". Stories for children out of a book. Youth talent shows to please family and friends, much business experience to fill in the ends. I'm all in one package and disc can be sent to show sound of my voice and program content. Address P. O. Box 984, San Bernardino, California.

Program director, excellent copy and imaginative production man, now programming 1 kw southern independent and 6 kw FM affiliate, desires permanent change to northeast region. 31, sober, married. In return for permanency, peace of mind and appreciative remuneration for hard work, will do excellent programming job. Box 15a, BROADCASTING.

News writer now employed in New York network news room and writing for top daytime comedy show wishes news editor position. Experienced all types news programs and continuity. Will relocate. Box 16a, BROADCASTING.

Music director—University Masters Degree. Experience: complete charge music library, programming, script writing, good air voice. Young, available April. Box 20a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

After twenty odd years in the radio, motion picture producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of knowhow and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly. Produced and directed four motion films in '48. Details and interview at your convenience. Box 726, BROADCASTING.

Girl, 1948 Northwestern graduate. Majored in radio. Training included work in program planning, acting, continuity and dramatic writing, handling of women's and children's programs. Voice is pleasant and friendly. Have worked parttime in a small local station. Would like to work for a progressive midwest station. Not afraid of hard work and long hours. Disc available. Box 49a, BROADCASTING.

Promotion man. Continuity, Sound, intelligent, idea promotion. Consistently good copy based on proven and original ideas. Box 58a, BROADCASTING.

Experienced program director. News, special events, specialty. Handle all types mike work. Consider staff announcing. Larry Maher, KDDD, Dumas, Texas. Present employer, main reference.

Continuity chief, good, solid, salable copy. Ideas too. Family man. Experienced. Want full responsibility, wide open opportunities. Salary in neighborhood of $75. Box 57a, BROADCASTING.

TV. Experienced radio copywriter wants TV opportunity. Available 168 hours per week. Salary, living wage plus more opportunity. Box 59a, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Situations Wanted (Cont'd)

Lady continuity writer. University journalism graduate. Experienced commercial copy, formats, promotion. Single. South only. Box 264, Edgefield, South Carolina.

For Sale

Station

Doctor's orders—Sell quick or else. Licensed FM radio station in sub-Chicago for sale. Good location, good business, own real estate and all. $65,000. Write or wire to Box 47a, BROADCASTING.

Equipment

2 WE pickups with 6 9A heads; 2 Brush PL20's; 3 RCA heads MI4856; 2 71B RCA turntables; General Radio type 731A modulation monitor; WE 23A studio console; WE 353 E-1 1000 w transmitter; 2 Blaw-Knox type CK self-supporting towers, 182 feet. This equipment now in use becomes surplus in March. It must be sold. Write Chief Engineer, KSAL, Salina, Kansas.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set. 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

WEAM, now 5000 watt fulltime, has for immediate sale 1 kw Raytheon transmitter, model RA, frequency 530 to 1600. In excellent condition, has spare parts. Sacrifice at $5000. Blaw-Knox tower, 235 feet, tapered, self-supporting, grounded. Accept best offer. Contact Howard Stanley, WEAM, Arlington, Virginia.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

New latest model **FM transmitter 10** kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott. KROD, El Paso, Texas.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

Complete radio station equipment including all 1 kw AM with monitors, limiter, etc., 250 watt FM, complete studio equipment including console, loudspeakers, microphones, control desk, turntables, Wincharger heavy duty type 300 tower with single bay pylon, total height about 257 feet. Now located in midwestern radio station which ceased operating late December. All equipment used about one year, in essentially new condition and offered as lump at very attractive price to purchaser who can take all. Gates Radio Company—telephone 522 at Quincy, Illinois, or MEtropolitan 0522 at Washington, D. C.

Wanted to Buy

Wanted. RCA 250 or 1000 watt transmitter, also 25 kw 220v 3-phase gas driven generator. Riddle, WDSU, New Orleans.

Wanted to buy—10 kw AM transmitter. Reply to Box 981, BROADCASTING.

Wanted—Raytheon, RCA or similar 250 watt FM transmitter at rock bottom price. Specify frequency, conditions. Box 69a, BROADCASTING.

(Continued on next page)

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and references in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

RADIO DEPARTMENT MANAGER

Man with comprehensive experience qualifying him to assume managerial supervision of small competently staffed radio department in four A's advertising agency. General administrative responsibility with special emphasis on programming and creative selling ideas. Knowledge of mail order book selling by radio helpful but not essential if other qualifications fit. Executive ability, team-work temperament, creative selling sense and knowledge of basic functions of a radio department are the important requirements. Please outline experience fully and give age and starting salary desired.

BOX 26a, BROADCASTING

Salesmen

WANTED

Transcription Salesmen. Juvenile program, already well known with successful record. Protected territories open. Generous commissions. Tell us what other shows you are now handling, and the markets you cover. Address Box 955, BROADCASTING.

Production-Programming, others

To meet expansion program, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WERC, NBC, Erie, Pennsylvania. Jay Young.

Situation Wanted

Managerial

EXECUTIVE AVAILABLE

20 years broadcast experience, all phases, programming, sales, promotion and public relations. Desire managerial position with new or established progressive station central, midwest or southern states. Top references. All replies considered and will welcome requests for interview. Your details please. BOX 35a, BROADCASTING.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

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Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

For Sale

Station

FOR SALE—
LOCAL NETWORK STATION

Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.

Write Box 853,
BROADCASTING

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for low frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 39a, BROADCASTING.

For Sale (Cont'd.)

Equipment

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

ASSISTS EWING

Don Pryor Gets FSA Post

DONALD J. PRYOR, former CBS news commentator and analyst, has been appointed assistant to the administrator of the Federal Security Agency, Oscar R. Ewing, FSA administrator, announced Jan. 27.

Mr. Ewing said Mr. Pryor will assist him in maintaining liaison between his agency and the Congress. Mr. Pryor's major function, according to Mr. Ewing, will be to determine and make available to Congress information on the practical implications of current legislative proposals affecting programs administered by the FSA.



Mr. Pryor

Mr. Pryor has more recently served in the radio division of the Democratic National Committee in Washington.

His wife, Barbara, is special assistant to the chief of the State Dept.'s International Broadcasting Division.

KSLM Moves

KSLM Salem, Ore., has moved to new headquarters at Kingwood Heights. Included in new quarters are studios and transmitter, built at cost of $100,000. Station continues downtown offices at Senator Hotel. KSLM operates with 1 kw fulltime on 1390 kc. Glenn McCormick is owner and general manager.

Miscellaneous (Cont'd)

List with Us to Buy or Sell a Radio Station
Prompt, confidential service
Apply Box 720
BROADCASTING

• RARE OPPORTUNITY •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

KNOX NAMED

To Study Radio for Realtors

JAMES H. KNOX, formerly associated with various advertising agencies, was appointed radio director of the National Assn. of Real Estate Boards last Monday. His headquarters are in Washington, D. C., home office of the association.

Mr. Knox will soon make an extensive tour of the country to meet with realtors and allied interests and discuss methods of participation in radio, NAREB reported. His principal task will be to develop and expand the radio activities of some 1,074 member real estate boards.

A veteran of 12 years' experience in the production-direction of many network shows and station management, Mr. Knox has served on the staff of such agencies as Young & Rubicam, Kenyon & Eckhardt, N. W. Ayer & Sons, D'Arcy Adv. Co. and The Biow Co. In 1947 he was named officer in charge of radio recruiting for the U. S. Marine Corps, and during the war served as radio correspondent with the Second Marine Division overseas.

WCAM FULLTIME

After 22 Years Part-time

AFTER 22 years of part-time operation, WCAM, Camden, N. J.'s municipally owned and operated station, went on fulltime Saturday, Jan. 22. It had previously shared time with WCAP Asbury Park, N. J., and WTNJ Trenton.

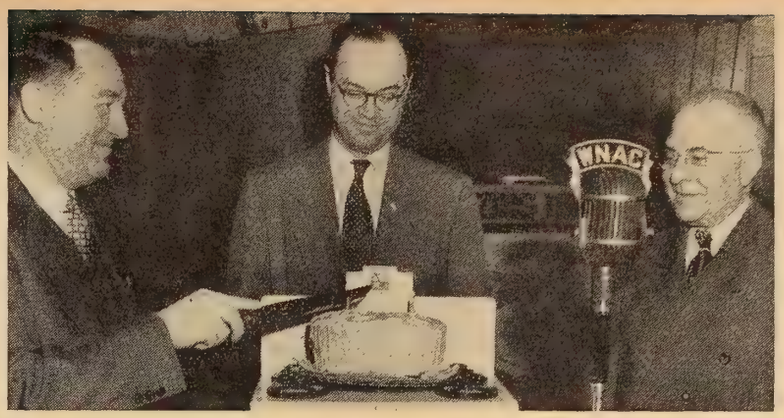
An FCC order put WCAM and WCAP on fulltime, retaining them on 1310 kilocycles but reducing their power from 500 to 250 w. WTNJ was made a daytime only station; its frequency was changed from 1310 to 1300 kc and its power cut from 500 to 250 w.

Willard Schriver is the WCAM station director, having been appointed by Mayor George Brunner. Irving Smith is program director. He joined the station three months ago after opening WBUX Doylestown last spring. Previous to that, he had been with WEEU Reading.

Two new announcers, Bill Deal and Jack Harvey, have been hired and Harry Smith has been advanced to chief announcer. Edrian Scott, former advertising copy writer, has joined WCAM as woman's editor.

Aid Fund

A FUND to assist worthy individuals in obtaining an education in the field of communication of ideas through radio or the press has been announced by The Kaltenborn Foundation, New York. The aid is to be made available regardless of race, color, creed or sex. Information on individuals or projects which the fund might aid may be sent to 167 East 64th St., New York 21, N. Y.



BOSTON Consolidated Gas Co. President Earl H. Eacker cuts fourth anniversary cake for their program *Quizzing the Wives* on WNAC Boston. Participating in ceremony are Les Smith, quizmaster on the show, and John J. Quinn, Boston Consolidated vice president.

Milestones



► KRLD Dallas celebrated its 20th anniversary as member of CBS last month. Special feature of its local *City Desk* program recalled events of the station's two-decade growth from its time-sharing status on 1040 kc with WFAA Dallas in 1929, to its present 1080 kc position as the CBS outlet for Dallas-Fort Worth.

► Oldest program on WFAA Dallas wound up last month when 73-year-old Dr. David Lefkowitz rabbi emeritus of the city's Temple Emanu-El, gave his last Sunday broadcast after 19 years of weekly 30-minute sermons from the studio. WFAA donated the time for the final broadcast.

► The *Children's Songbag*, heard each Saturday morning over WCOP and WCOP-FM Boston, celebrated the start of its fifth consecutive year on the Jan. 22 broadcast with a gala birthday party. Yoland's Shoe Store, Boston, sponsors the program, and Voltairing Block conducts its activities.

► DON W. SHARPE Agency, Hollywood (talent agency), is observing its eighth anniversary.

NARBA CHANGES

Announced by FCC

NEW STATIONS and changes in facilities of outlets in countries under the North American Regional Broadcasting Agreement have been announced by FCC upon notification by those countries.

Mexico has announced that XEWA San Luis Potosi, new 150 kw outlet on 540 kc, directional, is now in operation. It is believed full 150 kw is not yet being used. Mexico reported XEFW Tampico is to begin operations immediately with 50 kw day, 30 kw night, on 810 kc, directional night. New Class III-B 1 kw fulltime outlet on 600 kc has been assigned in Acapulco with expected commencement date of May 1. New Class II outlet on 1010 kc at Nogales has been deleted.

Cuba has reported that CMHT Sancti Spiritus plans to switch from 250 w on 990 kc to 1 kw day, 250 w night on that channel about May 15. It is a Class II station.

Dominican Republic has announced the following new stations and changes, all effective this month:

HIL Ciudad Trujillo (New Station)—790 kc, 500 w, fulltime, Class III-B.

HIG Ciudad Trujillo—Switch from 900 kc to 950 kc, 250 w, fulltime, Class IV.

HI9U Puerto Rico—Switch from 100 w on 7,205 kc to 250 w fulltime on 1246 kc, Class IV.

HI2R San Cristobal (New Station)—1450 kc, 200 w, fulltime, Class IV.

HIT Ciudad Trujullo—Switch from 100 w on 5,010 kc to 200 w on 1400 kc fulltime, Class IV.

STANTON AT IRE

March Agenda Expanded

FRANK STANTON, CBS president, will address the annual banquet, March 9, of the Institute of Radio Engineers convention at New York's Hotel Commodore.

Mr. Stanton will speak on "Television and People." The IRE convention will be held March 7-10. At least 203 displays of postwar radio developments are scheduled for the main exhibition, which will be in Grand Central Palace.

During the 28 technical sessions and six symposia of the convention, more than 170 papers covering all phases of radio and electronics will be presented.

WNNJ-FM OPENS

Operates Six Hours Daily

OPENING of WNNJ-FM Paterson, N. J., operating with 20 kw power on 103.5 mc., took place last Tuesday at 3 p.m. Licensee is North Jersey Broadcasting Co., which also owns and operates WPAT Paterson and is a subsidiary of the Passaic *Herald-News*.

WNNJ broadcasts daily from 3 p.m. to 9 p.m., with a signal covering all New York, the greater part of New Jersey, and sections of other states, according to Dow H. Drukker Jr., president of North Jersey Broadcasting Co. Station's transmitter is atop Garret Mountain, Clifton, N. J., one of the highest peaks in the area.

'What's My Name'

FORMER nighttime audience participation program *What's My Name* returned to ABC as a Saturday morning show Feb. 5, the network has announced. The program, starring Arlene Francis and featuring Johnny Olsen as co-m.c., is sponsored over 118 ABC stations by the Homemakers Institute and Servel Gas refrigerator dealers Saturdays 11:30 a.m.-12 noon. The 52-week contract was signed through BBDO, New York.

Midwest Independent

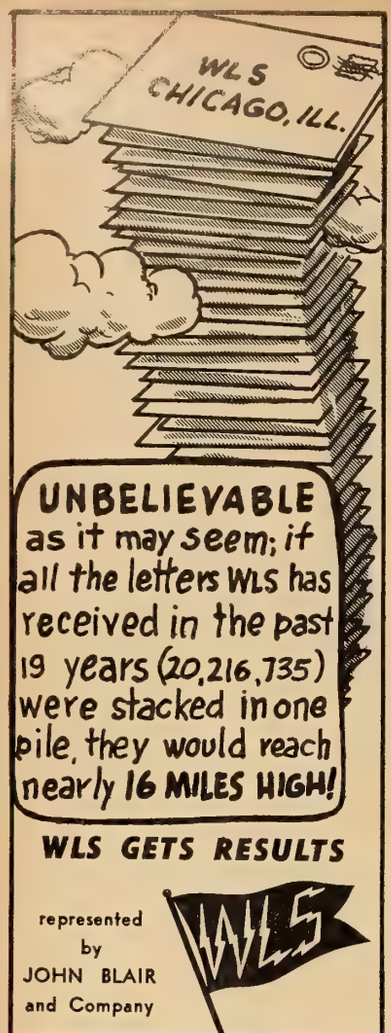
Attractive and profitable facility located in an ideal one station market. This property has a very favorable technical position that offers an outstanding opportunity for immediate development and increased earnings. Price $70,000. Financing arranged.

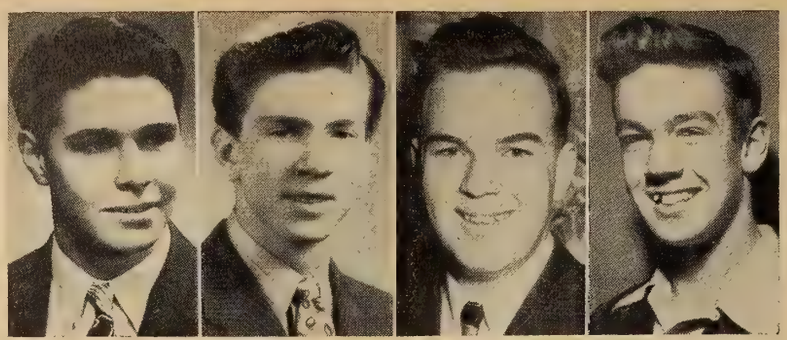
CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672





BOYS—FOUR OF THEM—won the national awards in the second Voice of Democracy contest [BROADCASTING, Jan. 24]. Last year all four winners were girls. The successful contestants were (l to r): George Morgan Jr., Hutchinson, Kan.; Kerron Johnson, St. Paul; Richard Caves, Everett, Ohio; Charles Kuralt, Charlotte, N. C.

SUNDAY MORNING VIDEO

WNBT Is First N. Y. Station to Offer It

WNBT New York Jan. 30 became the first New York television station to institute regular Sunday morning programming. Schedule included the first simultaneous AM and TV presentation of the Horn & Hardart (Philadelphia) *Children's Hour* (WNBC-WNBT 10:30-11:30 a.m.), oldest continuously sponsored show in radio.

Programming commenced with a film at 10 a.m., followed by the *Children's Hour*, with Ed Herlihy as m.c. At 11:30 a.m., WNBT premiered a new children's program, *Pow-Wow*, concerning Indians and Indian lore. At noon station left the air until its 5:30 p.m. *Hopalong Cassidy* film program.

Starting last Monday WNBT began its daytime programming one half hour earlier. Programs, starting at 2:30 p.m. instead of 3, include eight new shows:

2:30-3 p.m. *The Bess Johnson Club*—Bess Johnson, radio actress, in a guest star program of interest to women, on such subjects as antiques, fashions, home handiwork and others.

3-3:15 p.m. *Armchair Wanderer*—A travel program featuring Gordon B. Halstead, world traveler and lecturer. The program guides prospective tourists and will take audiences on video trips throughout the U. S. and abroad.

3:15-3:30 p.m. *The Three Flames*—The instrumental trio is heard at this time on Mondays, Tuesdays, Thursdays and Fridays.

3:15-3:30 p.m. (Wednesdays only) *Madame Daganova*—A quarter-hour of modern ballet by noted dancers and instruction by Madame Daganova.

3:30-4 p.m. *We're On*—Actress Virginia Gilmore and her husband, Yul Brynner, play host to people in the theatre.

4-4:15 p.m. *Figure Magic*—Claire Mann, expert on health education, gives her "relaxercising" theory of physical culture for the improvement of figure and posture.

4:15-4:30 p.m. *Edward McGinley, Piano*—Music and piano instruction by Mr. McGinley, teacher at Fred Waring's Shawnee-on-Country Club.

4:30-5 p.m. *Once Upon a Time*—Maria Cimino, of the New York Public Library, tells stories for children, supplementing her tales with drawings by well-known illustrators.

RADIO CENTER

Is Dedicated by WDWS

WDWS Champaign, Ill., 250 w station owned and operated by the city's *News-Gazette*, formally dedicated its new Radio Center Feb. 6 with a special program. Show also commemorated the memory of the station's late founder, D. W. Stevick, it has been announced by Marc Howard, WDWS manager. An open house week will be launched today for public inspection of the new facilities.

The new Radio Center, occupying a 12-acre site south of Champaign, contains new G.E. transmitting equipment, and houses both WDWS and WDWS-FM operations. Station's 420-ft Truscon antenna tower is near the building. Designed and constructed solely for radio, the one-floor structure includes foyer and observation lounge, AM and FM unit rooms, one large and two twin smaller studios, audition room, technicians' workshop and other facilities.

Studios and business offices of the station, previously located on the second floor of the *News-Gazette* building, were moved to Radio Center last December. WDWS-FM began 10 kw operation at that time. Formal opening of center was publicized in a special Feb. 4 supplement of the newspaper, of which Mr. Stevick served as owner and editor. He died in December 1935, a year before WDWS began actual operation.

ARMY TV FILMS

Central Library Opened

TO OVERCOME difficulties encountered in obtaining legal clearance for the telecasting of many Army films, a Central Television Film Library has been opened at the Signal Corps Photographic Center at Long Island City, N. Y., the Army announced Jan. 30.

The library was created also to simplify service to stations and to meet a rapidly increasing demand by television stations for official motion pictures, the Army reported. In addition to some motion pictures which have received full clearance, the television library also will be stocked with special prints of other films from which uncleared footage has been deleted.

Films are obtainable through public information offices in the nation's six Army Area headquarters, located for First Army at Governors Island, New York 4, N. Y.; Second at Fort George G. Meade, Md.; Third, Fort McPherson, Ga.; Fourth, San Antonio; Fifth, Chicago; and Sixth, San Francisco. Requests of stations in the Military District of Washington (D. C.) go to Radio-Television Section, Public Information Division, Room 2D855, The Pentagon.

WIMR DELETION

FCC Approves; WKOB Off Air

DELETION of WIMR Hornell, N. Y., new 1 kw daytime outlet on 1420 kc, was granted by the FCC effective last Nov. 29.

Owned by Maple City Broadcasting Co., deletion was occasioned by firm's buying into WLEA Hornell, licensed on 1320 kc with 1 kw day.

Meanwhile the Commission reported it has received notice from WKOB North Adams, Mass., that the station ceased operations on Jan. 22 and requested deletion of its license. WKOB, assigned 250 w day on 860 kc, gave no reason for its action but it was believed economic factors were responsible. Licensee is Citizens Broadcasting Co. WKOB would be the first licensed AM station to be cancelled this year.

Only station saturating rich Western Washington market!



KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

soon
WHBQ • 56
FIRST ON YOUR RADIO



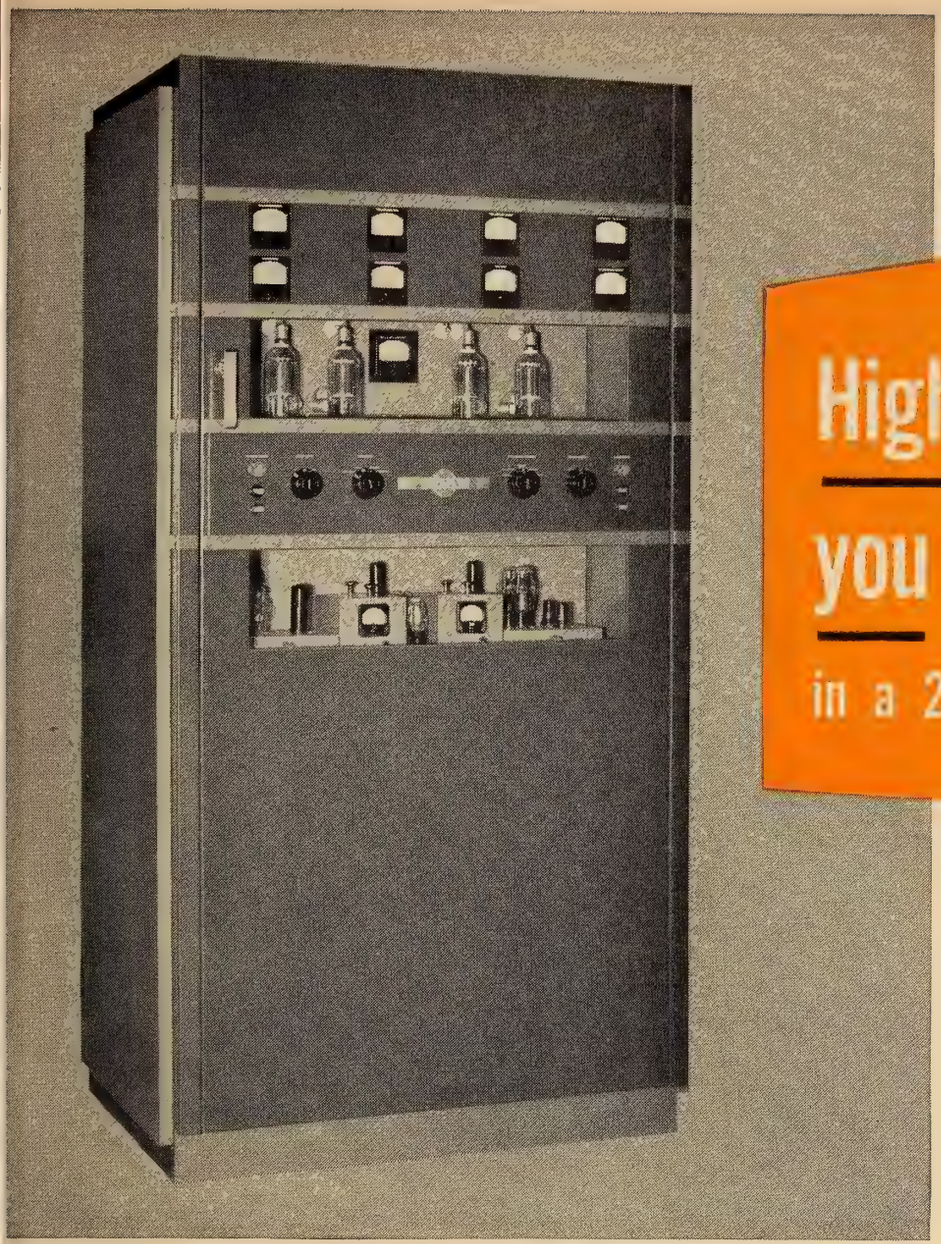
Pulling in a Million More Listeners!

Your Mutual Station in Memphis Tenn.

W. H. Beecue

NOTICE:
Contracts made NOW at present rates receive full year's protection

Represented by The Walker Company



Collins 300G 250 watt AM transmitter

Highest performance you can buy

in a 250 watt AM transmitter

. . . . . but the price is competitive

The Collins 300G gives you everything a 250 watt AM transmitter can contribute in your fight to win sponsors and influence audiences.

Engineered to today's highest standards, employing the finest components, it transmits a signal that is outstandingly clean, crisp, and inviting.

The frequency response is flat ±1 db from 30 to 10,000 cycles per second, challenging the capabilities of the best AM receivers. The noise level is more than 60 db below 100% modulation level. The distortion is less than 3% up to 95% modulation.

Yet the 300G is competitively economical to buy and operate. The power consumption is only 1.5 kw in normal operation, 85% power factor. The entire complement of but 21 tubes (including a stand-by oscillator, 6 rectifiers and 2 voltage regulators) is comprised of only eight tube types. Spare requirements are at a minimum.

This transmitter features eye-level metering, tube visibility through front door windows, instantaneous power reduction to 100 watts, complete accessibility, high safety factors, and thorough reliability. Write us for further information.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.



JIM MONROE, KCMO Kansas City's news editor, uses station's new telephone recording attachment to obtain a statement from a member of the Kansas City school board. Statement was incorporated in his 9:30 p.m. news a half hour later. The new device makes it possible for conversations of both participants in a telephone conversation to be recorded for later broadcast.

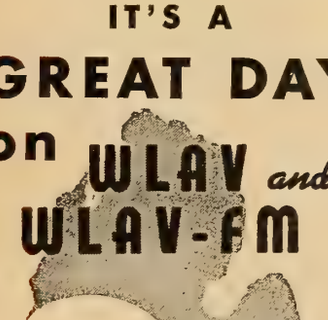
Pabst Hockey

TELECASTS of Saturday night home games of the Cleveland Barons, American League hockey champs, are being sponsored by Pabst Brewing Co. (beer) on WEWS (TV) Cleveland. Sponsorship started Feb. 5 and will continue through March 19, last home date of the Barons' season. Pabst agency is Warwick & Legler.

IT'S A

GREAT DAY

on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
W L A V — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM Power Plus Perfection

VIDEO PULSE

Covers New York, Chicago And Philadelphia

MILTON BERLE'S *Texaco Star Theatre* again tops the television popularity list according to the January TV audience report for New York and Philadelphia made by The Pulse Inc., New York. *Arthur Godfrey's Talent Scouts* placed second in both cities, running closer to the Berle lead in Philadelphia than in New York.

Wrestling continues to rate first with Chicago television audiences, according to The Pulse. Thursday night wrestling on WGN-TV Chicago was in first place with 47.0, leading over *Super Circus*, which hit 39.0. Impact of the east-midwest coaxial cable on program ratings is not yet evident.

NEW YORK

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Texaco Star Theatre	69.3	70.0
Godfrey's Talent Scouts	43.3	38.7
We, The People	36.7	29.3
Manhattan-G. Wash. Coll. Basketball	35.3	
Kraft TV Theatre	34.7	29.3
Toast of the Town	33.3	37.3
Winner Take All	30.7	26.7
Original Amateur Hour	29.3	32.7
Boxing (Friday, WNBT)	28.7	
Phil Silvers Show	28.7	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Small Fry Club	28.3	29.7
Howdy Doody	27.5	24.1
Lucky Pup	24.4	20.9
Bob Howard Show	22.9	18.8
Make Mine Music	10.1	9.7
Comics on Parade	9.3	6.2*
Russ Hodges Scoreboard	9.1	10.4
Newsreel Theatre, Misc. (7:45, WNBT)	7.6	7.6
Camera Headlines (7:30, WABD)	7.3	8.0
Film Shorts (6:45, WABD)	6.4	7.5*
Feature Films (6:45, WPIX)	6.4	

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio &TV	TV	Radio
Jan. 1949	32.3	23.9	10.8
Dec. 1948	33.1	24.2	10.7
Nov. 1948	34.2	24.1	11.5

PHILADELPHIA

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Texaco Star Theatre	64.0	62.0
Godfrey's Talent Scouts	62.0	55.0
We, The People	52.0	49.0
Break the Bank	52.0	50.0
Toast of the Town	49.0	49.0
Boxing (Friday, WPTZ)	49.0	
Mummers Parade (3 Stations)	46.0	
Original Amateur Hour	44.0	41.0
Phil Silvers Show	43.0	
Gay 90's Revue	42.0	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Small Fry Club	27.6	24.6
Howdy Doody	26.6	21.4
Newsreel Theatre, Misc.	14.6	13.4
Make Mine Music	14.0*	
CBS-TV News*	13.5	17.0
TV Newsreel (7:15, WFIL-TV)	12.2	13.6
News and Views (7:00, WFIL-TV)	11.8	
Homemakers Matinee	11.4	9.4
Weather, News (6:45, WCAU-TV)	7.6	7.8
Sports Page, Weather (6:30, WCAU-TV)	7.2	7.6

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio &TV	TV	Radio
Jan. 1949	38.6	26.8	14.5
Dec. 1948	37.6	25.5	14.4
Nov. 1948	37.4	25.1	14.2

CHICAGO

TOP TEN TELEVISION SHOWS
Once a Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Wrestling (Thurs., WGN-TV)	47.0	46.0
Super Circus	39.0	30.0
Film-House of Secrets (Fri., WBKB)	36.0	
Vaudeo Varieties	36.0	38.0
Film—Henry VIII (Mon., WGN-TV)	36.0	
Wrestling (Wed., WENR-TV)	35.0	
Hockey (Sun., WBKB)	34.0	35.0
Wrestling (Mon., WBKB)	32.0	32.0
Philco Playhouse	32.0	30.0
Feature Film (Tues., WENR-TV)	30.0	
Film—Borrowed Hero (Tues., WBKB)	30.0	

5-a-Week Shows

	Highest ¼ Hour Rating Jan.	Dec.
Kukla, Fran, & Ollie	37.8	27.4
Curbstone Cut-up	21.8	17.0
Uncle Mistletoe*	15.3	13.7
Little Bordy	15.0	16.0
Chicagoland Newsreel	12.2	11.2

*4 Day Average

AVERAGE QUARTER HOUR SETS-IN-USE FOR WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio &TV	TV	Radio
Jan. 1949	32.8	20.2	14.6
Dec. 1948	31.9	19.5	14.3

KWHN WALKOUT

Silences 5 kw Station

A WALKOUT by 11 employes over minor working grievances silenced 5 kw KWHN Fort Smith, Ark., a fortnight ago, but the station returned to normal within a few hours, according to H. S. Nakdimen, secretary-treasurer of KWHN Broadcasting Co. Inc.

The dispute, which arose over work regulations and did not involve wages, came to a head when the announcer signed the station off at the studios without advance notice, the management stated. No negotiations had been held with stockholders, directors or officers of the station, according to Mr. Nakdimen. Contact with the employes resulted in settlement four hours later.

Allen Whiteside is president of KWHN Broadcasting Co.

WDTV (TV) Joins NBC

NBC-TV has announced the addition of WDTV (TV) Pittsburgh to its growing network of inter-connected video stations, bringing the total to 15. The new affiliation raises the Midwest NBC network video total to eight stations.

CINCINNATI IRE

Technical Meet April 23

TELEVISION horizons not widely discussed to date will be covered at the Third Annual Spring Technical Conference of the Institute of Radio Engineers Cincinnati section, Saturday, April 23. Meeting will be held at the Engineering Societies Bldg., Cincinnati.

Emphasis will be on UHF techniques as applied to monochrome reception in the 475-890 mc band, according to Wynne W. Gulden, of the conference publicity committee. Time has been allotted for nine papers (10 a.m.-1 p.m. and 3-5 p.m.) and a short discussion period following each paper, Mr. Gulden said.

Topics and speakers are: "Propagation Characteristics of UHF Radiation," Edward W. Allen, FCC; "The Use of Stratovision in the UHF Band," C. E. Nobles, Westinghouse; "UHF Television and Matching Techniques," O. M. Woodward Jr., RCA Labs; "UHF Tuners for Receivers and Converter Use," Robert F. Romero, RCA Industry Service Labs; "UHF Converters for Use with Present Receivers," Robert F. Wakeman, Allen B. DuMont Labs; "UHF Broad Band Amplifiers," Dr. A. V. Haeff, Naval Research Laboratory; "The Influence of UHF Allocations on Receiver Design and Performance," John D. Reid, Crosley Div., Avco Mfg. Corp.; "Psychophysiological Effects of Viewing Television," E. W. Commery, Nelva Park, G. E. Co.; "Trends in Television Receiver Design," Donald G. Fink, McGraw Hill.

The program will conclude with a banquet. Inspection trips will be available for those who stay over Sunday. Registrations should be addressed to Calvin Bopp, Spring Technical Conference registration chairman, Engineering Societies Bldg., McMillan at Woodburn St., Cincinnati.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

PULSE REPORT

New Programs Appear

SEVERAL infrequent top-tenners have appeared in the January radio audience listings of The Pulse Inc. for metropolitan New York. They include *Your Hit Parade*, which has seldom appeared in mid-winter top-ten lists, and Milton Berle's ABC *Texaco Star Theatre*, ratings on which have climbed steadily, due probably, The Pulse states, to his TV popularity.

These shows, along with Red Skelton and Eddie Cantor, nosed out *Fibber McGee & Molly*, Fred Allen, *Stop the Music* and *My Friend Irma* in December's listings.

Sunday afternoon and evening listening was lower in January than in December, upsetting the usual pattern of higher seasonal listening for this month. Only January increase came in the 6-7 p.m. period, but since only one Pulse survey has been made since inauguration of the new CBS Sunday lineup, it is too soon to gauge future listening trends.

AVERAGE ¼ HOUR SETS-IN-USE FOR THE WEEK STUDIED

6 a.m.-12 Midnight, Entire Week

January 1949	25.8
December 1948	24.2
January 1948	25.5

TOP TEN EVENING & DAYTIME SHOWS

Evening

Highest ¼ Hr. Rating

	Jan.	Dec.
Lux Theatre	25.0	25.0
Red Skelton	20.7	
Walter Winchell	20.0	22.7
Jack Benny	19.0	20.3
Eddie Cantor	18.7	
Burns & Allen	17.3	18.3
Milton Berle	16.7	
Hit Parade	16.3	
Bob Hope	16.3	20.3
Godfrey's Talent Scouts	16.3	20.3

Daytime—5 a Week

Highest ¼ Hr. Rating

	Jan.	Dec.
Arthur Godfrey	8.9	7.8
Grand Slam	8.0	6.7
Rosemary	7.7	6.7
Our Gal Sunday	7.7	5.7
Helen Trent	7.6	5.9
Wendy Warren	7.5	
Aunt Jenny	7.3	
Big Sister	7.1	5.9
Ma Perkins (1:15)	7.1	5.5
Young Dr. Malone	6.3	
Harry Clark, News	6.3	5.8

SATURDAY & SUNDAY DAYTIME

	Jan.	Dec.
The Shadow	7.3	7.7
Metropolitan Opera	7.3	
Quick as a Flash	6.7	
Make Believe Ballroom (Sat. PM)	5.7	
Children's Hour	5.7	7.3
Make Believe Ballroom (Sat. AM)	5.3	6.0
C. F. McCarthy, News	5.3	6.3
N. Y. Philharmonic	5.3	
Detective Mysteries	5.3	
Bing Crosby Records (Sat., 11:30)	5.0	5.3
Junior Miss	5.0	5.3
Theatre of Today	5.0	
Solitair Time	5.0	5.7
Metropolitan Auditions	5.0	
Strike It Rich	5.0	5.3

Production

GENE LEWIS, KTHT Houston announcer for past two years, has been promoted to post of program director. **CHUCK HANCOCK**, formerly with KXYZ Houston, has joined station's announcing staff.

FRANKLIN M. HELLER has joined CBS-TV as producer-director. Mr. Heller has served as stage manager for several Broadway shows, and most recently was resident director of Bucks County (Pa.) Playhouse for the summer seasons of 1947 and 1948.

FRANK SWEENEY has rejoined announcing staff at WGN Chicago. He has worked at WJBC Bloomington, Ill.; WOC Davenport, Iowa, and WJJD Chicago.

WARREN ANDERSON, musical director of WGFG Kalamazoo, Mich., has been appointed program director. **BARBARA DONAHUE** has rejoined WGFG's staff and is writing and handling *Breakfast Bingo* and *Stork Reporter* programs.

JOSEPHINE CACERES JACOBS, formerly on staff of New York *Herald Tribune*, has joined KOOL Phoenix, Ariz., continuity staff. **CHARLES SCHLEUTER** has joined announcing staff.

WEBB RUSSELL, formerly with WWST Wooster, Ohio, has joined announcing staff of WHBC Canton, Ohio. **MARIAN MUCKELY**, formerly with WWVA Wheeling, W. Va., has joined station as continuity writer.

JOE KRAMER, formerly with KIMO Independence, Mo., has joined announcing staff of KWK St. Louis.

BILL JACKSON WGTM Wilson, N. C., news and sports director, has been promoted to post of program director. Mr. Jackson will supervise programming of station, and at same time will continue as head of news and sports.

LYNETTE WILSON has been appointed program director of WINX and WINX-FM Washington. Miss Wilson has been on station's production staff since September 1947.

REX LORING, formerly of CHEX Peterborough, Ont., has joined announcing staff of CKCO Ottawa.

RAPHAEL HAYES, formerly with NBC, has joined continuity department of WINS New York as script writer.

MIKE RHODES, formerly with KRKL Kirkland, Wash., has joined KING Seattle.

CHARLES BRYANT, announcer at KVI Tacoma, Wash., for past seven years, resigns to become director of radio publicity for Gov. Arthur Langlie of Washington.

DOROTHY BLAND has joined CJKL Kirkland Lake, Ont., as librarian.

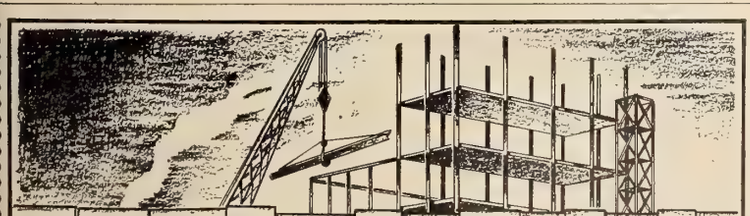
EVERETT MITCHELL, m.c. of NBC's *National Farm and Home Hour* (Sat., 12 to 1 p.m. CST, Allis-Chalmers), will be initiated into Sigma Delta Chi, national professional journalism fraternity, Feb. 15 during Farm and Home Week ceremonies at Iowa State College in Ames. He will also receive a plaque from Iowa chapter in commemoration of his 25 years of broadcasting and for his "service to agriculture." Mr. Mitchell is also heard on *Town and Farm* (WMAQ Chicago, six-a-week, 6:15 a.m.)

WESTON HARRIS has been appointed director of traffic operations for WGAY and WGAY-FM Silver Spring, Md. Mr. Harris will serve in a supervisory capacity, continuing his duties as staff producer-writer.

KAY ERVINE has resigned from continuity department of CKOV Kelowna, B. C., and has joined production staff of CJOC Lethbridge, Alta. **KEN CARLSON** has taken her place at CKOV.

AFRA Convention

TENTH annual convention of the American Federation of Radio Artists will be held in San Francisco Aug. 25-28, AFRA has announced. An estimated 200 delegates from the union's 29 locals will attend the four-day conclave, scheduled for the Palace Hotel. Bert Buzzini, KQW San Jose newscaster, announced following appointments to the committee on arrangements: Bill Gavin, producer-singer, KNBC San Francisco; Gerry Dolan, AFRA secretary; Josephine Martin, home economist, KFRC San Francisco; Clarence Leisure, KNBC announcer, and Tol Avery, freelance announcer.



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Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

FCC Actions

(Continued from page 70

February 3 Decisions . . .

BY COMMISSION EN BANC

Assignment of License

WBTH Williamson, W. Va.—Granted assignment of license from Williamson Bcstg. Corp. to Mingo Bcstg. Corp. for $70,000.

KNUZ Houston, Tex.—Granted assignment of license from Max H. Jacobs, Douglas B. Hicks and Tom J. Harling Jr. d/b as Veterans Bcstg. Co. to new partnership composed of Jacobs, Hicks, Bailey Swenson and Leon Green d/b under same name.

KVOU Uvalde, Tex.—Granted assignment of license to Uvalde Bcstrs., one partner, William T. Kemp, selling ⅓ interest for $7,000.

Transfer of Control

WMOU Berlin, N. H.—Granted transfer of control of White Mountain Bcstg. Co. Inc. from seven stockholders holding 67% of outstanding stock of licensee to John W. Guider for consideration of $22,875.

Assignment of CP

KSCV Richfield, Utah—Granted assignment of CP from William L. Warner tr/as Sevier Valley Bcstg. Co. to corporation, Sevier Valley Bcstg. Co.

AM—1570 kc

Home Bcstrs. Inc., Logansport, Ind.—Granted CP new AM station 1570 kc 500 w D; estimated cost $28,860. Grant of this application is not to be construed as approval of FM ant. for use by FM station. Such approval must be determined on merits of application for FM station now on file.

Modification of CP

KOH Reno, Nev.—Granted mod. CP to make changes in DA to conform to cond. of Commission's grant on April 25, 1947; cond., and dismissed as moot petition of KOVD seeking reconsideration of Commission's action on Oct. 30, 1947, which granted KOH's application.

KSOX Harlingen, Tex.—Adopted order granting motion to dismiss WCKY petition for rehearing and amended petition to grant application, and granted mod. CP to make changes in DA, decrease N power, and change operation of KSOX to 50 kw-D, 10 kw-N, after sunset at Cincinnati, with different D and N patterns; engineering cond.; dismissed as moot petition of WCKY of March 4, 1948, for reconsideration of Commission's action of Feb. 13, 1948, granting application of KSOX.

Petition Dismissed

WMMN Fairmont, W. Va.—Adopted memorandum opinion and order dismissing petition requesting Commission to set aside action of Sept. 30, 1948, granting application of Central Pennsylvania Bcstg. Co. for new station at Lewiston, Pa.

Petition Denied

WTPS New Orleans—Adopted memorandum opinion and order denying petition of WTPS seeking reconsideration of Commission's action on March 25, 1948, in designating for hearing its application to change facilities.

Action Denied

WCOV Montgomery, Ala.—Advised that application re mod. CP (install new vertical ant. and mount FM ant. on AM tower) for extension of completion date to March 19, cannot be granted since applicant stated he expected to file for new ant. and trans. site and it is apparent that construction at present site is not contemplated.

Petition Granted

WJWJ Philadelphia — On petition, granted amended CP to specify 1540 kc 1 kw D in lieu of 1530 kc 10 kw D previously authorized. Since June 25, 1948, WJMJ has been operating on 1540 kc 1 kw D under SSA.

Call Change

WRMS—Donald W. Howe, Ware, Mass.—Authorized change of call letters to WARE effective March 1. Latter call is being relinquished for this purpose by Aeronautical Radio Inc., which has used it for its Jacksonville, Fla., aeronautical radio station. With respect to objection by WACE Regional Bcstg. Co., Chicopee, Mass., Commission advised WRMS: "Inasmuch as your station and WACE are located in separate cities and the call WARE spells the name of the city in which your station is located, thereby strongly identifying such station and distinguishing it from WACE; and since there is no phonetical similarity between the calls, WARE and WACE, it does not appear to the Commission that confusion would exist in the minds of the listening public through the use of the call, WARE, by the Ware, Mass., station."

AVCO Waiver

Commission by action of board comprising Comrs. Walker, Hyde and Jones (Chairman Coy not participating), denied that portion of joint petition of Washington Post et al. and CBS requesting waiver of AVCO rule with respect to advertising proposed assignment of AM station WINX Washington, D. C., to William Banks of Philadelphia. At same time it held that transfer of WINX-FM to WTOP Inc., Washington, does not require such advertising since same interests would retain control. In absence of majority of Commissioners, no action was taken on another part of petition which requested mod. of Commission cond. of Oct. 20, 1948, incident to assignment of WTOP from CBS to WTOP Inc. and KQW-AM-FM San Francisco from Mott Q. Brunton et al. to CBS.

February 3 Applications . . .

ACCEPTED FOR FILING

Extension of SSA

WNYC New York—Extension of SSA to operate additional time between 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using special DA for period beginning 3 a.m. March 2 (830 kc).

License for CP

WLSI Pikeville, Ky.—License to cover CP new AM station.

WHKC Columbus, Ohio—License to cover CP increase power etc.

Modification of CP

WWEZ New Orleans—Mod. CP change hours, power etc. for extension of completion date.

TENDERED FOR FILING

Transfer of Stock

WLAU Laurel, Miss.—Transfer of stock in Southland Bcstg. Co., licensee, from Hugh L. Smith to James V. Wilson.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge to Flambeau Bcstg. Co.

Box Score

SUMMARY TO FEBRUARY 3

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,926	1,872	256		470	272
FM Stations	705	241	678	33*	88	30
TV Stations	57	7	116	..	313	181

* 12 on the air.

CALL ASSIGNMENTS: WBNS-TV Columbus, Ohio, switching from WBNT (The Dispatch Printing Co., Channel 10, 192-198 mc); KERG Eugene, Ore. (Eugene Broadcasters Inc., 1280 kc 1 kw unlimited, directional); WTAA Anniston, Ala. (Model City Broadcasting Co. Inc., 1390 kc 1 kw fulltime, directional); WCAL-FM Northfield, Minn. (St. Olaf College).

AM APPLICATIONS

Bozeman, Mont. — Penn Engineering Co. Inc., 1230 kc, 250 w, unlimited; estimated cost $11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 shares; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president 50 shares; Lura B. Penwell, Montana State College home demonstration agent, 50 shares; William K. Strickfaden, insurance, 20 shares; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 shares. Filed Jan. 28.

Colfax, Wash.—Interstate Radio Inc., 1450 kc, 250 w, unlimited; estimated cost $16,950. Applicant is licensee KRPL Moscow, Ida. Filed Feb. 1.

Palm Springs, Calif. — The Desert Broadcasting Co., 1000 kc, 1 kw, unlimited, directional night; estimated cost $40,645. Co-partners: Benton Beckley, real estate and investments, and Leo Paquette, garage business and investments. Filed Feb. 2.

Smithfield, N. C.—Selma-Smithfield Broadcasting Co., 910 kc, 250 w, daytime; estimated cost $9,145. Co-partnership: J. Fred Horton, owner Horton Lab., dental lab, Wilson, N. C., and Johns S. Townsend, announcer-engineer-traffic manager at WGTM Wilson. Filed Feb. 1.

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw, daytime; estimated cost $13,950. Mr. Thompson from 1942-1948 was chief of police for West Palm Beach, Fla. He now owns farm and Fashion Cleaners in Swainsboro. Filed Feb. 2.

WJMJ GRANT

Gets CP-1540 kc, 1 kw Day

THE CELEBRATED "WCKY case" apparently was terminated last week when WJMJ Philadelphia, whose daytime grant on WCKY Cincinnati's 1-B 1530 kc channel touched off the legal fireworks, was given an amended construction permit for 1540 kc with 1 kw, daytime only. Its original grant on 1530 kc was for 10 kw.

The case developed when FCC, without a hearing, issued the grant to Patrick Joseph Stanton, WJMJ owner, for operation on WCKY's frequency. WCKY, claiming interference, appealed and won a court decision which held, in effect, that FCC must afford a hearing to any station which claims it would be "injured" by the grant of a pending application [BROADCASTING, April 19, 1948].

The court sent the case back to the Commission "for further proceedings in accordance with this opinion." Last week's grant for 1540 kc was assumed to satisfy the court's requirement.

L.A. AD WOMEN

To Hold 5th Annual Meet

LOS ANGELES Advertising Women Inc. has announced its Fifth Annual Conference series. The 1949 series, entitled "Advertising in Industry," starts Feb. 9 for 13 consecutive weeks. Conferences will be held at KMPC Hollywood.

Among the speakers scheduled are Don Belding, chairman of board, Foote, Cone & Belding, Los Angeles; Kai Jorgensen, vice president, Hixson & Jorgensen Inc.; Russell Z. Eller, advertising manager, California Fruit Growers Exchange; also included is a television panel consisting of Klaus Landsberg, West Coast director, Paramount Television Productions and KTLA (TV) Los Angeles general manager; Harry W. Witt, KTTV (TV) general manager; Harry R. Lubcke, KTSL (TV) head; Haan J. Tyler, manager, KFI-TV; Hal Bock, KNBH (TV) manager; Fred Henry, assistant general manager, KLAC-TV.



HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 27
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.
Name.....
Address.....
City.....State.....
Station.....

NBC AFFILIATE

in the Triple Cities

Binghamton • Johnson City • Endicott

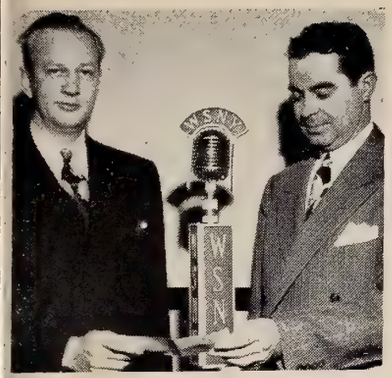
It's Always a Good Bet

To Put your Money on the

WINR



BINGHAMTON, N. Y. GEORGE P. HOLLINGBERY CO., National Representatives



WSNY Schenectady's "March of Dimes-Radio Day" was held Jan. 28 when all programs between 10 a.m. and 7 p.m. were devoted to the cause. During that time 25 civic and community leaders assumed the duties of announcers, newscasters and sportscasters. Here Mayor Owen M. Begley of Schenectady (r), who served as "disc jockey" on the *Ballroom Program*, receives a check for $50 from Winslow Leighton, WSNY president and general manager.



IN BATTLE formation are the participants in Scranton, Pa.'s Disc Jockey Dance, held Jan. 26 by four area stations for the benefit of the March of Dimes [BROADCASTING, Jan. 31]. Those who appeared are (standing, l to r): Ken Beghold, WGBI; Art Bolin, WARM; Bill Pierce, WSCR; Michael Ruane, headquarters campaign manager, March of Dimes; Judge James Brady, March of Dimes general manager, Lackawanna County; Gene Feeney, WQAN-FM; Tom Kelly, WARM; Win Forman, WARM; Al Roberts, WSCR. Seated is Michael Wolson, WSCR, radio chairman of the March of Dimes for Lackawanna County.



ARRIVING at Washington National Airport last week, Jack Benny's covered wagon is unloaded for delivery to the March of Dimes. The 75-year-old wagon toured 25 cities with CBS stations, spurring the polio drive. Vault containing 500,000 pennies—3½ tons—was opened on the steps of the Treasury Bldg. last Monday. A CBS broadcast of the ceremony was originated by WTOP Washington. Jack Benny's personal check for $5,000 to the National March of Dimes was presented to Edward Foley Jr., Undersecretary of the Treasury, who accepted for President Truman.

Public Interest

(Continued from page 17)

of Dimes. The *Battle of the Sioux*, as the hour-long program was called, featured Sioux City's Mayor Dan J. Conley, Sioux Falls' Fire Chief Barney Boos, Woodbury County (Iowa) Sheriff Ed Lundee and Sioux Falls' Superintendent of Schools Lyman Fort, playing the harmonica. Listeners phoned in their requests and pledges. Sioux City collected $5,943; Sioux Falls, $5,202.

Philadelphians were treated to a touch of the old west Jan. 28-29 when WCAU Philadelphia and the March of Dimes Committee greeted the CBS "Ten Pennies for Benny" wagon. Beautiful models in cowgirl dress riding the Conestoga wagon, accompanied by cowpunchers, Philadelphia brand, staged a series of "raids" on the city's night spots, pouring the "loot" into Benny's strong-box. On the 29th WCAU staged a special broadcast from the busy corner of Broad and Walnut Sts. The station's two-day promotion was set in motion on Jan. 17 when morning disc jockey Hal Moore started daily campaigns for the fund. His efforts resulted in contributions totaling nearly $1,000.

The Needle Club, an organization of amateur and professional Connecticut politicians, raised $693 for the Mile of Dimes, during a 20-minute show on WDRC Hartford, and by asking for contributions from its members.

WTON Staunton, Va., staged a week-long *March of Dimes Record Party*, collecting $2,452 pledged by listeners. Each evening the program featured two well-known local personalities as mystery disc jockeys which the audience had to identify in order to become eligible for prizes donated by local merchants.

Small-fry viewers of WEWS (TV) Cleveland contributed $213.47 as result of an appeal by Gene Carroll, "Uncle Jake" of *Uncle Jake's House* program. In another WEWS March of Dimes appeal, viewers sent in $926 as pro-football Browns and baseball champs Indians bowled against each other in a tournament televised by WEWS.

GRANT TO PAPER

For Logansport Daytimer

NEW STANDARD station was granted by FCC last Thursday to Home Broadcasters Inc., Logansport, Ind., on 1570 kc with 1 kw daytime. Firm is chiefly owned by daily *Pharos-Tribune*.

Estimated cost of the new outlet was given as $28,860. Ownership of new grantee includes following: Pharos-Tribune Co., 76%; John J. Sharp, part owner W-S-E Motor Sales Co., president 2%; Herbert and Melvin Greensfelder, owners retail men's wear store, each 2%; Justin M. Druk, officer and 7% owner of paper, treasurer 3%; Marie Bahr Fettig, 3% owner of paper, 1%; Herman R. Schmidt, part owner department store, 3%; Edwin W. Dailey, part owner men's wear store, 3%; Dwight Wildermuth, part owner W-S-E Motor Sales, 2%; Clark Young, retail electrical appliance firm, 3%; Ralph David, hardware-electrical supply firm, vice president 3%.

'Axis Sally' Trial

GOVERNMENT prosecutors entered the second week of their battle to convict Miss Mildred E. Gillars, 48, as a traitor, who allegedly broadcast demoralizing programs to American troops [BROADCASTING, Jan. 31]. Ulrich Haupt, who played a role in a propaganda melodrama, *Vision of Invasion*, identified Miss Gillars as a Nazi broadcaster. According to another government witness, Adalbert Houben, former German radio official, Miss Gillars also played a part in the program, recorded at the FCC's monitoring station. Mr. Houben claimed the American-born woman was not forced to broadcast Nazi propaganda. A number of war veterans, some disabled, also testified.

WESTERN use of CBS Washington news bureau facilities under new subscription service now available to network affiliates was started recently on KNX Hollywood with five minute weekly *Washington Wire to the West*, Sat. (5:55-6:00 p.m. PST). Bob Stevenson is newscaster. Series includes special stories on western topics and recorded interview with western political figures.

Mr. W. T. Tieman
Atherton & Currier
New York City

Dear W.T.:

Nephew Algy come home from grammer school t'other day a-sayin' thet in all his five years in the seventh grade, he'd finally enjoyed a day. Nephew Algy knows what he's a-sayin too, "smartest 19 year old boy in these parts" . . he wuz speakin' o' course bout th' audio-visual education courses which WCHS is sponsorin' 'mongst the schools in these parts, usin' the CBS United Nations news broadcasts and them films which th' UN makes available. Naturly thet gets th' lettle varmits t' listenin' t' WCHS on 580 a mite earlier than usual. But they can't loose a-listenin' t' WCHS . . Terrific promotion, I sez.



Yrs.

Algy.

WCHS

Charleston, W. Va.

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE

SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC AFFILIATE

Promotion



BEATS, special newsroom productions and Hooperatings make up WAVE Louisville's "News Report for 1948." WAVE has compiled a five-page list which includes such "beats" as: First on the-scene recorded report of International Harvester explosion (March 15, 1948; story of WHAS Louisville sale [BROADCASTING, Dec. 20, 1948]; coverage of Democratic, Republican and Progressive conventions. In addition to many other "scoops," WAVE carried beats on interviews, 19 of which were live. One mentioned was interview with Robert Magidoff, NBC's correspondent who was expelled from Moscow. Concluding its report is a partial list of 1948 Hooperatings.

Promotion Plus

ANDREW Corp., Chicago, has distributed a folder of articles written for BROADCASTING by Dr. Victor J. Andrew, chairman of the board. Reprints are from stories in Aug. 2 issue, and Oct. 11 Marketbook. Bulletin carries the complete reprints of these articles, including all tables and charts used.

Sixth of a Series

SIXTH in its series of mail pieces to be sent to local advertisers and agencies has been distributed by WCOP Boston. Current release highlights *Home & Garden News* program, heard Mon.-Sat., 6:50-7 a.m. Each of series highlights one of WCOP's programs, giving full play to sponsor, format and stars of each one.

Message in Red

NEWEST promotion of CJOR Vancouver, B. C. is red ink overprint message on the radio log of the *Vancouver Sun*. Message reads: "Tune to CJOR. . . .Dial 500. .'The Station of the Stars.'"

Talent Hunt

PROGRAM department of WGTM Wilson, N. C., is conducting search for talent in 13-week schedule of programs, offering $1,000 to winners in WGTM Talent Contest. Winners are determined by mail, which station reports has averaged more than 300 cards and letters per day over three-week period. Categories in contest include: Most talented group or individual; most talented child star; most talented singer. First and second prizes are offered in each catagory.

Personnel

JOHN BROPHY has been appointed promotion and merchandising director of Intermountain Network, Salt Lake City.

RICHARD KANE, former publicity and continuity director at WDHN (FM) New Brunswick, N. J., has joined publicity staff of WNEW New York.

ANDREW MURPHY, former publicist at ABC Chicago, has joined NBC Chicago publicity department.

BLAKE CHATFIELD, head of publicity for KNBH (TV) Hollywood, and **ROCCI MASCHETTI,** of ABC Hollywood publicity department, have announced their engagement. They plan to be married March 5.



Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

ILGWU STATION

WVUN (FM) Studios Opened

CIVIC, business and labor leaders were guests of WVUN (FM) Chattanooga at ceremonies opening station's new studios in the Hotel Patton Jan. 29. WVUN is owned by the International Ladies' Garment Workers Union.

The station went on the air nine months ago and had been programming from its transmitter house. Joe Siegel is program manager and acting station manager.

Morris Novik, radio consultant to the ILGWU, and Frederick W. Umhey, secretary of the union, both of New York, journeyed to Chattanooga for the opening ceremonies.

New England's Most Powerful Radio Station
WLAW
680 KILOCYCLES — 50,000 WATTS
WLAW-FM
93.7 MEGACYCLES — CHANNEL 229
EXECUTIVE OFFICES:
LAWRENCE, MASSACHUSETTS



BROADCASTING MAGAZINE

NEWS — RUSH

870 National Press Bldg.

Washington, D. C.

ART KING, *Editor*

PROMOTION-wise WLAW Lawrence, Mass., has printed special news envelopes, like the above, to insure that radio news stories are forwarded without a moment's delay to BROADCASTING.

SHOW'S MAGIC TOUCH

WHBS Boosts Hoopers, Sales With One Word

A MAGIC WORD is being used by WHBS and WHBS-FM Huntsville, Ala. to boost Hooperatings, spot business and fasten attention of listeners to commercials.

It's not so mystic as it sounds but, in the opinion of the station, the wave of a magic wand couldn't produce any more satisfactory results.

The "magic word," according to Richard Warner, WHBS manager, is buried in the commercial messages delivered on *The Magic Word* program, a participating show. The listener identifying the word receives the cash award which has accumulated in the jackpot.

Since a Hooper stimulant was needed in two time periods, the program was divided into two half-hour sections, one in the morning and one in the afternoon.

The 10 sponsors are charged the station's one-time open spot rate (Class B time) of $2.50 per spot. Fifty cents of each spot charge is placed in the $5 daily jackpot. The station still gets its card rate of $2 per spot and the program nets approximately $100 per week for the station.

Each participating firm receives a supply of application blanks and a placard for the store window calling attention to the program. An application filed with the station constitutes registration as a contestant. Three guesses are selected on the morning show and three on the afternoon show. When the application selected does not bear a telephone number it is read over the air.

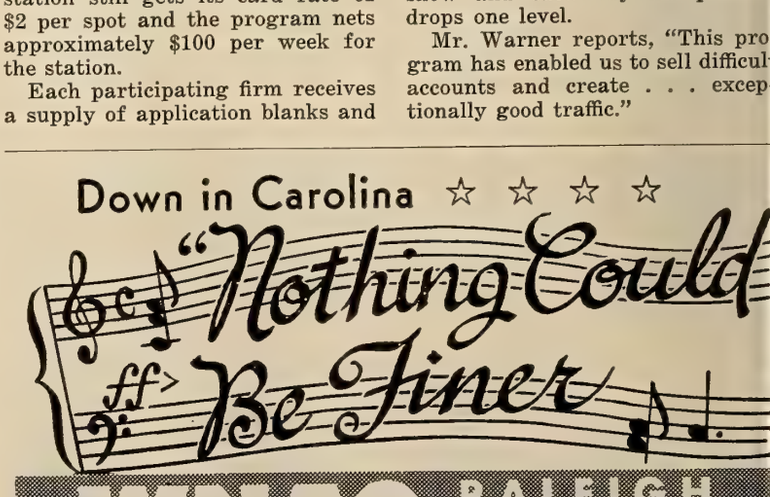
The "magic word" is known only to the station's judge, who sits at a telephone extension in another room and upon hearing the announcer spell out the guesses calls the announcer to advise him whether the guess is correct. The telephone buzz is heard on the air.

Participating firms are supplied a list of clues to the magic word. Hints are also given during the program.

The station presents a check to the firm supplying the magic word, for payment to the jackpot winner.

Each sponsor gets one good commercial daily. The first day he is in the number one position on either the morning or afternoon show and each day his position drops one level.

Mr. Warner reports, "This program has enabled us to sell difficult accounts and create . . . exceptionally good traffic."



Open Mike

(Continued from page 12)

pers was not accomplished over night."

I might add further, Mr. Miller, that I do not believe the single nation-wide survey which BMB has made is sufficient experience and evidence on which to applaud, condemn or revise the BMB operation conclusively.

I am quite willing to admit that my station may well be dissatisfied with the results it obtains from the new survey but I still feel that half a dozen nation-wide surveys will be needed before any final conclusions can be reached. I also feel that the ultimate need will be for as great a sampling as possible. We may need to multiply the present 650,000 samples several times in order to get a true picture. I shall send a copy of this letter to BROADCASTING Magazine with my permission for use as they may desire. I have an idea that many other broadcasters feel much as I do in this matter and that the final analysis should not depend solely upon the opinions of the seven board members representing NAB on the BMB board of directors.

E. J. Hodel
General Manager
WCFC (FM)
Beckley, W. Va.

* * *

Glimpse Into Future

EDITOR, BROADCASTING:

This set of drawings was done by Jack Swenson, WLOL program director.

They are a glimpse into the future. If AM broadcasting is to survive the onslaught of TV, Mr. Swenson believes AM personnel must become highly functional.

As he sees them, they have become just that.

Norman Boggs
President, Gen. Mgr.
WLOL Minneapolis

[Editor's Note: Since the time this letter was written Mr. Boggs changed to WMCA New York as general manager.]

* * *

Inaugural Coverage

EDITOR, BROADCASTING:

Once more I feel the urge to tell you about a job well done by BROADCASTING. Your coverage of Inaugural plans during the weeks preceding the Inauguration and your wrap-up story were all excellent, and we feel indebted to you, Ed Keys, John Osbon, and others of your staff. In fact, your roundup is so complete that it saves me a good bit of work. I hope you don't mind if I use this story as the basis for my report to the Inaugural Committee on Parade, Ball and Gala coverage.

Kenneth D. Fry
Radio Director, Inaugural Committee
Washington, D. C.

[Editor's Note: Mr. Fry, we're flattered to have you use our story as the basis for your report.]



Drawn by Jack Swenson of WLOL
See letter

STATION SALES

Ownership Changes Granted Five

ACQUISITION of control of WMOU Berlin, N. H., by John W. Guider, well known radio attorney and New Hampshire businessmen, for $22,875 was approved last Thursday by FCC. Consent also was granted by the Commission to ownership changes involving WBTH Williamson, W. Va.; KNUZ Houston, Tex.; KVOU Uvalde, Tex., and KSVC Richfield, Utah.

In the WMOU transaction, Mr. Guider acquires 67% interest in White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders. Mr. Guider formerly was with Washington law firm of Hogan & Hartson and he holds 30% interest in Grandview Inc., television applicant at Manchester, N. H.

Details of the transfers follow:

WMOU Berlin, N. H.—Granted transfer of control of White Mountain Broadcasting Co. Inc., licensee, from group of seven stockholders to John W. Guider, radio attorney and New Hampshire businessman. Mr. Guider buys 305 of total 455 shares for $22,875 from following: Arthur C. Bell, 85 shares; Leon C. Bell, 70; Arthur J. Bergeron, 65; Carl E. Morin, 50; George Brassard, 20; Willard D. Buber, 10, and Albert N. Morris, 5. WMOU is assigned 250 w on 1230 kc.

WBTH Williamson, W. Va.—Granted assignment of license from Williamson Broadcasting Corp. to Mingo Broadcasting Corp. for $70,000. Williamson Broadcasting, owned by Tierney family, is controlled by Louis C. and Helen Tierney. Mingo Broadcasting includes: Clarence Lovitch, furniture firm and real estate interests, president and 22.25%; Freda Lovitch, secretary 22.125%; Alice Shein, manager of WBTH, 21.875%; Phil Beinhorn, furniture business, 12.5%; James E. Pinson, auto sales, vice president 5%; E. R. Ward, banker, treasurer 5%; Luther B. Atkins, jeweler, 5%; W. M. and S. P. Goodman, insurance business, 3.125% each. WBTH is assigned 250 w on 1400 kc.

KNUZ Houston, Tex.—Granted assignment of license from Max H. Jacobs, Douglas B. Hicks and Tom J. Harling Jr. d/b as Veterans Broadcasting Co. to new partnership of same name composed of Messrs. Jacobs and Hicks, each retaining 26% interest, and Bailey Swenson and Leon Green, newcomers, each 24%. Mr. Harling retires and receives undisclosed amount representing investment. Mr. Swenson, architect, and Mr. Green, in construction business, together contribute $15,000 to new partnership. KNUZ is assigned 250 w on 1230 kc.

KVOU Uvalde, Tex.—Granted assignment of license form Edward J. Harpole, William T. Kemp and W. J. Harpole d/b as Uvalde Broadcasters to new partnership of same name and composed of the two Harpoles as equal owners. Mr. Kemp sells his one-third interest for $7,000. He is manager of KVER Albuquerque. KVOU is assigned 250 w on 1490 kc.

KSVC Richfield, Utah—Granted assignment of license from William L. Warner tr/as Sevier Valley Broadcasting Co. to new corporation of same name and composed of following: Mr. Warner, 50.006%; W. L. Warner Jr., KSVC manager, 1.604%; Dr. T. R. Gledhill, 16.13%; A. D. Willardson, 16.13%, and James G. Forsey, 16.13%. Mr. Warner Jr. paid $496 for his interest. Other newcomers paid $5,000 each. KSVC is assigned 1 kw daytime on 690 kc.

ABC AFFILIATES

Wind Up Meetings in S.F.

PRESIDENT Mark Woods and other top ABC executives wound up a series of meetings with affiliates throughout the nation with a session last week at San Francisco. About 50 representatives of ABC affiliates in the Pacific Coast and Rocky Mountain areas, comprising ABC Districts 6 and 7, participated in the meeting.

The affiliates reportedly voiced their endorsement of Mr. Woods' stand on giveaway programs, which they regarded as "good entertainment" containing "nothing offensive to morals or good taste." Mr. Woods also outlined 1949 plans and reiterated predications of a good year for the network.

Ivar Kenway, ABC vice president in charge of promotion and advertising, discussed program and network promotion plans. Other officials attending included Ernest L. Jahncke Jr., vice president in charge of station relations; Otto Brandt, director of station relations; Frank Samuels, Western Division manager; Francis Conrad, Western Division station relations manager, and Philip G. Caldwell, Western Division manager of technical operations.

TAPLINGER FIRM

Opens National P. R. Offices

FORMATION of a national organization for public relations to be known as Robert S. Taplinger and Assoc. was announced last week by Robert S. Taplinger. The company is being established in New York, Chicago and Los Angeles. It is representing top national accounts in both industrial and entertainment fields



Mr. Taplinger

The organization last week opened its West Coast headquarters located temporarily at 9507 Santa Monica Blvd., Beverly Hills, until spring when the firm's permanent offices will be completed.

Mr. Taplinger is currently in his Chicago office for a week's stay and then will go on to New York to set up the organization in that city. Subsequently he plans to divide his time between the three cities.

Mr. Taplinger had offices in these cities until 1937 when he was shifted to Hollywood by Warner Brothers to head its publicity department. Previously he was publicity manager for CBS in New York.

BECAUSE the Wartime Prices and Trade Board, Ottawa, has ruled that flour companies should not put giveaway programs on the air in view of millers receiving a government subsidy for hard-wheat flour sales, Ogilvie Flour Mills, Montreal, has cancelled as of Feb. 12, its weekly quiz show *Find Your Fortune* on 27 Trans-Canada Network stations.

At Deadline...

WJOL RENEWAL, DENIAL OF UTICA BIDS PROPOSED

DECISIONS in docket cases reported by FCC Friday included:

1. Revised proposed decision to grant renewal of license to WJOL Joliet, Ill., on condition station terminate within six months from Feb. 15 certain time contracts with A. J. Felman, in accordance with newly adopted rules prohibiting time-reservation sales, and which in 1946 were basis of proposal to deny license renewal.
2. Proposed decision to deny applications of both Utica Broadcasting Co. and U.T.K. Radio Corp. for new AM station at Utica, N. Y., on 1230 kc 250 w fulltime.
3. Final decision denying petition of WSGC Elberton, Ga., contesting 1947 new-station grant to Northeast Georgia Broadcasting Co. for WDUN Gainesville, Ga.

Revised proposed decision in WJOL case concerns further hearing held by FCC on horse-race program issue [BROADCASTING, Dec. 22, Feb. 3, 1947] after 1946 proposed decision to deny license renewal on basis of 1937 station-sale contract of Mr. Felman which provided for daily time to advertise his businesses [BROADCASTING, July 22, 1946]. Revised proposal notes WWDC Washington case finding that horse-race shows of themselves not illegal [BROADCASTING, Feb. 9, 1948] and finds no clear proof that during period of WJOL horse-race broadcasts (1946-47) illegal betting in Joliet had increased or that WJOL management had any connection with gambling interests.

Decision said "close question is presented, however, as to whether WJOL horse-race programs were designed or intended to assist illegal betting or gambling" and noted program sponsorship by Illinois Sports News' *Green Sheet* and *Blue Sheet* race papers.

Stating that overall program service of WJOL not an issue and with voluntary ban of horse-race shows now, "nothing herein presented precludes" finding continued operation would serve public interest. WJOL is owned by Joliet Broadcasting Co. and is assigned 250 w on 1340 kc.

In Utica case, Commission disqualified Mac Berger and Morris I. Henry d/b as Utica Broadcasting Co. for failure to present evidence. U.T.K. Broadcasting was proposed to be denied for failure to meet engineering standards and unsatisfactory showing of financial qualifications. Applicant include: Michael R. Hanna, manager WHCU Ithaca, and his brother Joseph; Richard H. Balch, local manufacturer; Charles S. Donnelly, Utica postmaster and ex-mayor; Robert L. Morris, attorney, and Robert Trent Jones.

HEARING DATES SET

HEARING dates reported by FCC Friday as March 21 and 28 respectively on requests of WUTV (TV) Indianapolis, The William H. Block Co. outlet, and WRTV (TV) New Orleans, Maison Blanche Co outlet, for additional time to construct their facilities. WUTV first granted Oct. 10, 1946, and WRTV Jan. 16, 1947.

WOR GIVES TRUMAN DISC

WOR New York presented President Truman with recording, made from Fox movietone news sound track, of his famous imitation of H. V. Kaltenborn, NBC commentator and news analyst. Recording also included Jan. 26 broadcast of Lyle Van's *News on the Human Side*, over WOR, in which Mr. Van also imitating Mr. Kaltenborn, thanked Mr. Truman for friendly kidding.

BOB HOPE DENIED PLEA FOR WHAS POSTPONEMENT

COMR. ROSEL H. HYDE denied Bob Hope's request for 60-day postponement of hearing on sale of WHAS Louisville last Friday, despite counsel's protest that without delay Mr. Hope would have to withdraw his competing bid for $1,925,000 purchase of WHAS properties *(early story, page 32)*.

Motion picture and other commitments make it impossible for radio and screen comedian to prepare case by scheduled Feb. 28 hearing date, Leonard H. Marks, attorney, told Comr. Hyde in motions hearing. Although he said he didn't know whether it would be sufficient, he asked whether Comr. Hyde would agree to 30-day delay, and was told to request it formally via petition. Denial of 60-day petition also applies to Hope request that hearing be held in Louisville rather than Washington.

Before withdrawing, Mr. Hope is considered sure to ask full Commission to over-rule Comr. Hyde's decision. His application, in name of Hope Productions, is one of three for acquisition of WHAS-AM-FM-TV from Louisville *Courier-Journal* and *Times*. Original contract is with Crosley Broadcasting Co. Under AVCO Rule, Fort Industry Co. and Hope Productions offered to match Crosley bid. WHAS and Crosley have petitioned FCC to repeal AVCO Rule and eliminate competing bidders from case, but FCC has not acted. It was learned, meanwhile, that FCC Examiner Leo Resnick has been designated to preside over hearing.

MERGER PLAN DROPPED

NEGOTIATIONS for merger of KIOA and KCBC Des Moines, in progress since first of year, have been abandoned, according to joint statement issued Friday by Harold E. Baker, new president and general manager of KIOA, and Rollo H. Bergeson, vice president and general manager of KCBC. Mr. Baker, former KIOA vice president and treasurer, succeeds John W. Boler as president and general manager following Mr. Boler's resignation about 10 days ago. "Legal and technical difficulties" make consolidation of two stations "not feasible," Messrs. Bergeson and Baker said.

GE OPINION METER

GENERAL ELECTRIC Co., Schenectady, has developed "recording opinion meter" which electrically compiles and records opinions of group of individuals. Average opinion of up to 100 people can be measured. Device automatically provides permanent record on moving chart. It will be used by Young & Rubicam, New York, to study audience reactions to radio and television shows. Each individual opinion is expressed secretly.

WPIX DROPS FILM SYNDICATE

WPIX (TV) New York suspending syndicated edition of its TelePIX newsreel effective Feb. 13. *New York News* video station will revamp daily news film to give more emphasis to news of the city and environs. Daily TV newsreel had been broadcast by eight stations in addition to WPIX, too small a list of subscribers to make the syndicate operation profitable for WPIX. Shift means 28 of 37 newsreel employes will leave.

BMB PRODUCTION SCHEDULES ARE MAILED

BMB production schedules for 1949 station audience study sent to all stations. To prepare for mailing of ballots first week in March BMB staff has been augmented by 50 specialists and clerks.

Under new state quota plan, discounts start when more than 30% of stations in state subscribe to BMB. Scale is: Below 30%, no discount: 30-40%, 2% discount; 40-50%, 4%; 50-60%, 6%; 60-70%, 8%; 70-80%, 10%; 80-90%, 20. Discounts become effective July 1, based on percentage of AM stations subscribing as of May 1.

BMB said it has received 650,000 premiums for first mailing, 1,500,000 instruction sheets, covering letters and envelopes, 650,000 postcards for first follow-up and 250,000 premiums for follow-ups. Original premium is plastic letter opener with magnifying glass at larger end; follow-up is refrigerator dish cover.

Closed Circuit

(Continued from page 4)

Burton K. Wheeler of Montana can become chief counsel, if he wishes post. Director's job, it is thought, might go to Bailey Stortz, young Montana lawyer who served as Senate Interstate & Foreign Commerce committee clerk during most of Mr. Wheeler's tenure as committee chairman.

AM-TV PACKAGE tentatively titled *Prowl Car* is being submitted by Hunt Stromberg, film producer, to Foote, Cone & Belding. AM audition record cut last week in Hollywood is priced around $5,000 and TV series to come later on film. Idea is to provide advertiser with package which is capable of transition from radio to television. All stories based upon authenticated police department records.

DRAFT REPORT slated for consideration Tuesday by ad hoc committee of FCC's Nov. 30-Dec. 3 TV-FM engineering conferences [BROADCASTING, Dec. 6]. Report will be submitted by conferences' chairman, Edward W. Allen, chief of Commission's Technical Information Division. Indications still favor short cut of submitting report direct to Commission rather than follow-up conference, but latter being considered as safety measure on future inquiry. Ad hoc committee said to be leaving all policy interpretation of data for FCC.

REP. RICHARD W. WIGGLESWORTH (R-Mass.), who has been FCC's severest critic over years as member of House independent offices appropriations subcommittee has been dropped from membership in Democratic reorganization of House. Rep. Wigglesworth's main gripe has been Arde Bulova's station ownership (now confined to WOV and WNEW New York). New subcommittee comprises: Reps. Albert Thomas (D-Tex.), chairman; George W. Andrews (D-Ala.), and John Phillips (R-Calif.), holdovers from last year; Albert Gore (D-Tenn.) and Francis Case (R-S. D.), new members, although Case served on FCC subcommittee several years ago. Rep. Wigglesworth moves to deficiencies subcommittee.

UNITED PRESS is rumored to become sales agent for Multiscope, device developed by engineers at WBKB Chicago to flash news and commercials on television screens. Along with placing Multiscopes, UP will also sell its press service, it is said. WBKB began using its Multiscope commercially Jan. 24 [BROADCASTING, Jan. 24].

OPERATION:

KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



COMES THE REVOLUTION!

It's here—now—today!

For you—the American citizen—are the greatest revolutionist in history!

You have met those age-old tyrants—cold, hunger, dirt, disease—and hurled them back.

True, they have not surrendered. We still have poverty. We still have sharp ups and downs of prices and jobs. The revolution still goes on.

But it has gone farther here. We have won for ourselves more comfort, more convenience, more security and independence, than any other people since the world began.

As yet, this revolution—the Industrial Revolution—has hardly begun in other great areas.

For two-thirds of the human race, the amount of food, clothing and shelter they are able to get with their best labors is never more than just enough to live on.

In the modern world that can't last.

Right now the people of many nations are faced with a choice—between dictatorship and a free economy.

And they are taking a long look at us.

At the promise of individual reward that has stimulated American invention and business enterprise.

At American technical progress, which has made mechanical energy perform miracles of mass production, reflected in constantly lower costs—and in the long run, lower prices.

At American workers—free to organize, to bargain collectively with their employers, to choose their jobs and to change them at will—with no ceilings on advancement and constantly increasing real wages for shorter working hours.

If we continue to make that system work—if we constantly turn out more for every hour we put in—if we keep on creating more wealth for all of us and more jobs for more people—then other nations will follow *us*.

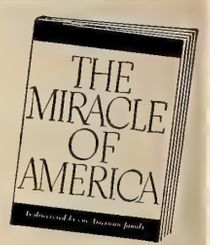
Let's make our free, dynamic American system run so well at home that others will want to follow our example.

If we do that, we will give new hope to millions everywhere.

THE BETTER WE PRODUCE
THE BETTER WE LIVE

FREE

Send for this interesting booklet today!



Approved by representatives of Management, Labor and the Public.

In words and picture, it tells you
—How our U. S. Economic System started
—Why Americans enjoy the world's highest standard of living
—why we take progress for granted
—How mass production began
—How we have been able to raise wages and shorten working hours
—Why more Americans have jobs than ever before
—Why the mainspring of our system is productivity
—How a still better living can be had for all

MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., 25 West 45th St., New York 19, N. Y.

NAME _____

ADDRESS _____

_____

OCCUPATION _____

Approved for the **PUBLIC POLICY COMMITTEE** *of The Advertising Council by:*

EVANS CLARK, Executive Director, Twentieth Century Fund

PAUL G. HOFFMAN, Formerly President, Studebaker Corporation

BORIS SHISHKIN, Economist, American Federation of Labor

Published in the Public Interest by: **MUTUAL BROADCASTING SYSTEM**

FEBRUARY 14, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WOR RESOLVES

...that, during the year 1949, it will:

1. Continue to reach more families, during the day and during the night, than any other station in the United States.

2. Continue to reach these families at the second lowest cost per thousand of any station of equal power in the United States.

3. Continue to be listed daily and to receive constant mention in 170 newspapers with a total circulation of 11,416,782.

4. Continue to increase its daytime audience, which, in the past 5 years, has grown 22% greater and shows every indication of continuing to grow greater.

5. Continue to reach the majority of 36,000,000 people in 430 counties in 18 states from Canada through Georgia.

6. Continue to have the majority of the highest rated local programs of any major New York station.

7. Continue to pull more than one million letters a year from listeners in 47 of the 48 United States.

8. Continue to add to the impressive list of fourteen sponsors who have used WOR for no less than 12 successive years.



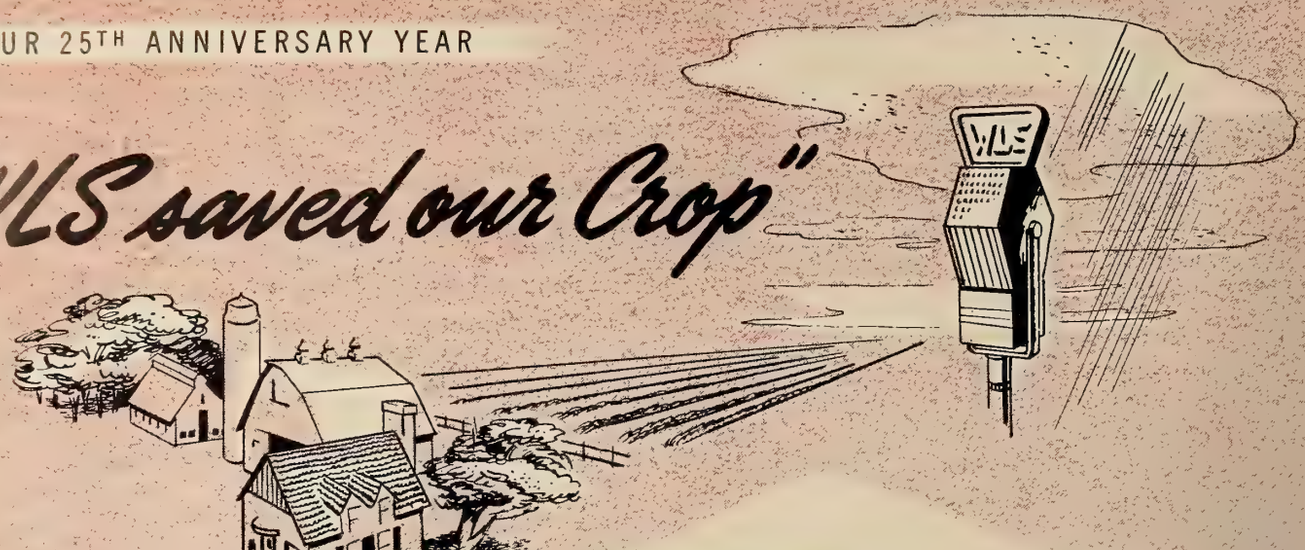
continue to be.....WOR

—the station heard by the most people where the most people are

mutual

OUR 25TH ANNIVERSARY YEAR

"WLS saved our Crop"





TO farmers of Midwest America, weather is serious business . . . and it *is business.* Snow, sleet, wind, rain – any one of these can spell profit or loss for thousands of rural folks. That is why WLS stresses accurate, frequent weather reports.

Benjamin Kombrink, farmer near Carlinville, Illinois, says: "WLS has radio's most complete weather reports. 'Way back in 1933, your WLS weather reports saved our crops."

Mr. Kombrink's crops were late that year; an early frost could wipe out a year's labor. WLS, in constant touch with the U. S. Weather Bureau, put the message on the air; "Cold snap . . . killing frosts tomorrow." Mr. Kombrink, with the help of his neighbors, got busy, harvested corn and soy beans . . . only hours ahead of the frost which would have meant complete loss.

For 25 years, the Kombrinks have been loyal WLS listeners. They are like countless others, whose planting and harvesting work – even their social life – is planned around WLS broadcasts. They listen regularly to the WLS National Barn Dance; Dinnerbell, with its timely farm information, is a must in their home. So is Dr. Holland, WLS staff pastor, with his inspirational messages.

The Kombrink family remembers WLS best for the time we saved their crops. Other folks in Midwest America look back over our first 25 years and say "thank you" for entertainment, for money-making market reports, for many things that radio (and WLS in particular) offers.

These are the things that have created for WLS a confidence, an exceptional listener loyalty – services which have led to sure advertising results. For case histories . . . proof of results . . . ask your John Blair man.

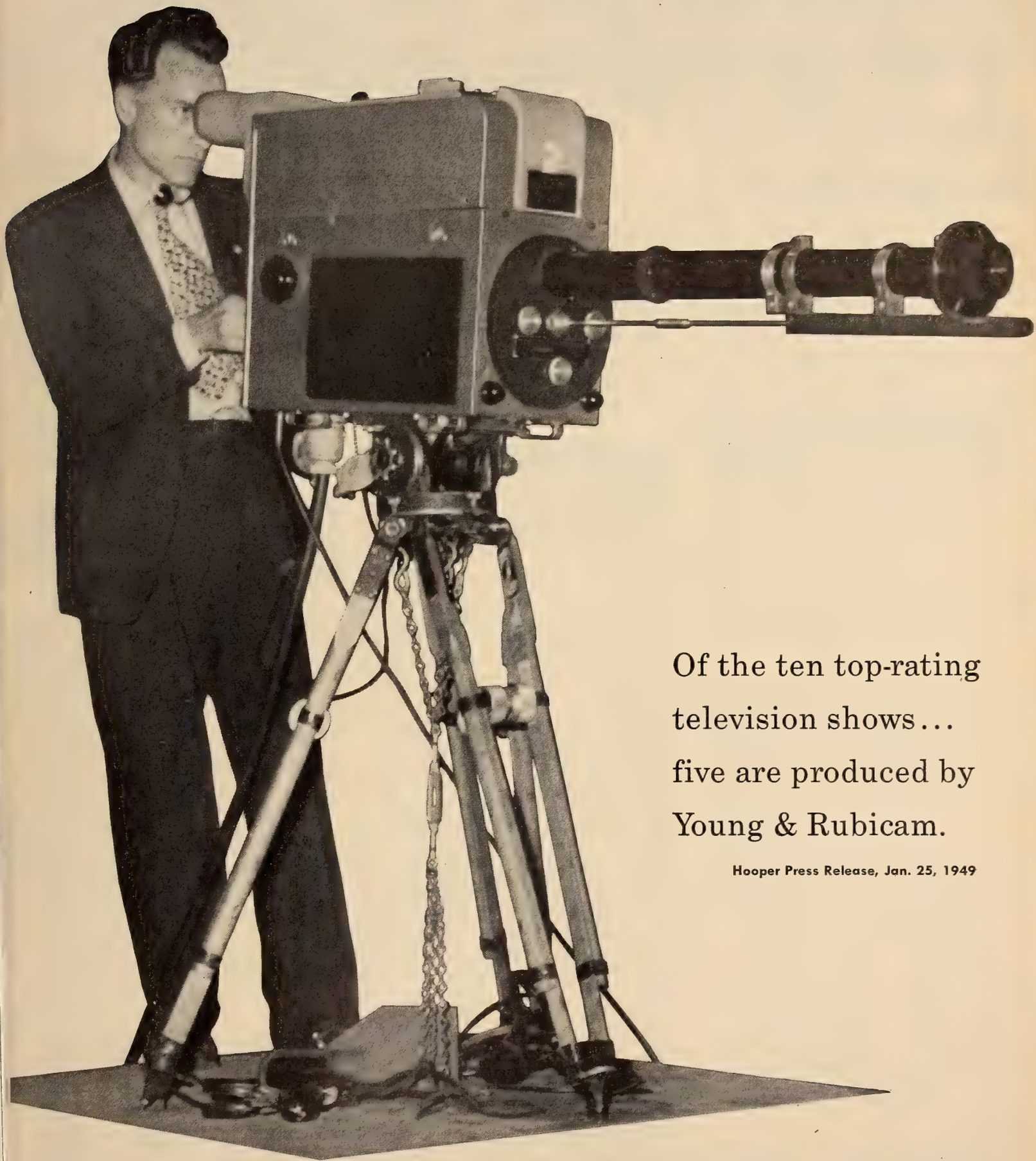
A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

THE NEWEST MEDIUM



Of the ten top-rating television shows... five are produced by Young & Rubicam.

Hooper Press Release, Jan. 25, 1949

YOUNG & RUBICAM, INC. *ADVERTISING*

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City Londo

Published every Monday. 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NOTHING was said about it but FCC Chairman Coy conferred with President Truman Monday. Topics discussed, it is surmised, may have included: (1) President's desire to keep Mr. Coy in his official family—probably new top slot to be created under the pending reorganization plan; (2) Mr. Coy's desire to improve his financial status even if it means returning to private industry where he could almost write his own ticket; (3) what to do about Senate Commerce Committee's report which could seriously impede FCC's allocations and regulatory functions; (4) who might succeed Mr. Coy if and when he leaves FCC for either another government slot or private radio status.

ON RECORD was front door visit of CBS President Frank Stanton last Tuesday for 15-minute session with Chief Executive. There was no comment forthcoming from Mr. Stanton but it's presumed he commended present FCC under Coy chairmanship.

NBC President Niles Trammell and Gustav Margraf, his vice president and general counsel, in Hollywood incognito last week. Main purpose to tie up Fibber McGee & Molly for TV as well as radio against counterproposals from CBS.

DON'T LOOK for return to full-scale TV licensing before about July. That's earliest possible date, in opinion of inside. Even if FCC is able to come out with proposed new TV allocations table and engineering standards in April—which will take some pushing—another 90 days probably will be needed to make them final. Until they're final, current freeze can't be lifted.

IF CBS enters radio equipment field it will be in receiver manufacturing end. Recent negotiations with Bendix and Magnavox fizzled. There have been conversations with other manufacturers too. CBS isn't interested in transmitter end and there have been no conversations with Western Electric in light of pending anti-trust litigation.

OIL FIRM and steel firm each interested in sponsoring half-million dollar ABC television series, *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book. Both prospective sponsors sensitive about being linked with "sponsoring a war" because of their types of business yet feel series is most important document. First episodes of the Eisenhower series will be previewed today at Twentieth Century-Fox, New York. Telecasts will begin early in March [BROADCASTING, Feb. 7].

EDUCATIONAL FM band, only fractionally filled (52 stations operating or authorized), being eyed by church groups, who want to share it. Southern Baptist Convention and General Baptist Convention of Texas, long in-

(Continued on page 90)

Upcoming

Feb. 14: American Marketing Assn. Market Research Discussion group, Sheraton Hotel, New York.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 15: Advertising Women of New York luncheon meeting, "Television—Today's Developments," Hotel Astor, New York.

Feb. 15: TBA Educational Committee meeting, TBA Board Room, 500 Fifth Ave., New York.

Feb. 16: Society of Motion Picture Engineers, Atlantic Coast Section, Western Union Bldg., New York.

(Other Upcomings on page 88)

Bulletins

NBC in New York Friday confirmed Hollywood reports that Bob Hope would remain on network next season and also would undertake NBC television show. Program probably would originate in Hollywood and be telecast by kinescoping recording in East and Midwest.

EFFECTIVE April 3, International Harvester moves *Your Harvest of Stars* from CBS to NBC, Sundays, 5:30-6 p.m. Program now heard at 5:30, RCA Robert Merrill show, moves up to 5-5:30 p.m. McCann-Erickson, New York, is agency for Harvester, J. Walter Thompson for RCA Victor.

THREE STATION TRANSFERS GIVEN APPROVAL OF FCC

THREE COMPLEX, long-pending station transfers approved by FCC Friday. Transactions involve WKLV Blackstone, Va.; KBLF Red Bluff, Calif., and WHKP Hendersonville, N. C. Chairman Wayne Coy dissented in all three cases.

WKLV was granted assignment of license from Frank W. Wagner to Nottoway Broadcasting Co. Inc., new firm of 77 local individuals. Firm has issued 267 shares $50 par stock and proposes to give 145 shares (35%) to Mr. Wagner as president and treasurer. Group has advanced money to WKLV. Other officers include: H. S. Robertson, vice president, 1 share; J. L. Manson Jr., secretary, 1 share; W. P. Bagwell Jr., director; J. L. Manson Sr., director, 10 shares; N. L. Beville, director, 10 shares; H. R. Hamlett, director, 5 shares; E. C. Moncure, director, 3 shares; E. J. Silverman, director, 20 shares; R. L. Sellers, director, 3 shares.

KBLF was granted assignment of license from Robert L. Weeks to Dr. Russel G. Frey. FCC said that in September 1946, prior to receipt of KBLF's license, Mr. and Mrs. Weeks entered partnership to run station with Dr. and Mrs. Frey for total consideration of $10,000. Mr. Weeks was to be manager at $250 monthly plus 10% net profits. In November of that year, Mr. Weeks borrowed $5,000 from Dr. Frey using his partnership interest as security. Commission spokesmen said Mr. Weeks later left Red Bluff and "abandoned" KBLF. Dr. Frey has put some $40,000 into station, mostly to cover operating losses.

WHKP was granted assignment of license from Redege Broadcasting Co. to Radio Hendersonville Inc. Redege was co-partnership of Monroe M. Redden and William A. Edgerton. Mr. Redden left firm in 1946 upon election to U. S. Congress as Representative from North Carolina. Mr. Edgerton formed Radio Hendersonville in November 1946 with R. L. Whitmire and L. B. Prince, FCC said, and in December 1947 sold station to L. R. Amos and C. E. Morgan. Ownership now includes: L. R. Amos, 40%; Virginia Amos, 6%; C. E. Morgan, 50.5%, and Claire F. Morgan, 3.5%.

Business Briefly

$50,000 SPOT DRIVE ● Altes Brewing Co. (Altes Lager Beer, San Diego, plans $50,000 spot campaign starting March 1 on California stations. Agency, Zeder-Talbott, Hollywood.

SOAP FIRM ADDS ● Manhattan Soap Co., New York, to add Tuesday and Thursday segments (5-5:15 p.m., PST) to Mon.-Wed.-Fri. sponsorship of Knox Manning's *Front Page Features* on CBS Pacific network starting April 5 for 26 weeks. Agency, Duane Jones, New York.

'CORONET' NAMES S&S ● Schwimmer and Scott, Chicago, named to handle radio advertising for *Coronet* Magazine. Walter Schwimmer, agency vice president, announced appointment is effective with May issue.

FRAM SPONSORS ● Fram Corp. (oil, gasoline and air filters), East Providence, R. I., March 12 starts for 13 weeks five-minute *Sports Thrill of The Week* on nine Don Lee stations plus KOOL Phoenix, Ariz., Sat., 6:55-7 p.m. (PST). Agency, Van Sant, Dugdale & Co., Baltimore.

SAYMAN APPOINTS OLIAN ● Sayman Products Co., St. Louis, named Olian Advertising, same city, to handle its account. Products to be advertised: Sayman Vegetable Wonder Soap, Dojean Lanolated Soap, Sayman Salve, Sayman Liniment, Jitterbug Insect Repellent. Radio will be used.

HOUSTON JOINS L & M; SCHNEIDER IS PROMOTED

BRYAN HOUSTON, formerly Pepsi Cola Co. executive vice president and with Paul Hoffman, Marshall Plan information director, was named executive vice president of Lennen & Mitchell, New York, succeeding Lou Thomas, who resigned. Mr. Houston was with Young & Rubicam from 1935 to 1946. John G. Schneider, agency's copy chief and vice president, was appointed director of copy. He has been with L & M past four years.

RTDG-WJZ-TV SPEEDUP ORDER

RADIO and Television Directors Guild, New York, gave its negotiating committee two weeks to reach contract with WJZ-TV New York. Dissatisfaction was expressed at progress of negotiations, under way since November. Committee, which has backing of strike authorization, instructed to report to membership Feb. 21.

GALLERY GIVEN SALES POST

TOM GALLERY, public relations director of DuMont television network, appointed sales director Friday. Humboldt J. Greig, formerly in charge of sales, named assistant to Mortimer W. Loewi, network's director (see earlier story page 33).

HIGHEST AVERAGE HOOPERATING IN U.S.

"Our dreams are getting sweeter all the time!"

AGAIN—WRVA LEADS THE NATION!

IN CONTINUOUS HOOPER-RATED CITIES

1ST. IN THE EVENING

2ND. IN THE MORNING

4TH. IN THE AFTERNOON

BROADCASTING • December 20, 1948

HOOPER TOP 20 STATIONS

September-October, 1948

MORNING		AFTERNOON		EVENING	
Station	Share of Audience	Station	Share of Audience	Station	Share of Audience
WCCO Minneapolis-St. Paul	47.7	WKY Oklahoma City	45.6	WRVA Richmond	46.9
WRVA Richmond	42.1	KPRC Houston	42.5	WKY Oklahoma City	44.7
KSL Salt Lake City	41.7	WOAI San Antonio	41.9	WOW Omaha	41.7
WHEC Rochester	41.7	WRVA Richmond	41.4	WHIO Dayton	40.2
WHIO Dayton	41.6	WFBL Syracuse	40.3	WBEN Buffalo	38.9
KRNT Des Moines	41.1	KOA Denver	38.8	WSB Atlanta	38.7
KOIL Omaha	40.6	WHEC Rochester	37.5	WBNS Columbus	37.8
KMOX St. Louis	40.5	KRNT Des Moines	37.2	WSPD Toledo	37.8
WSPD Toledo	38.9	WSPD Toledo	36.6	WHEC Rochester	36.6
WBNS Columbus	38.8	WSB Atlanta	36.5	WAVE Louisville	36.1
WFBL Syracuse	36.1	WOW Omaha	35.6	WOAI San Antonio	36.0
WBEN Buffalo	35.5	WBNS Columbus	34.5	WCCO Minneapolis-St. Paul	35.7
WHAS Louisville	34.4	KDYL Salt Lake City	33.9	WTIC Hartford	35.6
WQAM Miami Beach	32.7	WSM Nashville	33.1	KOA Denver	35.2
WRRO Providence	32.6	WAVE Louisville	32.9	KRLD Dallas	33.5
ndianapolis	32.5	WCCO Minneapolis-St. Paul	32.9	WJR Detroit	32.9
n Francisco	31.8	WIOD Miami	32.8	WWL New Orleans	32.8
klahoma City	31.7	WNEB Worcester	32.1	KSTP Minneapolis-St. Paul	32.7
B rmingham	31.7	WHAM Rochester	32.0	WHAS Louisville	32.7
Detroit	31.5	WIBC Indianapolis	31.7	KOMO Seattle	32.4
Pittsburgh	31.3	WHDH Boston	31.6	WFLA Tampa	32.4
Syracuse	31.2	WJAX Jacksonville	31.6	WMAQ Chicago	32.0
	31.2			KGW Portland	31.9
				WSM Nashville	31.9

WRVA

RICHMOND AND NORFOLK, VIRGINIA

The Edgeworth Broadcasting Service



● NEWS—First in program preferences among ALL radio listeners receives *prime* attention at WFDF, first in popularity in Flint.

Scoops and exclusive newsbreaks are aired time after time by WFDF's alert and competent reporters and syndicated news is highlighted by WFDF's own news gathering staff.

But that's not all, Mr. Advertiser. Your sales story is given the same careful attention and forceful presentation as the news programs. You can be sure of reaching this lush $200,000,000 retail sales market, because WFDF—in every time period—has three to six times as many listeners as the runner-up local station.

The ears of Flint are tuned to WFDF.

AVAILABLE
"News of Flint"
7:05-7:15 P.M. Mon. thru Fri.
Hooperating—10.8
●

910 Kilocycles
WFDF FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING
*

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Warren Sheets, Chanalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
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Subscription Price: $7.00 Per Year, 25c Per Copy



DON'T BE A STATION(ARY) MANAGER...

Get on the move—to better program ratings, more salable shows. Capitol Transcription Library provides a backlog of "package shows" for both sustaining and commercial programming. Want to know how little it costs? Fill out the coupon.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B214
Hollywood 28, California

FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

The greatest

88% of all 79,640 Los Angeles



first in all television!

television sets were tuned to KTTV during its first day on the air! And KTTV was seen, on the average, by 9.8 people per set...a total of 686,815 spectators!

Facts Consolidated Study...New Year's Day when KTTV kicked off with Rose Bowl Game



Want your sales to score another great first in Los Angeles? Get into the KTTV picture... by getting in touch with KTTV, CBS-TV, or Radio Sales.

CHANNEL 11 KTTV

Owned by The Los Angeles Times and the Columbia Broadcasting System



you SELL more ...



when you TELL more

WFLA

delivers more listeners in the busy Tampa-St. Petersburg market where diversified payrolls provide steady buying power — *right around the calendar! All* programs — national and local, commercial and sustaining, are broadcast over both WFLA-AM and WFLA-FM. In the heart of Florida's richest trade area, you *sell* more people because you *tell* more people when you use the double impact of the Tampa Tribune Stations.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

OVER $10 million is spent annually by metropolitan Milwaukee teen-agers on such items as clothing, radios, records, books, and refreshments—a potential market going begging for lack of concentrated attention and selling. That's the conviction of Michael Ruppe Jr., founder of Teen Surveys and Teen Productions.

No businessman of considerable years and experience, Mr. Ruppe is a 19-year-old Milwaukee lad who last year set out to do the "impossible!" — survey the listening and buying preferences of the city's 70,000 teen-agers. His ambition, not yet realized, is also to attract clients who will pay him to learn these teen-age facts of life. Says Mr. Ruppe: "My goal is not to find out what the average teen-ager wants, but what *all* teen-agers want."

As a result, he formed Teen Surveys and Teen Productions—one to gather statistics, the other to serve those interested in reaching teen-agers through radio. Teen Productions also will help plan and present programs which interest that age bracket. Mr. Ruppe feels it will prove effective in getting across the sponsor's message, having at its fingertips various data as to listening habits. Teen Surveys-Productions claims a staff of reliable teen-agers who are leaders in their respective schools.

Mr. Ruppe's first two surveys, taken last fall, were conducted by student councils at South Division and Solomon Juneau high schools. A total of 1,476 out of 1,800 students participated at the former and 922 out of 1,018 at the latter. Mr. Ruppe admits these surveys constitute a mere start toward his ambitious objective. The students themselves were enthusiastic, he reports.

The questionnaire which students fill out lists questions on weekly allowances or earnings, number and types of radios per household, listening time preferences (daily, Saturday and Sunday), favorite stations, and types of programs, as well as tastes in

(Continued on page 75)

On All Accounts

THE "T" in TV stands for "tremendous" in the personal dictionary of Norman Charles Lindquist, director of television at Malcolm-Howard agency, Chicago. The medium made such a "terrific impact" on him, beginning in 1939, that "the adventure, and much of the mystery, still linger."

Norm made his video debut as a trombonist at Zenith's experimental station, WTZR Chicago, 10 years ago. "They used only two cameras, the lights were unbearable, and the results were horrible," he recalls. His musical career began when he took up piano and later "brass" while in grammar school. An enterprising youth, he also sold newspapers in the morning, milk at noon and home-made lead toy soldiers at night.



NORM

During four years of high school at De LaSalle Institute, Chicago, he played first trombone in the band and often blew his way to the top in solo contests. He added to his petty cash by working as a freelance musician and promoting 10-cents-a-ticket magic shows. In his senior year, he wowed children flocking to the Enchanted Isle at the Chicago World's Fair as Quisto, the Magician.

After being graduated from high school, he worked for the Pullman Co., first as a temporary messenger, then as a laborer, later as a painter, and finally as secretary to the district superintendent. He added to his income by playing one-night stands around Chicago.

Norm was secretary to the vice president and general manager of the Chicago Screw Co. in 1941 when he enlisted in the Navy after refusing service deferment offered because of Army and Navy contracts held by the firm. At Great Lakes he was sifted into recruiting at Chicago's Old Postoffice Bldg.

While arranging for Naval recruiting programs to be aired locally, Mr. Lindquist in the next four years wrote and produced three regular radio shows weekly, supervised special events and remote broadcasts, played and sang with name bands and produced and emceed TV shows.

Norm attended night school four years at De Paul U., majoring in marketing and advertising. In May 1944 he was married to Margaret Mary (Peggy) McGorrin of Chicago, who busies herself collecting Chinese art objects and painting in oils.

His TV experience in the Navy

(Continued on page 75)

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

For cryin' out loud!



WSAV's *clear, strong* voice on the *long-range frequency* of 630 kilocycles covers *3½ times more people, 4 times more area* than any other medium in this market.

More than a *million people* in *79 counties* of *3 states* live within easy earshot of the big, booming Voice of Savannah. And a combination of NBC and top-notch locally produced programs has made this their favorite radio station, in many instances their *only* radio station.

If you want to get your advertising message across in this big $557,206,000 retail sales area, you can't afford to whisper. Let WSAV speak for you in clear, strong convincing tones and you'll hear the echo in practically every corner store.



It's 630 in Savannah **WSAV**

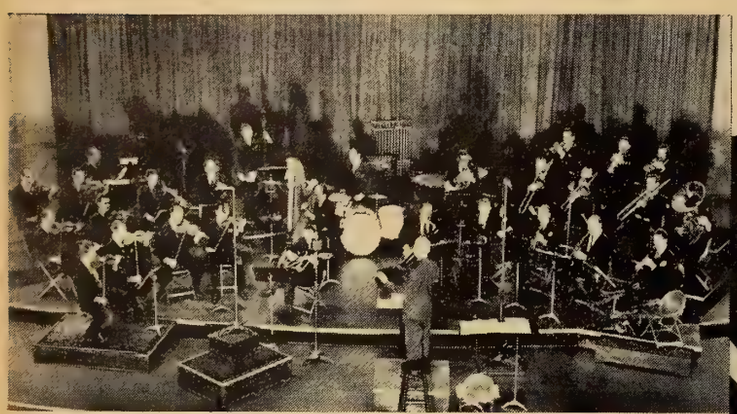
630 kc.
5,000 watts
Full Time

NBC

Represented by Hollingbery

for
JANUARY—
FEBRUARY

the *Thesaurus* festival of 128



THE MUSIC OF MANHATTAN conducted by Norman Cloutier

Incomparable arrangements of new melodies by Cole Porter and Jimmy McHugh highlight the latest contribution of these 28 all-star network instrumentalists. Watch for *So In Love* and *Caribbean Caprice.*



LOUISE CARLYLE and the Music of Manhattan

Everything Louise sings seems to have been composed with the throaty contralto of the THESAURUS songbird in mind, especially two sly numbers from Cole Porter, *Always True To You In My Fashion* and *Why Can't You Behave?*



Swing and Sway with SAMMY KAYE

"More Kaye!" is a frequent demand from all over the nation, so here's Sammy, the Kaydets, Don Cornell, the Kaye Choir and Laura Leslie making life sweet again with 10 outstanding selections, among them *Lonesome* and *Lavender Blue.*





THOMAS HAYWARD and the Norman Cloutier Orchestra

Although Tom's heart-warming tenor is frequently heard at the Metropolitan Opera, the popular Hollywood tunes in this stint for THESAURUS can hardly be called high-brow. Look for *Just For A While, Too Much Love* and *Bella Bella Marie* plus other choice numbers.



SWEETWOOD SERENADERS

The most unique dance group in radio fills the air with woodwind harmony, highlighted by Roland Dupont's trombone artistry. Selections are from Walt Disney's "So Dear To My Heart" and other unreleased films.



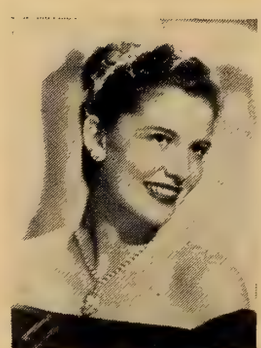
PATTI DUGAN

The Jumpin' Jacks sketch in a colorful background for the ballads of lovely Patti Dugan, whose order of the day is *Enjoy Yourself*—and you will!



JUMPIN' JACKS

Radio's finest exponents of hot rhythm give their all in five bouncing 'pops', including a fascinating Afro-Cuban novelty with the strange title *Similau.* Agua!



TERRI STEVENS

THESAURUS' singing sensation, beautiful young Terri Stevens, does many alluring vocalizations for this release, ballads fresh from Broadway and played with intimate finesse by Terri's three ardent supporters, the Novatime Trio.

NOVATIME TRIO

These three virtuosos of Hammond organ, guitar and marimba will net many new sponsors with twelve bright novelties just recorded and headed for the honor roll.

NBC
A Service of Radio Corporation of America

hit tunes

19 famous features with distinctive interpretations of the newest Broadway and Hollywood gems, scored by America's top arrangers...



VINCENT LOPEZ
America will be dancing to delightful THESAURUS recordings by Lopez, among them: *Bouquet Of Roses, Then I Turned And Walked Slowly Away* and *Green Up Time*, with vocals by Francine Lane and Kelly Rand.



WALTZ FESTIVAL ORCHESTRA
The scoring is modern, the instrumentation magnificent in the latest release by a great new THESAURUS group under the direction of Concertmaster Paul Winter. *Faraway Places, It's A Big, Wide, Wonderful World* and four other hits in three-quarter time.



MANHATTAN NIGHTHAWKS
featuring Johnny Guarnieri
The whole town's talking about Johnny Guarnieri and the bright new style he has brought to piano. With a rhythmic background beat emanating from the Nighthawks, Johnny in this release encourages the patter on 52nd Street with eight sunlit selections from the finest musicals Broadway has had in many a year.





ALLEN ROTH and his Symphony of Melody
Sweeping tonal color and thrilling symphonic variations dramatize Allen Roth's current turn for THESAURUS. Raves are due for *Slaughter On Tenth Avenue* and *On Your Toes* by Richard Rodgers.

CHARLIE JORDAN
and the Sweetwood Serenaders
An increasingly popular star of THESAURUS releases and growing favorite on network shows, Charlie lends his romantic baritone to a choice medley of starlit ballads.

MANHATTAN MADCAPS
Seventeen devotees of solid swing, rounding out The Music Of Manhattan with a new session of fast dances, including an Esy Morales rhumba, *Jungle Fantasy.*

GEORGE WRIGHT at the Hammond
It's Whatcha Do With Whatcha Got is one of George Wright's 12 THESAURUS selections and verily, George does plenty on his famous Hammond organ with a wide range of sparkling new productions from Cole Porter, Jimmy McHugh and other great tunesmiths.

THE SWINGTONES
This earful sextette, one of the newest features in THESAURUS, receives beat backing from the Jumpin' Jacks for six up-to-the-minute novelties, among them Johnny Mercer's catchy *Great Guns* and *Down By The Station*, a sensational novelty.

LISTEN TO LEIBERT
This time Richard Leibert brings to his magic keyboard—the world-famous Radio City Music Hall organ—Jerome Kern's *Long Ago And Far Away*, Sigmund Romberg's *From Now Onward* and three bright novelties to keep the Leibert sponsors humming.

MUSIC HALL VARIETIES
conducted by Pat Ciricillo
Music please, Professor! . . . decades old but full of nostalgic charm—*Hearts And Flowers, Down Among The Sheltering Palms, Charleston* and the Saxophone Eight in *Runnin' Wild* and *California, Here I Come.* Candy! Peanuts! Sponsors!

AS WE GO TO PRESS,

Thesaurus IS IN THE GROOVE WITH RECORDINGS OF

the *first* 7 of the 10 tunes on THE BILLBOARD's 'Honor Roll of Hits'

1. *A Little Bird Told Me*
   Jumpin' Jacks with Patti Dugan
2. *Buttons And Bows**
   The Swingtones
3. *On A Slow Boat To China**
   Louise Carlyle
4. *My Darling, My Darling*
   The Novatime Trio
5. *Faraway Places*
   Waltz Festival Orchestra
6. *Lavender Blue (Dilly Dilly)*
   Vocal—Sammy Kaye & Orchestra
   Instrumental—George Wright, Organ
7. *Powder Your Face With Sunshine*
   Vocal—Sammy Kaye & Orchestra
   Instrumental—Manhattan Madcaps

—and 22 of the top 31 songs listed by THE BILLBOARD (*Jan. 22*) and VARIETY (*Jan. 19*) as having the 'greatest radio audience' . . .

*in THESAURUS for over a year.

Thesaurus, as always—the No. 1 Musical Library

..Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

Smash musicals represented in this release:

BROADWAY—*My Romance; Kiss Me, Kate; As The Girls Go; Along Fifth Avenue; Where's Charley?; Love Life; Lend An Ear.*

HOLLYWOOD—*Take Me Out To The Ball Game; South Of St. Louis; Rogues' Regiment; Words And Music; My Dream Is Yours; Streets Of Laredo; One Sunday Afternoon; So Dear To My Heart.*

How to Play the Numbers Game

136 That's the percentage greater audience tuned to WMLO, week-day afternoons, than the average for 156 independent stations surveyed by Hooper (Oct.-Nov., 1948).

24½ That's the percentage greater audience tuned to WMLO week-day afternoons than the average for three of the four network stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

123 That's the percentage greater audience tuned to WMLO week-day afternoons than the average for all three other independent stations serving Milwaukee (Hooper, Oct.-Dec., 1948).

40c That's what it costs you to tell your story to each 1000 actual listening families over WMLO.

1290 That's the number you call (West 3-1290) to find out what WMLO can do for you.

Jerry Sieb

WMLO

MILWAUKEE

1000 WATTS ON 1290

Represented by Forjoe

Agencies



CRAIG DAVIDSON, executive vice president of Ball & Davidson, Denver, will direct agency's new office in Los Angeles. Mr. Davidson, who founded the agency, has also been with Compton Adv., New York, and more recently was with Raymond R. Morgan Adv., Los Angeles, as general manager. Mr. Davidson plans to devote full time to his own company, with plans to greatly expand its radio and television services. **MARK SCHREIBER,** vice president of the agency, will now divide his duties between the Los Angeles and Denver offices.

GEORGE B. DIPPY, assistant to president of Young & Rubicam, New York, appointed vice president and contact supervisor.

E. J. K. BANNVART, former vice president in charge of new business for Biow Co., New York, joins Cecil & Presbrey, New York, in same capacity.

STUART LUDLUM, formerly with Blackett-Sample-Hummert, New York, in executive capacity, appointed to radio and television production department of Compton Adv., New York.

HARRY M. IRELAND, formerly vice president and account executive on Drene (shampoo) account at Compton Adv., joins Doherty, Clifford & Shenfield as account executive assigned to Bristol-Myers unit. Both are New York agencies.

CLARENCE A. BARNES Jr., joins Benton & Bowles, New York, as art director. Mr. Barnes had been associated with Compton Inc., Arthur Kudner Inc., Kenyon & Eckhardt, and Ted Bates Inc., before assuming new position.



Mr. Barnes

ROBERT A. HEELY, formerly with J. Walter Thompson Co., San Francisco, joins Gerth-Pacific Adv., same city, as account executive.

WILLIAM KENNEDY, vice president of L. W. Ramsey Adv., Los Angeles, and Barbara Ann Merrill announce their marriage.

ARTHUR W. WIBLE, for past ten years traffic manager of McCann-Erickson, New York, appointed account executive on Chrysler account assisting **PAUL HOLDER,** who has overall charge of account. **C. L. JOHNSON,** formerly manager of mechanical production, will take over duties of traffic manager.

RAYMOND BROWNE, formerly of Foote, Cone & Belding, New York, joins Young & Rubicam as contact man in New York office. **GEORGE H. TURNER,** formerly with Orange Crush Ltd., Montreal, placed in charge of merchandising for Y & R's Montreal and Toronto offices.

FULLER & SMITH & ROSS, New York, announces promotion of four of its executives and establishment of two new departments. **GEORGE TRIMBLE** appointed manager of new plans analysis department. **GEORGE R. LYON** succeeds Mr. Trimble as manager of media department. **CHARLES HUTAFF,** formerly associate director of agency's film department in Cleveland, returned to New York office as manager of new development department, and **PAUL C. K. SMITH,** account executive, appointed manager of international section.

DEAN WEINBERG appointed radio and time buyer for Brisacher, Wheeler & Staff, San Francisco. **LESTER A. FRIEDMAN** resigns as account executive with agency to become partner in Fulop's clothing firm, San Francisco.

FRANK P. McCORD, formerly with Lennen & Mitchell, joins Cecil & Presbrey, New York, as research director. **WILLIAM ANDERSON Jr.,** formerly with Weiss & Geller, Chicago, joins agency as assistant account executive on Ronson Lighter account.

RILEY JACKSON appointed to head Los Angeles office of Cecil & Presbrey, replacing **ED SIMMONS** who transferred to agency's New York office [BROADCASTING, Feb. 7]. Mr. Jackson was most recently radio and television director Mogge-Privett Inc., Los Angeles, and before that, manager of Louis G. Cowan office, same city. He also produces *Golden Hope Chest* for MBS.

DONALD O'BRIEN appointed economist for Geyer, Newell & Ganger Inc., New York. Mr. O'Brien was formerly analyst and consultant, specializing in business and finance for Standard Research Consultants, New York, subsidiary of Standard & Poor's. Prior to that he was assistant to one of operating vice presidents of Great Atlantic & Pacific Tea Co., New York.

DAVE BOTSFORD Jr., of Botsford, Constantine & Gardner, San Francisco, elected to agency's board of directors.

(Continued on page 82)

Our new man Jamison...is a very bright guy



Man to man...or on his feet before a large and influential group of broadcast advertisers...our man Jamison is an expert salesman. That's because he sells creatively. He sells an idea and a way of doing things advertising-wise that invariably proves enormously helpful to the advertiser who buys it. For example...

Only last week, Jamison's business friend, Advertiser X, who manufactures skid chains, was complaining about the high cost of time and space.

"X," said Mr. Jamison. "The basic trouble with your stuff is that you've been placing it, at considerable expense, in places where the skid is scarce...in places where they never heard of snow. Yours —in fact—is a product that should be promoted at the local and seasonal level only. It is a natural, I might say, for spot radio, some of which I will try to sell you now at a considerable saving over what you have been paying for other less efficient media." He then went on to suggest (just as a starter) a series of spot programs and announcements preceding the arrival of predicted bad weather in various important markets around the country.



Advertiser X is selling plenty of skid chains these days...and Weed and Company is doing more business for *all* of its clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood



not just ahead ...but WAY ahead!



by 3 to 1

For over 20 years WMBD was the **only** radio station in Peoriarea. Today it leads the field by 3 to 1 because—

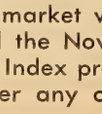
WMBD has a twenty-year head-start in knowledge of listening habits and merchandising contacts in Peoriarea.

WMBD personalities are old and warm friends to the tens of thousands of Peoriarea families.

Today, you cannot reach this rich market without buying a Peoria station. And the November-December "Share of Audience" Index proves WMBD draws listeners 3 to 1 over any other Peoriarea station.

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM



See Free & Peters

CBS Affiliate • 5000 Watts

New Business



U. S. COAST GUARD appoints Newell-Emmett Co., New York, to conduct recruiting drive for balance of fiscal year to June 30, 1949, it was announced by **CAPT. S. F. GRAY**, USCG, Chief of the Public Information Division. Agency will produce the weekly *Coast Guard Cadets on Parade* from New London, Conn., on MBS, Saturdays, 11 a.m. and a number of radio spots. **GEORGE F. FOLEY Jr.**, is account executive.

B. B. PEN Co., Hollywood, will start 52-week television film spot series on New York video stations around first of March. Spots will run one minute and 20 seconds, seven days a week. Agency: Foote, Cone & Belding, Los Angeles.

CRESCENT ELECTRIC SUPPLY Co., Dubuque, Iowa (General Electric distributor), sponsoring following programs: *Easy Rhythm* (Mon., Wed., Fri., 11:30-11:45 a.m.) on WHBF Rock Island, Ill.; *Band of the Day* (Mon.-Fri., 12:45-1 p.m.) on WOC Davenport; *Musical Clock* (Mon.-Sat., 7:30-7:45 a.m.) on WMT Cedar Rapids; *Bob Clausen Show* (Mon., Wed., Fri., 10:45-11 a.m.) on KGLO Mason City; *Meet the Folks* (Mon., Wed., Fri., 9:30-10 a.m.) KDTH Dubuque; *Weather* Report (Mon.-Sat., 12:15-12:20 p.m.) KBUR Burlington and *Weather Report* (Mon.-Sat., 11:35-11:40 a.m.) on WNAX Yankton, S. D., plus a series of spot announcements. All contracts are for 52 weeks. More stations will be added later, according to **HOWARD M. PAUL**, radio director for W. D. Lyon Co., Cedar Rapids, Crescent agency.

ALLEN B. DUMONT Labs. Inc., Passaic, N. J. (television receivers), Feb. 11 started half-hour weekly kinescoped variety revue, *The Admiral Broadway Revue* on KTSL (TV) Los Angeles. Firm also started recently kinescope of half-hour weekly variety show *Window On The World* on same station. Both 13 week contracts. Agency: Buchanan & Co., New York.

PRESTIGE Inc., New York (women's hosiery), appoints New York office of Roy S. Durstine Inc., to handle advertising and merchandising. Both radio and television are being considered.

LIBERTY LAUNDRY Co., Philadelphia, appoints J. M. Korn & Co., Philadelphia, to handle advertising. Radio will be used.

BIRK BROS. BREWING Co., Chicago (Trophy Beer), appoints Erwin, Wasey & Co., Chicago, to handle advertising. Radio may be used later in year.

A. F. SCHWAHN & Sons, Eau Claire, Wis. (meat packing firm), appoints C. Wendel Muench & Co., Chicago, to handle advertising. Firm sponsors hour show and chain breaks on WEAU Eau Claire. Schedules are being completed according to **WELDON YOCUM**, agency account executive, and additional radio is contemplated.

NORTHERN CALIFORNIA FOOD DEALERS Assn., Sacramento, appoints Beaumont & Hohman, San Francisco, to handle first radio advertising over KFBK Sacramento. Company will sponsor five weekly home economist show. Plans are to expand to other stations. **WALTER MONROE** is account executive.

Network Accounts • • •

PEPSODENT DIVISION, Lever Bros., Chicago, for Rayve Home Permanent, to sponsor *Winner Takes All* over full CBS network beginning Feb. 28. Program to be aired five weekly, 4:30-4:45 p.m. EST. Agency: J. Walter Thompson Co., Chicago.

NATIONAL BISCUIT Co., New York, (Nabisco Shredded Wheat), Feb. 7 expanded *Straight Arrow* program formerly heard half-hour twice weekly on Don Lee Network to three weekly half-hour periods on MBS coast-to-coast. Program aired Fridays (8-8:30 p.m. PST) and Tuesdays and Thursdays (5-5:30 p.m. PST). Agency: McCann-Erickson Inc., New York.

TEXTRON Inc., New York, Feb. 27 starts sponsorship of *The Hartmans*, dance team, Sundays, 7:30-8 p.m. on NBC-TV East Coast network. Contract is for 52 weeks. Agency: J. Walter Thompson Co., New York.

PILLSBURY MILLS Inc., Minneapolis, renews sponsorship of *Grand Central Station* on CBS, Saturdays, 12:30-1 p.m., effective Feb. 26. Contract is for 52 weeks.

WHITEHALL PHARMACAL Co., New York (Anacin and Kolynos) to move its *Mary Kay & Johnny*, domestic comedy show from NBC's eastern TV network to CBS eastern video network, effective Feb. 23. Program now on NBC Sundays, 7-7:20 p.m., will be telecast Wednesdays, 9-9:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York.

SCOTT TOWEL Co., Chester, Pa., to sponsor *Dione Lucas' Cooking Program* on CBS-TV, Thursdays 8-8:30 p.m. Agency: J. Walter Thompson Co., New York. Program had previously been carried sustaining by CBS-TV



ALL EARS IN TULARE aren't glued to any one network. But 88% of the radio families in this $183 million California agricultural center *do* listen to ABC, says BMB. On ABC, your program rides with Crosby, Marx, Winchell and a host of other headliners into Tulare and *all* Coast markets—large and small.



BUMPER CROPS IN SALINAS fill U.S. salad bowls, and put $82 million (for field crops alone) into Salinas Valley purses. ABC harvests a rich crop here, too—89% of all radio families, according to BMB. It's one of 44 key Coast cities where more than 50% of all radio families are ABC listeners.



CHECKING IN LONGVIEW we find the saw-and-ax experts in this Washington timber town hew to the ABC line, too. BMB says 72% of all Longview radio families are regular ABC listeners. It's the same up and down the Coast; ABC reaches 95% of all radio families at the 50% BMB penetration level.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at an amazingly low cost per thousand radio families. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr.
DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

Praise for Yearbook

EDITOR, BROADCASTING:

Spent a good part of last evening going through the new YEARBOOK, and as usual it is a splendid job.

Your special publications have just about become a tradition in the industry. Believe me, they are used here, as evidenced by their work-out look after a year.

George M. Burbach Jr.
Federal Advertising Agency
New York

* * *

EDITOR, BROADCASTING:

BROADCASTING has been my most valuable staff member.

W. Ferron Halvorson
Station Manager
WCAT Rapid City, S. D.

* * *

EDITOR, BROADCASTING:

Our copy of the 1949 BROADCASTING YEARBOOK has arrived and last evening I scanned the text material and found the reference data very complete . . .

R. C. Black, Manager
Sales Promition Div.
Westinghouse, Atlanta

* * *

EDITOR, BROADCASTING:

That doggone YEARBOOK number is more popular than Lana Turner on the "Big Mo" 30 days out of port. You have to sign your life away to take it out of the manager's office. But what I want is a copy at home. Who knows . . . I might want to start a chain-letter from one radio station to another. And for that I'll need reference material. . . .

Don W. Richardson
Continuity Editor
WJEF Grand Rapids, Mich.

* * *

EDITOR, BROADCASTING:

It's (the BROADCASTING YEARBOOK) certainly a fine impressive piece of work throughout.

Al F. Harrison
Radio Sales Manager
United Press
New York

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

Our company is most anxious to obtain a copy of your YEARBOOK. . . .

Inasmuch as our company airplane, Beechcraft Bonanza, is used extensively year round, we have found that such a book as yours would be of great value to us in navigating, and for this reason first contacted the FCC who advised us that you people published this information which they also used. . . .

Beryl Culbertson
Secretary to W. W. Shepherd
Shepherd Tractor & Equipment Co.
Los Angeles

[Editor's Note: We are glad that the 1949 YEARBOOK has been so well received. We hope it serves it's purpose as a handy reference tool for advertisers, agencies, stations and all who are interested in radio and television.]

* * *

A Poser From Polsky's

EDITOR, BROADCASTING:

. . . Naturally, I am pleased with the recognition accorded Polsky's programs in this contest—particularly since the cost of operation is as low as it is. As those in the business know, NRDGA program entries are submitted by three volume-type class stores. Consequently, since Polsky's is in the big-league volume stores, we are competing with stores who not only can, but do, spend money on their programs to make good listening and to promote their programs. My question is, then: Why not classify entries in this contest by the approximate cost of operation per program? Can you rightfully compare a live symphony program with the same type general family program that can afford to use only recordings? Surely, NAB and NRDGA must be aware of this cost factor. . . .

Meg Zahrt
Radio and Public Relations Director
Polsky's of Akron

* * *

Facts on WCAO

EDITOR, BROADCASTING:

BROADCASTING Jan. 17, 1949, issue page 10, column 3 says: "Ever since it took the air May 8, 1922, WCAO has had the same 600 kc assignment." Whoever furnished that bit of information, or misinformation, did not know the facts. Being a former chief engineer of WCAO I was interested enough to do a little research in several old call books which I have before me. According to *Radio Listeners Guide and Call Book*, Winter, 1927 issue, the frequency of WCAO is listed as 780 kc. According to a little book called *The History of Radiophone Broadcasting by the Earliest and Foremost Newspaper Stations; Together With Information on Radio for Amateur and Expert* published by The Evening News Assn., Detroit, Mich., 1922,

(Continued on page 68)

THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!

NO WASTED COVERAGE



Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48



* Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

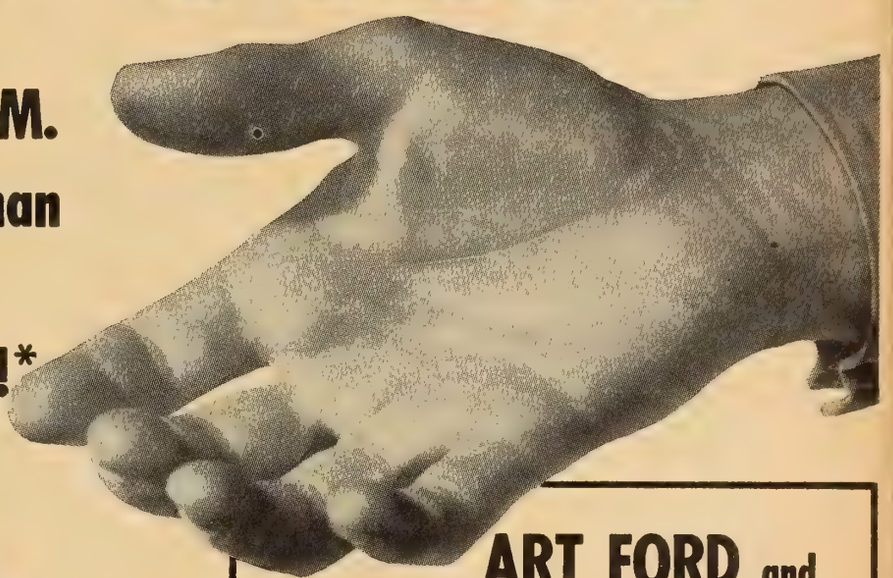
National Representative: The Katz Agency, Inc.

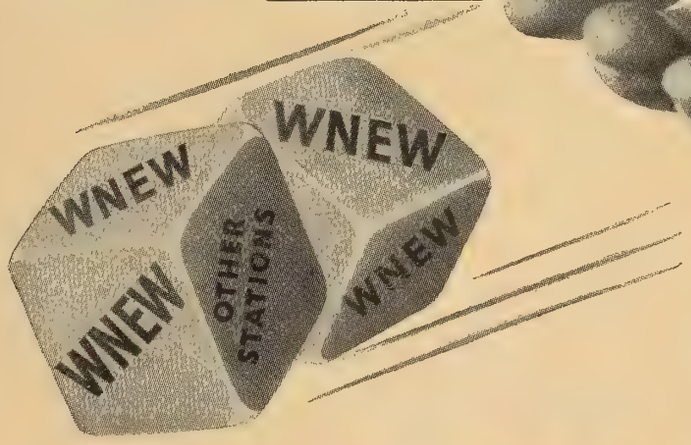
5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

FOUR to ONE YOU WIN

YES—From Midnight to 6 A.M. WNEW Has More Listeners Than the Four Other All-Night New York Stations Combined!*





WNEW

ON THE AIR 24 HOURS A DAY

1130 ON YOUR DIAL

ART FORD and The Milkman's Matinee

This WNEW all-night feature is an important part of the pulsating life of New York City. So *much a part* that more people listen to the "Milkman's Matinee" M.C.'d by Art Ford than listen to the *four other* all-night stations *combined!* It's FOUR TO ONE YOU WIN on WNEW!

To the *listener* who wants good entertainment and recreation from midnight to 6 A.M., Art Ford and the "Milkman's Matinee" is a must!

To the *national* advertiser who wants greater sales in the metropolitan area . . . to the *local* advertiser who wants to see his advertising dollars do more—the "Milkman's Matinee" over WNEW stands as a sales beacon!

Represented by John Blair & Company

*Special Pulse Survey, Greater New York, Nov. 1948

This director's console puts



1. Preview of studio cameras
2. Control room outgoing line
3. Preview of network and remote
4. Inter-com microphone
5. Inter-com switching
6. Camera and remote signal switching

the television pictures

...right before your eyes!

At last program directors can watch monitoring pictures and studio operations—simultaneously

NOW it is possible to sit before your studio window—*and see everything that's going on.* No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see . . . right before your eyes.

In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted *below* the desk . . . and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

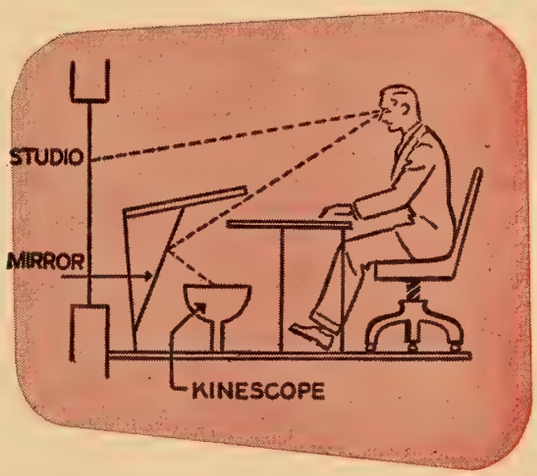
Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console ... now in regular production ... call your RCA Television Specialist. Or write Dept. 19BB, RCA Engineering Products Division, Camden, N. J.



Cross-section Side View—The 10" kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.



This modern and practical Director's Console brings all electronic aspects of programming under finger-tip control.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



IT'S EASY, IF YOU KNOW HOW!

EVERY time-buyer knows the danger of jumping to the conclusion that high power and major-network affiliation make a radio station tops in its area. We of KWKH *have* 50,000 watts and *are* CBS—but we also know it takes *experience* to run an outstanding operation in the South.

KWKH has had 23 years' experience in broadcasting to this area. We've worked hard to learn what type of programming appeals most to all segments of our audience. And then we've spared no trouble or expense to *give* our listeners that sort of programming. The result is that the Hooper Station Listening Index proves KWKH to be one of the most outstanding CBS stations in the U. S.

Let us (or The Branham Company) give you all the facts. We think you'll find that KWKH is a MUST for you.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 7 WASHINGTON, D. C., FEBRUARY 14, 1949 $7.00 A YEAR—25c A COPY

WHAT NEXT AFTER T-H LAW?

Stations May Suffer

By HERMAN BRANDSCHAIN

REPEAL of the Taft-Hartley Law and passage of the administration's labor bill would result in greater unionization among stations and in higher operating expenses.

Those conclusions were reached last week after a survey made by BROADCASTING of radio unions' activity and plans in connection with the current labor legislative battle.

Network spokesmen specializing in labor, on the other hand, saw little change in their own labor problems as the result of proposed law changes. Station operators, however, they conceded, were in a different position.

Networks have a long history of labor experience, it was pointed out, and are "organized up to the hilt." Their executives believe the network labor pattern is set, that it depends more on relationships than laws, and will continue much the same regardless of Congressional action.

Cases Differ

They eye the case of the station operator, particularly the operator who has had little labor experience, as being in a somewhat different position. He may feel either the effects of organization under impetus of a change in the law or will be affected in the pocketbook by any wage increases made in other outlets as the result of union activity, even though his own shop is not unionized.

Labor leaders in the radio field believe this analysis is correct. They also are candid in stating that station operating expenses may go up as the result of increased union activity.

Radio unions have been in the forefront of the drive to repeal the Taft-Hartley Law. One of the principal reasons for their activity has been the provision of the law which excluded supervisory employes, like directors and some engineers, from bargaining contracts.

At a meeting in New York on Feb. 4, National Assn. of Broadcast Unions and Guilds, which is made up of delegates from many unions and guilds in the radio and television field, lined up behind the administration labor law.

Oliver W. Nicoll, national chairman of NABUG, said that NABUG's stand brought it in "complete coincidence" with the position of the American Federation of Labor, with which most of the members of NABUG are affiliated.

It is also possible that NABUG, if it feels it is necessary, will take an active part in Congressional labor hearings, he said.

At a meeting Monday (Feb. 7) of the New York local of the Radio and Television Directors Guild, the membership decided to write their Congressmen and Senators urging support of the administration bill.

Other unions in the radio field have from time to time taken action vigorously stating their opposition to the T-H Law.

A round-up reveals that these would be the immediate results of repeal of the T-H Law and passage of the administration bill:

1. **Organization Drives.** These would be intensified and organization would spread to many stations never before touched by unions. Many union executives will have to begin to organize whether they like it or not. Some have excused their inactivity in this direction because of the restrictions the T-H Law placed upon them. Now they will be on the spot. Further, competition from other unions may cause the more passive organizations to take to the field.

2. **Negotiations.** Scope of coverage in contracts would be widened to include supervisory employes. Wages and hours demands are sure to be considerably higher in many stations. Closed shop again will become a demand.

3. **Tactics.** Unions can be expected to get tougher. It is their hope that the injunction, which blocked them in disputes, will be a more blunted weapon. If this comes to pass, strike situations may see mass picket lines. Secondary picketing or boycotting, say of sponsors, also would be in the books.

4. **Politically.** T-H provisions which limited political action of union officials, unions and their union funds have not in fact materially hindered most unions in engaging in political activity when they wanted to. If, however, these provisions are removed, greater political activity by unions may be expected.

Repeal of the T-H Law will also mean that some unions again may be able to have access to the National Labor Relations Board.

NLRB Again

One such union is the American Communications Assn., CIO. Its Broadcast Local 1 is currently, according to the union position, still on strike at WFIL Philadelphia where 43 engineers walked out last May. ACA, because its national officers did not make the non-communist affidavits required under the T-H Law, could not appear on

(Continued on page 64)

PERON

Infiltration in Cuba Radio Claimed

FACTUAL evidence that the Peron government of Argentina is attempting to control broadcasting in Cuba is published in an "extraordinary" edition of the *IAAB News* of the Inter-American Assn. of Broadcasters.

The story of the Peronist infiltration into northern Latin American nations is expected to come before the NAB board at its three-day meeting opening today at the Roosevelt Hotel, New Orleans. Implications of the Peron activity are deemed a threat to American broadcasting.



Mr. MESTRE

Slated to appear before the board is Goar Mestre, director general of Circuito CMQ Havana and president of IAAB, who was forced to leave Buenos Aires during the IAAB conference last summer [BROADCASTING, July 26, 1948]. Mr. Mestre has been special target of Peronist activity.

Azcarraga Is Target

Another target of the Peron government is Emilio Azcarraga, prominent Mexican broadcaster and vice president of the IAAB, who also will be in New Orleans and probably will appear before the board.

The maneuvering of the Peron government, supported by a purported million-dollar payment under which Peron's propaganda is broadcast on the RHC Cadena Azul network, involves what is described as a plan to overthrow democratic regimes of Latin American nations and assume hemisphere control by typical dictator methods.

Recipient of the Peron gratuity —$250,000 annually for four years —is said to be Amado Trinidad, owner of RHC Cadena Azul, according to *IAAB News*, which reprints a speech by ex-Senator Eduardo R. Chibas of Cuba. The speech, delivered over CMQ, contains texts of cables and letters exchanged between Peronist agents and the Argentine government.

Accompanying the messages is a code used by the Argentines. Main negotiators for Peron, according to the speech of Sen. Chibas, were William G. Aikman, radio technician and newspaperman, and his wife, Tuka Alvarado, also a journalist. Their principal contact, Sen. Chibas charges, was Jaime Yankelevitch, president of the Assn. of Argentine Broadcasters, and former owner of Radio Belgrano, which had been sold to

(Continued on page 64)

BMB'S NEW FORMULA

Proposal Could Stop Criticism

By BRUCE ROBERTSON

A NEW PLAN of reporting station audience figures collected in BMB's upcoming nation-wide study may prove to be the organization's salvation.

The proposed method, approved in principle by the BMB technical committee [BROADCASTING, Feb. 7], is expected to answer most of the criticisms of stations that found the reports of the first study inadequate if not unusable in their selling.

Demonstration of the new method of reporting, as applied to test studies made by BMB last fall in 28 markets, has already brought into the BMB fold two stations—WLW Cincinnati, which was not a subscriber to the first BMB study in 1946, and WHK Cleveland, which subscribed then but has not renewed for Study No. 2. Each of these stations has committed itself to subscribe for the upcoming study if the proposed plan is put into effect.

The New Proposal

In essence, the proposal is to drop the daily average audience figures originally contemplated for the report and to substitute figures on the station audience by those listening one or two days, three to five days and six and seven days during the measured week. These figures would be shown in addition to the total weekly audience they make up. Only the total weekly figure was reported for Study No. 1.

Explaining its reasons for dropping the average audience figures, the technical committee pointed out in its resolution that "examination of the results of test mailings of the 1949 BMB ballot reveals that the weighing system used to arrive at average daily audience is both arbitrary and statistically open to question." The committee added that to publish such figures would "tend to encourage both misuse and misrepresentation."

However, the committee recommended that this question be reconsidered after further study.

In advocating publication of composition of total weekly audience figures, the technical committee added a proviso that this be done only if "careful examinations of the ballot returns on Study No. 2 support the statistical validity of the sub-totals to be used in composition of total weekly audience."

The committe also asked BMB to continue its analysis of the test study ballots on this point and to include "determinations of the effect of smaller sample sizes and the relation of these data to any other measurement of listening which will help in ascertaining how reliably people can report their listening in the frequency groupings which the Study No. 2 ballot specifies."

It was explained that in certain counties it might prove necessary to have returns greater than the 50% minimum used in the first study to validate this breakdown of the total weekly audience figure.

As illustration of the way the proposed method of reporting would work, a comparison was made of two stations which received almost identical BMB total weekly audience figures in the report of the 1946 study.

One station was a local one, the other a high-powered network affiliate located in a metropolis some distance away.

When the home community of the local station was measured by BMB's test study last fall and the composition of audience figures put down, it was seen that the out-of-town station outnumbered the local station four to one on number of families listening one or two days a week.

But for families who listened to either station three to five days a week the local station went ahead by eight to five, and for families reporting listening to either station six or seven days a week the local station led by a ratio of ten to three.

Distant Tuning

The importance of the new method of reporting is that it shows in this instance that while listeners in this town tune in the distant network outlet for its big name programs once or twice a week, their regular day-in and day-out listening is to their local station.

Hence, the local station, which derived no usable sales material from the 1946 study, which showed it only as having no better total weekly audience than that of the out-of-town one, would be able to use the composition of total audience figures to definite sales advantage.

BMB also sees in the composition of audience figures a verification and a statistically satisfactory explanation for the total weekly audience figures reported in the results of Study No. 1 which were criticized as "wildly extravagant" in showing such extensive listening areas for many high power stations. When the frequency of such listening is indicated, the overall figures become much more believable.

Now that the plan has been approved by the BMB technical committee, provided that the actual returns of the second study make such breakdowns statistically valid, it will next be considered by the BMB board research committee and finally by the board itself.

Meanwhile, BMB statisticians are continuing their sample-size tests with the ballots returned from last fall's test mailings.

Latest subscriber figures, released by BMB Thursday, showed 819 subscribers: 660 AM, 138 FM and 13 TV stations, four nationwide and four regional networks. Subscribers not previously announced include WCOP and WCOP-FM Boston, WPLH and WPLH-FM Huntington, W. Va., and KOMO-FM Seattle.

On Board Agenda

THE MATTER of including composition of total weekly audience figures in the reports of the upcoming nationwide BMB study will be presented to the NAB board at today's meeting in New Orleans' Hotel Roosevelt by Kenneth Baker, NAB director of research. He is on loan to BMB to supervise the conduct of the new study. Copies of the technical committee resolution and of the application of the proposed method to test study returns have been sent to all NAB board members.

At New Orleans the board sessions began with various committee meetings on Sunday and are expected to last through Wednesday. Besides BMB, subjects for discussion include plans to reorganize NAB which have been drawn up by a special realignment committee and an earlier decision of the convention committee to devote primary attention to sales and advertising at the April Management Conference in Chicago.



Drawn for BROADCASTING by Sid Hix

"But, Sir! None of our writers is responsible for the Baltimore gag!"

BMB PROPER USE

To Be Discussed by AMA

THE PROPER use of BMB audience data in selling radio against other media will be discussed this noon (Monday) at the first 1949 meeting of the Market Research Discussion Group, American Marketing Assn. Session will follow luncheon to start at 12:15 p.m. at New York's Sheraton Hotel.

Cort Langley, assistant to the BMB president, will open the discussion with an explanation of the types of data BMB has developed so far and what it hopes to develop in the near future. The uses which have been made of BMB figures in competitive selling and what limitations, if any, should be placed on their use, will then be discussed by a six-man panel including: J. F. Kurie, ANA vice president for media and research; Frank B. Kemp, assistant media director, Compton Adv. Inc.; W. H. Mullen, director, Magazine Advertising Bureau; Howard C. Haupt, account executive, Bureau of Advertising, American Newspaper Publishers Assn.; H. M. Beville Jr., NBC director of research; Paul R. Benson, assistant director of research, MBS.

ESQUIRE BUYS

Transit FM in Two Cities

ESQUIRE Inc., Chicago, Feb. 23 will begin broadcasting announcements for *Coronet* magazine to bus riders in Cincinnati and Houston. Business, placed through Doherty, Clifford & Shenfield, New York, is the first long term national advertising signed by Transit Radio, comprising a year's contract with WTCS (FM) Cincinnati and a six-month contract with KPRC-FM Houston.

The 50-word *Coronet* announcements will run in both cities the last week of each month in Class A time, that is, during the bus riding peak hours. Three spots a day for four days will be used in Cincinnati. In Houston the *Coronet* schedule calls for four spots for four days and two on the fifth day of the week.

NBC CODE RELAXED

Network Program Changes Continue

By EDWIN H. JAMES

IN THE FACE of intensifying inter-network competition, NBC is considering the revision or outright abandonment of sections of its stringent programming code, it was learned last week.

The network already has rescinded its long-standing prohibition against the use of transcribed shows [BROADCASTING, Feb. 7], and it was reliably reported to be contemplating changes in two other important sections of its "Working Manual of NBC Program Policies." The manual was put in effect last year after more than a year's study and collation.

The two sections which may be revised or expunged are those dealing with mystery programs and with giveaways.

The NBC contemplation of the rules relaxation was an obvious effort to rid itself of binding principles and leave it less manacled in the battle for programs which last week continued at a hectic pace.

Another Acquisition

CBS succeeded Thursday in attracting another NBC program and sponsor to its growing force. International Silver Co., through Young & Rubicam, agreed to move its Ozzie & Harriet show on April 3 to CBS in the Sunday, 6:30-7 p.m. spot, the time it now occupies on NBC.

The Spike Jones show, sponsored by Coca Cola, in the Sunday 6:30 p.m. time now on CBS will move to Saturdays, 7-7:30 p.m., effective March 12, when the period is vacated by *Winner Take All*, which is becoming a five-a-week strip for Lever Bros.

The capture of Ozzie & Harriet by CBS gave further impetus to NBC's consideration of taking off its gloves.

For more than a year NBC has refused to broadcast mystery or crime series before 9:30 p.m., Eastern Time, 8:30 p.m., Central Time, and 9 p.m. elsewhere. It is now considering the withdrawal of all time restrictions on such programs.

The confinement of mystery programs to hours after normal bed time for children was adopted unanimously by NBC affiliates at the network's convention in Atlantic City in September 1947.

★

The unanimous action of the affiliates followed an urgent appeal from Niles Trammell, NBC president, and Ken R. Dyke, administrative vice president, who was then in charge of developing a code of practices for the network. Both reported to affiliates at that time that a growing volume of criticism had been received from the press, educators and child psychologists, who contended that crime programs were a factor in juvenile delinquency.

As finally composed, in the official working manual, the NBC stricture read:

"Just as thoughtful parents refrain from putting mystery novels on their children's bookshelves, so are they able on NBC to regulate their children's listening in this respect. No series of crime and mystery-type programs is broadcast over NBC before 9:30 p.m. Eastern Time, 8:30 p.m. Central Time, and 9 p.m. elsewhere. This policy applies to television as well as to radio broadcasts."

Reasons for Changes

Among the reasons which an NBC spokesman gave last week for the network's reconsideration of the mystery schedules was that the thinking of educators and child welfare experts has changed since the imposition of the code. Such experts believe now, according to NBC, that children who feel secure in their homes and are happily adjusted will not be emotionally disturbed by listening to mysteries.

The NBC official said that the network had received letters requesting that mysteries be restored to earlier hours so that their wee addicts would not have to stay up late to hear them. The volume of these communications was not revealed.

Another reason advanced for the NBC change in attitude toward whodunnits was said to be economic in origin. The network, it was reported, has had to reject several advertisers who wished to place crime shows on the air in the prohibited hours. In the recently developing inter-network competition, such rejection imposes a greater handicap on NBC than formerly.

The network is said to have suffered in general popularity ratings because rival networks had booked mystery programs in the earlier hours and had attracted large audiences with them.

Similarly NBC's affiliated stations which hewed to the network's mystery schedule suffered from competition from other stations that were not bound by rules.

At the time NBC adopted its mystery schedule, an executive pointed out, it fervently hoped that other networks would follow suit, a sequence which unhappily did not develop. With three other major networks unencumbered by such rules, advertisers who desire to broadcast mysteries at hours when youngsters listen have not been hard pressed to find sanctuary elsewhere than NBC.

The second code section which the network is considering changing is that concerning giveaways. It became known that NBC had, in the words of one official, "any number" of listener participation programs under study and that it was likely one would be put on the air in the near future.

A section of NBC's working manual, issued last year, stated:

"Any broadcasting designed to 'buy' the radio audience by requiring it to listen in hope of reward rather than for the quality of entertainment should be avoided."

The network also announced last August, following the disclosure of an impending FCC investigation into alleged lottery aspects of some giveaways that it would "accept no additional programs of the type questioned by the FCC until there has been an opportunity to clarify the questions which were raised."

It was reported last week that NBC had decided tentatively to schedule a new giveaway—providing a promising one were found—without waiting for further FCC action on the subject.

No Decision Yet

At the time NBC issued its announcement foregoing giveaways, the network believed a quick decision on the subject would be forthcoming from the FCC, an NBC executive explained. The decision has not materialized.

Additionally, the network official said, NBC originally felt that give-

(Continued on page 65)



WHEN U. S. Steel moved its ABC *Theatre Guild on the Air* to Dallas for the Feb. 6 broadcast, the cast was widely entertained. Top photo (l to r): Ralph W. Nimmons, commercial manager, WFAA Dallas; Carroll Newton, BBDO account executive on U. S. Steel account; John Mortimer, head of Dallas public relations office for U. S. Steel; Martin Campbell, WFAA general manager; Tom Hamilton, ABC account executive for *Theatre Guild on the Air*. Middle photo: Evelyn Strickland, secretary to Mr. Nimmons; James M. Moroney, vice president of *Dallas Morning News* (WFAA) in charge of radio properties; Mrs. Kelly Maddox and her husband, WFAA program director. Bottom photo: Norman Brokenshire, announcer; George Hicks, ABC commentator; Tom C. Gooch, publisher, Dallas *Times Herald* and KRLD Dallas (CBS) board chairman; Mrs. Gooch. WFAA-570 was the originating station. Over 9,000 people attended the dress rehearsal and broadcast which originated at State Fair Auditorium.

SPOT RISE

Auto Industry Heavy Buyer

By FLORENCE SMALL

RETURNING to spot radio on a basis unprecedented since 1941, the automotive industry is planning on an expenditure in that direction of upward of a million dollars within the next six weeks to promote the new 1949 cars, BROADCASTING learned last week.

Nor is this swing to spots an isolated action of individual companies. It represents a trend within the industry embracing many of the leaders in the automotive field.

Heading the parade in the number of its prospective spots—though not necessarily in the amount of its spending—is the Plymouth Motor Corp. The company through its agency, N. W. Ayer & Son, New York, is placing 26 announcements per week on about 350 stations in 24 markets. The contracts, extending from March 15 to 22, represent a short but saturation policy of coverage.

Another large and intensified spot campaign is being prepared for Dodge by Ruthrauff & Ryan, New York. The agency is using nearly 300 stations, starting Feb. 20 and 21 for four weeks, with 14 announcements per week scheduled on each station.

Ford is starting spots on Feb. 21, with 12 announcements per week on each station. J. Walter Thompson Co. offices in New York, Atlanta and Los Angeles are placing the campaign in specific districts. Contracts are for four weeks.

The Chicago schedule, formerly handled exclusively by JWT's midwestern office, is now also being prepared in the agency's New York quarters. The exact number of stations and markets to be used could not be determined, but it is conceded that the figures are in line with the new emphasis on spot broadcasting.

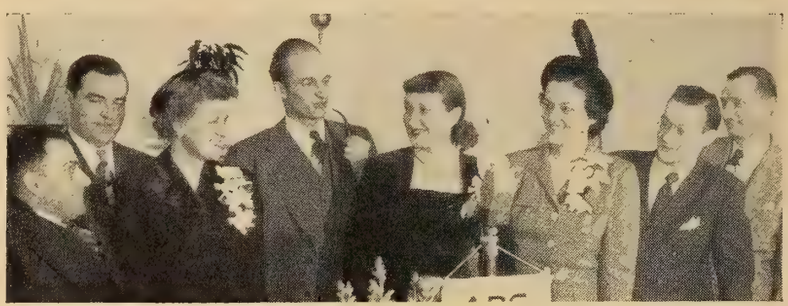
De Soto through its agency, BBDO, New York, is also cautious about revealing the precise number of station and markets being used in its spot campaign March 2 through March 19. However it is understood that the firm will employ concentrated daytime and evening spots which will compare favorably in number with those of the other manufacturers. The number of announcements per week will vary from 3 to 25 depending on the market and station used.

Other car firms, such as Chrysler, are also increasing their current radio schedules. Chrysler through its agency, McCann-Erickson, is adding stations to the 145 outlets already carrying its five minute transcribed show. Contracts are generally for 39 weeks.

Buyers' Market Influence

Many reasons are being advanced in the industry to explain this sudden onslaught of automotive spots. But consensus seems to point to the fact that the day of competitive selling in automobiles has returned.

Backing up that thesis is the fact that spot campaigns are being made to coincide with the formal unveiling of new models in many markets. Manufacturers are seizing on spot radio as one of the most flexible of media, allowing them to expand readily with expanding release of their products.



AS PART of statewide promotion of radio for retailers by Maine Broadcasters Assn., Lee Hart (behind mike), NAB assistant director of retail advertising, appeared before 450 retailers in five cities, Portland, Lewiston, Auburn, Waterville and Bangor. Here she is shown at Waterville meeting. L to r: Carleton D. Brown, president of WTVL Waterville; Harold L. Vigue, WTVL commercial manager; Marguerite Staples, WTVL director of women's programs; Murray Carpenter, president of WPOR Portland; Miss Hart; Mrs. Brown; Wadsworth L. Hinds, secretary of Kennebec Broadcasting Co. (WTVL), and Whitcomb M. Rummel, president, Waterville-Winslow Chamber of Commerce.



PRINCIPALS in Teletalent Agency, newly organized nation-wide agency devoted to the promotion and sale of video talent, are Mrs. Violet G. Motter and James N. Rouda. In addition to live talent, the agency handles scripts, program ideas and supplies producers and directors. Headquarters are at 26 O'Farrell St., Suite 601, San Francisco.

GREENBERG QUITS

ASCAP Executive to Retire

HERMAN GREENBERG, sales manager of ASCAP, last week announced his retirement from the society, effective March 1. Immediate plans call for his taking a long vacation after which he will return to New York, where he will resume ASCAP activity in a consulting capacity. Mr. Greenberg has been at the society's home office for 30 years.

Jules M. Collins, former manager of ASCAP's radio division, has been appointed by the board of directors to succeed Mr. Greenberg as sales manager.

NBC AFFILIATES

To Hear Coy in Chicago

WAYNE COY, FCC chairman, will address the business meeting of NBC and its affiliated stations Feb. 28 and March 1 in Chicago, Niles Trammell, network president, announced last week [CLOSED CIRCUIT, Feb. 7]. Mr. Coy will speak at the second day luncheon. The first day of the conclave will be devoted to radio, and the second to television, Mr. Trammell, who will preside at the sessions, announced.



Mr. Coy

Representatives of 170 NBC affiliates will attend the meeting, where matters on the agenda at the NBC Stations Planning and Advisory Committee meeting in New York earlier in February, will be discussed. Martin B. Campbell, general manager of WFAA Dallas, SPAC chairman, will assist Mr. Trammell in conducting the sessions.

BASEBALL

Anti-Trust Threat Looms

FEDERAL District Court in New York was directed Wednesday to determine whether the telecasting and broadcasting of major league baseball games for fees brings the sport into interstate commerce.

The direction came from the New York Circuit Court of Appeals in the case of Danny Gardella, who is suing both major leagues for $300,000 on the theory he was barred from baseball by a monopoly which violates the anti-trust laws applicable to businesses in interstate commerce. The ball player, a former Giant outfielder, was blacklisted for jumping to the Mexican League.

Meanwhile, Justice Dept. investigation of both major and minor leagues' practices with respect to baseball broadcasts [BROADCASTING, Dec. 13, 1948], to determine whether they appear to violate the anti-trust laws, reportedly is still in progress.

The Gardella case is one which spokesmen for the major leagues already have said will be carried to the U. S. Supreme Court, if necessary. In this event, it is conceivable that the effect on radio and television could be delayed several years. Before the days of broadcasts and telecasts of ball games, the highest court in a decision by Justice Oliver Wendell Holmes held that baseball was not in interstate commerce.

The district court, following the Holmes opinion, ruled against the ball player, but the circuit court indicated that the advent of television and radio might have changed the character of the baseball operation. The circuit court accordingly, in remanding the case for trial, further indicated that it would be necessary to try whether baseball was in fact now in interstate commerce and, if so, whether it was a monopoly.

Judge Learned Hand and Judge Jerome N. Frank, in separate opinions, supported the position that television and radio might have made baseball an interstate business.

Judge Frank called the Holmes decision of 1922 an "impotent zombie" because of the advent of television and its money benefits.

Harrie Reluctant

In a third opinion, Judge Harrie B. Chase reluctantly sent the case back for trial but said he would have preferred to go along with the district court's ruling to dismiss the case.

He discounted the importance of television and radio as making baseball an interstate business. He pointed out that in the Holmes decision, it was decided that the telegraphing of accounts of ball games did not bring baseball into interstate commerce. He said the new factor of television does not constitute "a difference in kind" from transmission by telegraph.

LEGISLATIVE BURRS

Bills Further Harass Radio

By ED KEYS

ILL WINDS from Capitol Hill last week continued to harass the radio industry with increased velocity. The most disturbing development was House passage of a government reorganization bill which left FCC vulnerable to absorption by a department—the Commerce Dept. was mentioned.

Additional headaches threatened through repressive legislative actions included:

● Prospect of a continuing communications investigation by the Senate Interstate and Foreign Commerce Committee.

● Reintroduction of a measure by Rep. Harry R. Sheppard (D-Calif.) to restrict stations' hours of network programming and prohibit ownership of stations by networks or radio manufacturers.

● Outlawing the broadcasting or telecasting of advertisements on alcoholic beverages.

● Consideration of repeal of the Taft-Hartley labor law and upward revision of remuneration under the Wage-Hour act [also see labor story, page 23].

● Uncertainty that the House Un-American Activities Committee might not modify or rescind its recent ruling which banned radio and television coverage of hearing.

The House on Feb. 7 passed HR 2361 granting Presidential powers for reorganization of government agencies.

Functions of the FCC might be transferred to the Department of Commerce and a situation could develop where stations' licenses could change, on a purely political basis, Rep. Charles Halleck (R-Ind.) pointed out for the second time [BROADCASTING, Feb. 7] during floor debate on the measure.

Rep. Halleck offered an amendment to exempt FTC, FCC, CAB, the U. S. Tariff Commission, the Railroad Retirement Board, and the civil functions of the Army Engineers, but his proposal was defeated.

Bill Amended

The bill was amended, however, to include the Railroad Retirement Board, National Mediation Board, and the National Railroad Adjustment Board in the group of agencies that must be considered individually in any reorganization plans which would be submitted by the President.

Heretofore, in all reorganization measures, the FCC has been excluded, along with the other major independent agencies. Why FCC was dropped this time was not explained, but it was generally thought that the controversy which has surrounded that agency over the years was mainly responsible.

Two days after Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N. H.) introduced a proposal to continue a communications probe launched in the 80th Congress, the measure had been favorably acted upon. The measure (S Res. 63) was ordered favorably reported by the Interstate and Foreign Commerce Committee Feb. 9.

The 1948 Communications Study by a subcommittee of the Senate Commerce Committee composed of Sens. McFarland and Tobey served as the basis of a recent report endorsing the FCC's "Blue Book" on programming, and urging a breakdown of the clears and a power ceiling of 50 kw [BROADCASTING, Jan. 31].

In its initial form the McFarland-Tobey Report represented merely the thinking of the communications subcommittee but it received the official sanction of the full committee Feb. 10 and was presented to the Senate that day as Report No. 49.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee and ardent foe of clear channels and super-power, earlier indicated that continuation of the communications study was under consideration [BROADCASTING, Feb. 7].

The bill (HR 2410) reintroduced Feb. 7 by Rep. Sheppard would amend Section 303 of the Communications Act to prohibit station ownership by either networks or radio or electronics equipment manufacturers.

This measure also provides that no station be permitted to devote any two consecutive hours of its broadcast day to network programs and restricts the use of station time for network programming to every other alternate hour of the station's broadcast day. This legislation will be considered by the House Interstate and Foreign Commerce Committee.

Under Rep. Sheppard's bill station and network properties exceeding roughly $150 million would be forced onto the market for sale [BROADCASTING, May 3, 1948].

Widespread Effect

Three of the four national networks and at least six equipment manufacturers would have to divest themselves of stations if the Sheppard measure were enacted. In addition, RCA would be compelled to divorce itself from NBC.

AM, FM, television and international stations would be involved.

In the AM field alone NBC, in addition to being sold itself, would be compelled to give up six stations; CBS, seven, and ABC, four full-time and one share-time station. All three networks have FM and television interests.

Manufacturers, too, would suffer. Westinghouse has six AM and six FM stations and one video outlet; DuMont has three TV outlets and has established its video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and FM; Eitel-McCullough has FM and International Telephone & Telegraph Co. has a Puerto Rican AM station. Only Philco would be unaffected since it produces only receiving equipment.

Another perennial was introduced by Rep. Joseph R. Bryson (D-S. C.) to prohibit the publication, broadcasting or telecasting

(Continued on page 58)

GETS TSN POST

Clarke Brown Sales Chief

CLARKE R. BROWN, formerly head timebuyer at the Gardner agency in St. Louis on the Grove Labs account, has been appointed general sales manager of the Texas State Network.



Mr. Brown

The appointment is effective today (Feb. 14), according to Gene L. Cagle, president of the network. Mr. Cagle said Mr. Brown will headquarter in Fort Worth and will devote considerable time to TSN owned and operated stations.

HF DISSENT

U. S. Firm Against Russian Plan

OUTLOOK for the Mexico City High-Frequency Broadcasting Conference appeared dimmer last week following developments which sent FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, and Fred Trimmer of the State Dept., vice chairman, flying from Mexico City to Washington for high-policy conferences at the State Dept.



Mr. Sterling

They were understood to have been given the green light for continued opposition to acceptance *in toto* of the Russian formula of frequency allocations, which its opponents claim would favor Russia and her satellites at the expense of nations in the Western Hemisphere.

Comr. Sterling and Mr. Trimmer, chief of the State Dept.'s International Radio Frequency Section, arrived in Washington by plane late Monday night and returned to Mexico City Wednesday night after a hurried round of conferences with State Dept. officials.

They were accompanied by Joseph M. Kittner, assistant to the FCC general counsel, and Forney A. Rankin, executive assistant to the president of NAB. Mr. Kittner returned to Mexico City with the delegation chiefs. Mr. Rankin will return by way of New Orleans and the NAB board meeting there this week.

During his short visit, Comr. Sterling also conferred with his colleagues at the FCC.

Feb. 15 Session

The critical Mexico City session, so far as the outcome of the conference is concerned, is due about Feb. 15 when Committee 6 reports on prospects for agreement on channel-hour assignments. Whether the conference breaks up or continues is to be decided at that session.

Russian delegates, who walked out on the conference once before, have insisted several times that a group of "experts" be chosen to work out allocations details. The U. S., among other nations, maintains the work should be done by the conference itself, and has successfully blocked Russian attempts to prevent introduction of the U. S. plan of allocations.

The Russian allocations plan employs a formula based upon each nation's land area, population, and number of state languages spoken. Its opponents charge such a formula discriminates seriously against small nations. Additionally they contend that a "bonus" system embodied in the Russian plan would put assignments almost entirely on a political basis.

It was pointed out that Romania would get 33 channel hours under the area-population-languages formula of the Russian plan. But the Russian "bonus" arrangement would boost Romania's total to 71 because of that country's fight against Fascism.

The U. S. would get 396 channel hours under the base formula of the Russian proposal but these would be cut to 197 because the U. S. does not use high frequencies for internal broadcasting. Nor would the U. S. get any bonus for defeating Fascism; that reward is primarily reserved, under the Russian plan, for Russia and her satellites.

The U. S. plan—the only other major plan before the conference—is based on engineering, also giving consideration to the specialized needs of each country. It is credited with general acceptance among the participating nations.

AUDIENCE FACTS — Getting Sales Ammunition at Local Levels

By RAYMOND E. GUTH
WOC Davenport, Iowa

OUT of the postwar increase in small, local stations has developed sales competition heretofore unknown in smaller cities and in towns. There are literally hundreds of locales now in which a merchant previously merely decided whether or not to buy radio time, but now must decide *whose* time to buy.

Thus, local salesmen now need convincing black-and-white proof that their station can and does deliver a larger audience locally at a given time than does the competition.

Of course, in larger and more financially-able operations, this "convincing proof" lies in reports furnished by national research firms contracted for that purpose. Such and similar audience research is the most valuable sales aid there is, when properly conducted and interpreted.

This very "convincing proof" is available to any local manager at a very nominal cost, immediately, and in indisputable form.

Through the use of the independent telephone surveys, any local sales manager can quickly deliver his present or prospective client an accurate and timely picture of the current local audience for any specified time.

Business of Broadcasting

One of a Series

Preparing a Survey

All that is required of any station in the way of equipment and personnel is: the supervision of any responsible person throughout the time a survey is conducted; the time of 3 or more persons at an equal number of telephones for one-half hour to 45 minutes per day for five days; and a few hundred mimeographed forms . . . plus the procedural knowledge outlined below.

(A.) Preparation for the survey:

1. **Select the periods to be measured, planning 600 calls per period.**
2. **Delete all commercial and rural numbers from the city telephone directory.**
3. **Using an average page as a measure, determine the number of non-commercial city numbers on that page, and multiply by the total pages in the book. (Record all this.)**
4. **Multiply the number of time periods to be measured by 600, thereby finding the number of calls needed for the entire survey.**
5. **Divide the total number of calls to be made into the number of non-commercial city phones in the book, as derived from operations 2 and 3. The resulting number is the spacing you will follow throughout the book in selecting numbers to be called—such as every 15th or 8th number.**
6. **Select a starting page at random, likewise a starting column and number in that column on that page. (To be purely random, you should draw the starting page, column and number from a box containing all possible numbers on bits of paper.)**
7. **Now enter the numbers you have selected on forms prepared for the callers.**

Each of the callers form sheets (mimeographed) should provide for 20 numbers, inasmuch as the average caller will dial only a few more than that number in a 15 minute period. The caller usually waits 30 seconds past the quarter hour's beginning, and stops calling 30 seconds prior to its end. This insures to some extent against getting people who are in the process of dialing out at the beginning of the program.

The caller's form should contain these columns (the numbers being listed along the left-hand side): Number of the phone, station, program, NL (not listening), disc (disconnected). The caller then dials his number, asks the first question: "Were you listening to your radio when the phone rang?", and records under NL if the answer is negative, or if the phone is not answered. If the answerer says he was listening, the caller asks: "To what station were you listening, please?", recording that answer. It is not necessary to list the program column or ask "To what program were you listening, please?" unless the caller and/or station is interested in checking reliability of call letters given by the answerer. Advertisers, of course, like to know that people can identify the program, and therefore it is best to include that question.

It is strongly recommended that the caller use the above questions in their exact phrasings, for they have been found through experiment and research to be the least biased and answer-suggesting. Of course you would not have the caller ask: "Were you listening to WWW when your phone rang?", for the very obvious reason that it immediately enhances chances for bias due to prestige, and perhaps even giveaway programs! *Be careful not to let your callers in any way suggest a possible answer, if you are interested in true facts.*

The number of days a survey will take depends of course on how many callers you have. For example, three callers can complete the required 600 calls for any given period by calling the first five days of the week during that period for two weeks.

Incidentally, the number 600 is not arbitrarily arrived at. It represents the number at which statistical reliability is at its greatest within practical range, and is the figure most often used and accepted as a sample size for many types of research.

Adding Up

Now to the second phase of the survey:

(B.) Tabulation:

1. **Groups of call sheets are assembled according to time period.**
2. **Count the number of responses for each station in each period and record these numbers.**
3. **To determine "% of all homes" divide the total sample for the period into the number of responses a station may have. (The sample may be less than 600 in most instances because of refusals to answer, etc.) The resulting number indicates the percentage of all homes in the city that were listening to that station at that time.**
4. **To determine "% of listening homes" divide the total number of station responses for the period (all stations mentioned) into the number of responses any one station has. The resulting number indicates the percentage of all listening homes of the city that were dialed to that station. (Naturally, this figure will be greater than the one arrived at in operation 3.)**

This completes the survey, and provides a station-by-station comparision of share of audience within the city, and share of total possible listening homes.

Testing Reliability

There are a few things that must be realized and admitted about results obtained from such a survey: the results indicate listening within the city the survey is performed only; results are valid only for the periods covered, and may not be projected to any other periods, even if adjacent.

In most cities, telephone ownership is above the 90% level in homes, and therefore this survey method provides an accurate index to homes, but strictly speaking, only to telephone homes.

To establish a table of reliability for your findings, the following formula may be used:

$$\sqrt{\frac{\% \times (100-\%)}{S}}$$

That is: multiply the percentage to be tested by the result of that percentage subtracted from 100. Divide by the sample total for the period. Then extract the square root. This provides a check to one standard deviation, which means that 64 times of 100 your results in this case are not possibly off more than the result of the formula plus or minus.

In most instances in which this survey method has been applied, the station understandably remained anonymous. Naturally, results are hardly reliable if the answeree knows that WWW is calling to determine if he is listening to WWW. You might wish to use the harmless and effective phrase the author has successfully used in performing similar surveys for small operations: "This is the registered radio survey of *(your city)* calling. . .".

Of course, your results are as reliable, as helpful to you, as you are honest in obtaining them.

WITH local salesmanship moving into an even more competitive era, it behooves the enterprising station to properly assess its audience for the prospective advertiser. In this article, Mr. Guth outlines the procedure for such a local survey which can be undertaken at a nominal cost.

Bible Campaign

THOMAS NELSON & Sons, New York book publisher, is planning a national campaign, backed by the International Council of Religious Education, on its complete revised edition of the Bible, to be completed in 1951. Preliminary promotion, based on the New Testament, which has been completed, will be launched shortly and will include radio and television, "the most modern media for the most modern Bible," according to Wertheim Assoc., New York, the Nelson agency.

ORDER CARDS
Are WOV's Latest Promotion

THE LOWLY but useful penny postcard is being used by WOV New York as a blanket mail-order card, with effective results.

Addressed to and postpaid by the station, the card carries a simple order blank for any WOV-advertised products on its reverse side. A customer need only indicate the product, quantity desired and program on which offer was heard, and slip the card into the nearest mailbox.

Two thousand cards have been distributed to date, via announcements on the station's English programs offering "a free supply of these handy WOV order cards." Cards were sent to 1,200 listeners on request, with the remainder of the 2,000 going to purchasers of mail-order packages for use in future orders.

Cards have been returning to the station at the rate of 12 to 15 per day, prompting the station to extend its plans for overall mailing of the postal blanks.

WOV also pointed out the added value of the cards as a check on the station's program popularity.

Radio Station W O V
LISTENER'S SPECIAL ORDER DEPARTMENT
Use this form for quick convenient ordering
NO POSTAGE REQUIRED - JUST FILL OUT AND MAIL!

Please send me:

Quantity	Product	PROGRAM on which offered

(Please Print) Name .....
Street Address .....
City ..... Zone .... State .....

WOV's Listener Blank

AD COUNCIL

Lauds Radio, Other Media

By TYLER NOURSE

THE ADVERTISING Council, meeting in Washington last week with the Industries Advisory Committee and the Public Policy Committee, paid high praises to the part radio has played in council activities.

During a presentation ceremony Tuesday night, Vernon Clark, national director of the U. S. Savings Bonds division, pointed out that $45 million has been expended during the last year by radio and other media in bond promotion. Earlier estimates, made during the Security Loan drive, [BROADCASTING, July 5] set the radio budget at over half the total expenditure.

The group met Wednesday with President Truman in a closed session at the Old State Dept. Bldg. He thanked the council for its public service in promoting bond sales and other government campaigns. Pointing out that government officials are taking a "beating" financially, he asked the council to support his plan to increase salaries in top level posts.

To help acquaint members with the functions of government, Cabinet members and agency heads told the group how their organizations function, what their objectives are and, in some cases, their future plans.

The two-day meeting opened Tuesday with a cocktail party at the Carlton Hotel. This was followed by a dinner and board meeting. Members of the Public Policy and Industries Advisories Committees attended the board session. Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., was named coordinator of the American Economic System campaign.

Activities Wednesday were confined almost entirely to the meeting with the President and government officials, during which radio came in for its full share of praise.

Wednesday night a cocktail party was given by Philip L. Graham, publisher of the *Washington Post*.

Members of the conference are:

Bromwell Ault, Interchemical Corp.; William R. Baker, Jr., Benton & Bowles; Harold S. Barnes, Bureau of Advertising; J. L. Barrett, Advertising Council; Theodore L. Bates, Ted Bates Inc.; S. Bruce Black, Liberty Mutual Insurance Co.; Frank Braucher, Periodical Publishers Assn.; George Brett, Jr., MacMillan Co.; Lee H. Bristol, Bristol-Myers Co.; Louis N. Brockway, Young & Rubicam; Thomas D'Arcy Brophy, Kenyon & Eckhardt; Edward G. Budd, Jr., Budd Co.; Leo Burnett, Leo Burnett Co.; Richard Chaplin, Crowell-Collier Publishing Co.; William S. Chesley, Jr., Kastor, Farrell, Chesley & Clifford; Mrs. Olive Clapper, journalist; Evans Clark, Twentieth Century Fund; M. W. Clement, Pennsylvania Railroad.

Fairfax M. Cone, Foote, Cone & Belding; John C. Cornelius, BBDO; Douglas W. Coutlee, Merck & Co.; Helen J. Crabtree, Advertising Council; H. Andrew Dudley, International Bank; Frank Dunigan, Outdoor Advertising Assn. of America; Jean Flinner, Advertising Council; Frank M. Folsom, RCA; Maxwell Fox, Advertising Council; Clarence Francis, General Foods; Samuel C. Gale, General Mills; Frederic R. Gamble, AAAA; John T. Gibson, The White House; Philip L. Graham, The Washington Post; Robert M. Gray, Esso Standard Oil; Dr. Alan Gregg, Rockefeller Foundation; Miss Helen Hall, Henry Street Settlement; Robert M. Hanes, Wachovia Bank & Trust Co.; Charles B. Harding, Smith, Barney & Co.

Thomas J. Hargrave, Eastman Kodak Co.; John K. Herbert, Hearst Publications; Stanley C. Hope, Esso Standard Oil; Charles H. Houston, Houston, Hastie & Waddy; Buell W. Hudson, The Woonsocket Call; C. D. Jackson, Fortune Magazine; Charles W. Jackson, The White House; Gordon Kinney, Advertising Council; Edgar Kobak, MBS; Arthur Kohler, Curtis Publishing Co.; Judy Kwis, Advertising Council; Chester J. LaRoche, C. J. LaRoche & Co.; Herbert H. Lehman.

J. Spencer Love, Burlington Mills; Anson C. Lowitz, J. Walter Thompson Co.; George P. Ludlam, Advertising Council; A. E. Lyon, Railway Labor Executives Assn.; Herbert Malley, Advertising Council; Eugene Meyer, The Washington Post; Howard Morgens, Procter & Gamble; Charles G. Mortimer, Jr., General Foods; W. Frederic Mosel, Advertising Council; J. J. Nance, Hotpoint; Wesley I. Nunn, Standard Oil; J. B. O'Hara, Dr. Pepper Co.; Charles S. Payson, Refined Syrups & Sugars; Stuart Peabody, Borden Co.

Robert S. Peare, General Electric; Hector Perrier, Advertising Council; W. B. Potter, Eastman Kodak Co.; K. C. Pratt, K. C. Pratt Inc.; Theodore S. Repplier, Advertising Council; William Reydel, Newell-Emmett Co.; Burr L. Robbins, General Outdoor Advertising Co.; James Rotto, Hecht Co.; Edward Royal, Advertising Council; R. J. Schaefer, F. & M. Schaefer Brewing Co.; Lavinia S. Schwartz, Advertising Council; Mark Seelen, Outdoor Advertising; Boris Shishkin, AFL; John E. Smith, McCall's Magazine; J. P. Spang, Jr., Gillette Safety Razor Co.; Frank Stanton, CBS; John C. Sterling, This Week Magazine; A. R. Stevens, National Dairy Products Corp.; John R. Suman, Standard Oil (N. J.); Reese H. Taylor, Union Oil of Calif.; Edwin F. Thayer, Tide Magazine.

Carolyn E. Thompson, Advertising Council; Leonard Trester, General Outdoor Advertising; Robert L. Warren, Brockway Glass Co.; George Weber, Mac Wilkins, Cole & Weber; Henry C. Wehde, Jr., Advertising Council; Paul B. West, Assn. of National Advertisers; Charles M. White, Republic Steel; A. D. Willard, NAB; Allan M. Wilson, Advertising Council; Charles E. Wilson, General Electric; Albert E. Winger, Crowell-Collier Publishing Co.; Mark Woods, ABC; James W. Young, J. Walter Thompson Co.; Thomas H. Young, U. S. Rubber Co.

RETAILERS

Ad Council Sets Up Program

THE ADVERTISING COUNCIL's retail advertising committee has instituted a special public service advertising program by retailers, for retailers. The newly formed committee, representing retail stores, newspapers, syndicated mat services, NAB and NRDGA, will be headed by James Rotto of the Hecht Co., Washington, as chairman.

An outgrowth of a plan presented at last June's NRDGA meeting, the program will provide specialized public service advertising materials for retailers, and ensure their participation in Ad Council programs as well as public recognition of their contributions.

The first series of ads will take shape this month, to be created by a subcommittee of the Retail Advertising Committee. They will be flexible in copy and art to allow for local adaptations.

Successive subcommittees of three members each, will every other month prepare six ads and six radio spot announcements on council campaigns through the ad departments of their respective stores. Material so created will be distributed nationally through the syndicated mat services, the Bureau of Advertising, NAB and NRDGA.

★

Members of the Retail Advertising Committee are:

Samuel J. Cohen, Lit Bros., Philadelphia; James Rotto (chairman), The Hecht Co., Washington; Budd Gore, Marshall Field, Chicago; Alan A. Wells, Kaufmann Dept. Stores, Pittsburgh; Harriet Wilinsky, Wm. Filene's Sons Co., Boston; Lois Ingalls, Thalhimer Bros., Richmond; Chess Lagomarsino, Jr., Davison-Paxon Co., Atlanta; Royell D. Friend, Frederick & Nelson, Seattle; Olin O. Stansbury, Stix, Baer & Fuller, St. Louis; J. M. Ellis, G. C. Murphy Co., McKeesport, Pa.; B. Lewis Posen, Hochschild, Kohn & Co., Baltimore; Llewellyn Harries, Burdine's, Miami;

H. C. Bartlett, Macy's, San Francisco; E. G. Circuit, ZCMI, Salt Lake City; Robert J. Powderly, Kresge-Newark, Newark, N. J.; Carl V. Haecker, Butler Bros., Chicago; Evan L. Ellis, Crowley, Milner & Co., Detroit; L. H. Foster, The Fair, Chicago; John A. Fitz Randolph, J. C. Penny Co., New York; W. E. Bennett, Sears, Roebuck & Co., Chicago; John Pearl, Hearn Dept. Stores, New York; W. H. Campbell, Sibley, Lindsay & Curr Co., Rochester, N. Y.; Herbert G. Wyman, Pittsburgh Post-Gazette, Pittsburgh;

John Giesen, Bureau of Advertising, New York; Lawrence Knott, Chicago Sun Times, Chicago; Joseph A. Bernstein, Metro Associated Services; Ralf Shockley, Meyer Both Co.; Laurence A. Whitehead, Stamps-Conhaim-Whitehead; Howard P. Abrahams, NRDGA, New York; Maurice B. Mitchell, NAB.



A CHANCE for top brass to relax and talk was provided by the Ad Council cocktail party held Tuesday at Washington's Carlton Hotel.

TOP PHOTO (l to r): T. S. Repplier, president of the Council, and Charles G. Mortimer Jr., board chairman.

SECOND PHOTO: Frederic R. Gamble, president of AAAA; John C. Cornelius, BBDO and Louis N. Brockway, Young & Rubicam—all directors of the Council.

THIRD PHOTO: A. D. Willard, NAB director and a director of the Council, and Gordon Kinney, Council radio director.

MIDDLE PHOTO: Edgar Kobak, president of MBS and a Council director; James W. Young, J. Walter Thompson, Council board member, and Bromwell Ault, vice president of Interchemical Corp. and member of Industries Advisory Committee.

FIFTH PHOTO: Former Governor Herbert H. Lehman, member of Public Policy Comm., and Charles E. Wilson, GE president and chairman of Industries Committee.

SIXTH PHOTO: Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil and board member, and William Reydel, Newell-Emmett and Council board member.

BOTTOM PHOTO: Leo Burnett, head of his own agency, and Evans Clark, executive director of 20th Century Fund and chairman of the Council's Public Policy Committee.

DROP HOOPER

WNEW WOV WQXR Cite Faults

THE THREE New York independent station subscribers to services of C. E. Hooper Inc. cancelled their subscriptions last week because of what they said were weaknesses in the Hooper telephone sample.



Mr. Weil

The cancellations followed a meeting of the stations with C. E. Hooper, president of the research company, a fortnight ago. Questions asked Mr. Hooper at the meeting were not satisfactorily answered, the stations said.

Stations cancelling the service were WNEW WOV and WQXR.

In announcing the cancellation, Bernice Judis, vice president and general manager of WNEW, described the present as a fluid period of broadcasting and said it was "our feeling that the picture being revealed in the Hooperatings is out of focus" as far as AM, FM and TV are concerned.

"We feel that the present system both in questions asked and in random sampling techniques does not give us the incisive picture we need," said Miss Judas. "Radio's long service as an advertising medium and a community service is destined for an important place in American life. We cannot surrender that position in a survey that we feel is weighted in favor of a portion of the industry."

WNEW objected, it was said, to Hooper techniques which resulted in unfair weighting toward television.

Ralph N. Weil, general manager of WOV, took a similar view. Mr. Weil saw a need for "dependable and accurate measurement of radio listening."

"Because we have come to the conclusion that the Hooper system fails to meet this need," said Mr. Weil, "we have discontinued the service."

Mr. Weil said WOV had "always questioned audience studies based entirely upon telephone homes." He pointed out that only 40% of New York metropolitan area residents had telephones and that studies other than Hooper had indicated "considerably more radio listening in the non-telephone homes—as high as 24% in one instance."

Random Sample 'Inadequate'

"We believe further," said Mr. Weil, "that the random sample, particularly the small random sample, is no longer adequate for the complexities of today's audience measurement.

"We are not professional statisticians. We do not assume the burden of deciding just how an acceptable cross-section sample for audience measurement should be worked out. But we do believe that it can and should be developed, and feel the arbitrary refusal to make an honest attempt to introduce a scientific sample renders the Hooper system useless to us at this time.

"The accepted concept of a random sample presupposes a sufficiently large sample to cancel out minor irregularities. It is generally accepted that a controlled, or scientific cross-section, can be based on a comparatively small sample. In the case of the Hooper random sample, a single quarter hour rating can be based on as few as 90 calls. It is difficult to accept such limited sampling in a random sampling system." Mr. Weil continued:

"The rapid growth of television in this area introduces a number of new problems into the business of audience measurement. We believe that radio and television will continue to function as two distinct, and to some extent, competitive advertising media. We believe that both require the greatest possible skill and precision in measuring their actual and comparative audiences.

"To lump the two in one operation, to retain all the known shortcomings of an imperfect system, and to allow those weaknesses to be magnified in the combined operation cannot fail, we think, to render that system inadequate for both.

"Again, we insist, the need is for more accuracy, more exactness, and more scientific control in this type of research. As the relationship of AM radio and television become more stabilized, this need will grow even more acute.

"In combining radio and television audiences in a single study—with the small telephone sample—important new weaknesses are introduced into the picture. For instance, it is generally agreed that almost all home TV sets today are in telephone homes—some estimates being higher than 90%. Obviously, a sample that covers 90% of TV homes and only 40% of radio homes is not an acceptable basis for comparison."

Elliot M. Sanger, vice president and general manager of WQXR, wrote a letter to Mr. Hooper, text of which was:

"As a result of the discussions we had with you at luncheon on Tuesday last we are convinced that your newly adopted method of making the New York area survey is not satisfactory, both as to the questions asked and as to the distribution of the sample. We believe it discriminates against the non-network radio stations of New York and gives undue emphasis to the relatively small television ownership.

"In view of your inability to meet our views on the subject, we hereby cancel our subscription to the Hooper survey effective at once."

Hooper Statement

In a statement issued after the meeting with the stations, Mr. Hooper said there was "nothing simple in this period of change from one form of broadcasting (radio) to two (radio plus TV)."

Mr. Hooper said that his interviewers early last year changed one question in their random home radio measurements. Instead of asking, "Were you listening to your radio just now?" they began asking, "Were you looking at television or listening to your radio just now?"

Mr. Hooper said "one constructive suggestion came out of the New York station meeting: Rotate the words 'looking at' with 'listening to' to give each prior position in the question."

"Our interviewers are taking another look at this one," said Mr. Hooper. "It will probably be adopted."

"The idea of reporting TV on our random home base in any city developed only this fall. We began seeing the following in our share of audience figures for TV in our random sample for week-long evening andience totals: August—10%, September—11.3%, October—12.3%, November—12.8%, and December—16.4%.

"It was self-evident that TV should be treated not as a specialty 'as we had since February with our TV home based reports only' but as a major broadcasting medium. That decision led to the publication of Section II (TV Station Audience Report) in our city Hooperatings. Again we believe we are taking the correct lead from the audience, for in a November-December random-based New York report for the 8-9 period Tuesday evening we find only one radio program with a random-based rating bigger than Milton Berle's TV program. *Mystery Theatre*, reported in second (radio) for WCBS has a rating of 14.6. Section II (TV) but on the same random base produces the second highest rating for the hour-long *Texaco Star Theatre* (Berle) with a 9.6.

Possibility of Distortion

"These ratings and such other valid comparisons between radio and TV as reported above are only possible if we do random sample reporting on both forms of broadcasting simultaneously. No 'controls' exist to be applied to our sample distribution. No one could apply them if they did exist without producing almost certain distortions in the record.

"The industry should be thankful that we have a means of random sampling at this time. Without it both radio and TV would be operating in comparative darkness throughout the entire period of transition from one to two forms of broadcasting."

The sequence of questions now asked by Hooper interviewers is:

1. Were you looking at television or listening to your radio just now?
2. There is no reward for answering my question. What program please?
3. What station please?
4. (A) What is advertised?
   (B) Who in your home is listening to or looking at that program?
   (NOTE: These questions are alternately used—one in one month and the other in the next.)
5. Is someone else looking at or listening to a second set in your home?
6. What program please?
7. What station please?
8. Do you have a television set?

Meanwhile Mr. Hooper was announced as the featured speaker at a luncheon meeting of the American Television Society in New York Feb. 16. His topic will be "Meeting the Television Advertiser's Information Needs."

HR&P PLANS

Chicago and L.A. Branches To Be Opened

FIRM of Harrington, Righter & Parsons Inc., formed ten days ago to represent television stations exclusively [BROADCASTING, Feb. 7], opened its New York office last week at 270 Park Ave. It expects soon to have an office in Chicago and later in Los Angeles.

In announcing the New York setup, John E. Harrington, president of the firm, said:

"We have decided to organize a station representative firm to deal exclusively with television because we feel that now television is coming of age it is in direct competition with other media and must be sold as are other media—through a specialized sales force. We feel that by setting up an office like ours we will be filling a real need."

All three incorporators in the new company were formerly salesmen with Edward Petry & Co. Mr. Harrington was with Petry for seven years and before that was an account executive with McCann-Erickson.

Volney (Turk) Righter, vice president and treasurer of the company, before his Petry association, was with WOR New York sales department and an account executive at Young & Rubicam.

James O. Parsons, vice president and secretary, was with WWNY Watertown, N. Y., C. E. Hooper and McCann-Erickson prior to joining Petry.

* * *



Messrs. Harrington, Righter and Parsons.

RECORD WAR

Columbia Makes Frank Stand

COLUMBIA RECORDS Inc. last Wednesday let loose a major salvo in the "record war" by calling a formal news conference to declare its position against RCA-Victor.



Mr. Wallerstein

Edward Wallerstein, chairman of the board, said it was a "war which Columbia Records has not initiated, and in which it cannot be defeated."

His seven-page printed statement did not hesitate to use the word "war" in describing the battle of the r.p.m.'s, nor did it make any bones about mentioning that RCA-Victor was the adversary.

Folsom Approach

His boldness contrasted with the viewpoint expressed by Frank M. Folsom, RCA president, who at the conference introducing his company's new 45 r.p.m. 6⅞ inch record and changer denied "any warfare or feud between CBS and ourselves" [BROADCASTING, Jan. 17].

Mr. Wallerstein made it clear that Columbia was in the record war to the end on the side of its 33⅓ r.p.m. discs, as against the 45 r.p.m. platters of RCA. He emphasized: "We think we can safely leave the issue up to the people themselves."

These further points were made, either during the conference or in conversations after it:

1. Columbia did not intend to hedge in the battle in any way by also manufacturing 45 r.p.m. records similar to the new RCA product.

2. Between 300 and 500 radio stations, according to reports received by Columbia from equipment manufacturers, now have professional equipment for playing LP records. Disc jockeys are being supplied with all current releases by Columbia distributors and dealers.

3. Columbia intends to spend big money advertising LP. Budgeted for the next half year are advertising expenditures 20% greater than in the previous similar period. Further expenditures, it was understood, might depend on what RCA did.

4. What is now going on in the record business is an all-out war which will decide which record will become standard. Mr. Wallerstein paraphrased the Lincoln "half-slave, half-free" speech to make this point.

Other Developments

There were other developments during the week in the disc battle. These were:

Capitol Records has tossed its fortunes into the struggle on the side of RCA-Victor. (Columbia already has Mercury lined up on its side.)

Jack Kapp, president of Decca, said his firm would remain neutral in the struggle, continuing to make only the standard 78 r.p.m. records. Decca, which is big enough to hold the balance of power in the struggle, decided it would not influence the people in their decision. Decca currently is doing a huge business and will continue to supply records estimated for the 15 million 78 r.p.m. turntables in homes throughout the country.

Announcement was made that two companies already were in the field with devices for records of all three speeds. Sonotone Corp., manufacturer of hearing aids, demonstrated its device on Wednesday. At the Columbia news conference, a "microverter" which is produced by Microverter Co. was demonstrated.

Mr. Wallerstein expressed the belief that the LP record would save the record business. He described it as an enormous stimulant which the industry needs.

Sales already have proved this, he continued. In his statement he said almost as many LP records are now being sold to 600,000 current owners of LP players as albums were sold a year ago to the entire 12 million to 15 million possessors of conventional players.

These sales, he went on, explained why all leading manufacturers, except for RCA, are producing LP equipment. From "A to Z", he named Admiral, Capehart, Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Webster-Chicago, Westinghouse and Zenith. He added that the federal government has invited Columbia to submit bids for LP records for government use.

He ascribed the response to the long-playing feature, the quality of the sound and the savings (up to 63%).

"But one major manufacturing and record company—RCA—has chosen to ignore these developments," he said. "If it had done only that, there would be no need for comment. RCA has gone much further. It has indicated it will make no provisions of any kind, either in its equipment or records, for long-playing records; it has suggested that the long-playing records already in the homes of the American people would not be successful—despite all the weight of evidence, and the considered judgment of virtually all other manufacturers of equipment.

'Unorthodox' Speed

"And it has just announced its own forthcoming new record development, a small record playing at the unorthodox speed of 45 r.p.m. on a special turntable which can take no other records, either of the conventional or long-playing type.

"This is the essence of what people have been calling a 'record war'."

He then emphasized that the RCA record is not long-playing, that RCA efforts to produce a 33⅓ r.p.m. record failed but that Columbia had succeeded because it coupled with it a microgroove and a feather-light tone-arm.

This permitted Columbia to give the American public 25 minutes of music on one side of a record without interruption. His statement closed with the assurance to the American public that it will be able to continue to buy LP records with complete confidence.

Peard Rejoins WBAL

LESLIE H. PEARD JR. has resigned as assistant manager of WCAO Baltimore to rejoin WBAL Baltimore as assistant to the manager, a newly created position. Harold C. Burke, WBAL's vice president and general manager, who made the announcement today (Feb. 14), said Mr. Peard's "experience of many years in radio broadcasting and in advertising in Baltimore admirably fit him for the job." Mr. Peard was with WFBR Baltimore as promotion manager and salesman from 1931 to 1933 and joined WBAL in 1934. He was made WBAL sales manager in 1938, left in 1944 to become commercial manager of KTBS Shreveport, La. He returned to Baltimore in 1945 as WCAO assistant manager.



Mr. Peard

WTOP, KQW

Management Changes Due This Week

THE WASHINGTON *Post* is expected to take over management this week of WTOP Washington from CBS and the network in turn is expected to assume full operation of KQW San Francisco.

The moves were authorized immediately last week by the FCC in granting the joint petition of the *Post* and CBS. However, the *Post*-owned WINX Washington, disposal of which has delayed consummation of the WTOP and KQW deals, now must be transferred to "new parties" before Aug. 1 or the WINX license surrendered and operation terminated on or before Aug. 2. FCC Chaiman Wayne Coy did not vote on the petition and Comr. Robert F. Jones cast a dissenting vote.

Arthur Hull Hayes, newly appointed San Francisco vice president who has been in New York awaiting approval of the KQW transfer, leaves Wednesday for his new post. Ralph R. Brunton, president and manager of KQW, has not announced future plans. John S. Hays, general manager of WINX, is expected to move over to WTOP in that post this Wednesday or Thursday. No other staff changes are seen at the stations for the immediate present and the *Post* and CBS earlier have indicated that no major personnel changes were planned for WTOP and KQW.

A fortnight ago the Commission ruled that the *Post's* sale of WINX for $130,000 to William A. Banks (WHAT Philadelphia owner) must be subject to AVCO 60-day advertising procedure but that transfer of WINX-FM from the *Post* to WTOP Inc. for $160,000 would not be subject to AVCO since the paper is 55% owner of WTOP Inc. [BROADCASTING, Feb. 7].

The Commission approved the *Post's* purchase of 55% of WTOP (1500 kc, 50 kw) from CBS for $855,470 last October, when it also granted consent to the network's purchase of remaining 55% interest in KQW (740 kc, 5 kw) for $425,000 from Ralph R., Mott Q. and Dorothy M. Brunton [BROADCASTING, Oct. 25, 1948]. The grants were conditional, however, upon the *Post's* disposal of WINX by Feb. 20.

The negotiations for sale of WINX were not concluded until mid-January and formal papers for approval of the sale to Mr. Banks were not filed in the latter part of the month [BROADCASTING, Jan. 24]. At this time waiver of AVCO was requested on grounds the required sale of WINX had been long known and that the protracted delays in consummating the major station transactions were having adverse effects.

ANA MEETING

Scheduled for March 23-25

ADVERTISING as an instrument of sales will be the basic theme of the spring meeting of the Assn. of National Advertisers, to be held March 23-25 at The Homestead, Hot Springs, Va.

Details of the program are not yet completed, but it was learned that present plans call for a general session on the effectiveness of all advertising media in place of separate sessions on individual media. Television and its place in the advertising picture is expected to occupy a major part in the media-effectiveness discussion. A session on research is under consideration, possibly as an evening meeting. If one is held, BMB is expected to be a major topic.

Details of ANA's new radio committee are expected to be announced on Wednesday following a meeting of the association's board on that day. Board is not expected to take any action on BMB at this meeting, but to refer the matter to the new committee for study and recommendations.

A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 14, 1949

PARAMOUNT SPLIT

TV Outlets May Go to Separate Companies

A DIVISION of the television interests of Paramount Pictures loomed last week with reports that the film firm had agreed to an anti-trust consent decree dividing it into two separate companies—one to handle production and distribution of films, the other to operate theatres.

Although no comment was forthcoming from spokesmen for either Paramount or the Justice Dept., it was understood that WBKB (TV) Chicago would go with the theatre company while KTLA (TV) Los Angeles as well as Paramount's 29% interest in Allen B. DuMont Labs, which has three TV stations, would go to the production-distribution firm.

Most of Paramount's television applications are in the names of subsidiary theatre interests and presumably would therefore go to the theatre company. The same applies to Paramount's AM holding —25% of WSMB New Orleans— and its half interest in an AM applicant for Atlanta and 10% in one for Hot Springs, Ark.

The only Paramount TV application not in the name of a theatre subsidiary is the application for San Francisco, which was filed by Paramount Television Productions, permittee of KTLA. With KTLA and the DuMont interest, this may go to the production-distribution firm.

WIBK (FM) Chicago, which with WBKB is owned in the name of Balaban & Katz Corp., may similarly go to the exhibition company. In view of FCC's ruling that Paramount controls DuMont—thus far only "proposed," not a final ruling—the film company currently is at the five-station maximum ownership permitted by the Commission in TV.

Under the division reportedly slated via the consent decree, the theatre company would be entitled to four more video stations and the production - distribution company could have one more even if it fails to convince FCC that it does not control DuMont.

Although the exhibition company will have to sell some of its theatre holdings in so-called "closed" cities, a preliminary examination indicated it will not have to get out of any of the cities where Paramount subsidiaries have TV applications.

Theatre subsidiaries having applications include United Detroit Theatres, New England Theatres (Boston), Gulf Theatres (Tampa), and Tri-States Meredith Broadcasting Co. (Des Moines).

DuMont operates WABD New York, WTTG Washington, and WDTV Pittsburgh, and has applications for Cleveland and Cincinnati.

The consent decree, understood to have been agreed to by both the Justice Dept. and Paramount, would end the government's anti-trust suit against the film firm. Separation into the two distinct companies would be required within one year, it was reported, and no stockholder would be allowed to own shares in both the new firms.

WNHC-TV Takes NBC

WNHC-TV New Haven has signed an interconnected television affiliation contract with NBC, it was announced Thursday. The station, owned by Elm City Broadcasting Corp., will be fed sound on lines from New York City. Visual picture will be picked up from WNBT signal from New York.

Motorola on Video

MOTOROLA Inc., Chicago, has contracted for Robert Ripley's *Believe It or Not* to be telecast starting March 1 live on 14 NBC-TV stations and by teletranscription from March 15 on 13 other video outlets. Gourfain-Cobb, Chicago, is the agency. Non-interconnected stations are WDTV Pittsburgh, KSTP-TV Minneapolis, KDYL-TV Salt Lake City, WLWT Cincinnati, WBAP-TV Fort Worth, WSB-TV Atlanta, KPIX-TV San Francisco, KRSC-TV Seattle, WDSU-TV New Orleans, KNBH Los Angeles, WNHC-TV New Haven, WAVE-TV Louisville and WMCT Memphis.

BOXING ON TV

Commissions Seeking Cut

FUTURE RELATIONSHIP of boxing to television is to be discussed at a meeting of the National Boxing Assn.'s executive committee in Washington, D. C., next month.

Slated for discussion are ways of cutting boxing commissions in on the pay that boxing promoters receive from advertisers sponsoring telecasts of boxing matches. Two boxing jurisdictions, New York and New Jersey, already take a 5% cut, and similar moves are said to be planned elsewhere.

The chairman of the District of Columbia Boxing Commission, Heinie Miller, believes it might be possible under present law to get a cut of TV's guarantee to promoters. He indicated that the commission probably will seek to have this session of Congress add to the law specific authority to take such a cut.

Reports have circulated that attendance has dropped off not only at Turner's Arena boxing shows, which are telecast, but also at another Capital arena, Uline's, where the Liberty A. C. matches are not telecast. Decline of 10% was reported in the gate receipts "take" of the District of Columbia Boxing Commission.

HIGH BAND TV

RCA-NBC Plan Conn. Outlet

RCA-NBC, pioneer in low-band television, proposed last week to go into high-band transmitting and receiving operations on what may develop into a production-line basis.

Plans were disclosed Thursday when NBC asked FCC for authority to build a satellite high-band video station at Bridgeport, Conn., for its low-band WNBT (TV) New York.

RCA, it was indicated, will construct special high-band receivers which will be used in the experimental operation and which may become its first commercial line of UHF sets if the tests prove such operation is feasible.

NBC asked the Commission for an experimental grant for operation at 529 mc, at the lower end of the 475-890 mc UHF video band.

For the project, the network's second public testing of UHF operations, an entirely new transmitter will be built at a cost reported to FCC as $145,000.

The proposal indicated that the old "green" transmitter used in the RCA-NBC color television demonstrations, and later in the UHF tests in Washington last fall, is now considered unsatisfactory for operations in the higher region.

The Washington tests were plagued by tube failures blamed on excessive heat [CLOSED CIRCUIT, Dec. 20, 1948]. Indicating belief that they have surmounted this problem, authorities said the Bridgeport tests will employ a cluster of tubes expected to develop about 1 kw power. Antenna gain will bring the effective radiated power up to 15 to 20 kw.

Special Receivers

The use of special high-band receivers will mark another departure from the Washington tests, in which adapters were provided so that the high-band transmissions could be received on low-band sets.

NBC estimated the cost of its proposed station would approximate $220,000 aside from $36,000 estimated operating expenses for one year. In addition to $145,000 for the new transmitter, the network expected the antenna system to cost about $45,000.

The station would be identified as WNBT-1, under NBC's proposal, and would duplicate the programs carried on WNBT.

It would be under the direction of O. B. Hanson, vice president and chief engineer of NBC.

The network said the station would be used for continuous research, would permit "field test and study of UHF television broadcasting in a representative city and area," and would make possible an investigation of "the possibility of providing television broadcast service to a greater number of people by means of a satellite station."

NBC asked that the satellite, if authorized, be accorded a waiver of the rules requiring aural and visual station-identification at least once an hour. Identification would be accomplished by incorporating the satellite's assigned call letters and location with identification of WNBT at the beginning and end of each period of operation.

DuMONT CHANGES *Loewi Now Director Of TV Network*

A GENERAL changing of the DuMont TV network operations "in accordance with sound business principles" is in progress, Mortimer W. Loewi, executive assistant to the president of Allen B. DuMont Laboratories, told BROADCASTING last week.

Mr. Loewi has assumed directorship of the network, succeeding Lawrence Phillips, who has returned to the management consultant field he left to join DuMont in April 1947. Mr. Phillips has opened offices at 8 W. 40th St., New York.

Changes to be made in the network's setup will be "not so much in individual members of the organization as in the manner in which they operate," Mr. Loewi said. Each department will henceforth have its own operating schedule and its own list of objectives to be achieved, he explained, with individual department heads responsible for following those schedules and reaching those goals.



Mr. Phillips



Mr. Loewi

Mr. Loewi compared this "businesslike" type of operation with the former system which centralized all planning and responsibility in the director's office. He said that he hopes to have the new system established and functioning smoothly within two or three months.

Mr. Loewi joined the DuMont organization in 1935 at the time of its incorporation. Last June he became active in the DuMont network operation, serving as liaison between DuMont and Mr. Phillips. During the fall he concentrated on the planning and development of daytime video programming at WABD (TV) New York, key station of the network. On Nov. 1 WABD launched its all-day operation, which has in part been extended to the full DuMont network.

Mr. Loewi also aggressively pushed his contention that TV networking is a different type of operation from AM networks and that, for the present at least, exclusive affiliation contracts are impracticable. WDTV Pittsburgh, DuMont-owned TV station which began operation last month, has agreements with the other three TV networks—NBC, CBS and ABC—as well as with DuMont. Today, with only one station, "Pittsburgh viewers have the best video program service in the nation," Mr. Loewi declared, "because WDTV has its pick of the best programs that all the networks have to offer."

BASEBALL

Atlantic Buys TV

HOME BASEBALL games of the Philadelphia Athletics and Phillies for the third year will be telecast during the 1949 season under Atlantic Refining Co. sponsorship, according to arrangements just completed.

In order to provide for televising the greatest number of games possible for Philadelphia area fans, it was necessary for the company to negotiate contracts with the three stations in that city, WCAU-TV, WFIL-TV and WPTZ, which will be used on a rotating schedule for the coverage.

WPTZ and its crew will handle the pick-up for every game televised, and will cover afternoon games on weekdays and Saturdays. WFIL-TV will televise night games on Mondays, Tuesdays and Wednesdays. WCAU-TV will cover night games on Thursdays and Fridays. All three stations will participate in televising games on holidays and Sundays, with two stations covering each of these contests simultaneously, using the same pick-up.

Claude Haring again will handle the TV assignment from Shibe Park as he did last season. N. W. Ayer & Son, Philadelphia is the agency.

SPORTS VIDEO

Topic for TBA Educators

TELECASTING of intercollegiate sports and video's value as a builder of gate receipts will be among the topics discussed when educational members of Television Broadcasters Assn., New York, meet at its 500 Fifth Ave. board room Tuesday, Feb. 15.

According to Prof. Kenneth G. Bartlett, director of the Syracuse U. Radio Center, and chairman of TBA's educational committee, other questions to be discussed will deal with television as an aid to, and its effect on, education.

Hollywood Symposium

SECOND annual Television Symposium of Screen Publicists Guild, Hollywood, will start April 27, according to Lesley Mason, Guild president. Forums will be held once weekly for five weeks. No meeting place has been named. Symposium will be made up of television authorities who will discuss their particular phase of television. Meetings will be restricted to members of the motion picture and radio unions and guilds.



Present as arrangements were completed for presentation of *Horn & Hardart Children's Hour* (WNBC New York) simultaneously on television (WNBT New York) were C. V. Farley (seated), vice president and advertising manager of Horn & Hardart, and (standing, l to r): James V. McConnell, director of NBC Spot Sales; Alice Clements, producer of program; Thomas B. McFadden, manager of WNBC and WNBT; Isaac Clements, president of Clements Co., agency for Horn & Hardart, and Frank Bowes, NBC account executive.

PA. CENSORSHIP *TV Operators Refuse To Submit Films*

PENNSYLVANIA television operators last week defied the State Board of Censors' new rule requiring censorship of television films and filed suit in Federal District Court to have it set aside.

The rule would illegally delegate to non-licensees—the censorship board—the duty and responsibility of a licensee to select his own programs in the public interest, the court was told.

Spokesmen said the stations are not submitting films for censorship pending outcome of the suit, which was filed Wednesday in the U. S. District Court for the Eastern District of Pennsylvania.

The rule, adopted about two weeks ago, provides that no film may be telecast by Pennsylvania stations until reviewed by the State Board of Censors and stamped with its seal of approval [BROADCASTING, Feb. 7].

Board Named Defendant

The board, which formulated the rule, was named defendant. Its members are Edna R. Carroll, chairman, and John Clyde Fisher and Beatrice Z. Miller. The board is in the State Dept. of Public Instruction.

Decision to fight the regulation was reached Tuesday in a meeting of representatives of Pennsylvania's four operating television stations and one TV permittee, together with their Washington and Philadelphia attorneys. The legal representatives had recommended resistance to the censorship move following a study of the legal aspects a week earlier.

The complaint charges that the regulation violates the commerce clause of the Constitution and the First and Fourteenth Amendments.

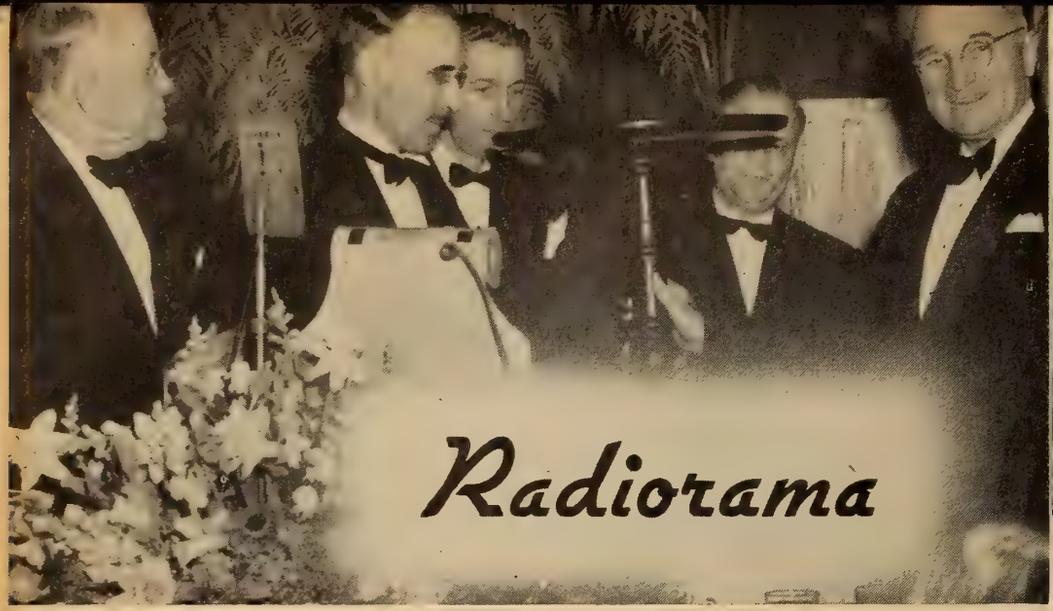
Under the Communications Act, the suit contends, selection of program material is a right and responsibility of the licensee and may not be transferred to persons or groups who are not licensees. If stations adhered to the censorship rule this responsibility would be placed in the hands of the board members, the court was told.

In the face of this conflict of federal and state laws—the federal requirement of licensee responsibility and the state requirement of censorship—the telecasters maintained that the federal law takes precedence.

They also claimed that the rule would violate free-speech and similar rights granted by the First Amendment and protected against state encroachment by the Fourteenth.

Principals and attorneys attending the meeting were Dr. Leon Levy, president and general manager of WCAU-TV Philadelphia, and Isaac D. Levy, vice president and general counsel, and W. Theodore Pierson, Washington counsel; Roger W. Clipp, general manager of WFIL-TV Philadelphia, and Morton H. Wilner, Washington attorney; Roland V. Tooke, assistant manager of WPTZ (TV) Philadelphia, and John Esterhai of the Philco legal department, and Henry B. Weaver, Washington attorney; Thad H. Brown Jr., Washington counsel for WDTV (TV) Pittsburgh; Clair R. McCollough, president of WGAL Lancaster, TV permittee, and William A. Schnaeder and Earl G. Harrison, Philadelphia attorneys handling the suit.

The Pennsylvania board's move reportedly is the first in television. Some other states, including Maryland, are understood to have been considering similar action.

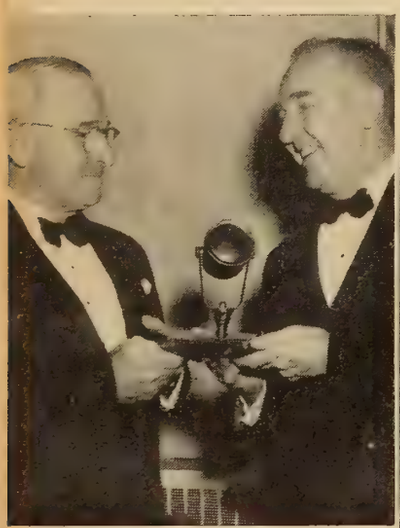


Radiorama



PIONEER Scientific Corp., represented by Hunter Delatour (seated), adv. mgr., becomes a charter WOIC (TV) Washington sponsor during a golden pen signing with (l to r) Eugene Thomas, WOIC gen. mgr.; Herman Maxwell, WOR New York account executive, and Allan Black, Cayton Inc., agency, account executive.

DURING Radio Correspondents Assn. dinner at Washington's Hotel Statler Feb. 5, President Truman (r) receives a replica of "Abraham Lincoln table" used by most Presidents to hold Bible during inauguration ceremonies. Presentation is made by Albert Warner (second from l), pres. of association, as Vice President Barkley (l) looks on.



PRESIDENT TRUMAN (l) receives the microphone on which he delivered his first address in the House after becoming President. Bill Henry, CBS news, makes the presentation at the Radio Correspondents Assn. dinner Feb. 5.



CITATION received by Lionel Barrymore of *Mayor of the Town* (MBS, Sunday, 7:30 p.m., EST) is admired by (l to r) Walter Lurie, MBS dir. of prog. development; Wilson Tuttle, Ruthrauff & Ryan v.p., and Phillips Carlin, Mutual v.p. in charge of programs. *Mayor of the Town* is sponsored by Mutual Benefit Health and Accident Assn. of Omaha and is handled by R&R, Chicago.



NEWLY elected Connecticut Governor Chester Bowles (seated) receives record of his victory speech given on WONS Hartford and Mutual upon learning of election Nov. 3. Making presentation is Robert L. Kennett, WONS manager.



FIRST group membership ever purchased in Tulsa C of C went to Leon McAuliffe (r) and his band. He is congratulated by William Way (l), KVOO Tulsa gen. mgr., and Johnny Ryan, KVOO anncr. Mr. Way recently was elected C. of C. president.

FORMER Los Angeles Rams star, Kenny Washington (seated), initiates *Kenny Washington Show* on KMPC Hollywood with (l to r) Frank Mullen, president; G. A. Richards, chairman of board, and Robert Reynolds, KMPC gen. mgr.

AMATEUR magician Fred Gardner (l), head of Fred Gardner Co., New York agency, performs for Joe Bolton, star of *Pix Open House*, during telecast of WPIX (TV) New York.



BIRTHDAY party for Pamela Stark, daughter of Wilbur Stark, Wilbur Stark-Jerry Layton Inc., was attended by (l to r) Kathleen Rice (MBS exec. prod. Herb Rice), Susan Caruso (WOR-Mutual anncr. Carl Caruso), Sandy Stark (Dick Stark, The Katz Agency), Hostess Pamela, Annette Caruso (Carl Caruso), Priscilla Mark (Carl Mark, WTTM Trenton) and Sherry Rice (Herb Rice).







Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.



W-I-T-H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

TV SPOTS

To Outstrip AM, FM, Flanagan Says

TELEVISION will have a larger share of spot advertising than standard broadcasting has had, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, told members of the Chicago Radio Management Club Wednesday.

Predicting that it "will be 10 years before TV gets operating," Mr. Flanagan denied that "television will eliminate AM." He estimates that 20 years from now there will be annual advertising expenditures of between 6 and 7 billion dollars, with "a bigger advertising job done at lower cost, and all media working overtime. Both AM and TV will be very, very powerful."

Mr. Flanagan, who retired from the presidency of Penn Tobacco Co. two years ago and was "drafted" to serve in his present capacity for the NARSR, said because "production is now in excess of deliveries, (1) advertising should be entrusted with larger percentages of the marketing budget, and (2) there are no limits to size and stability of markets that can be created through brilliant advertising." Defining spot advertising as "any use of radio stations by a national advertiser on a selective market basis," Mr. Flanagan termed the ever-waging battle between spot and network as "encouraging and necessary."

He suggested that agencies and advertisers promote travel fellowships, with key men touring the country to learn characteristics of each section. He also suggested that they become more aware of the power required to back a campaign. "Many campaigns have bogged down because of an appropriation spread too thin. However, before you can apply power you have to find the formula of product, medium, territory and time of day and commercial," he asserted.

William McGuineas, club president and commercial manager of WGN, introduced the speaker and guests at the speaker's table: John Pearson, George Hollingbery and John Blair, each head of his own representative firm; Chester Ragland of Van Auken, Ragland & Stevens agency, and Edward E. Voynow, vice president of Edward Petry & Co.

Hugh Feltis, president of the Broadcast Measurement Bureau, will address the group Feb. 23 on details of BMB's plans for its spring survey.

DR. PITT FORECASTS

Dollar Future of Video

DR. COURTNAY PITT, vice president in charge of finance of the Philco Corporation, Philadelphia, told 125 bankers from New York, Pennsylvania and Ohio at the consumer credit bank conference at the Warwick Hotel that by 1950 production of television receivers should increase to over 3,000,000 a year. He said over 2,000,000 receivers will be manufactured this year at a value approximating $600,000,000.

"By the end of next year," Dr. Pitt stated, "there will be over 6,000,000 television sets in daily use in American homes. No other industry in the history of America has ever grown with this amazing speed."

Dr. Pitt estimated the television industry will expend $5,000,000,000 in the next four years in building and equipping stations and producing receivers.

He said that about 60,000,000 people now were within reach of television service and that "there is an immediate potential market for about 14,000,000 receivers in addition to the 1,200,000 already in use. By the beginning of 1950, we believe there will be about 115 television stations in operation serving 80,000,000 people, or over half of the nation's population."

Dr. Pitt, pointing out the tremendous increase of advertising interest in television, estimated that television advertising expenditures this year will triple the $10,000,000 spent in 1948 on television time and program talent by advertisers.

WLS 'BARN DANCE'

To Debut on ABC-TV

NATIONAL Barn Dance, will debut on the eastern and midwestern ABC television network beginning Monday, Feb. 21, 8:30-9 p.m. The radio program, which has originated from WLS Chicago since 1924, has played before studio audiences numbering more than 1,800,000 persons since its inception.

The video version will present the same personalities and humor featured on the weekly Saturday *Barn Dance* (10-10:30 p.m.) and will be produced and directed by Jack Gibney.

The program, with few exceptions since its inception, has run from 7:30 p.m. to midnight (CST) over WLS. Over the years half-hour segments have been sold for either local or network sponsorship. WLS is feeding a half hour segment to ABC, sponsored by Phillips Petrolium, which has long sponsored one of the periods locally.

DuMont Leases Adelphi

DUMONT Television Network has leased New York's Adelphi Theatre from Shubert Theatre Corp. for the production of video programs. Four TV shows, *Original Amateur Hour, School House, Charade Quiz* and *DuMont's Window on the World*, are currently originated from the Adelphi, which seats an audience of about 1500. DuMont engineers have enlarged the stage to accommodate three cameras.



PHILIP G. LASKY, general manager of KSFO-KPIX (TV) San Francisco, cuts cake at a surprise party given in station's studio offices for Keith Kerby, program director. Occasion was Mr. Kerby's 12th anniversary with station. Others in front row of picture have also served 12 years or more with station and were honored guests at party. L to r, front row: Mr. Lasky, Mr. Kerby, Blenda Newlin, sales department supervisor; Al Towne, director of engineering; and Merrill deWitt, audio supervisor.

VIDEO RELAY

L. A. to S. F. Link Proposed

MICROWAVE radio relay link for network television between Los Angeles and San Francisco is proposed by The Pacific Telephone and Telegraph Co. in applications filed last week with FCC.

To be completed in about one year at a cost of $2,500,000, the radio relay initially will provide two television paths from Los Angeles to San Francisco. Additional television and telephone facilities would be provided later, the applications indicated. The system eventually would be part of the east-west network of coaxial and relay systems, it is estimated.

The telephone firm stated that there is an increasing activity of television broadcasters on the Pacific Coast and expressions by them indicated that the facilities now proposed will be required for service as soon as they can be made available. There presently are six stations operating in Los Angeles —KFI-TV, KLAC-TV, KTSL (W6XAO), KTLA, KTTV and KNBH—and one outlet operating in San Francisco—KPIX. KECA-TV is under construction in Los Angeles and KGO-TV and KRON-TV are under construction in San Francisco.

Pacific Telephone and Telegraph, owned 87.93% by AT&T, asked the Commission for construction permits for seven relay stations between those two cities. It indicated that in addition to terminal equipment at Los Angeles and San Francisco the system may require about eight or nine intermediate relay points. The applications specified relays at Mt. Diablo, Mt. Oso, Panoche Mt., Joaquin Ridge, Pyramid Hills, Temblor Range and Grapevine Peak.

Firm stated that while the links in microwave relay systems heretofore have usually not exceeded about 35 miles, path loss tests over the route proposed indicate that generally satisfactory video transmission could be expected over the longer links specified. It was stated that additional links may prove necessary with actual operating experience.

The relays would function within 3700-4200 mc inclusive, according to the applications, employing bands of frequencies each 20 mc wide within this range. Emission specified is special for FM (telegraph, telephone, facsimile and television) with maximum carrier power of 1 w. Shielded lens-type directive antennas would be employed, mounted on the relay unit buildings about 30 ft. above ground. No towers would be used. Each relay would be unattended except for maintenance. Certain of the relay points would be as high as 3600 ft. above sea level.

Each of the relay installations would cost about $291,000, the telephone company estimated. This is broken down: Two transmitters, $94,800; two receivers, $52,700; two antennas, $23,500; power equipment, $74,000, and land, building and road, $46,000.

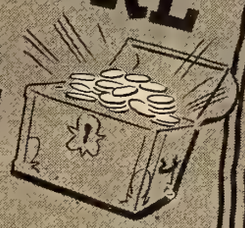
Fairbanks Signs O'Neil

FIRST long-term exclusive contract for television, live and film, motion pictures, radio, stage and recordings has been signed between Danny O'Neil and Jerry Fairbanks. Singer is to be starred in a forthcoming series of television films.

TAKE A CHANCE

FUN PARADE

TREASURE TRAIL



Musical Mysteries

Share the wealth

DID I SAY THAT?

DOUBLE OR NOTHING

A Quiz-a-Day

pulls listeners on CFRB!

YES! For listeners who like quiz shows (and that's plenty!) CFRB has a different quiz program every day in the week!

Shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a payoff for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, *balanced* programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

CFRB *Ontario's favourite radio station*

REPRESENTATIVES

United States: Adam J. Young Jr. Inc.

Canada: All-Canada Radio Facilities Limited

HOOPER-PROVED:
KXYZ Gives You More for Your Air-Dollar!

SPECIAL HOOPER RADIO STUDY, NOV. 29-DEC. 10, 1948, MON. THRU FRI., 7:00-8:00 A.M.

STATION	SHARE OF AUDIENCE
KXYZ	29.2
"A"	23.1
"B"	16.9
"C"	12.3
All others	18.5

HOOPER STATION LISTENING INDEX, NOVEMBER-DECEMBER, 1948, WEEKDAY MORNING, MON. THRU FRI., 8:00 A.M.-12:00 NOON

STATION	SHARE OF AUDIENCE
KXYZ	29.5
"A"	18.0
"B"	15.3
"C"	13.4
All Others	23.8

Need we say more? Here is concrete, convincing evidence that KXYZ (with among the lowest rates available) has the largest share of audience during these time periods . . . that KXYZ gives you more for your Air-Dollar . . . KXYZ is HOUSTON'S BEST AIR-BUY!



KXYZ-ABC
A Great Team

MORE FOR YOUR AIR-DOLLAR WITH
HOUSTON'S
KXYZ
5000 Watts 1320 Kc
American Broadcasting Company Affiliate
A GLENN McCARTHY ENTERPRISE



REPRESENTED BY FREE & PETERS

AD MEN TV VIEWS
Medium Sized Up In Hollywood

UNTIL television can build a setting to replace the illusion set that any radio listener may construct in his own mind of Jack Benny's vault or his Maxwell, radio need not write its epitaph. This was the view expressed by Neil Reagan, Hollywood manager of McCann-Erickson, in an address before the Hollywood Ad Club last week.

Mr. Reagan was a member of a panel comprising agency men: Walter Bunker, Young & Rubicam Hollywood vice president; Earl Ebi, television director of J. Walter Thompson, Hollywood; Leonard Erikson, vice president in charge of radio and television, Kenyon & Eckhardt; Frank Rhylick, television director of Ross, Gardner & White, Los Angeles.

"Don't be panicked by figures," Mr. Reagan said. The time when TV will deserve the serious consideration of advertisers is still four or five years off, he added.

Mr. Erikson said he felt that it is important to obtain TV time periods now. "To those of us who learn how to use it, television represents a greater opportunity than many of us have had before," he concluded.

TV will attract advertisers never in radio, Mr. Rhylick emphasized. He showed how limited use of the medium was already paying for some retailers' efforts. But he cautioned that it won't work every time.

Mr. Bunker pointed out that Y&R is more than conscious of the place of television in the present marketing scene and that this was reflected by the extensive TV billing at firm's New York office. As for the Coast, he said regional efforts might be undertaken there.

Mr. Ebi said J. Walter Thompson aimed to be active on the Coast on behalf of its regional clients and that business would be placed on Los Angeles and San Francisco stations.

MULTISCOPE
UP to Distribute Units

UNITED PRESS will distribute WBKB Chicago's Multiscope to TV stations on a national scale through the press association sales organization, John Balaban, director of the Balaban & Katz video station, announced in Chicago Thursday [CLOSED CIRCUIT, Feb. 7].

Mr. Balaban also announced that manufacture, selling and lease of the Multiscope will be handled by Sterling Television Inc., B & K subsidiary. Acme Telectronix Division of the NEA Service in Cleveland will manufacture the device, a machine that gives automatically and continuously the correct time, temperature and weather forecast and UP world-wide news via ticker tape.

Devised by John H. Mitchell, general manager of WBKB, and Sterling Quinlan, promotion manager, the Multiscope is projected onto the viewing screen with weather and temperature in the upper corners, the moving ticker tape at the bottom and a standing slide in the center with the advertiser's name. Philco Corp. sponsors the Multiscope 21 hours weekly on WBKB, Mr. Balaban said.

Mr. Balaban, reporting that industry interest has been "unexpectedly" high, said 35 stations and several engineering and video consulting firms have asked to buy the machines. The leasing method is cheaper, however, he explained.

CROSLEY VIDEO
To Carry DuMont Programs

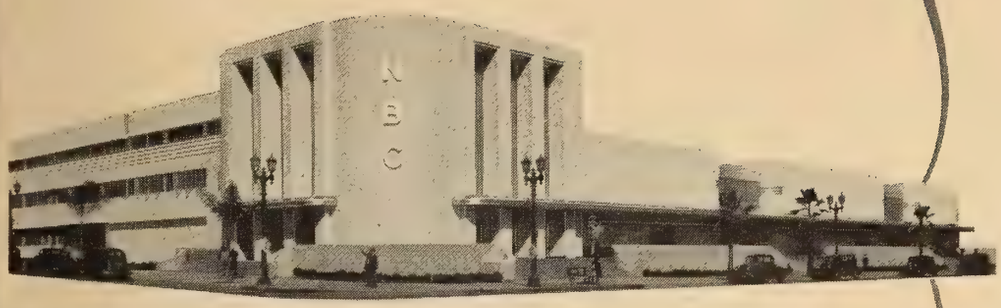
WLWT (TV) Cincinnati plans to carry a substantial schedule of DuMont Television Network programs starting within the next month, R. E. Dunville, vice president and general manager of the Crosley Broadcasting Corp., announced last Thursday. Initial programs will be by kinescope, with some to be taken on a live basis when coaxial cable facilities become available late this year.

The DuMont programs also will be seen on Crosley TV stations WLWC Columbus and WLWD Dayton when those outlets begin operation in mid-March. The arrangement with DuMont will not affect Crosley's affiliation with the NBC television network which also will serve the three stations, Mr. Dunville said. Marshall Terry, Crosley vice president in charge of television, is to be in New York this week to work out details on specific programs with DuMont.

RCA TV Demonstrator

UNVEILING of RCA's new "television dynamic demonstrator" was held last Wednesday at New York's RCA Exhibition Hall. The demonstrator, a complete 30-tube television receiver in operation, is spread out on a giant "blue print" panel, and is used for simulating various troubles that arise in video set operations. The "trouble shooter" demonstrator which shows the paths taken by both sound and picture signals, will be used in a series of television clinics on practical video service problems to be held for servicemen throughout the country by the RCA tube department under sponsorship of local RCA tube, parts and test equipment distributors.

COURTLAND D. FERGUSON, president of Courtland D. Ferguson Inc., Washington, received *Teleguide* magazine's award for creation of Washington's favorite television commercial, Briggs' Pigs, for Briggs' Meat Products, Washington.



STUDIOS:
HOLLYWOOD'S
RADIO CITY,
SUNSET and VINE

TRANSMITTER: MT. WILSON, ALTITUDE 5,780 FEET

TELEVISION CENTER OF THE WEST

KNBH
HOLLYWOOD
Channel 4

NBC Television

THE NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA

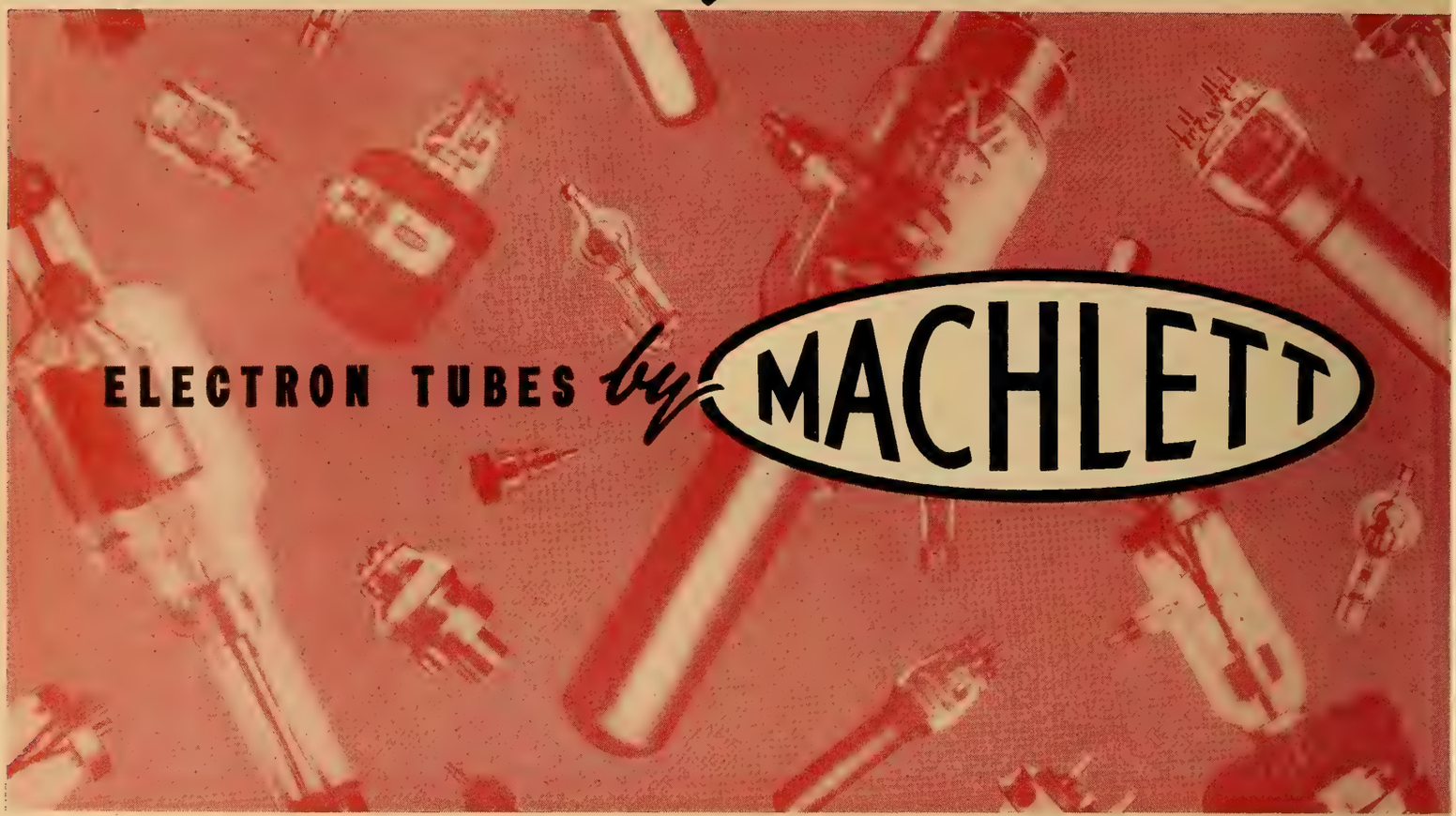
In TV, as in AM, Hollywood's Radio City is now the most important address on the West Coast.

Here, only a few weeks ago, NBC's own station, KNBH, began operations. Already it has won a commanding position in America's third-largest television area, its third-largest market area.

Reason? The same high standards of program and technical quality which NBC Television pioneered in the East.

We have some excellent program packages attractively priced. Your NBC sales representative will be glad to tell you more about them.

Introducing A NEW TEAM



Combining Research—Development—Manufacturing Skill

Here's great news for Broadcasters. Machlett Laboratories and Graybar Electric Company have joined forces in a new distribution line-up to bring you more efficient and complete service on electron tubes.

For over 50 years, Machlett has pioneered and made notable contributions to the development of the electron tube art. Today, through its modern plant, development laboratories and skilled personnel, Machlett tubes will set the highest standard of performance in broadcast service.

This combination of Machlett and Graybar is your best assurance of getting superior tubes. For better value—better service—try Machlett tubes now distributed via Graybar.

TO SEE THE FULL LINE OF MACHLETT TUBES, VISIT THE GRAYBAR BOOTH, NO. 96-97, AT THE IRE SHOW, MARCH 7-10.

MACHLETT OVER 50 YEARS OF ELECTRON TUBE EXPERIENCE

Famous as the outstanding manufacturer of X-ray tubes, the name, Machlett, on electron tubes has been the mark of quality, top performance and long life for more than 50 years. Experience, skill and a "singleness of purpose" to produce the best in electron tubes have made Machlett first choice around the world.

MACHLETT LABORATORIES, INC., Springdale, Connecticut

TO SERVE BROADCASTERS . . .



with National Distribution Service

In keeping with its policy of "Bringing You Broadcasting's Best Equipment," Graybar is proud to assign its Tag—the Symbol of Distribution—to the Machlett line of electron tubes.

This new connection will bring you dual benefits: (1) products from an outstanding manufacturer of electron tubes, (2) distribution service from an organization offering specialized assistance in choosing the best type of product for your requirements.

Machlett tubes can now be quickly and conveniently ordered through near-by Graybar "Supply Stations" located in over 100 principal cities from coast-to-coast. When you order Machlett tubes "via Graybar," you'll have the right combination for extra service and performance.

Call your local Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc., Executive Offices:
Graybar Building, New York 17, N. Y.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

These are the Graybar Broadcast Equipment Specialists in key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 4104

CINCINNATI
J. R. Thompson, Main 0600

CLEVELAND
W. E. Rockwell, Cherry 1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180

KANSAS CITY, MO.
R. B. Uhrig, Grand 0324

LOS ANGELES
R. B. Thompson, Trinity 3321

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Court 4000

RICHMOND
E. C. Toms, Richmond 2-2833

SAN FRANCISCO
K. G. Morrison, Market 5131

SEATTLE
D. I. Craig, Main 4635

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Telestatus

Liability for Film Rights
(Report 46)

THE article here printed is the text of a speech given by George J. Bonwick, president of Pictorial Films Inc., at the American Television Society film forum held Feb. 1 at the Museum of Modern Art, New York. Pictorial Films is a distributor of 16mm films and a subsidiary of Pathe Industries Inc., both New York.

By GEORGE J. BONWICK

UNTIL such time as all the problems connected with the showing of a film over a television station have been submitted to court review and decisions have been rendered, we will all continue to lay ourselves open to liability for untold millions of dollars of possible damages.

In the meantime, what can we do to limit our liability until test cases have been decided upon? Here are some suggestions and possible solutions.

Sometimes it is better to remain silent and appear a fool than to speak and remove all doubt about it. This may turn out to be one of those occasions, but since I believe a lot of us are living in a fool's paradise in connection with the matter of liability attached to the showing of a motion picture over television stations, I may have plenty of company—judge this for yourselves as I attempt to show that this empyrean of imagined freedom from liability in which sponsors, television stations and film distributors alike are currently basking may very well contain all the elements of bankruptcy for all concerned, and the means of making television anathema to advertising sponsors of television film programs.

The Concerned Parties

Who, in the final analysis, is actually holding the bag for the untold millions of dollars of possible damages which are piling up day by day as television stations continue to show films?

The 644 sponsors of television programs

The 53 television stations operating

The 192 advertising agencies with television departments

The 76 film distributors

The 123 film producers

A total of 1,088 potential suckers. Boy! what a bonanza it's going to be for the lawyers!

This multi-million dollar "who" applies mostly to the users of ancient vintage films which comprise about 90% or more of the films now being shown over television stations because these ancient films in most instances cannot be completely or even partially cleared as to music and performing rights—the composers, authors and copyright proprietors probably died of old age long before television was even thought of. Users of the so-called new television films (5 to 10 years old) for which adequate music and performing right clearances can be obtained are not yet sacrosanct from this "who" and will not be until the courts decide whether or not even the silent motion picture image of an actor or other individual may be shown over a television station.

The following letter was received from Myron Sulzberger Jr., Sulzberger & Sulzberger, counselors at law, 61 Broadway, New York by the American Broadcasting Co.

Dec. 29, 1948

Gentlemen:

Our client, Miss Luba Malina, informs us that you are exhibiting motion picture films of her over television and that the same are being exhibited without her consent or permission.

Miss Malina objects to such exhibition and informs us that the same are damaging her professionally and hereby demands that you cease exhibiting any such films hereafter.

Myron Sulzberger Jr.

Let's take a film and follow the steps necessary to get it shown by a television station.

1. Distributor gets it from the producer by contract.
2. Distributor makes contract with television station.
3. Television station makes contract with sponsor (if it can find one) or
4. Television station makes contract with advertising agency which has been able to find a sponsor which in turn makes contract with sponsor.

Now let's try to find this multi-million dollar "who" that I've been talking about.

Here we have a contract between Pictorial Films and one Milton Schwartzwald, which contract covers the purchase by Pictorial of all rights to a series of 23 one-reel musical shorts produced by Schwartzwald. Listen to part of what is written:

1. The seller hereby sells, assigns, transfers and sets over into Pictorial, in perpetuity, the sole, exclusive and complete right and title, free and clear of any liens or encumbrances of whatsoever kind or nature, to exhibit, distribute and otherwise exploit the pictures listed in Schedule "A" annexed hereto, throughout the world.
2. The sale hereunder to Pictorial includes, without being limited thereto, the right to distribute, exhibit and otherwise exploit the pictures in any and all gauges and by any other means now known or hereafter to become known, including television . . .
3. The seller represents and warrants that he has acquired from the copyright proprietors of the literary or dramatic material upon which the pictures are based and the musical works synchronized therewith, the right to grant to Pictorial the rights which are the subject matter of this agreement. The seller further represents and warrants that none of the pictures, or any part thereof, violate or infringe any patent, trade mark, trade name, copyright or the right of privacy, of any individual, firm, corporation or association whatsoever.

Note that it says the sole, exclusive, etc., not, as many contracts state—all of the producers (his) right, title, etc.

Looks as if we have pretty good title to those 23 one reelers, doesn't it, and that we're okay on freedom from damages.

Now let's see what is written in a contract between Pictorial and American Broadcasting Co. covering the televising of one of these 23 one-reel musicals entitled *Samovar Serenade.*

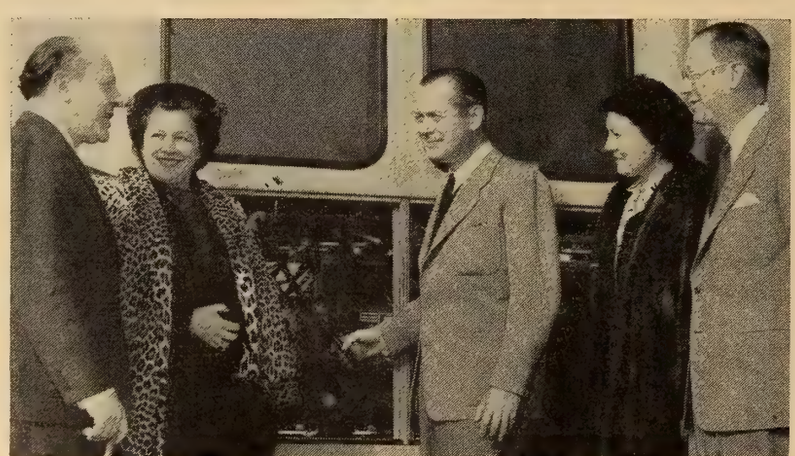
"We warrant that we have the right to grant the lease and license for broadcasting the print by television and that such broadcasting will not violate rights of others, and we agree to indemnify and hold you, your officers, directors, agents, stockholders, employes, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the programs and their agents and your and their successors, harmless from and against all damage claims, liability, costs and expense, including attorneys' fees, arising out of the broadcasting of the print by television.

"With reference to the performing rights in the music in the print, we represent and warrant that this lease carries with it such performing rights and that you are authorized to broadcast that music by television, and we hereby agree to indemnify and hold harmless you, your officers, directors, agents, stockholders, employes, the owners and operators of your affiliated stations and stations which you authorize to broadcast the print, sponsors of the program and their agents and your and their successors, harmless from and against all damage claims, liability, costs and expenses, including attorneys' fees, arising out of the performance of such music in the print by you or your affiliated stations, or stations which you authorize to broadcast the print by television."

Looks as if the American Broadcasting Co. has nothing to worry about too. Doesn't it?

Now let's go back to the letter Miss Luba Malina sent to the

(Continued on page 79)



WEST greets East as Lewis Allen Weiss (l), chairman of the board of Mutual and president of Don Lee network, shows new television truck of KTSL (TV) (Don Lee) Hollywood to Jack Straus (r), president of Macy's, New York City. Other interested spectators are (l to r) Mrs. Straus, Robert Montgomery and Mrs. Weiss. Macy's is affiliated in ownership with Bamberger Broadcasting Service—WOR New York and WOIC (TV) Washington.

Reports on Receivers

TV SET FIGURES reported to BROADCASTING during the past week:

Washington (metropolitan area) —34,200 as of Feb. 1, reported by Washington Television Circulation Committee.

Louisville, Ky. — 3,878 (2,585 homes, 1,293 public places), reported by WAVE-TV Louisville.

Cleveland—24,710 (21,656 homes, 3,054 public places), reported by Bureau of Business Research, Western Reserve U.

Milwaukee — 16,236 (90% in homes) as of Feb. 1, reported by WTMJ-TV Milwaukee.

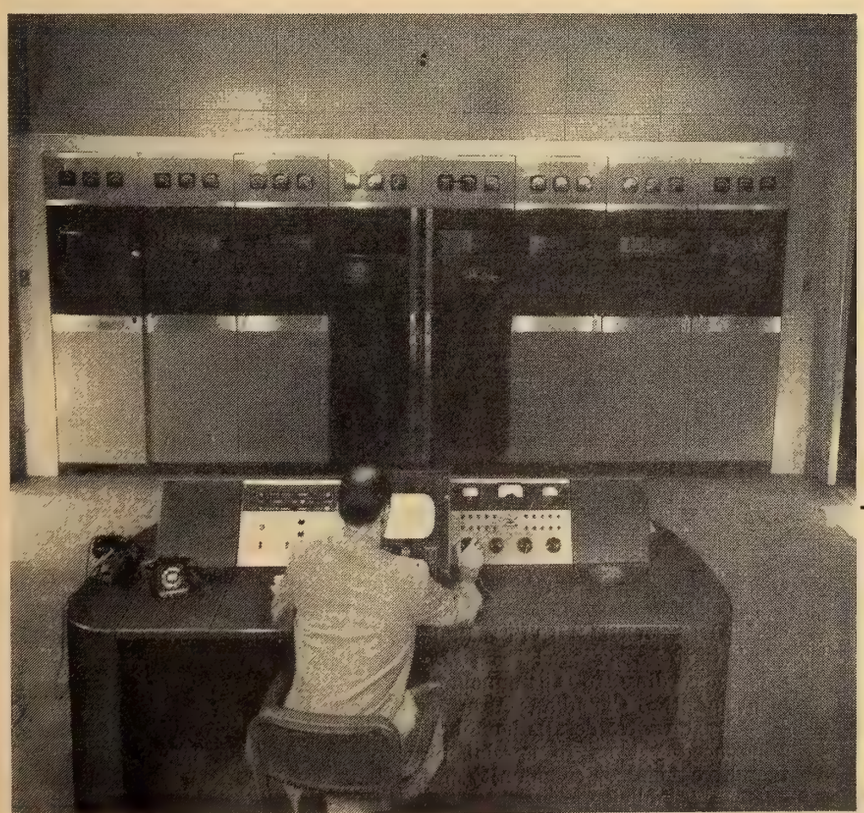
St. Louis—20,000 (17,000 in homes, 3,000 in public places) as of Feb. 1, reported by Union Electric Co. of St. Louis.

Chicago (50-mile radius — 89,156 as of Feb. 1, reported by Chicago Electric Assn.

FEBRUARY 23 IS T-DAY



for Dayton, Ohio and WHIO-TV CHANNEL 13



Dayton's First Television Station Goes on the Air

• Equipment tests . . . program demonstrations . . . all preliminaries are nearly complete now. WHIO-TV begins its regular commercial schedule February 23, 1949. Ask a Katz Agency representative about availabilities.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

EVERITT TO SPEAK

At NAB Engineering Meet

DR. WILLIAM LITTELL EVERITT, U. of Illinois electrical engineering department head, will be principal speaker at the NAB Engineering Conference to be held April 6-9 at the Stevens Hotel, Chicago, during NAB convention week. Dr. Everitt is a past president of the Institute of Radio Engineers and conducted the famed broadcast engineering conferences held annually before the war at Ohio State U.

NAB President Justin Miller will formally open the conference at the April 7 luncheon. Registration for the three-day meeting will start Wednesday, April 6. There will be a radio factory tour followed by an evening reception Wednesday. Technical papers will be presented by outstanding engineers Thursday and Friday. A half-day schedule is planned Saturday. About half the technical papers will be devoted to television.

Magnetic recording, the NAB recording and reproducing standards, problems of AM and FM radio and other topics will be discussed, according to Royal V. Howard, NAB director of engineering.

In connection with the conference NAB will stage its largest exhibition of radio and television equipment and services in NAB convention history.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Dec. 31 280
Number of network commercials starting during January 16
Number of network commercials ending during January 6
Number of commercials on the four nationwide networks, Jan. 31 290

January Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Chesebrough Mfg. Co.	Little Herman	ABC	Sat. 9-9:30 p.m.	McCann-Erickson Inc.
Pepsi-Cola Co.	Counter-Spy	ABC	Tues. & Thurs. 7:30-8 p.m.	Biow Co. Inc.
General Electric Co.	House Party	ABC	Mon.-Fri. 3:30-4 p.m.	Young & Rubicam Inc.
Kaiser-Frazer Sales Corp.	Walter Winchell	ABC	Sun. 9-9:15 p.m.	Wm. H. Weintraub & Co. Inc.
Dr. Posner's Scientific Shoes for Children	Big 'n' Little Club	ABC	Sat. 10:30-11 a.m.	Hirshon-Garfield
P. J. Ritter Co.	Betty Clark Sings	ABC	Sun. 3:15-3:30 p.m.	The Clements Co. Inc.
Wm. H. Wise Co. Inc.	Get More Out of Life	ABC	Mon.-Fri. 11-11:15 a.m.	Thwing & Altman Inc.
Liggett & Myers	Tales of Fatima	CBS	Sat. 9:30-10 p.m.	Newell-Emmett Co. Inc.
General Foods	Gang Busters	CBS	Sat. 9-9:30 p.m.	Young & Rubicam Inc.
Seeman Bros.	Allan Jackson and the News	CBS	Sat. 11-11:05 a.m.	Wm. H. Weintraub Inc.
Mars Inc.	Dr. I.Q. Jr.	NBC	Sat. 5:30-6 p.m.	Grant Advertising Inc.
Lewis Howe Co.	Allan Young Show	NBC	Tues. 8:30-9 p.m.	Dancer-Fitzgerald Sample Inc.
Miami Margerine	Queen for a Day	MBS	Tues.-Thrus. 2-2:30 p.m.	Ralph Jones Co.
Ronson Art Metal Works Inc.	Johnny Desmond Show	MBS	Sat. 7:55-8 p.m.	Cecil & Presbrey
Ace Markets Inc.	Songs by Great Singers	MBS	Sun. 1:45-2 p.m.	Al Klinger Assoc.

January Deletions

Seeman Bros. Inc.	Tomorrow's Headlines	ABC	Sat. 11:30-11:45 a.m.	Wm. H. Weintraub & Co. Inc.
Curtis Candy Co.	Warren Sweeney and the News	CBS	Sat. 11-11:05 a.m.	C. L. Miller Co.
Toni Co.	This is Nora Drake	NBC	Mon.-Fri. 11-11:15 a.m.	Foote, Cone & Belding
Lewis Howe Co.	Date With Judy	NBC	Tues. 8:30-9 p.m.	Roche, Williams & Cleary Inc.
Kaiser-Frazer Sales Corp.	Meet the Boss	MBS	Sat. 9:30-10 p.m.	Wm. H. Weintraub & Co. Inc.

January One-Timers

Gillette Safety Razor Co.	Sugar Bowl Football Game	ABC	Sat. Jan. 1, 2:30 p.m. to conclusion	Maxon Agency
R. J. Reynolds Tobacco Co.	Cotton Bowl Football Game	MBS	Sat. Jan. 1, 2 p.m. to conclusion	Wm. Esty Co.

OTIS A. KENYON

K&E Board Chairman Dies

OTIS ALLEN KENYON, 69, chairman of the board of Kenyon & Eckhardt, New York, died Feb. 3 in Nassau of a cerebral hemorrhage. He was in the Bahamas on a vacation.



Mr. Kenyon

Mr. Kenyon began his business career in 1904 as a member of the railroad test commission of the St. Louis World's Fair. In 1913 he was named chief engineer of the Arc Welding Machine Co. Five years later he became associated with Ray D. Lillibridge, Co. technical advertising. His own firm, Kenyon & Eckhardt, was formed in 1929. At first he was director, and in August 1942 became board chairman.

He was also chairman of the board of the Kenyon Technical Research Corp. He translated various foreign technical works including "Stray Currents From Electric Railways."

Mr. Kenyon was editor and co-author of *Standard Handbook for Electrical Engineers*. During the first world war he invented the welding system used for making Liberty engine cylinders and subsequently became a member of the welding committee of the War Shipping Board. Another one of his inventions was that used for welding the steel lining of the Catskill aqueduct. He held some 40 welding patents.

He was a member of The American Institute of Electrical Engineers, The Society of Automotive Engineers, The American Assn. for the Advancement of Science and The American Museum of Natural History. He also belonged to Sigma Chi fraternity, the Cornell, Lotos, Greenwich Country and Indian Harbor yacht clubs and the Greenwich Riding Assn.

Surviving are his wife Florence Batholmew Kenyon, and a son Donald B., and daughters, Ingrid Kenyon and Mrs. Glenn Wiggins.

NINE DROPPED

Four AM, Five FM Deleted

FOUR AM and five FM stations were deleted last week by FCC. Included was license for WKOB North Adams, Mass., assigned 250 w day on 860 kc, which ceased operations Jan. 22 and voluntarily turned in its authorization [BROADCASTING, Feb. 7]. No reason was given but it was believed economic factors were responsible. Licensee was Citizens Broadcasting Co.

The other three AM stations cancelled—all for want of prosecution on the part of the construction permittees—were KYSC Yuma, Ariz.; WLBW Lynchburg, Va., and KVNC Carson City, Nev. Withdrawals for 1949 in AM field now total one licensed station and four outlets holding CPs.

The FM deletions included one licensed station, WWDX Paterson, N. J., and four holding CPs: KSRO-FM Santa Rosa, Calif.; WITE Bridgeport, Conn.; KGKL-FM San Angelo, Tex., and KOKH Oklahoma City (educational). FM withdrawals this year now total two licensed stations, one holding conditional grant, one educational CP and 16 commercial CPs.

KYSC, owned by Yumesa Broadcasting Co., was assigned 1 kw fulltime on 1190 kc, directional. It was deleted effective Feb. 4, FCC said, for want of prosecution. Its original CP had expired Nov. 4, 1948.

WLBW, owned by Hill City Broadcasting Co., was assigned 250 w fulltime on 1230 kc and its permit expired Nov. 25, 1948. An application for extension of completion date was dismissed Feb. 3 at the applicant's request, the Commission said, and the station was deleted effective that date for want of prosecution.

KVNC was owned by Ralph Morgali trading as The Voice of Nevada's Capital. Station was assigned 250 w fulltime on 1450 kc. KVNC was scheduled to be completed July 17, 1948, and an application for extension of completion date to Jan. 17 was pending. FCC explained that it had received no answer to an inquiry made of the station last July and since even the completion date specified in the extension request had passed the CP was considered forfeited.

The license for WWDX (FM) was turned in by the Passaic, N. J., *Daily News* as fulfillment of condition to grant of purchase by the *Daily News* of WPAT (AM) and WNNJ (FM) Paterson [BROADCASTING, Dec. 20, 1948]. WWDX, a community outlet, ceased operations Jan. 9. WNNJ is a Class B outlet.

Ruth W. Finley, licensee of KSRO Santa Rosa, in turning in the KSRO-FM permit informed FCC she had decided not to go ahead with an FM investment at this time "upon careful review, with my financial advisors, of my financial situation as of the end of the year 1948."

The Bridgeport Herald Corp., upon dropping WITE (FM), stated that "developments in the radio and television industry since the application was filed and the construction permit issued, and changes in the local situation resulting from causes not under the control of the permittee, have contributed to the decision to surrender this construction permit."

KGKL-FM, owned by KGKL Inc. which also is an AM licensee, was dropped because of the isolated location of the proposed transmitter site. Firm said transmission wires and electric power are unavailable at this site and will be for another 12 months.

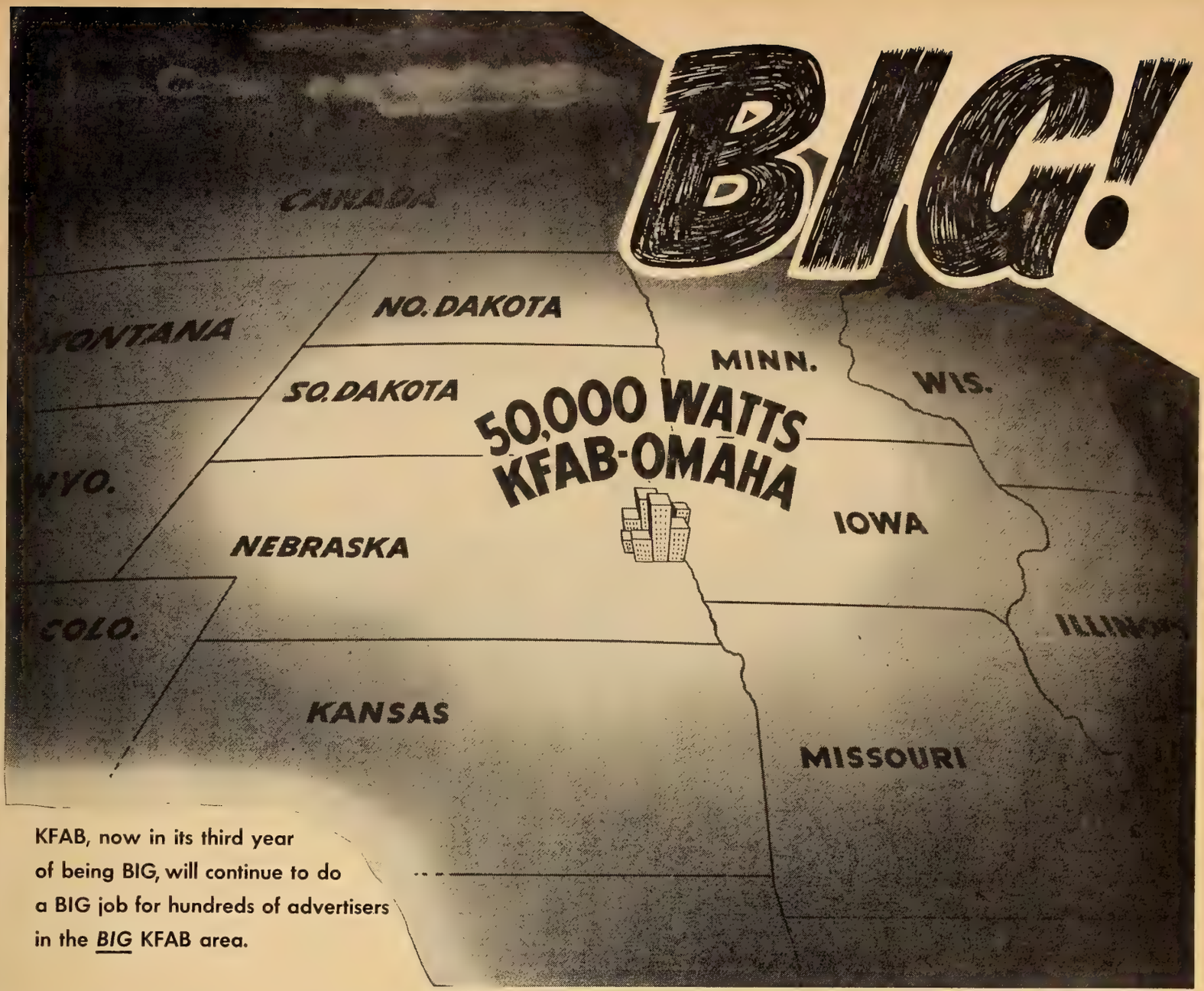
KOKH, authorized to the Board of Education of the City of Oklahoma, was given up because funds had to be diverted to other uses. The board told FCC that enrollment has increased and money has gone toward building new elementary schools.

Canada Radio Week

CANADIAN COMMUNITY Radio Week is to be observed from May 8-14, according to an announcement of the Canadian Assn. of Broadcasters. No details have been announced yet as to special national, regional or community programs or publicity.

WCCO D. C. Dinner

STATION officials of WCCO Minneapolis-St. Paul and WTOP Washington, CBS outlet, attended a dinner last Monday in Washington in honor of the Minnesota Capitol delegation comprising two Senators and nine Congressmen. Reception is held annually by WCCO, which covers Capitol Hill activities of the state's representatives on special transcribed broadcasts. Among those present were Merle Jones, WCCO general manager; Gene Wilkey, assistant general manager; Larry Haeg, farm service director; Earl Gammons, CBS vice president in charge of Washington offices, and Eric Sevareid and Bob Lewis, WTOP-CBS correspondents.



KFAB, now in its third year of being BIG, will continue to do a BIG job for hundreds of advertisers in the *BIG* KFAB area.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

An open letter to Station Owners and M

re: How to Run a Radio St

Right off the bat, let me freely admit that I've never run a station in my life, which clearly entitles me to tell *you* how to do it. Yes, like everyone else who's been in the advertising business for an awfully long time, I've developed some theories on radio station management that I've often wanted to expound to owners and managers. The fact of the matter is that over more years than I care to think about, I've spent millions of dollars for radio time and programs, plus a sizeable hunk of my life talking to station people and their reps. All of which, I hope, qualifies me for at least a hearing.

It strikes me that one of the most important, if not the BIGGEST, problem that confronts a station is the one of *programming*. I've always figured that this takes precedence over sales. It is no secret that today we're back to the old-time familiar radio groove of pre-war days—no one is begging you for a time slot; each one must be sold on its merits. The fact that a late afternoon or a late night-time period is available, does not bring buyers a-running. You've got to build a show and an audience for each of these strips FIRST, so you can have a *reason* for an advertiser to sponsor it.

In other words, my friend, to turn those empty unprofitable time slots into profitable sponsored periods—you've got to begin by wisely investing money before you can make money.

How to fill one of these segments is certainly the $64 question. Another detective or dramatic program? A big transcribed musical variety show? Fine, for a once-a-week thing. But an expensive procedure for an across-the-board strip. What's more, the best of these are now on the networks. Your listening audience knows where and when to tune in to get this radio fare. Yours has got to be awfully good to compete.

Another news slot? You're probably loaded with news as of now. And what's novel about more news? A disc jockey show? Okay, if it's really good and not just a continuation of the same personality already on your station two or three times a day. A hill-billy show? Ho-hum. A sports program? Excellent, if it's something like an on-the-spot broadcast of baseball, football, racing, or anything else big in the sports world—a rather rare commodity.

And that brings me right smack to a recommendation I am dying to make.

A year ago I started getting interested in recorded classical music programs when I noticed that there were six of these on the air every day in Chicago, and every one of them sponsored! I checked further and learned that hundreds of radio stations throughout the country feature a daily program of this type, that a majority were sponsored, and that a few stations in the East, notably WQXR New York City, have discovered that this field is so lucrative that they program classical music almost exclusively morning, noon, and night.

Further checking revealed that in recent years classical music record sales have jumped 800%; that in 1947 fifty percent more people attended classical music concerts than the combined attendance to all big league baseball games (America's national pastime), that 62.5% of all people like to listen to good music, and that in the top social

anagers

tion

and income groups, there is a decided preference for fine musical programs. What's more, I learned that the people who desire this music are devoted, enthusiastic listeners. They will choose it over top network shows, will make their wishes known by writing letters by the carload, will visit the sponsors' stores by the thousands to get copies of the weekly or monthly classical music program schedule, and will become regular loyal purchasers of the sponsors' product.

"Well, well," I said to myself, "Here is a sleeper. What would happen if I produced and syndicated *the best* classical music program in the business? If I could get the top guy in the music world to select the records and deliver the commentary? If I could get the top musical artists to appear in guest interviews on this show? Seems to me that this would be a natural."

Many of you know the rest. I signed up Deems Taylor, Dean of American music, famous as a music critic and radio music commentator, a gifted composer in his own right. His achievements are too numerous to mention here. Suffice to say that for years on end he's been the intermission commentator in the New York Philharmonic Society Broadcasts and he is now on the air coast-to-coast for Standard Oil.

The Deems Taylor Concert is built as a half-hour five-times-a-week show. Mr. Taylor brings you authority and skill in programming. He personally builds each concert from his own great library of record masterpieces. With his wit, charm, and civilized type of comment, he adds a new dimension to music, clothes it with fresh meaning and a deeper understanding.

The commentary is transcribed on bands, comes with complete scripts and cue sheets specifying announcers' leadins and music to be played. You supply the records. If your library doesn't have them, we make arrangements to secure the records for you at cost.

The biggest names in music appear in weekly guest interviews, people of the caliber of Gladys Swarthout, Lawrence Tibbett, Jan Peerce, Pierre Monteux, Leopold Stokowski, Fritz Reiner, etc.

The combination of all of this makes for a great show—the most distinguished program of its kind ever made available—fine music in its most exciting and palatable form.

Did my hunch that America would take this program to its bosom pan out? Well, since September 1, 1948, we have sold the show to WOR New York, WNAC and the complete Yankee Network, KQV Pittsburgh, KSD St. Louis, WCFL Chicago, CKLW Detroit, WPEN Philadelphia, WBEN Buffalo, WWDC Washington, D. C., WEMP Milwaukee, KOA Denver, WBNS Columbus, KIXL Dallas, WGST Atlanta, KOL Seattle, WITH Baltimore, KGB San Diego, and almost 100 others. Surprised?

It's being sponsored by banks, department stores, public utilities, loan companies, auto dealers, electric appliance dealers, jewelry stores, dairies, drug chains, food chains, national food advertisers, national medicinal advertisers—and even breweries, furniture stores, furriers, and credit clothiers.

It is becoming America's fastest selling transcribed show.

It is the answer to what to put in that empty, hard-to-sell time period. The kind of a program that will build and hold an elusive, difficult-to-please radio audience; an audience that is loyal, enthusiastic; an audience that will keep an advertiser aware that his radio show is working—because these people demonstrate their listenership by personal mention to the client, by writing letters, and by buying the sponsor's merchandise.

If the program is still available in your market, may I respectfully suggest that you investigate its possibilities for you. *It is one of the things you can do to run a better radio station.* It will add prestige and class to your program structure. It will develop a healthy responsive listening audience. It will get you a long-term sponsor. And it is moderately priced, within your immediate means. The weekly price* of the Deems Taylor Concert for five half hours is your one-time daytime national half-hour rate. Additional information and free audition platter available on request.

Walter Schwimmer

WALTER SCHWIMMER, *President*
RADIO FEATURES, INC.
75 E. Wacker Drive, Chicago, Ill.

* For example, if your one-time daytime half hour rate is $50, cost of the Deems Taylor Concert is $50 per week.

Editorial

Code 'Blue Eagle'

BROADCASTERS have a code, sweated out through several years of intensive and sometimes sanguinary deliberation. It becomes fully effective May 19 of this year.

As a sequal to the code, there is a plan for observance, to be cleared through a committee comprising broadcasters and representatives of advertisers and agencies. Because it is a voluntary code, there is no machinery for enforcement, which would connote policing.

The code will be effective only if it is observed by a majority of the stations, with the cooperation of advertisers and agencies. Radio will be done great injury if it parades its standards but doesn't carry them out.

Such a condition would be akin to prohibition. Who doesn't remember those hypocritical folk who gave lip service to prohibition but proceeded to patronize the bootlegger?

Walter J. Brown, owner of WORD Spartanburg, and a former top-flight Washington newsman, detects in broadcasters' ranks a disposition to give lip service to the code and nothing more. He warns that one station in a market cannot enforce the code when other stations do not go along unless some compensation is offered the station willing to lose business to practice standards that make good radio.

Mr. Brown suggests that something like the old NRA Blue Eagle seal be devised. When a station complies, as attested by inspection of logs, an emblem could be awarded through the NAB. The station would be authorized to state that it is broadcasting under the standards of good radio practice as defined by the NAB.

We think Mr. Brown's plan, or some variation of it, has much to commend it.

Cuban Cupidity

WHILE THE trial of "Axis Sally" for treason via radio during the war makes headlines, there is current in our own hemisphere a clandestine radio propaganda effort which, in ordinary times, surely would provoke an international incident. Indeed, it's surprising that there hasn't been a word about it from our State Dept., which certainly must be conversant with the fantastic affair. The sordid story appears elsewhere in this issue (See page 23).

Last fall it was disclosed (and so far as we're aware, BROADCASTING was the only American journal to publicize it) that the Peron government in Argentina had subsidized a Cuban network, known as RHC Cadena Azul, to the extent of $250,000 annually for four years. The purpose was to spread the Peron ideology. This followed Peron "acquisition" of practically all Argentine stations, and many newspapers.

Allegations against RHC now have been publicly confirmed in an amazing disclosure in Havana, which reads as if it had been plucked from a novel on Latin American intrigue. Former Senator Edvardo R. Chibas, president of the Cuban Peoples Party, produced what he described as documentary evidence of charges which were both broadcast and published in Havana, in mid-January.

Interwoven in this activity is what appears to be a Peron counter-move against the Inter-American Association of Broadcasters, which espouses the American system of free enterprise in radio. Goar Mestre, director of Cuba's largest network, Circuito CMQ, is president of IAAB. It was Mr. Mestre who found it healthy to hastily adjourn a meeting of the association in Buenos Aires a few months ago because of threats of bodily harm. His relentless campaign—virtually a one-man undertaking—has resulted in Peronista charges he is a "lackey of Yankee imperialism."

Peron's censorship of news and radio dispatches is now commonplace. Our Embassy has done little or nothing to expose these machinations. Our Ambassador, James Bruce, who evidently would prefer to see this whole affair kept quiet, is returning to Washington.

The Peron effort to commandeer Cuban radio and to infiltrate Latin America is but a first step. His obvious objective is to undermine U. S. prestige in this hemisphere.

Why shouldn't Envoy Bruce appear before a Congressional foreign relations committee for a forthright presentation of the situation as he knows it? Goar Mestre, who now is in the United States (he's a Yale graduate), has a story that, for intrigue and fantasy, would eclipse even the "Axis Sally" disclosures.

Forgotten Job

IN THE few weeks that Congress has been in session, more words about radio have been dumped into the *Congressional Record* than in any other corresponding period within memory.

While nothing definitive yet has transpired, these events underline the growing importance of radio in our national economy. By the same token, the blistering attacks upon radio make it evident that radio's Congressional relations are far from what they might be.

Former President Herbert Hoover, who heads the Commission to reorganize the Federal establishment, failed to exclude radio regulation from a proposed status that might make it subject to political patronage, like the appointment of postmasters. The House Un-American Activities Committee would discriminate against radio by excluding microphones, recorders and television from its hearings. The veteran Sen. Tom Connally of Texas in glittering generalities attacks radio for being "crooked" and "unfair." Chairman Ed C. Johnson continues his quest to make his Senate Commerce Committee a super-FCC. And Rep. Harry R. Sheppard (D-Calif.) has reintroduced his sizzling bill of last year to prohibit station ownership by networks and manufacturers.

Thus, the political climate for radio, both as to licensee and licensor, is unhealthy. The most important single issue—that of radio's freedom from censorship—is blithely ignored.

A charge such as Sen. Connally has levelled shouldn't go unchallenged. A report such as the Senate subcommittee unloaded a fortnight ago should be answered, not as to specific proceedings, like the clear channel issue, but as to broad principle. The crux is not what happens to the FCC or even to individual stations, but to service to the public. All sides, it appears, have lost sight of the obvious truism that laws are written in the interest of the people.

This last month has made it abundantly clear why radio should have more effective Congressional liaison. Call it lobbying, if you must. There's nothing reprehensible about keeping the elected representatives of the people (broadcasters are constituents too) informed on the whys and wherefores of a free radio.

The NAB does not have full-time executives engaged in either legislative or regulatory contact. There never has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff executives to legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the "lobbying" issue expired long ago.

Our Respects To —



ARTHUR LYLE BUDLONG

TWENTY-FIVE years ago a bright young chap from Washington, D. C., with a mechanical turn of mind, began what appeared to be a most paradoxical career. He became a professional amateur.

Today that chap—one of the most-traveled individuals in radio, professional or amateur—heads the American Radio Relay League comprising 60,000 members. It is an organization with no age limits either way. These boys and girls, who are in radio for the fun of it, were more responsible than any other group for the opening of the shortwaves now so fabulously vital to world communications.

And Arthur Lyle Budlong (Bud, as connoted by his ham call W1BUD) was in the thick of it all. His fruitful association began amateur-like. He literally crashed his way into that new job on Feb. 11, 25 years ago in Hartford, Conn. Eleven panes of window glass at the old Main Street offices of ARRL were shattered when young Bud, quite unwittingly, ignited a hydrogen-filled balloon under test as an antenna support.

He joined ARRL to become editor of a syndicated column on ham radio. He remained to contribute his services to an institution as thoroughly American as hot hogs, ham and eggs, and baseball. Since last September he has been acting secretary-headquarters manager and editor of the League's monthly journal *QST*.

The 25 years have been distinguished, too, by many services to his government. He represented the amateur service on the government delegation to the Inter-American Radio Conference in Santiago, Chile, in 1940. During World War II he served as a U. S. Coast Guard communications officer, released to inactive duty with rank of lieutenant commander in 1946. In 1945 he assumed civilian status long enough to represent the ARRL at the Inter-American Radio Conference in Rio de Janeiro. Throughout his Coast Guard service, his commanding officer was Commodore E. M. Webster, now an FCC commissioner.

In 1946 Lieut. Commdr. Budlong attended the the Radio Aids to Navigation Conference in London for the Coast Guard and the British-American meeting in Bermuda. He participated in practically every government allocations and planning group.

When he took off his uniform and resumed his post with ARRL after the war, he represented the amateur service on the government delegation to the five-power Moscow Conference in 1946 and at the 1947 International Tele-

(Continued on page 82)

You reach 2 to 3 times as many customers with WOAI

DAYTIME

WOAI LISTENING HOMES — 29½%

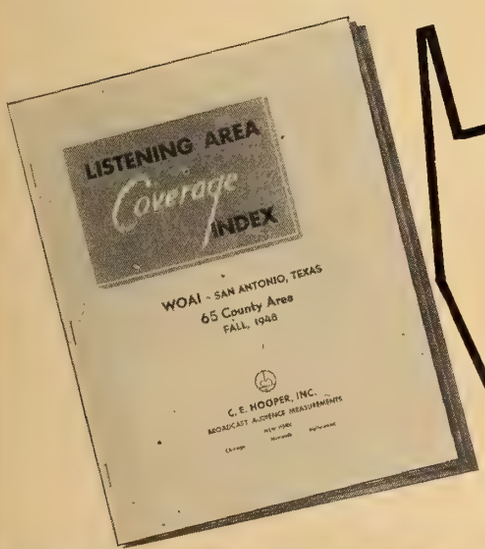
NEXT HIGHEST STATION LISTENING HOMES — 13½%

NIGHTTIME

WOAI LISTENING HOMES — 35%

NEXT HIGHEST STATION LISTENING HOMES — 12%

The new Hooper Listening Area Index shows: WOAI 2 to 1 in daytime, 3 to 1 at night, over the next most popular station! This Survey, filled with facts obtained from a cross-section of homes in the area* proves that now, more than ever, WOAI is "the most powerful advertising influence in the Southwest."



To get all the facts, write WOAI, San Antonio, for YOUR folder based on the new Hooper Listening Area Index — or see your Petry man.

If you want to get your message into the homes of these Texans, remember that WOAI is the only single medium affording complete coverage.

* *The 65 Texas counties where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)*

WOAI San Antonio

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.------- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management



LOUIS RUPPEL, newly appointed director of Clear Channel Broadcasting Service [BROADCASTING, Feb. 7], is in Presbyterian Hospital, Chicago, undergoing treatment for a back injury. No indication was given as to when he would assume his Washington post.

LYNN JOHNSTON, commercial manager of KAGH Pasadena, Calif., has been appointed general manager of station's AM and FM facilities. He replaces **PETE WATTS,** recently resigned to join KYJC Medford, Ore., in same capacity [BROADCASTING, Jan. 24]. Before joining KAGH three and one-half months ago as commercial manager and special features director, Mr. Johnston was account executive with WJLB Detroit for six years. Prior to that he was commercial manager for WSRS Cleveland.

VIRGINIA ALLEN, continuity chief of WHFB and WHFB-FM Benton Harbor, Mich., since its opening in September 1947, has been appointed assistant manager of the stations. Mrs. Allen was an agency account executive previous to joining the station, and as Virginia Paxton is author of *Penthouse in Bogota.*

W. E. COLLIER, formerly of CKCK Regina, Sask., has been appointed manager of CJNB North Battleford, Sask.

STEPHEN W. RYDER, manager of WENE Endicott, N. Y., is the father of a girl, Mary Lynne.

JOHN BALLANTYNE, chairman of the Philco Corp. board of directors, has been appointed a member of committee to supervise Greater Philadelphia Trade Fair of 1949, to be held Sept. 24 to Oct. 1.

RALPH S. SILVER Jr. has resigned from sales staff of WTHT Hartford, Conn., to become general manager of WLNA Peekskill, N. Y. Mr. Silver will assume his new duties March 7.

LINWOOD T. PITMAN, on the staff of WCSH Portland, Me., since its establishment in 1925, has been appointed executive manager of the station. He has served as station's promotion manager for past several years.

WILLIAM S. HEDGES, vice president of NBC, will lead New York's entertainment world, the publishing, advertising and graphic arts industries in the Red Cross 1949 campaign. Serving with Mr. Hedges as group chairmen are: **CLARENCE B. GOSHORN,** president of Benton & Bowles; **MAX KASE,** sports editor of New York *Journal-American;* and **SPYROS P. SKOURAS,** president of Twentieth Century-Fox Film Corp.

KVSM SHAKEUP

Fox Named Executive Mgr.

CLIFFORD FOX has been named executive manager of KVSM San Mateo, Calif., in a shakeup of personnel. Mr. Fox, formerly manager of the station's Palo Alto studios, replaces Gordon Francis, a major stockholder and one of the station's founders.

(At KVSM the executive manager performs duties and bears responsibility of general manager, although the general manager title is carried by Hugh Smith, who is also a major stockholder and founder.)

Mr. Francis retains his stock interest in the corporation. He will serve in the KVSM engineering department.

Other staffers under new setup—some of them former KVSM employes who are returning to the station—include: Frank Campbell, former writer, named program manager; Jim Ranger, promoted to chief announcer; Frank Livermore, office manager; Dorothy Walker, head of continuity department; John Eagan, returning as engineer-announcer, and Aaron Edwards, returning as announcer.

LOUIS STEKETEE

Former WKNY Manager Dies

LOUIS B. STEKETEE, 37, former manager of WKNY Kingston, N. Y., died after a long illness Feb. 2 at a Kingston hospital. Mr. Steketee had been in newspaper work before joining WKNY in 1941. He was a former president of the Kingston Chamber of Commerce.



Mr. Steketee

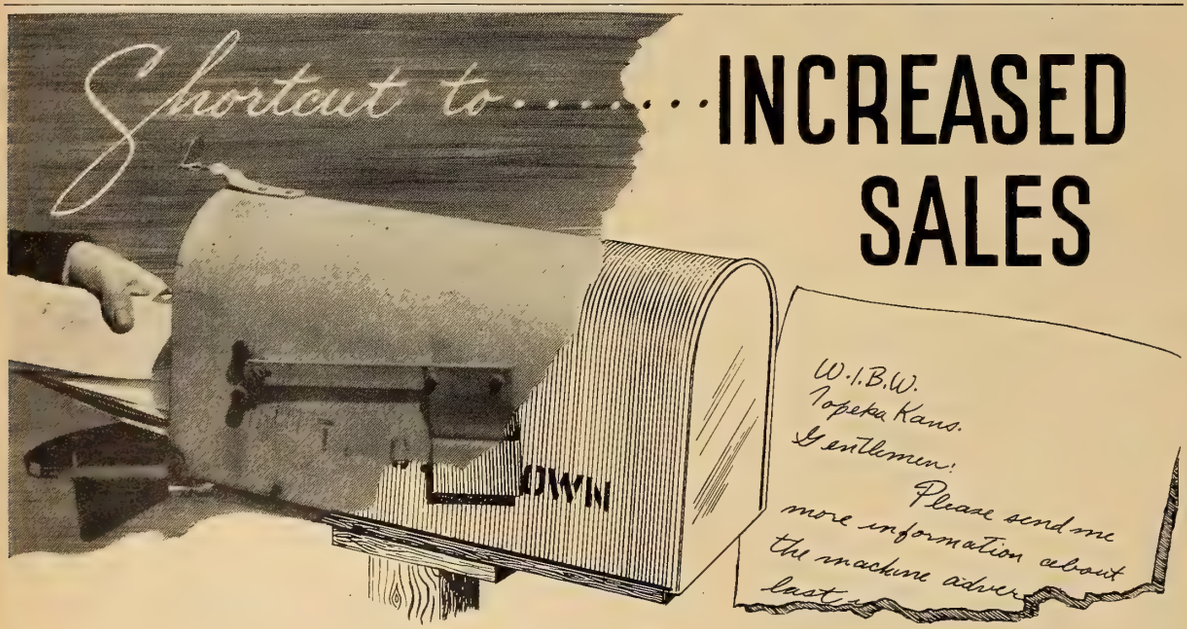
Surviving him are his wife, June MacFadden Steketee, and two children.

Delaware Bill

STATE SENATOR E. Paul Burkholder of Dover, Del., majority leader of the Delaware State Senate, has suggested a bill making it illegal to install a television set before the front seat of "any motor vehicle" where it could be viewed by the driver. Sen. Burkholder, however, admitted he knew of no television set in motor vehicles in Delaware at this time. His proposed law calls for $25 to $100 fines for violations.

John Wilfrid Godfrey

JOHN WILFRID GODFREY, 54, Halifax barrister and governor of the Canadian Broadcasting Corp., from 1936 to 1944, died at Halifax on Feb. 4, as the result of a heart attack.



WIBW listeners are the "writin'est" folks you ever saw. They're used to sending for information, literature, prices, catalogs . . . studying them at their leisure.

Buying by mail is as common as cream in these farm homes. Every year, our listeners send us tens of thousands of dollars which we forward to our advertisers in payment for their merchandise.

WIBW listeners are anxious to know about new products, methods, and conveniences. Tell them about *your* product! "I heard it over WIBW" is all the introduction you need to this ready-to-buy market.

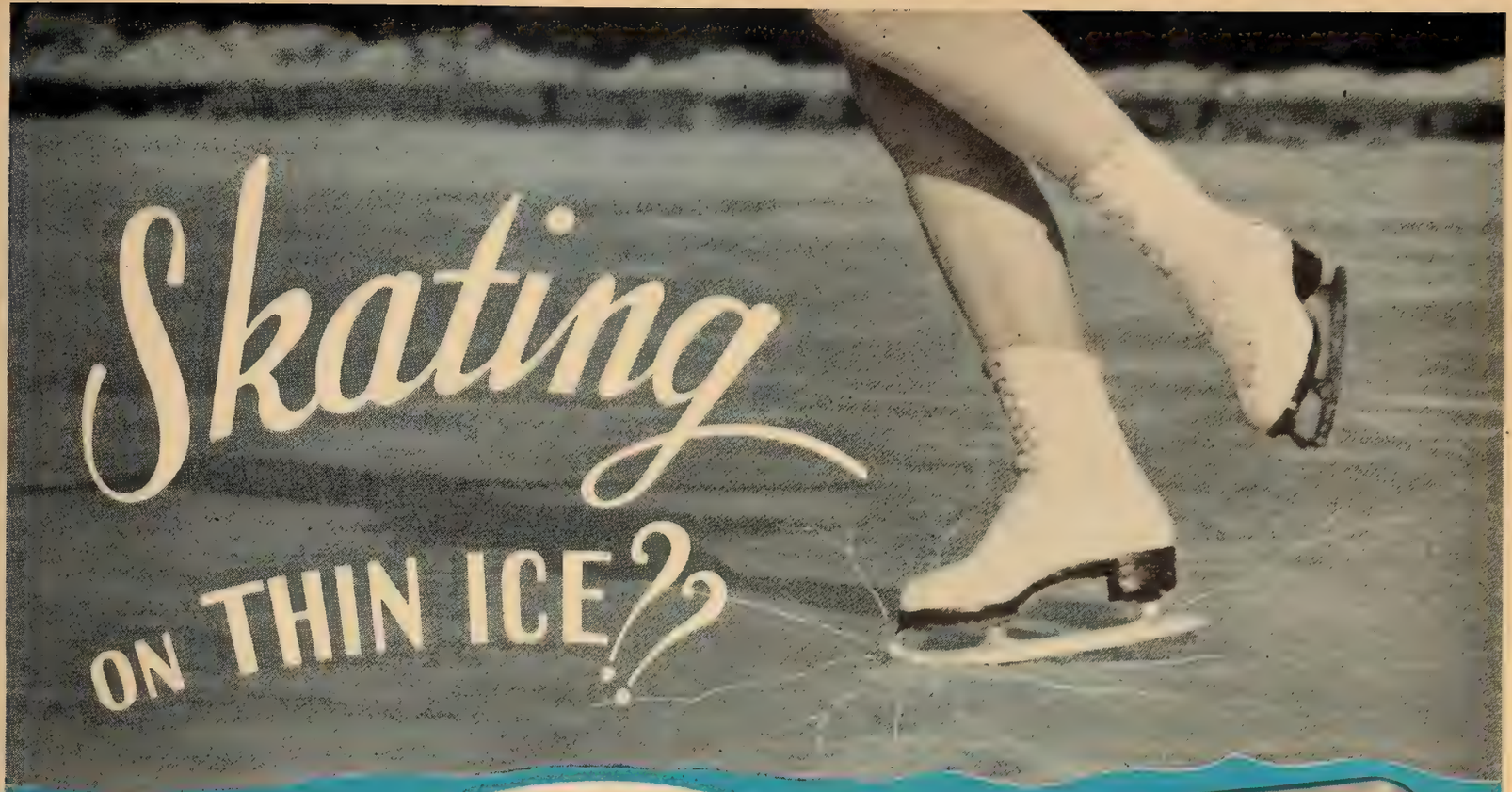
W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM



There have been many new developments lately in some FM transmitting equipment. Size has been reduced, smaller components are used, ratings reduced over previous designs just to get the cost down and meet the competition of Gates equipment in that way if no other. That is *"Skating On Thin Ice."* Competition can be met only by putting out a better product, merchandising it stronger, keeping your customers satisfied thru quality at the right price. This latter course is what Gates believes in, and consequently Gates customers are not *"Skating On Thin Ice."*

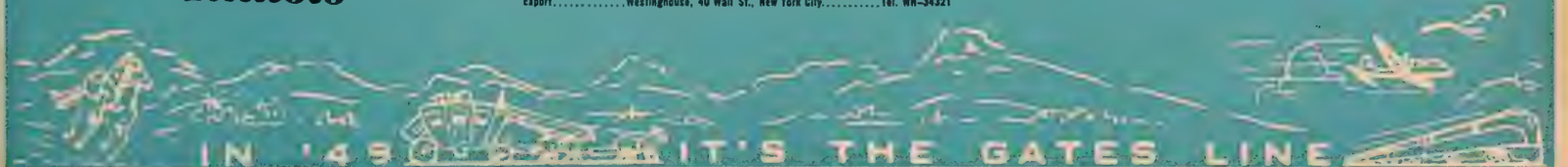


An outstanding example of quality, both in structure and performance is the Gates BF-250-B transmitter. Features of this 250 watt unit are direct crystal control, front of panel tuning, oversize components and styling that pleases. Tube changes do not affect operating conditions.

The BF-250-B, in addition to being a complete 250 watt FM transmitter, is the basic exciter unit for all higher powered Gates transmitters, enabling expansion at a later date and continued use of the BF-250-B transmitter.

Gates Radio Company
Quincy Illinois

Washington, D. C.	Gates Radio Company, 13th & E Streets N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9008
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

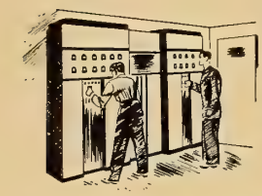


the first television station

in the Mid-South . . .



■With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .



■Or take our studio and transmitting equipment — all RCA— the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.



■In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.



■What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMC Television

WMC • WMCF • WM[illegible] National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL [illegible] MEMPHIS

AFFILIATED WITH [illegible]C CBS DUMONT

Commercial

MALCOLM KENNEDY, formerly of sales department of WIP Philadelphia, has joined Forjoe & Co. as general manager of its Philadelphia office.

FRANK SHAKESPEARE, former sales representative for Procter & Gamble in New York, has joined sales staff of WOR New York as assistant to sales manager ROBERT C. MAYO.

FRED R. KUNZ has joined sales staff of WISN Milwaukee, Wis. He has been active in radio time sales work in Milwaukee area for past ten years.

DOROTHY HEIDENTHAL, formerly with stations in Poughkeepsie, N. Y., and Las Vegas, Nev., has joined sales staff of WCSC Charleston, S. C.

FRED L. BERNSTEIN, formerly manager of Philadelphia office of Forjoe & Co., has joined WTTM Trenton, N. J., as sales manager.

MILTON WOLKEN has joined Storadio Adv. Co., Des Moines, new national representative firm which handles sales for store broadcasting in super markets. Mr. Wolken is Chicago resident manager. ERNEST P. BALDWIN, formerly with Wilhelm-Laughlin-Wilson Adv., New York, has joined firm as New York resident manager.

NICHOLAS J. MALTER has been appointed assistant sales manager of WBEN-TV Buffalo, N. Y. He formerly was assistant sales manager in charge of local television sales, but now will supervise selling of both local and national TV program time.

WHBY Appleton, Wis., has distributed its new rate card.

HOWARD FAY, formerly with Foote, Cone & Belding, Portland, Ore., has joined advertising sales department of KPOJ, same city.

JOHN McKEOUGH, formerly with Leo Burnett Agency, Chicago, has joined WJEF Grand Rapids, Mich., as account executive.

WILLIAM RICH, formerly with Allied Sales Agencies Inc., New York, has joined sales staff of WNBC and WNBT (TV) New York as account executive.

MEL WOLENS has resigned from WBKB (TV) Chicago, after working there as sales manager since last fall. Resignation, submitted Feb. 5, will go into effect "in a few weeks," Mr. Wolens said. He expects to remain in Chicago, and future plans are "under consideration."

ALL-CANADA RADIO FACILITIES Ltd. has been appointed exclusive agent for Jingl-Library for Canada, Newfoundland, and the British West Indies [BROADCASTING, Jan. 24].

Simms Sues Sonora

SINGER Ginny Simms filed suit against Sonora Radio and Television Corp. in Chicago's Circuit Court last week, charging breach of contract and seeking $5,000 damages. Miss Simms claims she signed one-year contract with Sonora calling for 24 record sides and a $10,000 guarantee, and that she made only 12 record sides for which she received $4,999.

FUND APPEAL

Red Cross Copy Prepared

RADIO and television will play an important part in the annual American Red Cross fund appeal later this month, it was indicated last week. Announcement of the intensive campaign, which will also include newspapers, magazines and outdoor advertising, was made by Howard Bonham, ARC vice president in charge of public relations.

Compton Advertising Inc. is serving as voluntary agency following a request by the Advertising Council through the American Assn. of Advertising Agencies. The agency's radio department developed program ideas and prepared campaign radio presentations for use by local stations. In addition, Compton prepared copy and layout for the Red Cross advertising plan book covering radio, television and other media, with William Geoghegan, account executive, supervising the project.

T. S. Repplier, Advertising Council president, and Henry C. Wehde Jr., staff executive, directed the council's advertising campaign. Philip J. Kelly, advertising and promotion director, National Distillers Products Corp., served as volunteer coordinator at the request of the Assn. of National Advertisers.

SHIFT TO SPOTS

Beer Firm Drops Program

LUCKY LAGER BEER is transferring its radio advertising to spots. Burton C. Granicher, of McCann-Erickson, San Francisco, who handles the Lucky Lager account, said there will be no time lapse between cancellation of *Lucky Lager Dance Time* on six California stations at end of this month and start of the spot campaign.

The brewing company is increasing its radio budget, according to Mr. Granicher. Amount or percentage of the increase has not yet been determined by the firm.

Lucky Lager Dance Time is heard on stations in San Francisco, Los Angeles, Sacramento, Fresno, Chico and Monterey. Spot campaign will use many more stations in the western area where Lucky Lager Beer is sold, Mr. Granicher said.

Y & R Changes

JAMES SHELDON, who has been the director of *We the People* since last April for Young & Rubicam, New York, has been named producer and director of the program. Rod Erickson, who was producer of the show, has been promoted as trouble-shooter supervisor to Ev Meade, vice president. Willis Cooper, producer and writer of *Quiet Please*, effective this week takes over the writing chores of the simulcast of *We the People*.

Memo to Editors

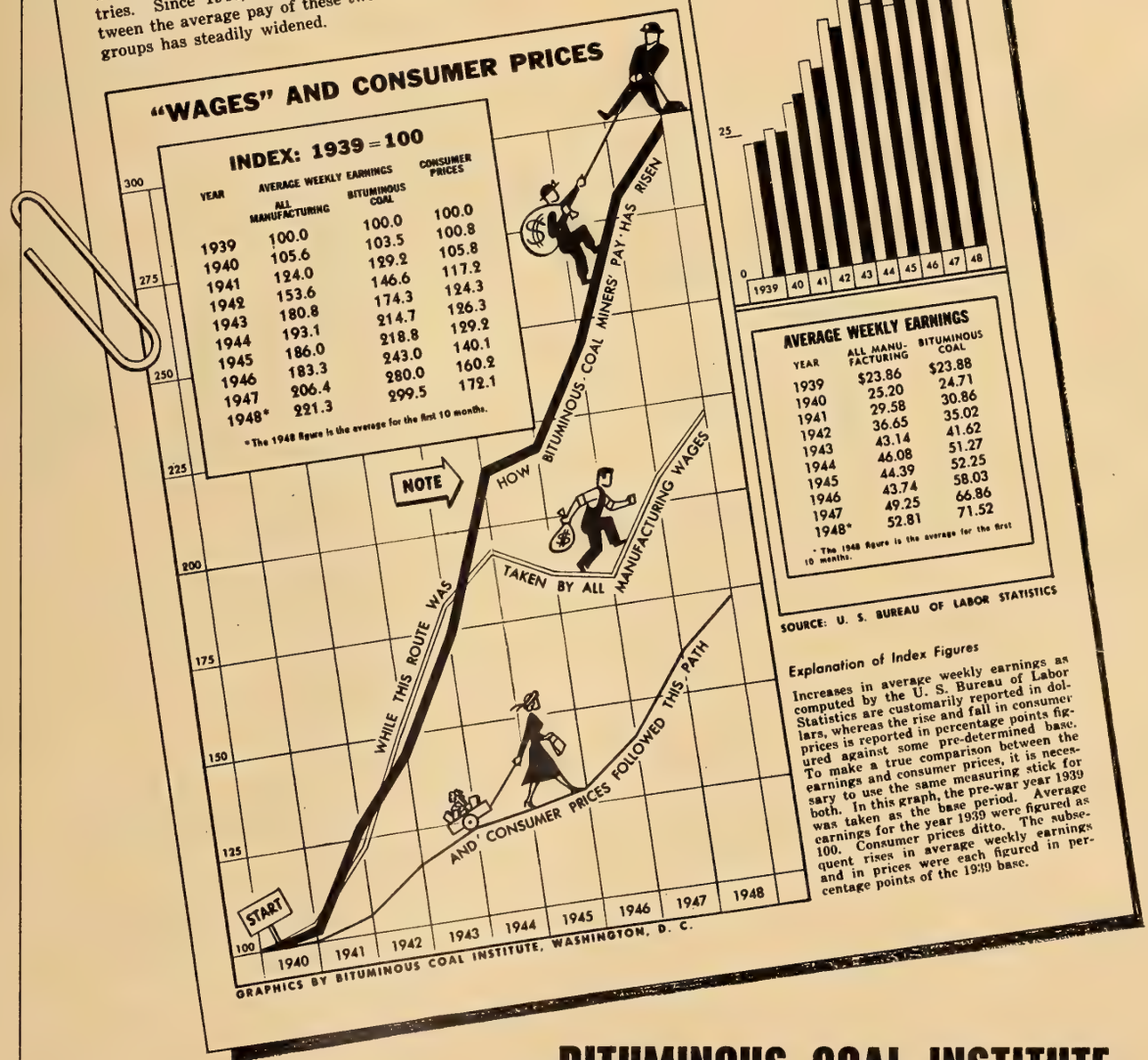
HOW PAY AND LIVING COSTS WENT UP BETWEEN 1939 AND 1949

Two important facts are revealed by this graph:

1 How greatly the rise in the earnings of bituminous coal miners has outstripped the average for workers in all manufacturing industries. Since 1944, the spread between the average pay of these two groups has steadily widened.

2 How favored the bituminous coal miners are in the way their earnings have risen so much faster than the rise in the cost of living. Every year since 1939 this spread has been widened—in the miner's favor.

"WAGES" AND CONSUMER PRICES

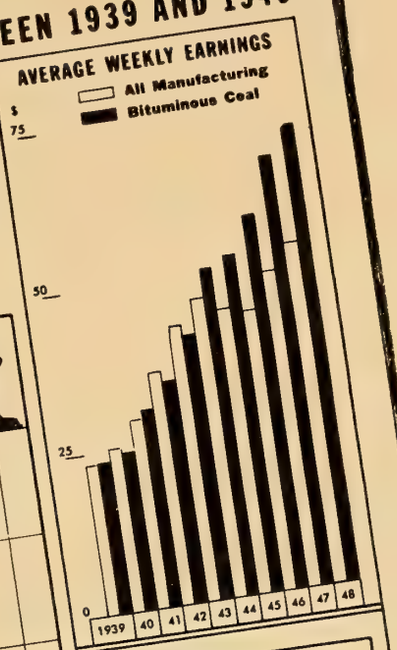


INDEX: 1939 = 100

YEAR	AVERAGE WEEKLY EARNINGS: ALL MANUFACTURING	AVERAGE WEEKLY EARNINGS: BITUMINOUS COAL	CONSUMER PRICES
1939	100.0	100.0	100.0
1940	105.6	103.5	100.8
1941	124.0	129.2	105.8
1942	153.6	146.6	117.2
1943	180.8	174.3	124.3
1944	193.1	214.7	126.3
1945	186.0	218.8	129.2
1946	183.3	243.0	140.1
1947	206.4	280.0	160.2
1948*	221.3	299.5	172.1

*The 1948 figure is the average for the first 10 months.

AVERAGE WEEKLY EARNINGS



AVERAGE WEEKLY EARNINGS

YEAR	ALL MANUFACTURING	BITUMINOUS COAL
1939	$23.86	$23.88
1940	25.20	24.71
1941	29.58	30.86
1942	36.65	35.02
1943	43.14	41.62
1944	46.08	51.27
1945	44.39	52.25
1946	43.74	58.03
1947	49.25	66.86
1948*	52.81	71.52

* The 1948 figure is the average for the first 10 months.

SOURCE: U. S. BUREAU OF LABOR STATISTICS

Explanation of Index Figures

Increases in average weekly earnings as computed by the U. S. Bureau of Labor Statistics are customarily reported in dollars, whereas the rise and fall in consumer prices is reported in percentage points figured against some pre-determined base. To make a true comparison between the earnings and consumer prices, it is necessary to use the same measuring stick for both. In this graph, the pre-war year 1939 was taken as the base period. Average earnings for the year 1939 were figured as 100. Consumer prices ditto. The subsequent rises in average weekly earnings and in prices were each figured in percentage points of the 1939 base.

GRAPHICS BY BITUMINOUS COAL INSTITUTE, WASHINGTON, D. C.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

Allied Arts

HAMILTON E. FINNEY, former field sales manager of Sweets Laboratories Inc., and CARL W. TILLMANNS Jr., former supervisor of copy research for Foote, Cone & Belding, have joined C. E. Hooper Inc., New York, as television contact men.

C. E. HOOPER Inc., New York, has announced that Swift & Co., Rexall Drug Co., Pet Milk Co., E. I. duPont de Nemours & Co., Thomas J. Lipton Inc., Libby-McNeill & Libby, and BBDO and Buchanan & Co. (agencies) have subscribed to its U. S. Hooperatings.

JAMES SAUTER, president of Air Features Inc., New York, has been appointed chairman of the radio and television division of the 1949 Red Cross Fund Drive.

JOHN GRUENBERB 2d has joined staff of C. E. S. Assoc., Philadelphia, public relations counsel, as account executive. He was formerly on advertising staff of RCA-Victor Records, Camden, N. J.

COLE & WERNER Adv., Omaha, Neb., will represent WOW Inc., Omaha, for 1949, JOHN J. GILLIN Jr., president and general manager, announced Feb. 1. WOW's announced plan to change agencies was discarded, Mr. Gillin said.

JAMES D. McLEAN, former commercial manager of WPTZ (TV) Philadelphia, has been appointed manager of Industrial Division of Philco Corp.

JIM BISHOP, head of Bishop & Assoc., Los Angeles (publicity), has been elected president of California Safety Assn.

Television

ALFRED DRAKE, singing star, and CHARLES LEWIN, advertising radio executive, have announced formation of new firm for packaging of radio and television shows for national distribution. New firm is located at 255 W. 23rd St., New York.

Equipment

H. G. KRONENWETTER has been appointed manager of advertising production for the lighting fixture, lamp, radio, electronics and international divisions of Sylvania Electric Products Inc., New York. Mr. Kronenwetter formerly was advertising production manager for radio division only.

RAYMOND F. FOSTER of Receiver Division of General Electric, and ERNEST H. LEHMAN of Tube Division, have received GE's highest honor, the Charles A. Coffin awards for work of outstanding merit during 1948.

KWG Stockton, Calif., has moved to new quarters at 612 East Market St.



WCCO Minneapolis newscaster Cedric Adams (r) receives congratulations on completion of tenth year of his *Nighttime News* show from Joe Tombers, vice president of Purity Baking Co., whch sponsors program. Congratulations were extended following special anniversary program.



News

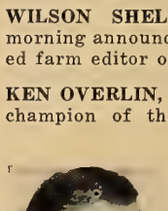
RICK WEAVER, formerly chief announcer and sports director at WCAV Norfolk, Va., has joined WLAU Laurel, Miss., as sports director. Mr. Weaver also handles play-by-play announcing of pro basketball games for the station.

CURT GOWDY, sportscaster from Oklahoma City, will assist MEL ALLEN for the Yankee baseball and football broadcasts on WINS New York. Mr. Gowdy succeeds RUSS HODGES.

DICK KEPLINGER, Seattle announcer and m.c. who won the H. P. Davis award in 1943 for his news and special events coverage, went back on the air as a newscaster early this month. His new program, *The F. Y. I. Reporter*, is heard on KXA Seattle.

WILSON SHELLEY, KRLD Dallas morning announcer, has been appointed farm editor of the station.

KEN OVERLIN, former middleweight champion of the world, has joined WCAV Norfolk, Va., as sports director.



Mr. Overlin

THAD HORTON, sports director for WSB and WSB-TV Atlanta, is the father of a boy, Richard King.

LESLIE NICHOLS, news editor of MBS, will join WGN Chicago, as commentator.

JOHN BOSMAN, news writer at Mutual for past four years, will take over news editor's post.

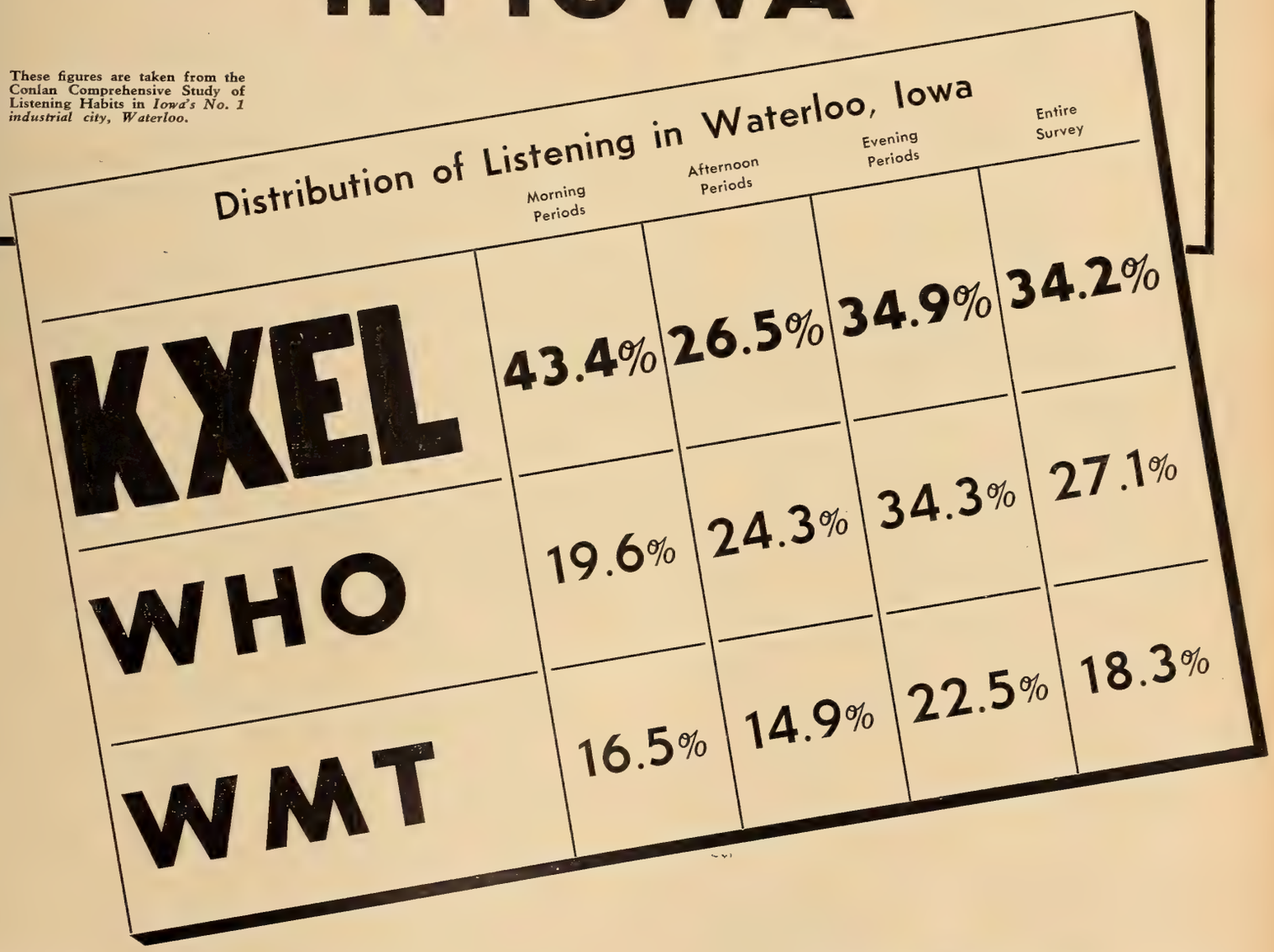
IRA BLUE, sports editor of KGO San Francisco, was presented with the first Civic Service Award of San Francisco's Mission District for outstanding community service. Award will be presented each month hereafter.

TOM BARBOUR, newsman at KGO San Francisco, is the father of a girl.

More . . . UNVARNISHED TRUTH

KXEL HAS CHANGED LISTENING HABITS IN IOWA

These figures are taken from the Conlan Comprehensive Study of Listening Habits in *Iowa's No. 1 industrial city, Waterloo.*



Time Buyers—

Make no mistake about it. Listeners in Iowa's richest industrial area *Do* prefer KXEL. In radio it's *Who's* listening and *Where* that counts.

Conlan's latest Comprehensive Listening Study of Waterloo, embracing 17,914 direct contacts, reveals KXEL having more than twice as many listeners in certain periods than any other radio station. The majority of listeners have switched to KXEL . . . . actually changing the entire listening picture, not only in Iowa's richest industrial metropolitan center but the entire Northeast Iowa area as well.

NO OTHER RADIO STATION DELIVERS AS MUCH AS THIS INDUSTRIAL MARKET FOR SO FEW DOLLARS.

- Time buyers—Look before you buy . . . Look at Conlan's latest Comprehensive Listener Study and get *more* of the *unvarnished truth* on listener habits in Northeast Iowa.
- You'll buy KXEL because KXEL has *more listeners* for *fewer dollars.*

KXEL 50,000 WATTS **ABC**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA



Sweet dreams are made in Spartanburg . . . . .

Nothing sleepy about this market until it comes to mattresses. Sleep-wise we brag about such stuff as dreams are made on—we're wide awake when it comes to turning the mattress industry into dollars.

But the wealth of the Piedmont springs from more than industry. Farmers reap a comfortable 226 million dollars gross income a year. It's the combination of the rich harvest from the land—peaches, cotton, dairy products, poultry, lumber, and fast-moving industry that successfully rounds out the Piedmont's billion dollar economy.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend when they go to market.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.



John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

STOCK TRANSFERS

Five Seek FCC Approval

TRANSFERS of interests in five stations were reported to FCC last week in applications requesting Commission consent to the transactions.

One-half interest in KTRI Sioux City, Iowa, has been sold by Dietrich Dirks for $75,000 to station's licensee corporation. Mr. Dirks recently acquired control of KCOM Sioux City and was required to give up the KTRI holding [BROADCASTING, Dec. 13, 1948].

James V. Wilson, former program director of WAPI Birmingham, Ala., has purchased 50% interest in WLAU Laurel, Miss., for $27,181 from Hugh L. Smith. C. Hubert Leggett would continue in station as other 50% owner.

Details of the transactions follow:

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumely, Hoyt H. Scott and Edward Young d/b as LaPorte County Broadcasting Co. to LaPorte County Broadcasting Co. Inc. New firm is owned 50.5% by Mr. Scott, 0.5% by Joan H. Scott and 49% by Mr. Young. Isabel Rumely retires from station and receives $6,133.82 for 26% interest. Mr. Scott now holds 26% and Mr. Young 48% interest. WLOI is assigned 1540 kc, 250 w daytime.

KTRI Sioux City, Iowa—Relinquishment of negative control in Sioux City Broadcasting Co., licensee, by Dietrich Dirks through sale by him of his 125 shares (50%) to firm as treasury stock for $75,000. Other stockholders, who would gain control, are: John C. Kelly, president; Eugene F. Kelly, vice president; A. Lennon Kelly, and Eugene H. Kelly Estate. Latter owns 12.8%, others each 12.5%. Mr. Dirks is required to sell his KTRI holding as condition of his acquisition of control of KCOM Sioux City for $65.000 [BROADCASTING, Dec. 13, 1948]. KTRI is assigned 5 kw on 1470 kc.

KFTM Fort Morgan, Col.—Assignment of CP to The Fort Morgan Broadcasting Co., new partnership of same name and composed of two of three original partners. J. T. Price Jr., 49% owner, sells his interest for $4,000 to others. Robert Dolph, 26% owner, and Robert McCollum, 25% owner, each become 50% owner in new partnership. KFTM is assigned 500 w day on 1260 kc.

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge, sole owner, to Flambeau Broadcasting Co., new firm of which Mr. Falge is president and 65% owner. No consideration is given. Others in new firm include: Mark Bell, publisher of Ladysmith News, vice president 10%; Darrel W. Holbrook, WLDY chief engineer, secretary 2.5%; B. J. Nestelle, postal employe, treasurer 2.5%; George E. Miner, theatre chain owner, 20%. WLDY is assigned 250 w on 1340 kc.

WLAU Laurel, Miss.—Transfer of 139 shares (50%) held by Hugh L. Smith for $27,181 to James V. Wilson, former program director of WAPI Birmingham Ala. C. Hubert Leggett, other stockholder, buys single share from treasury for $181 so that he and Mr. Wilson each would own 50%. WLAU is assigned 250 w on 1490 kc.

INTERFERENCE

Iowa Town Gets Dander Up

FAIRFIELD, Iowa, may have to begin enforcing a 1929 ordinance prohibiting interference with radio reception, according to wire reports —provided it can find out who or what is causing the interference.

The southeast Iowa town had almost forgotten about the ordinance until frustrated football fans trying to listen to the New Year's Day bowl games complained that a loud buzzing noise was interfering with reception. The fans asked City Attorney Ralph Munro, who wrote the ordinance, to do something about the noise.

Mr. Munro, unable to make any arrests until the source of the interference is determined, suggested that the townspeople test their home electrical appliances to see if they are causing the annoyance. He pointed out that the ordinance provides up to 30 days in jail or fines up to $100 for violators.

FTC CASE

American Tobacco Files

AMERICAN Tobacco Co. last Tuesday filed a motion asking reconsideration of arguments in its case before the Federal Trade Commission. The firm is charged with misrepresentation in the sale of its product, Lucky Strike cigarettes. A decision will be forthcoming sometime this spring, it was indicated.

In line with procedural rights, attorneys for American Tobacco took exception to previous rulings of FTC Trial Examiner John L. Horner. They maintained the respondent had been deprived of full cross-examination of witnesses testifying in support of the complaint, and questioned the striking of certain exhibits previously introduced as testimony. Part of the arguments dealt with refutation of Luckies' claim to "exclusive smokers" and testimony tending to prove that Luckies' smokers also bought other brands of cigarettes as well. Testimony was closed last December in New York.

NEW VA SERIES

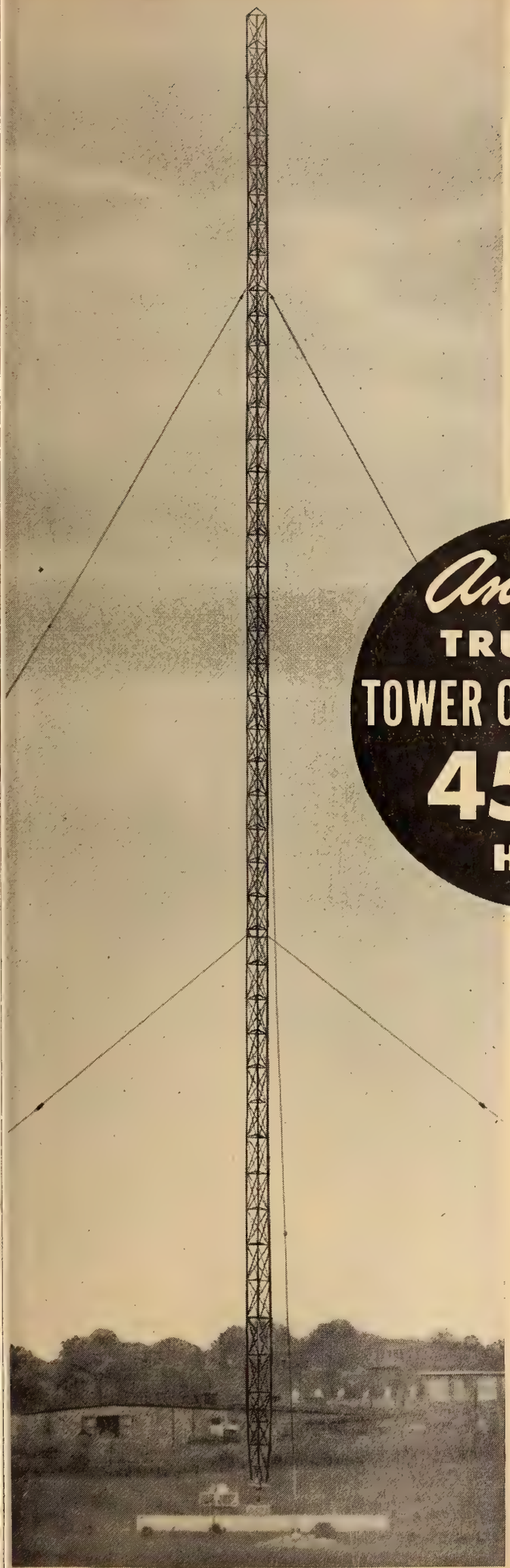
Will Feature Name Bands

LEADING orchestras will be featured on the Veterans Administration quarter-hour transcribed series, *Here's to Veterans*, starting in June, the VA and the American Federation of Musicians announced last Wednesday.

An agreement entered into through James C. Petrillo, AFM president, permits musicians to donate their services to the recorded programs designed to keep veterans and their dependents informed of benefits granted by Congress.

The AFM collaboration with VA will involve a change in format of the shows. Under the new arrangement, outstanding band leaders will handle the VA copy. At present the VA messages are voiced by top vocal, variety and dramatic personalities of radio. Distribution of new series gratis to broadcasters will start in May for presentation beginning in June.

KFAR Fairbanks and KENI Anchorage, Alaska, Don Lee Network affiliates, have joined United Press Radio Leased Wire News Report.



TALL IN TENNESSEE

Stands WBIR at Knoxville

Important member of the American Broadcasting Company's South Central Group is 250-watt WBIR. Knoxville and eastern Tennessee listeners now are dialing programs broadcast from its new 450-foot-tall Truscon Guyed Steel Radio Tower.

This recent addition to the nation-wide . . . and world-wide . . . string of Truscon Steel Towers climbs tall to serve mountainous Tennessee—and is another example of Truscon engineering to fit specific local conditions.

Another **TRUSCON TOWER OF STRENGTH 450 FT. HIGH**



Whether your plans call for tall or small towers, it will pay you to consult experienced Truscon engineers. They offer you the most skillful engineering and construction in the industry . . . can help you make the correct choice of guyed or self-supporting towers, of tapered or uniform cross-section, for AM, FM or TV. Call or write our home office in Youngstown, Ohio, or any convenient district office for assistance—without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Legislative Burrs

(Continued from page 27)

of any advertising of alcoholic beverages. The measure (HR 2428), according to its author, is intended to cover beers and wines in its provisions. Former Sen. Arthur Capper (R-Kan.) and Sen. Ed Johnson (D-Col.) have introduced similar measures for the past dozen years.

Violations under the proposed law carry a penalty of fines from $100 to $1,000 or imprisonment from six months to one year, or both. The measure has been referred to the House Commerce Committee.

Authorization for $15,000 for expenses incidental to the investigation and powers of subpena were asked in the McFarland-Tobey resolution.

The resolution called for "a full and complete study and investigation" of all radio telegraph and telephone communications, both domestic and international. Probers would be authorized to examine their relations to national security and international treaties and to make legislative recommendations on the basis of their findings.

Language of the resolution bore a very close resemblance to the resolution which authorized the 1948 study of communications.

Licensing practices and allocations of the FCC would be examined.

It was pointed out that the study would help Congress determine what policies the law-making body should develop on allocations due to "problems arising from unprecedented demands for frequencies."

Hearings continued in both Houses of Congress on bills to repeal the Taft-Hartley labor act and the Wage-Hour law.

Richard P. Doherty, NAB director of Employer-Employe Relations Department, appeared Feb. 8 before the wage and hour subcommittee of the House Education and Labor Committee.

The application of overtime wage regulations, under the Fair Labor Standards Act, Mr. Doherty told the subcommittee, "has unfairly penalized and harassed the broadcast industry."

In addition, he said, the regulations have impaired the ability of radio unions and management to negotiate the most practicable collective bargaining agreements.

The question of whether to adopt the 75¢ minimum hourly wage rate was identified by Mr. Doherty as being "academic" to the broadcasting industry since virtually all salaries in the industry exceed this level.

Mr. Doherty charged that proposed amendments to the Fair Labor Standards Act were "not equally fair to radio," which has problems involving talent and creative effort not shared by manufacturing and similar fields.

He recommended changes in the proposed law to (1) eliminate practice of basing overtime payments on regular salaries plus talent fees; (2) clarify the meaning of "regular rate of pay" by excluding premium pay; (3) allow child actors and performers exemption from child labor sections of law; (4) sanction approval of guaranteed annual employment plans by Wage and Hour Administrator in the absence of a collective bargaining agreement.

Provisions of the bill, Mr. Doherty pointed out, allow employment of minors under properly regulated conditions in motion pictures and theatres and newspaper delivery work but do not allow children the same opportunity in radio and television. "This is obviously an oversight," he commented.

He termed "unfair" prevailing regulations requiring that overtime be paid on average hourly earnings as computed by adding all talent fees received by an employe to the regular weekly salary.

Announcer Example

As an example he cited the case of an announcer who receives $60 a week as base pay, according to a union contract, but gets in addition $150 in talent fees each week. Other announcers, he said, receive $170 and $200 a week in talent fees in addition to base pay.

Joseph A. Beirne, president of the Communications Workers of America, in an appearance before the labor committee, endorsed a provision to centralize administration of the Wage-Hour Act in the Dept. of Labor and proposals to increase minimum wages to 75¢ an hour.

Establishment of a 35-hour work week and a minimum wage of $1 an hour was advocated by the CIO United Electrical Workers through its legislative representative, Russ Nixon, during hearings Feb. 8.

Senate Labor Committee Democrats weakened Feb. 9 and agreed to a nine-day extension of hearings on the Administration's labor bill.

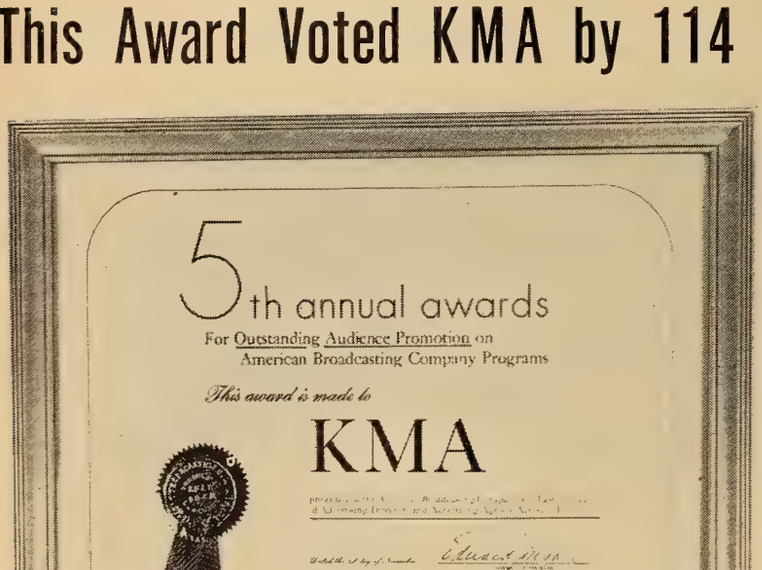
Robert M. Denham, an appointee of President Truman, refused to support the Chief Executive's labor bill in an appearance before the Senate Committee. He described the Taft-Hartley law as "basically sound." A strong defense was made by Mr. Denham of provisions of the Taft-Hartley law which made his office—with its prosecuting and administrative functions—independent of control by the labor department, a condition not present in the proposed bill.

There were strong indications last week that the House Un-American Activities Committee might rescind, in whole or in part, its prohibition against radio, television, newsreel, and photographic coverage of the committee's hearings.

A committee meeting had been

(Continued on page 62)

This Award Voted KMA by 114 Time Buyers . . .



because KMA awarded them a complete PROMOTION and MERCHANDISING JOB

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In a poll of 114 Advertising Directors and Advertising Agency Account Executives using American Broadcasting Company programs, KMA, Shenandoah, Iowa (184 BMB counties in 6 states) was voted the 1948 Audience Promotion Award. These men recognize nothing but *Sales Results*—the kind which KMA delivered for them. We did it for these top-notch national advertisers and we can do it for you!

We know that the reward of a good job well done is the opportunity to do more and better work. *Let KMA work for you.*

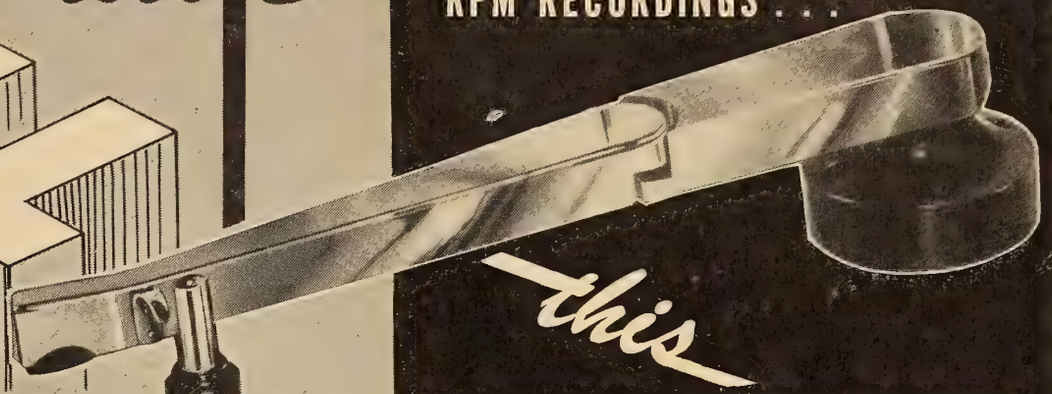
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THE FLT-TR CRYSTAL TRANSCRIPTION PICKUP

● Without question, no other pickup, available for broadcast studio applications, can do so much, so well. Here is flawless, truly professional quality of sound reproduction . . . in the most versatile pickup ever designed. No changing of needle pressure or other adjustments are required, in switching from one type recording to another. All that is necessary is to change the FLT-TR's especially designed, tiny slip-in cartridges . . . so simple to do that a child can make the change in seconds. The cartridges seat themselves into playing position on the same slip-in principle which joins cap to barrel in many modern fountain pens.

NEW ENGINEERING, MECHANICALLY AND ELECTRICALLY

● The unprecedented clarity and depth of tone of Astatic's FLT-TR Transcription pickup are results of entirely new engineering concepts. Feather-touch needle pressure of five grams is accomplished by a revolutionary hinged division of the arm, which also contributes to perfect tracking and elimniation of surface noise. Similarly important contributions to reproduction quality are made by a new ball bearing, anti-resonance base mounting assembly, which is adjustable to desired height along with the pickup's unique arm-rest. It all adds up to matchless performance and convenience.

Astatic OFFERS COMPLETE LINE OF LONG-PLAYING PICKUPS AND CARTRIDGES

● The FLT-TR Professional Pickup, accompanied by three tiny slip-in cartridges, is really four pickups in one. Its LP-TR Crystal Cartridge has a fixed sapphire needle with 2.5 mil tip-radius for lateral broadcast transcriptions. Its LP-33 Crystal Cartridge is designed for playing either 33-1/3 or 45 RPM recordings, with fixed sapphire needle having one mil tip-radius. For standard 78 RPM recordings, the LP-78 Crystal Cartridge with three mil tip-radius needle is used in the FLT-TR Arm. All three cartridges are available with diamond stylus tip instead of sapphire. In addition, Astatic offers FL-Series Pickups for use with seven, ten and twelve-inch records. Performance characteristics and advantages are identical to those of the transcription models. The three LP-Cartridges give each FL-Pickup the same complete versatility, in the same manner.



FL-33 Crystal Pickup



FLC-33 Crystal Pickup

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52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCLUDING SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK JAN. 2-8, 1949

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	34.2	+1.9
2	4	Jack Benny	31.3	+5.1
3	3	McGee & Molly	28.3	+2.6
4	5	Talent Scouts	27.2	+2.0
5	7	My Friend Irma	26.5	+2.4
6	8	Walter Winchell	26.4	+3.3
7	17	Amos 'n' Andy	26.2	+6.7
8	6	Bob Hope	24.2	—0.8
9	73	Truth or Consequences	23.4	+9.0
10	24	Bob Hawk	23.1	+4.4
11	16	Mr. District Attorney	22.8	+1.7
12	21	Mystery Theater	22.6	+3.0
13	13	Duffy's Tavern	22.4	+1.0
14	12	People Are Funny	21.8	—0.1
15	14	Mr. Keen	21.8	+1.3
16	28	Sam Spade	21.4	+3.7
17	19	Big Town	21.3	+0.8
18	54	Your Hit Parade	21.1	+6.1
19	46	This Is Your Life	21.1	+4.3
20	26	Inner Sanctum	20.9	+2.5
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	3	Lone Ranger	19.3	+4.8
2	1	Beulah	15.6	+1.9
3	5	Jack Smith Show	13.9	+1.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When a Girl Marries	13.6	+2.2
2	8	Young Widder Brown	13.1	+2.7
3	3	Backstage Wife	13.0	+1.4
4	7	Stella Dallas	12.4	+1.7
5	4	Right to Happiness	12.1	+0.8
6	6	Pepper Young	12.1	+1.3
7	5	Portia Faces Life	12.0	+1.5
8	15	Lorenzo Jones	11.8	+2.1
9	1	Arthur Godfrey (L&M)	11.3	+0.1
10	14	Ma Perkins (CBS)	10.2	+0.4
11	9	Our Gal Sunday	10.2	+0.2
12	17	Just Plain Bill	10.1	+1.1
13	13	Big Sister	10.0	0.0
14	18	Ma Perkins (NBC)	9.8	+0.2
15	31	Jack Armstrong	9.8	+2.2
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	16.5	—1.6
2	2	Quick as a Flash	16.2	—0.8
3	4	House of Mystery	13.7	0.0
4	18	One Man's Family	13.5	+3.3
5	6	Armstrong Theater	13.3	+2.3

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	26.3	+2.3
2	4	Jack Benny	25.3	+3.7
3	5	Walter Winchell	23.7	+3.5
4	3	McGee & Molly	23.5	+2.1
5	6	My Friend Irma	21.3	+0.8
6	13	Mr. District Attorney	19.9	+2.7
7	9	Talent Scouts	19.6	+1.3
8	17	Amos 'n' Andy	19.1	+3.9
9	8	People Are Funny	18.8	+0.7
10	15	Bob Hope	18.7	+1.4
11	67	Truth or Consequences	18.4	+8.3
12	10	Mr. Keen	18.0	+0.8
13	34	Bob Hawk	17.9	+4.7
14	22	Stop Music (4th Qtr.)	17.8	+3.2
15	16	Mystery Theater	17.7	+1.7
16	12	Duffy's Tavern	17.1	+0.8
17	36	Aldrich Family	16.6	+2.3
18	14	Suspense	16.6	+0.9
19	19	FBI in Peace, War	16.6	+2.0
20	25	Burns and Allen	16.6	+1.8
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	3	Lone Ranger	15.4	+4.2
2	1	Beulah	13.5	+1.7
3	5	Jack Smith Show	11.4	+1.2
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	When a Girl Marries	11.8	+2.0
2	1	Backstage Wife	11.8	+1.3
3	9	Young Widder Brown	11.5	+2.6
4	6	Stella Dallas	11.3	+2.1
5	3	Right to Happiness	10.8	+0.7
6	4	Portia Faces Life	10.7	+1.4
7	5	Pepper Young's Family	10.6	+0.9
8	16	Lorenzo Jones	10.5	+2.3
9	7	Arthur Godfrey (L&M)	9.1	+0.1
10	11	Ma Perkins (CBS)	9.1	+0.2
11	8	Our Gal Sunday	9.1	+0.3
12	14	Big Sister	8.9	+0.2
13	13	Rom. of Helen Trent	8.7	+0.1
14	25	Second Mrs. Burton	8.6	+1.2
15	15	Just Plain Bill	8.5	+0.9
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	14.3	—0.2
2	3	Quick as a Flash	11.1	—0.6
3	7	Stars Over Hollywood	10.9	+3.7
4	2	The Shadow	10.5	—1.9
5	4	House of Mystery	10.4	+0.4

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WAGE-TV QUITS

Returns CP to FCC

THE SECOND television construction permit to be surrendered this year, that of WAGE-TV Syracuse, N. Y., was presented to FCC for cancellation last week. The Commission has not yet acted on the request.

Following within a week the deletion of WVTL (TV) Utica, N. Y., by the *Utica Observer-Dispatch* [BROADCASTING, Feb. 7], the WAGE request likewise indicated that technological and economic uncertainties in future of TV motivated its decision. WAGE-TV had been granted July 12, 1948, for Channel 10 (192-198 mc) with effective radiated power of 30 kw visual and 15 kw aural. The CP expires March 12.

WAGE is licensed to WAGE Inc., president of which is Frank G. Revoir. The AM outlet, an ABC affiliate, is assigned 1 kw on 620 kc and holds CP for boost to 5 kw day, 1 kw night.

WAGE Inc., in its letter to FCC requesting cancellation of its TV permit, stated the following in part:

During the last seven months WAGE Inc., through its officers, has conducted an intensive investigation of construction and operating costs in the television industry. This study originally was undertaken only as a sensible preparation for actual construction. The study was prolonged far beyond the period originally intended. It developed facts and information which, as they accumulated, caused this company to look with increasing worry and doubts upon the whole project.

We turned also to a careful study of income potentialities in this market over a period of years, based upon the kind of programming structure that might be feasible during the early years of operation. We obtained information concerning other television station operation.

We took into consideration, also, the many uncertainties which prevail in this industry, with respect to technological changes, network transmission, etc., . . . Finally, it became evident that construction costs would be substantially higher than we had originally estimated. It also became evident that operating losses would be larger than we had estimated, and that such losses probably would continue over a period of several years in this particular market.

In these circumstances, it was our considered judgment that the undertaking would require, in capital outlay and operational losses, an investment which would be excessive in proportion to the financial capacities of this company. It appeared to us that the financial risk would be such as to jeopardize our existing broadcasting service.

FM GRANTS

Three New CPs Issued

ONE Class B and two Class A FM stations were granted by FCC last week to firms presently operating AM outlets. Low power educational, noncommercial FM CP was awarded the municipal-owned U. of Wichita, Kan.

New Class B permit went to Piedmont Service Corp., Alexander City, Ala., owner of WRFS there. Facilities granted are Channel 291 (106.1 mc) with effective radiated power of 4.6 kw and antenna height 240 ft. above average terrain. Estimated cost is $18,100, exclusive of land. Order was adopted by the Commission to allocate Channel 291 to that city.

Thomasville Broadcasting Co., licensee of WTNC Thomasville, N. C., received Class A FM permit for Channel 252 (98.3 mc) with ERP of 450 w and 250 ft. antenna. Estimated cost is $12,590, exclusive of land and buildings.

Dr. C. C. Morris, licensee of KADA Ada. Okla., was granted Class A FM permit for Channel 244 (96.7 mc) with ERP of 160 w and antenna 240 ft. Estimated cost is $6,315 exclusive of land.

Municipal U. of Wichita received Channel 206 (89.1 mc) with power of 10 w. Estimated cost is $1,995, exclusive of land and buildings.

WFOW (FM) Madison, Wis., owned by Earl Fessler, in lieu of its conditional grant received a CP for Class A Channel 285 (104.9 mc) with ERP 930 w and antenna 100 ft.

KLCN-FM Blytheville, Ark., received CP to change ERP from 6.2 to 21 kw and antenna from 350 to 360 ft. KALB-FM Alexandria, La., was granted CP to change ERP from 3 to 11 kw and KWOS-FM Jefferson City, Mo., was granted CP to switch from ERP 9.7 to 9 kw.

MEMO to LOU SMITH, Louis A. Smith Company:

We are happy to know that WCKY is leading your list of stations in producing sales for Mountain View Nursery.

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



WHEN Arthur Godfrey (l) made his first stage appearance outside of New York City in Hartford, he was made a member of the "Needle Club," composed of the top political leaders of Connecticut. He is shown here during a special "Needle Club" broadcast on WDRC Hartford with Jack Zaiman (c), political editor of Hartford *Courant* and president of the club, and Walter Haase, WDRC manager.

MARYLAND PRESS
Asks Balto. Gag Lifting

LEGISLATION to prevent Baltimore courts from censoring crime news was asked in a resolution adopted Feb. 5 by the Maryland Press Assn., meeting at Baltimore. At its annual convention the association discussed Rule 904 of the Baltimore Supreme Bench, known as the "Baltimore Gag." Move is under way in the Maryland courts to extend the rule to the entire state.

The Maryland Press group named a committee to handle the assignment. State Senator P. G. Stromberg, of Ellicott City, publisher of a chain of weeklies, said he would sponsor legislation.

Three stations (WCBM, WITH and WFBR) were found guilty of violating the Baltimore court's gag rule and have appealed [BROADCASTING, Jan. 31, Feb. 7].

Text of the association's gag resolution follows:

Resolved that the legislature be requested to pass legislation denying the right of the judiciary of the State to pass rules or regulations that interfere in any way with the right of newspapers to publish such news as the officials owning or directing those newspapers see fit.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

RADIO NEWS
Short Course at Minn. U.

FIFTY radio newsmen from Minnesota, the Dakotas, Iowa, Nebraska and Wisconsin are expected to attend the U. of Minnesota School of Journalism's third annual radio news short course Feb. 18 and 19 at Minneapolis.

The Northwest Radio News Assn. will hold business sessions during the two-day course, Orrin Melton, KSOO Sioux Falls, S. D., association president, announced.

James Lawrence, director of television news for KSD-TV St. Louis, will lead a course discussion on TV news operations and their impact on aural newscasting. Members of the KSTP-TV St. Paul staff will give TV news demonstrations.

Other radio newsmen on the program and the subjects they will discuss: Jack Shelley, WHO Des Moines, and Soren Munkhof, WOW Omaha, "Should the News Editor Also Broadcast?"; Glen Stadler, WDGY Minneapolis, "The Sins of the Radio News Editor"; Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, "The Responsibilities of the Radio News Editor."

News Research Discussion

Prof. Ralph O. Nafziger, Prof. Mitchell V. Charnley and other members of the School of Journalism staff will discuss "The Latest in Radio News Research." Leland H. Bauck, audio-visual engineer of the U. of Minnesota, will review the latest in tape and wire recorders.

Banquet speaker Friday evening will be William F. Brooks, NBC vice president in charge of news and special events.

Prof. Charnley, author of the new book, *News by Radio*, will be in charge of the course. William P. Jensen and E. F. Seehafer, of the School of Journalism staff, will assist him.

FILM DEVICE
Improves TV Sound, Says Fox

PERFECTION of a new mechanical improvement for sound in television film use is expected to reduce costs by as much as 50%, according to the George Fox Co., Hollywood.

New system reportedly makes it possible to adapt high fidelity double system recording to the speedy and economical single system now used by most major newsreel companies.

Firm reports that it will be able to provide for telecast purposes "a completely edited sound and picture print within three hours of filming." Sound recording unit which makes all this possible also is said to be designed so that it may be added to both 35-mm. and 16-mm. cameras, allowing use of either gauge film with the identical recording equipment.

The Patroon* of the week

FRANCES VELTHUYS

Media Director,
C. J. LaROCHE & CO.
Chicago



In agency work since 1937, first in research; then in media; then merchandising; and then back to her first love, media, Miss Velthuys handles media buying for all LaRoche Chicago office accounts. We welcome Miss V. with her fine talent for oil painting (on canvas, not houses) into the membership of the Patroons.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

**WPTR has them all . . .
better facilities, better coverage,
better production, better promotion,
plus more square miles,
more listeners
for the advertiser's dollar.**

10,000 Watts of
POWER
Night and Day

Represented by RAMBEAU

WPTR

PATROON BROADCASTING CO., ALBANY, N. Y.

Legislative Burrs

(Continued from page 58)

scheduled for last Friday and it was considered a possibility that the ban might be a topic of discussion.

Relaxation of the ban to permit, at least, broadcast and wire recording coverage of hearings seemed probable.

Strong protests were filed by both NAB and the Television Broadcasters Assn. last week.

MBS Commentator Albert L. Warner, chairman of the House Radio Correspondents Assn., told BROADCASTING last Wednesday that Rep. John S. Wood (D-Ga.), chairman of the House probe committee, had promised to refer his protest to the full committee for consideration.

TBA, in a letter sent to Chairman Wood by its president, J. R. Poppele, pointed out that 54 video stations in 32 cities can now be connected with Washington by coaxial cable or radio relay to transmit to their audiences events of public interest in the Nation's Capital.

"It cannot be urged strongly enough," Mr. Poppele wrote, "that the . . . prohibition inadvertently discriminates against those American citizens who are not fortunate enough to be in Washington, or who cannot afford to come to Washington, as well as against those citizens, who, confined to their homes, private or public hospitals, or veterans hospitals must rely upon the new and ingenious television broadcast in order to witness the public proceedings and events in the Capitol and elsewhere."

TBA asked that an opportunity be afforded the television industry "to discuss with you the most reasonable, workmanlike and cooperative method by which, with due regard to the proprieties of such proceedings, this public service can be provided from time to time to the millions of American citizens who desire to 'attend.' "

A. D. Willard Jr., executive vice president of NAB, in a letter to Chairman Wood Feb. 5 charged the committee with discrimination against some forms of reporting.

Television, tape recordings and instantaneous broadcast of committee session, Mr. Willard pointed out, are new forms of journalism.

"To take a single example," he said, "tape recording is now used as were words in quotation marks in an old era of news reporting. The radio reporter, telling the story of an important hearing, can now drop into his dramatic narrative the very words of the man quoted, in his own voice. Television is no less graphic, to say the least.

Sweeping Decision

". . . your committee's decision is so sweeping as to deprive the American people of a great deal of truly priceless information. I urge, therefore, that it be at least reconsidered, and the representatives of radio and television be allowed to tell you how much it means to their audiences to keep them informed of the major work being done by your committee."

Edward R. Murrow, CBS commentator, said on his broadcast of last Tuesday that Rep. Wood had told him that he was "not at all sure that the committee isn't losing more than it's gaining by banning these modern instruments of communication."

A majority of committee members, telephoned by Mr. Murrow, "expressed similar views," the commentator reported. All said they were willing to reconsider their action of a fortnight ago.

In a broadcast a week earlier [BROADCASTING, Feb. 7] Mr. Murrow had pointedly wondered whether newspapers, whose reporters were not affected by the committee's decision, would rally to the cause of freedom of information—as they often have rallied in defense of their own freedom of news coverage.

Last Tuesday Mr. Murrow reported that "editorial apathy was widespread." "Here in New York," said Mr. Murrow, "two powerful organs of public opinion, the *Times* and the *Herald Tribune*, made no editorial comment, although their editorials did deal with such subjects as movie stars' earnings, winter driving, a wise woodchuck, Joe Louis and the liquor license, fragrance in February, the victory against smoke, and other matters that are presumably engaging the attention of metropolitan newspaper readers."

Mr. Murrow said in other major cities there was no significant editorial comment, save in Washington, where the *Post* commented favorably on the committee's decision and Boston, where the *Christian Science Monitor* regarded the action as "a very real step toward reform."

The Hoover Commission on government reorganization sent two of a series of 15 proposed reports to Congress.

First Report

The first dealt with overall organization of the executive branch of the government. It was recently presented to Congress by former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of the Government [BROADCASTING, Feb. 7]. It was subsequently written into a legislative proposal (HR 2361) by Rep. William L. Dawson (D-Ill.), chairman of the Executive Expenditures Committee of the House.

This measure was favorably reported last week by the full Expenditures Committee and taken to the floor of the House where it met opposition before being passed by that body.

It was the absence of such exemptions that brought renewed opposition from Rep. Halleck.

Rep. Halleck contended that it would be "disastrous" to have the quasi-legislature and quasi-judicial functions of these agencies brought into the executive branch of the government "in such manner that their operations become political instead of non-political.

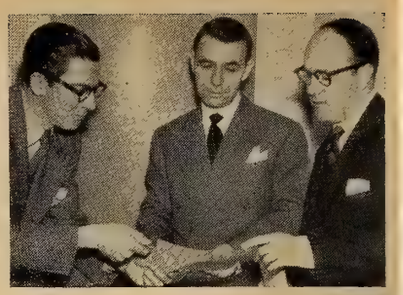
"Take, for instance, the matter of the FCC," he argued. "You may say that this is a completely far-fetched proposition, but it could happen. Suppose that the functions of the Federal Communications Commission were transferred to the Dept. of Commerce; you might have a situation under which radio licenses issued to stations might, on a pure political basis, be changed.

"People build up great businesses on the issuance of a license. They are to have that license as long as they use it in the public interest. And that is the value and the merit and the function of such a commission.

"As I say, it would be inconceivable to my mind that any such result would be brought about, but certainly there are some in the country, and I am afraid some in the government who would argue that even the quasi-legislative and quasi-judicial functions of those great agencies should be brought within the realm of the executive branch of the government, and, hence, subjected to political control."

Mr. Hoover had earlier warned Congress that it could expect opposition to government reorganization from officials whose agencies were affected.

The Senate Executive Expenditures Committee Feb. 7 heard Mr.



CBS's Albert Ward (l) and Werner Michel (center) discuss with Gordon Kinney, radio director of Advertising Council, *Work in Progress*, half-hour documentary based on the council's campaign for a better understanding of American economic system, presented by CBS Feb. 6.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

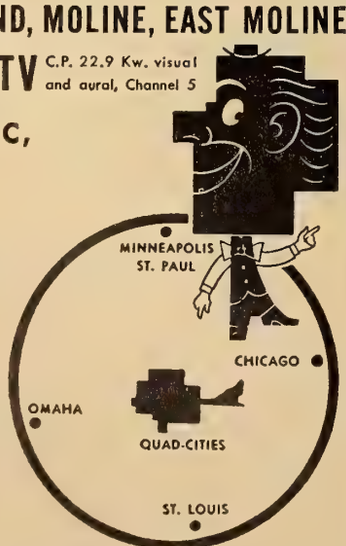
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC advertisers reach the biggest and richest industrial center between Chicago and Omaha, Minneapolis and St. Louis . . . get extra coverage of the prosperous Iowa-Illinois farming area on WOC-FM without additional cost. With complete duplication both stations deliver the entire NBC Network schedule and local programs to this rich farming area.

Col. B. J. Palmer, President
Ernie Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Hoover urge adoption of the reorganization bill.

Among his recommendations to the Senate committee were: Creation of a staff secretary in the White House to keep the Chief Executive advised of activities in the various agencies; establishment of an office of personnel in the executive department whose director would also be chairman of the Civil Service Commission; development of many more capable administrators in the public service; a more orderly grouping of functions of government into major departments under the President with a clear line of control from the President to the department heads; strengthening of the office of the budget as the President's "managerial arm."

'Universally Applicable'

Reorganization, according to Mr. Hoover, cannot be accomplished completely unless it is "made universally applicable." The former President said that staff estimates indicate that once the reorganization reforms were in effect a saving of $3 billion annually would result.

In its second report to Congress the Hoover Commission concentrated on personnel recommendations.

The commission advocated revision of the government's hiring system to remove it from "political influence" and to attract better employes.

Higher salary ceilings for top civil service jobs, an adequate pay scale for federal employes and a veterans preference plan were recommended.

The Civil Service chairman, under the Hoover Commission plan, would be in the White House as a special Presidential adviser on personnel matters.

Departments and agencies, the report said, should pick their own employes and the civil service commission would function as an agency to fix employment standards and police the entire hiring system.

VFW Support

Unexpected support for inclusion of a housing census in the 1950 decennial population census was offered Feb. 9 by the Veterans of Foreign Wars. A housing census, in which a survey of receiver sets might be included, was advocated by Jack Carter, VFW national housing officer, during testimony on a housing proposal.

Three new registrations under the lobbying act were made at the Capitol by men representing firms associated with the broadcasting industry. Latest registrants were L. Byron Cherry and Gerard D. Reilly, both representing the General Electric Co., and Edward G. Kasch for Kraft Foods Co., a well-known radio sponsor.

Another bill to repeal wartime tax rates on telegraph, telephone, radio and cable services was introduced by Rep. George A. Smathers (D-Fla.). The measure (HR 2117) like others previously introduced on that subject was referred to the House Ways and Means Committee.

A high-ranking member of the House Ways and Means Committee, Rep. Aime J. Forand (D-R. I.) also introduced a bill (HR 2481) to wipe out the wartime excise tax rates and recalled that Congress had given its promise to repeal them six months after cessation of hostilities.

"This promise was not kept," Congressman Forand said, "but instead the Republicans during the 80th Congress passed legislation removing the termination date from the law and thereby made these war tax rates permanent legislation."

Daylight saving time proponents tasted of their first victory in the new Congress Feb. 8 when the Senate District of Columbia Committee unanimously approved S-135, authorizing the District Commissioners to determine each year if Washington will have fast time. Heretofore the matter has been resolved as it arose each year.

Sen. Edwin C. Johnson (D-Colo.) introduced a measure (S-868) Feb. 8, to provide that a clearing house be established in the Department of Commerce to provide for the dissemination of technological, scientific and engineering information to American business and industry. A similar proposal is contained in a bill previously introduced in the lower house.

FM DEFINITION

WQXR Adopts Station Break

IN AN EFFORT to eliminate confusion in listeners' minds regarding AM and FM radio, WQXR New York has adopted a new format for its station identification break.

Effective immediately, the station's announcement will be "WQRX New York, 1560 on your dial and WQXR-FM, 96.3 on FM sets."

Because some listeners, hearing the former dual identification, "WQXR, AM and FM," thought they were getting FM programs, the station was prompted to make the change. Station officials have written to other station managers suggesting they do likewise in order to clarify the AM and FM picture, and WQXR is instituting a spot announcement series pointing out the advantages of owning FM sets.

Electrical Living Show

SECOND Annual National Television and Electrical Living Show will take place Sept. 30-Oct. 9 at the Chicago Coliseum, according to Axel Kahn, president of the Chicago Electric Assn. Harry Alter is show chairman, and Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will handle public relations and advertising.

RANCH RHYTHMS – *A Touch of the West in the OLD SOUTH*

★ ★ **AVAILABLE** ★ ★

PAUL BERLIN'S

RANCH RHYTHMS

10 a.m. to 10:15 a.m. CST segment

WHHM	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F
5.2	4.2	3.4	1.3	1.2	1.1

Latest Memphis Hooper Continuous Measurement

Patt McDonald, Manager

FORJOE & CO.

NATIONAL REPRESENTATIVES

Member Association of Independent Metropolitan Stations

WHHM

INDEPENDENT—BUT NOT ALOOF

Memphis, Tennessee

IN THE Unique SPOKANE MARKET

A Billion Dollar Test Market Where Gross Buying Power Has Increased Nearly 200 Per Cent in the Past 8 Years.

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KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

Peron

(Continued from page 23)

Peron interests.

Confidential cables and memos exchanged by Messrs. Aikman and Yankelevitch disclose intimate details of the intrigue, with the former described by Senor Chibas as a leading Peron spy.

One report addressed to Senor Yankelvitch over the signature of Senor Aikman reveals need of haste in completing Peron negotiations with the Trinidad network in Cuba. The official IAAB translation of portions of this report follows:

> The problem, therefore, is urgent, and the only way to settle it is through the commercial way. Then the saying, "A dead dog cannot bite," will come true. Once they [Mestre interests and other Cuban stations] are eliminated from the radial [radio] world, our friends will remain in the power and then it would be easy to influentiate [influence] everywhere. But this will only be possibly attained by means of skill and knowledge of the atmosphere; counting upon the "economic power" to carry it out, of course.
>
> Are you willing to arrive to a commercial with my friend [Amado Trinidad] in order to get at the desired aim? I warn you that half measures are of no use here; the decision must be final, since my friend cannot risk his attitude being known if we don't get to an agreement. The official representation [the Argentine Embassy] is fully familiar with everything, and I believe, willing to confirm my opinion about the matter.

In another memo from Senor Aikman this revelation of plans is given:

> What we are planning with the friends of this house [RHC Cadena Azul and Amado Trinidad] is to displace him [Mestre] financially from the direction of CMQ; afterwards, and as result of this, to obtain his resignation of the presidency of the Inter-American Assn. of Broadcasters, in order to place friendly delegates to influentiate in the next voting, summoning for an special meeting of the General Assembly if it were necessary.

Senor Chibas charged that Senor Trinidad is the core of the vast circle of international intrigues "because Peron wanted to make RHC the center of his Latin American Federation of Broadcasters, a continental network of broadcasters defending the military dictatorships that are arising in America and standing against United States with the following countersign, backed by the Communists: 'Opposite to the Third World War, the Third Neutrality Front'."

His speech concluded: "Proofs in hand, we have discovered an international intrigue against American democracies in general and against Cuba in particular. We are acting in defense of public liberties in the American countries and of democratic institutions in our country, their independence and sovereignty. And we do so against the imperialism of Peron, of Wall Street, and Stalin, not with fallacious, deceitful and demagogical wordiness according to the Communist style, but with positive, constructive and forceful facts."

U. of MISSOURI School of Journalism Extension Service, is sponsoring a weekly class in radio news writing. Al Brandt, KXOK St. Louis news department, will conduct the class.

WARE Ware

ANNOUNCERS at WRMS Ware, Mass., will start dealing in double-talk March 1 when the call letters of the station are officially changed to WARE. Authorization for the change was granted by FCC Feb. 2. The station becomes the second outlet in the country bearing the same call letters as the town in which it is located, WACO Waco, Tex., being the first. Station reports letters of congratulation and appreciation have been received from Ware businessmen who believe the change will be of benefit to the community in additional advertising.

What Next?

(Continued from page 23)

the NLRB balloting which took place in that dispute. Repeal of T-H may mean that ACA in other disputes again will have recourse to the NLRB.

William Bender, vice president of the broadcast department of ACA, said death of T-H will mean a better balance of economic power in the broadcasting field. He acknowledged, however, that an act more favorable to labor will cost station operators more money.

"But it will be worth it to them," he said. "There will be greater stability through elimination of the present chaos where unions feel they have to fight or be wiped out. If station costs go up, it will be an investment worth the cost."

He said ACA looked to the time when it could, in a strike situation, use secondary boycotts, including boycotting of sponsors, or appeals to sponsors to stop using struck stations. He believed repeal of the T-H Law would make this possible.

Clarence Westover, executive secretary of NABET, said that if the T-H Law is killed, his union hopes to revert to the principle of the closed shop which the law prohibited. A spokesman for the AFM said the same thing. Both organizations have clauses in contracts which permit reinstating of the closed shop in event Congress changes the labor picture.

Newman Burnett, executive secretary of RTDG, said the T-H Law repeal would aid radio unions like his own because it would eliminate much of the fight over supervisory employes. He felt repeal of the supervisory employe limitations would also aid other unions in the broadcast field, many of which have men of professional standing as members. Roy Langham, national executive secretary of the Radio Writers Guild, said the same thing was true of his organizations.

Sylvia Sheridan, representative of the Radio Guild, United Office and Professional Workers of America, CIO, foresaw increased organizing efforts if T-H is repealed. The result, she said, would be higher wages in both union and non-union stations, with operating costs necessarily going up.

"With red tape removed," she said, "you can expect organization drives to begin. Many union officers, which have used the T-H Law as an excuse for not organizing, will be on the spot and will have to get out and work."

FCC-STATE DEPT.

To Discuss Overseas Shows

THE FUTURE of international broadcasting in the U. S.—whether private operation and/or the "Voice of America" should be expanded, reduced, or discontinued—will be studied in a special FCC-State Dept. conference called by State Dept. officials for late this month, it was reported last week.

If the Mexico City High-Frequency Broadcasting Conference is still in progress, the meeting would be a preliminary session since questions relating to frequency assignments, for example, would have to await the outcome of the Mexico City meeting.

If the Mexico City conference has broken up or completed its work, the FCC-State Dept. conferees presumably would be free to explore the whole field of U. S. international broadcasting activity including (1) the future of the "Voice"; (2) the future of international broadcasting via privately owned stations, and (3) in event the Mexico City conference ends without an agreement, the frequencies, hours and target areas of U. S. operations.

WMPS
MEMPHIS



68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by

RADIO REPRESENTATIVES, INC.

NBC Code Relaxed

(Continued from page 25)

aways would "fall of their own weight"—that listeners would become bored when they began to understand the extremely slight chance they had of winning. This did not materialize either, the executive said. Instead, some giveaways have reached the top ranks of popularity, and an indication to NBC that listeners who harbor no notions of winning themselves find entertainment in hearing others fall heir to fortunes.

The fact that NBC now believes giveaways are entertaining and are not holding their audiences only by extending the hope for reward exempts them therefore from the network's code provision (which is also in the NAB code) against audience buying.

The network's revised attitudes towards mysteries and giveaways will be explained Feb. 28 and March 1 at the two-day meeting in Chicago of NBC affiliates. Affiliates will be asked for their reactions, and if they agree, the changes will be instituted, it was said.

Another matter which NBC executives will discuss with the affiliates will be decision a fortnight ago to open the network to transcribed programs. This decision, it was said, was reached after Charles R. Denny, NBC executive vice president, and John F. Royal, vice president and special program consultant to Mr. Denny, had visited the West Coast and discussed transcriptions with NBC talent.

A majority of NBC stars, it was reported, vigorously urged the adoption of transcriptions. The talent pointed out that shows were more flexible than live ones, that editing was possible, that smoother performances were possible, that the inflexible deadlines of live production would not have to be met.

Preventive Move

"We faced the danger of losing even more talent unless we admitted transcriptions," one NBC official said.

Meanwhile, as NBC was beginning to rid itself of what it regarded as burdensome ethics, CBS issued an announcement detailing the Hooperating triumphs of its Sunday evening line-up which is accelerated generally by its recently captured Jack Benny show.

On Feb. 6, CBS said, Mr. Benny's share of audience was 64.6% as compared with 22.9 for Horace Heidt in the same time on NBC. Mr. Benny's Hooperating was 27.8; Mr. Heidt's 9.9. The CBS *Adventures of Sam Spade* on Feb. 6 got a Hooperating of 13.8 and a share of audience of 29.3. Fred Allen, in the same time on NBC, got a Hooperating of 11.3 and a share of audience of 23.4.

CBS also reported that its Spike Jones show's Hooperating was 11.5, its share of audience 29.7. The NBC Ozzie & Harriet's Hooperating was 9.6, its share of audience 23.5. CBS's *Amos 'n' Andy's* Hooperating was 18.7 and NBC's Phil Harris-Alice Faye got a Hooperating of 16.3.

The CBS Sunday evening schedule will receive further strengthening next fall when Edgar Bergen and his dummy associates join that network in the 8-8:30 p.m. spot, sponsored by Coca-Cola, through D'Arcy Advertising.

The starting date for Mr. Bergen was set last week as Oct. 2, with his show originating in Hollywood. Television plans for the ventriloquist are as yet unset.

In Hollywood Frank Sinatra announced that he is resigning from the *Hit Parade*, sponsored by American Tobacco Co. (Lucky Strike cigarettes) at the end of the present season, probably in May. The *Hit Parade* is slated to continue on NBC with another featured singer according to BBDO, the agency handling the American Tobacco account. Perry Charles, the Sinatra press agent, told newsmen in Hollywood that Frank Sinatra planned to fly to New York to "resume negotiations" with CBS on a possible switch to that network.

ORE. NEWS BILL

Backed by Broadcasters

RICHARD M. BROWN, general manager of KPOJ Portland, Ore., is spearheading the Oregon Broadcasters Assn.'s drive for legislation to grant radio newsmen the right to withhold sources of information [BROADCASTING, Feb. 7]. The Oregon measure is similar to that introduced by other broadcasters throughout the country.

Known as Senate Bill No. 66, and introduced by State Sen. R. D. Holmes, the bill asks for:

An act relating to the privileges of newspapers or radio broadcasting, and/or radio and press associations with respect to sources of information procured for publication or broadcast.

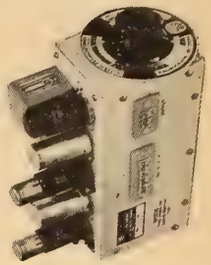
Be It Enacted by the People of the State of Oregon.

Section 1. A newspaper publisher, editor, reporter, or radio station licensee, newsman, commentator, announcer, or other person connected with or employed upon a radio broadcasting station or newspaper and/or radio or press association cannot be adjudged in contempt of court, the legislature, or any administrative body, for refusing to disclose the source of any information procured for publication or broadcast, whether published or broadcast in a newspaper or over a radio broadcasting station. For the purpose of including television, facsimile, and other methods of communication within the protection of this section, the term "radio" or "radio broadcasting station" as used herein, shall be given the same meaning as such term is given under the provisions of the Federal Communications Act of 1934, as amended.

Section 2. This act shall be known as the "Radio-Newspaper-Television Protection act."

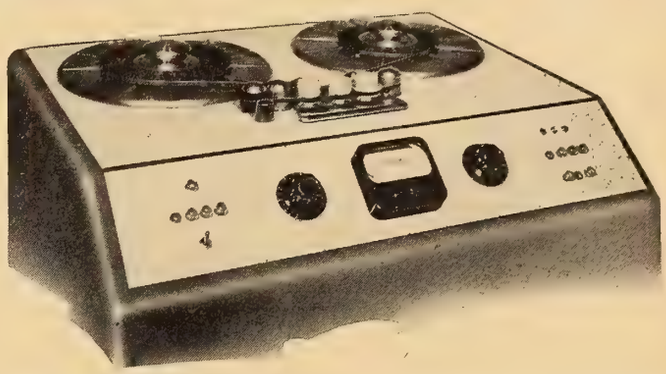


"Equalizes 'em all!"



It is no longer necessary to use a separate equalizer for each pickup. The 622 Six Position Equalizer, usable with any and all modern pickups, mounts on your transcription table in place of your present equalizer. You can now experiment with various pickup cartridges knowing you are getting the best available performance from each. Both lateral and vertical transcription arms can be connected and selected without switching — by simply using the proper setting of the 6-position control knob. A Micro-Groove arm may also be added. This Fairchild Preamp-Equalizer precludes obsolescence; frees one preamplifier; provides for cuing and monitoring; eliminates low level hum problems; and is an investment in economy. Write for complete details.

FAIRCHILD PROFESSIONAL TAPE RECORDER



The Fairchild Professional Tape Recorder is the only top quality equipment designed from the start to deliver the ultimate in performance at a tape speed of 15 instead of 30 inches per second. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second. No compromise has been made in meeting the most exacting requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and nicer controls of starting, stopping, spotting, editing, etc. 7½ or 30 inches per second operation may, of course, be included for special applications.

Nothing has been left undone to make this the finest professional tape recorder. However, despite its performance which we believe exceeds that of any other equipment regardless of price, it is being sold at the lowest figure our anticipated production will permit. Currently, orders are being scheduled for delivery in approximately 30 days at its present low price of $2,750. Details are available for prospective users.

MICRO-GROOVE RECORDING . . .

Are you aware that Fairchild Synchronous Disk Recorders and Transcription Arms are handling the rigid requirements of recording and reproducing Micro-Grooves for the most critical users? Write for detailed information.

LIP SYNCHRONOUS Sound-on-Film

Synchronous disk recording and playback for use with motion pictures and television is available with the Fairchild #539 Portable Disk Recorder. Used in making "Louisiana Story", one of the top ten movies of 1948! Write for details.

Fairchild
RECORDING EQUIPMENT CORPORATION

We're at the I.R.E.

154TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

1948 IER

18th Yearbook Published

EDUCATION ON THE AIR (18th Yearbook of the Institute for Education by Radio). Edited by O. Joe Olson. 478 pp. Columbus: Ohio State U.

PROCEEDINGS of Ohio State U.'s 18th Institute for Education by Radio, held April 30-May 3, 1948, at Columbus, are covered in this volume.

One of the book's nine chapters is devoted to "The New Medium of Television." The TV chapter includes presentations on "Present-Day Television" by Nathan M. Rudich, video director of Gainsborough Assoc., New York; "Television Production" by Martin A. Gosch, New York TV producer; "Cincinnati's 'Nervous Murals'" by Milton S. Allison, WLWT (TV) Cincinnati, and "Television and Agricultural Information" by Kenneth M. Gapen, assistant director of information for radio and television, U. S. Dept. of Agriculture, Washington.

Also included in the television chapter are summaries of two panel discussions, one led by Mr. Rudich on "Television Programming and Production," the other by Lucille Clarke, radio chief of the American Red Cross North Atlantic area, on "Television: A New Factor in Interpreting Community Agencies."

Other chapter headings, as follow, indicate the wide scope of the book's contents: "International Aspects of Radio"; "Radio Policy in America"; "Radio in Organized Education"; "Radio Programming and Production"; "Specific Program Areas of Radio"; "Organizations Utilizing Radio" and "Research Techniques and Problems."

FIRST 15 PACIFIC HOOPERATINGS

January 1949

EVENING

Program	No. of Cities	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny †	6	American Tobacco (BBDO)	39.0	35.7	+3.3	1
Winchell (2 mos) †	6	Kaiser-Frazer (Weintraub)	30.2	30.0	+0.2	4
McGee & Molly	6	Johnson & Son (NL&B)	29.0	28.0	+1.0	5
Horace Heidt †	6	Philip Morris (Biow)	26.0	14.8	+11.2	28
Bob Hope	6	Lever Bros. (Y&R)	25.7	33.6	—7.9	2
People Are Funny	6	B. & W. Tobacco (Seeds)	25.7	13.9	+11.8	37
Radio Theatre	6	Lever Bros. (JWT)	22.5	20.1	+2.4	10
Bing Crosby	6	Philco (Hutchins)	20.3	17.2	+3.1	19
The Whistler	6	Signal Oil (Stebbins)	20.1	12.8	+7.3	42
L. Parsons (2 mos) †	6	Jergens (Orr)	19.8	12.4	+7.4	47
Sam Spade	6	Wildroot (BBDO)	19.4	18.4	+1.0	12
Dennis Day	6	C-P-P (Bates)	19.1	14.5	+4.6	34
Harris-Faye	6	Rexall (BBDO)	19.1	24.1	—5.0	8
Fred Allen	6	Ford Dealers (JWT)	18.0	27.7	—9.7	6
Skippy Theatre	5	Rosefield Packing (G&G)	17.6	14.1	+3.5	36

† Includes first and second broadcasts

'MESS OF SURVEYS'

Palmer Cities Need for One Standard Firm

By FRED A. PALMER
PRESIDENT, FRED A. PALMER CO.
COLUMBUS, OHIO

THE PROBLEM:

Several years ago . . . I pointed out that we had a "mess of surveys"—Hooper, Nielsen, Conlan, Ross Federal, Pulse, Whan, Hooper-Holmes, a dozen other small survey companies and some stations making their own surveys! All this "mess of surveys" against the newspapers' single standard Audit Bureau of Circulation.

I recommended that either by merger, by creating a new organization or using the facilities of Western Union, we establish a single standard of radio surveys, based on the following points:

1. **Adequate sample: An industry committee would determine what would constitute an adequate sample for any community using either coincidental telephone, mail, door-to-door, mechanical instrument, etc., or any combination of these.**
2. **Proper supervision: It has been proven again and again that research employes are human and liable to error. Some kind of adequate supervision should be used to minimize error.**
3. **Open to public inspection: If statistician A adds up a column and gets rating 6.4, any other statistician or interested party should be able to add up the same column and get the same result.**

I suggested that if this plan were followed, it would save the industry several million dollars a year—would enable us to obtain a reliable survey in any market in America no matter how small.

A PROPOSED SOLUTION:

BMB was organized. A prominent agency secretary said: "This is a *step* in the right direction." The industry is spending more millions than ever on surveys and is more confused today than ever before. Many station managers have told me: "BMB is no earthly use to us as a sales help, but I guess the agencies want it." Some agencies swear by it, some swear at it, while some request mail response pattern, half millivolt coverage plus some success stories, and they seem to do all right, too.

SOLUTION:

In spite of the "mess of surveys" that we are now in, there is one crystal clear solution. We must have a single standard radio survey based on adequate sample, proper supervision, and open to public inspection. While we have been taking a staggering "step in the right direction," the newspapers have made impressive gains. We are so afraid of hurting the feelings of the many survey companies that we are hurting the entire radio industry.

Costs of operation are still going up—profits are still going down—many stations are having utmost difficulty keeping their heads above water. Either let BMB give us the complete solution to a single standard radio survey that will compare with the newspaper ABC or let's junk BMB.

CANADA RATINGS

'Lux' Show Is First

ONLY ONE Canadian evening program rated among the first ten network shows in January in Canada, according to national ratings released Feb. 8 by Elliott-Haynes Ltd., Toronto. Ten most popular programs, of total of 40 English evening programs, were *Lux Radio Theatre*, rating 35.4, *Fibber McGee & Molly* 33.5, Fred Allen 29.2, *Amos 'n' Andy* 28.5, *Adventures of Ozzie & Harriet* 24.7, Bob Hope 24.6, *Wayne & Shuster* (Canadian program) 22.4, *Album of Familiar Music* 22.0, *Twenty Questions* 21.9, and *Music Hall* 21.9.

First five English-language daytime programs for January, of total of 14, were *Ma Perkins* 18.1, *Pepper Young's Family* 17.1, *Big Sister* 16.4, *Happy Gang* 16.4 (Canadian program), and *Right to Happiness* 16.3.

Of total of 31 French-language evening network programs in January, leading five, all Canadian-produced, were *Un Homme et Son Peche* 39.2, *Radio Carabin* 37.4, *Enchantant de la Vivoir* 34.5, *Metropole* 32.6, and *Ralliement du Rire* 31.0. Five leading French-language daytime programs, of total of 13, were *Jeunesse Doree* 31.5, *Rue Principale* 30.1, *Quelles Nouvelles* 23.0, *Les Joyeux Troubadours* 22.9, and *Grande Soeur* 22.9.

PACIFIC HOOPERS UP

Due to Cold Snap

RADIO listening on the Pacific Coast in January, a month of unusually cold weather which kept people at home, was at an all-time high, C. E. Hooper Inc. reported last week.

In January the average evening sets in use was 39.1, 10% higher than previous Hooper records. Average daytime sets in use was 19.3, a 5% gain over the earlier record. [For Pacific Program Rateings see above.]

Yes **KFYR**

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*



*ASK ANY JOHN BLAIR MAN TO PROVE IT.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y.19

AT&T LINKS

Interconnection Policy Scored by FMA

INTERCONNECTION policy of American Telephone & Telegraph Co. was attacked from another direction Friday as FM Assn. charged it violates both the Communications Act and the anti-trust laws.

The policy, by which the telephone company refuses to connect its intercity links with those of private broadcasters except to cover areas where it has none of its own, has been under the fire of telecasters and is now before the FCC for a decision in the Commission's probe of rates for TV network facilities.

FMA brought its charges separately in a letter protesting an AT&T subsidiary's alleged refusal to provide intercity facilities to connect some of the stations of a nine-station FM network in the Midwest for a broadcast on Dec. 10.

Many of the stations are close enough together to permit linking by direct pickup or broadcasts, but some are separated by distances requiring intercity relay facilities which the AT&T subsidiary refused to furnish, FMA charged.

Four Unable to Broadcast

Because of the action of the subsidiary—Northwestern Bell Telephone Co.—four of the nine stations "were unable to broadcast the network program contemplated," the letter declared.

Filed by Leonard H. Marks, FMA counsel, the letter asked FCC to invoke provisions of the Communications Act looking toward "reparation" to the stations by Northwestern Bell and also to require AT&T and the subsidiary to modify their practices.

The stations are KFMX Council Bluffs, Iowa, which was to have originated the Dec. 10 broadcast; KSCJ-FM Sioux City; KFMY Fort Dodge, Iowa; KGLO-FM Mason City; KDTH Dubuque; WBNB Beloit, Wis.; WILA Woodstock, Ill.; WKAS Waukegan, Ill., and WEAW Evanston, Ill. The four which reportedly were unable to carry the network program were KFMX, KSCJ-FM, KFMY, and KGLO-FM.

The FMA letter said Northwestern Bell did not specify the basis for refusing to furnish the requested channels but that apparently the basis was the company's interconnection policy.

The association cited a Federal District Court decision in the Pullman Case to support its contention that the telephone company's action violated the anti-trust laws.

It also noted that the Justice Dept., in its anti-trust suit against AT&T and Western Eectric Co. last month, charged that AT&T "has continued its policy of prohibiting radio stations from interconnecting non-Bell wire circuits with Bell System long-distance interchange facilities."

Hits Refusal

The association continued:

"It is obvious that the refusal to interconnect Bell System long-distance interchange facilities with the partial network facilities . . . which these FM stations planned to furnish by direct radio pickup is as obnoxious to the anti-trust laws as the refusal to interconnect such Bell facilities with non-Bell wire circuits."

The alleged violations, FMA continued, "impose a very serious hardship upon the members of the association as well as upon other FM stations, since, as the Commission is well aware, FM commercial operation has not brought large financial returns and FM stations are therefore totally unable to comply with the totally unjust and unreasonable—and therefore unlawful—practices and regulations of the telephone company."

Under its procedure with such complaints, FCC will call upon AT&T to satisfy the complaint or answer it in writing. If the company chooses to answer rather than satisfy it, then the Commission will investigate the charges "in such manner and by such means as it shall deem proper," according to the Communications Act.

Mr. Marks sent copies of the FMA letter to Herbert A. Bergson, assistant attorney general, as well as to AT&T and Northwestern Bell.

CO-OP SPONSORS

Happy With WJEF Show

COOPERATIVE sponsorship of *Your Date With Music* on WJEF Grand Rapids, Mich., has produced such satisfactory results for the sponsors that they have all renewed. The half-hour record show, four nights a week, features a letter-writing contest on favorite bands and vocalists with nightly and weekly prizes offered by the sponsors.

The daily winner receives a Toni Home Permanent Kit, a tube of Toni Cream Shampoo and a pair of Puffin Nylon Stockings from Paul Steketee & Sons department store, all cooperatively supplied.

Daily winners compete for the weekly award—an evening's entertainment for two supplied by WJEF and the sponsors. This includes dinner at the Mocha Room of the Pantlind Hotel, supplied by the hotel; an orchid corsage and boutonniere from Arthur F. Crabb, florist; a souvenir photograph taken by Bultman Studio, and taxi service supplied by the Yellow Cab Co. of Grand Rapids.

WJEF provides tickets for the couple for the week's outstanding entertainment—a first-run movie, a road show or concert by a name band.

Commercials are worked into the script, which is written by Don Richardson. John Maters is m.c. of *Your Date With Music.*

'Texas Forum'

A REGULAR weekly broadcast by Texas Senators and Congressmen in Washington is planned by the Texas State Network starting Sunday, Feb. 20, according to Gene L. Cagle, network president. Called *The Texas Forum of the Air,* the program will be aired Sunday at 6 p.m. (CST) over the 17-station network.

SW STATION BILL

Would Transfer to State Dept.

A BILL (H. R. 2282) which would transfer property and equipment rights on certain wholly-owned U. S. shortwave stations from the Reconstruction Finance Corp. to the Secretary of State, was introduced in the House of Representatives Feb. 3 by Sol Bloom (D-N.Y.).

The stations, all ranging from 50 kw to 200 kw and the only completely government-owned radio properties in the country, are licensed to CBS, NBC and Crosley Radio Corp. They are: KCBA KCBF KCBR (CBS) Delano, Calif.; KNBA KNBI KNBX (NBC) Dixon, Calif.; WLWO WLWK (Crosley) Mason, Ohio, and WLW1 WLW2 WLWR1 WLWR2 WLWS1 WLWS2 (Crosley) Bethany, Ohio.

The transfer would be purely administrative, it was emphasized, and would be effected without reimbursement or transfer of funds. Payment for land and buildings, with respect to these stations, is currently made to RFC. The bill provides that the State Dept. would assume all obligations of RFC covering operation of these facilities.

The stations are programmed by the State Dept.'s Office of International Information under immediate supervision of the International Broadcasting Division.

WE HAVE THE FORMULA

Time buyers know that some stations pay, while others do not. Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

$81,238.00

WORTH OF PROMOTION

FREE to WSYR and NBC Advertisers in 1948

That's what the bill would total at regular rates for WSYR's program promotion last year in

Daily Newspaper Advertising
Spot Announcements
Station-Break Tag Lines
Window Displays • Mailings to Dealers
Preparation of Publicity
Outdoor Displays

WSYR SYRACUSE 570 kc – 5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

To
One
Million
People
CBS
Means
WDNC



DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

Open Mike

(Continued from page 18)

WCAO is listed as operating on 360 meters, which is 833 kc.

Incidentally, this last named booklet along with a letter from the management of WWJ was sent to me attesting to the fact that I was, at that time, the listener who had received station WWJ the greatest distance. At the time I was radio operator on the *S. S. Chilore* and the ship was off the coast of Chile and the next day when we docked at Cruz Grande, Chile, I wrote a letter of confirmation of reception of their program. They replied that that was a record. I had beaten some postmaster out in Hawaii. Picked up on the regular ships wireless telegraph receiver with a couple tubes in it. Ah, those dear dead days!

Howard O'Day
3811 Penhurst Ave.
Baltimore

[Editor's Note: Congratulations on your alert criticism. Material for the Baltimore Market Story came from station executives who did not tell us of early changes in WCAO's frequency.]

AWB CONVENTION
Agenda Details Announced

AGENDA details on the sixth annual convention of the Assn. of Women Broadcasters division of the NAB were reported in Chicago Thursday by Mrs. Elizabeth Marshall, District 9 chairman in charge of arrangements and assistant director of WBEZ Chicago, Board of Education station.

Dr. Preston Bradley, pastor of the People's Church, Chicago, will give the invocation at the conference, to be conducted March 10-12 at Chicago's Drake Hotel [BROADCASTING Feb. 7]. Charles Caley, chairman of NAB's Ninth District, has been asked to introduce Judge Justin Miller, NAB president, guest speaker at the opening-day luncheon. NAB board members from nine states bordering Illinois have been invited also.

The evening reception Thursday, opening day, will be given by J. Walter Thompson agency. New members will be welcomed and winners of special prizes will be interviewed at the microphone in the hotel ballroom.

Mars Renews

MARS Inc., Chicago, has renewed *Dr. I. Q.* (Mondays, 8:30 p.m. CST) on NBC network of 135 stations for 52 weeks from March 28. Show has been sponsored nine years, with Mars as backer for seven. Agency is Grant Advertising, Chicago.

Hennock in Florida

FCC COMR. Frieda B. Hennock was at Miami Beach, Fla., last week on doctor's orders, after developing a sinus condition and Virus X the preceding week.

'YUNOWATT' APPLICANT
WLBR Claims Paper Avoided Word 'Radio'

FCC WAS TOLD last week that one of its AM applicants is owned by a newspaper which has avoided use of the word "radio" in its news columns and charged advertisers extra for references to their programs on the local station.

The charge was made by WLBR Lebanon, Pa., against an application filed by Steitz Newspapers Inc., which is seeking a new 500 w daytime station on 1430 kc at Lebanon.

WLBR General Manager Lester P. Etter submitted an affidavit and photostats of copies of the paper to show that the *Lebanon Daily News*, owned by the owner of Steitz, substituted "wireless," "receiving sets," and "yunowatt" when it means "radio." When FCC Chairman Wayne Coy was nominated, he was described as "wireless director" of the *Washington Post*.

Mr. Etter said that since WLBR went on the air in November 1946 "and until quite recently" the *News* "has consistently failed to give radio any credit in its news columns and, in fact, in many instances has sought to discredit radio."

He said the *News* used the word "radio" in a story bearing the headline "Cancellation of Advertising Hitting Radio." The story reported that "radio men are stung by the present wave of cancellations" and brought out that advertisers are turning to newspapers and magazines, he declared.

When school was closed because of a deep snow, he said, the paper headlined a story "Hundreds at School Despite Closing" and reported that school officials had "only meager means of making their decision [to close the schools] public." The fact, he said, was that the decision was carried by WLBR in broadcasts described by school authorities as "almost 100% effective."

When the Steitz application was filed, Mr. Etter asserted, the *News* carried a "routine" AP story from Washington "without identifying itself as the party in interest in the Steitz Newspapers."

The newspaper carries a listing of "network programs on out-of-town stations and on Saturdays a religious schedule of Philadelphia stations," but refused to carry WLBR's program listings until the station agreed to pay for the space, he charged.

"Radio contract rates for this purpose are about 30% greater than the comparable base rate for local retail advertisers," he said. "Also, advertisers on WLBR who mention their radio programs and the call letters of the station in their advertisements in the newspaper are required to pay an additional rate for the space so occupied."

The Steitz application, filed last November, maintains, however, that "the applicant is fully cognizant of the broad and specific responsibilities of broadcast licensees with regard to matters generally construed as being in the public interest, and is fully prepared to discharge these obligations with every resource at its command."

Steitz is owned by the Lebanon News Publishing Co., which publishes the *Lebanon Semi-Weekly News* in addition to the *Daily News*. The parent company is controlled (62.4%) by the A. B. Schropp estate, with John Schropp, promotion manager of the publishing company, holding 25% and President Henry L. Wilder, managing editor, owning 12.425%. Adam S. Wilder, son of Henry S., is president of Steitz Newspapers and editor of the parent company.

The Steitz application said the proposed station, to be built at an estimated cost of $47,950, would employ a staff of 12, "each of whom will be required to be experienced in the broadcast field and to reside in Lebanon County and take an active interest in the civic organizations of the community."

The photostats submitted by Mr. Etter were from tear sheets from 11 issues between Dec. 10, 1946, and Feb. 28, 1948.

AGENCIES
ADVERTISERS
STATIONS

Announcing . . .

1949 RADIO-TV MAP

ACCURATE TO JANUARY 1, 1949

Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state—territory . . . province . . . plus time zones.

Excellent for presentations. Ideal to demonstrate coverage . . . plot network and national spot campaigns. Printed on durable white stock—35" x 25". Suitable for framing.

60c PER MAP
50¢ ea. 10 or more
40¢ ea. 50 or more
Include payment with order.

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.



A $1 MILLION fire, 20-degree-below-zero temperatures and no power or teletype service at its studios made operation difficult for KDIX Dickinson, N. D., last week. Most of the operations were moved to the transmitter and studio programs were originated in the Community Bldg., which, due to the fire, had no heat. Here Peg Graham and Bill Mason put on *Women's Club of the Air* from the Community Bldg. as other KDIX staffers shiver.

IT&T BUYS

Farnsworth Radio & Tele.

INTERNATIONAL Telephone & Telegraph Co. announced Wednesday that it intended to enter the television receiver manufacturing field by acquiring Farnsworth Radio and Television Corp.

A majority of the board, headed by 67-year-old founder and chairman, Sosthenes Behn, approved the plan for his $515 million communications system to buy the $10 million Farnsworth company.

Rumors also have persisted that this entry of IT&T into video receiver manufacture would be followed by acquisition of other companies. Mentioned have been Raytheon Manufacturing Co., Admiral Corp. and Emerson Radio & Phonograph Corp.

The IT&T announcement said "agreement in principle" had been reached with Farnsworth on the acquisition on the basis of one share of IT&T stock for each 12 shares of the 1,680,568 shares of Farnsworth. The day of the announcement, IT&T stock closed on the New York exchange at 9¼ (a gain of ⅜) while Farnsworth finished at 2⅞, off ⅝. Later, on the San Francisco and Los Angeles exchanges, Farnsworth slumped to 1½.

Farnsworth has an application pending at FCC for consent to sale of its WGL Fort Wayne, Ind., for $150,000 to Fort Wayne *News-Sentinel*. Rival bid for WGL has been filed by Anthony Wayne Radio Co., Inc., new firm including ex-FCC Chairman James Lawrence Fly [BROADCASTING, Feb. 7],

The sale itself is expected to take the form of a transfer of all assets of Farnsworth subject to its stated liabilities. Pending confirmation of the sale, IT&T is making a $1 million secured advance to Farnsworth to enable it to pay certain of its obligations and replenish its working capital.

IT&T made it clear that if the sale is consummated by approval of the Farnsworth board and by fulfillment of conditions primarily agreed to by both sides, it expects to continue to manufacture in the Farnsworth Fort Wayne plant and intends to continue the Capehart distributor and dealer organization, a Farnsworth affiliate.

WNJR Newark is now operating WNJR-FM and will duplicate programs on the two stations as soon as engineering tests are completed.



SPOT RATE BOOK

Proposed by Chicago NARSR

PREPARATION of a station rate book with estimates of spot radio available within given budgets for the use of timebuyers was proposed at the organization meeting of the Chicago Council, National Assn. of Radio Station Representatives, Thursday. T. F. Flanagan, managing director of the NARSR, led discussion among 24 executives of Chicago's 14 radio representative firms during a three-hour session. He was introduced by John Blair, president of John Blair Co.

After Mr. Flanagan briefed members on current FCC hearings concerning network representation of affiliated stations not owned and operated by them, he suggested methods by which association members could give improved service to spot broadcasting buyers and users. In addition to the proposed rate book, members talked of possibility of releasing periodic indices of spot business with estimates of business growth and trends.

Purposes Outlined

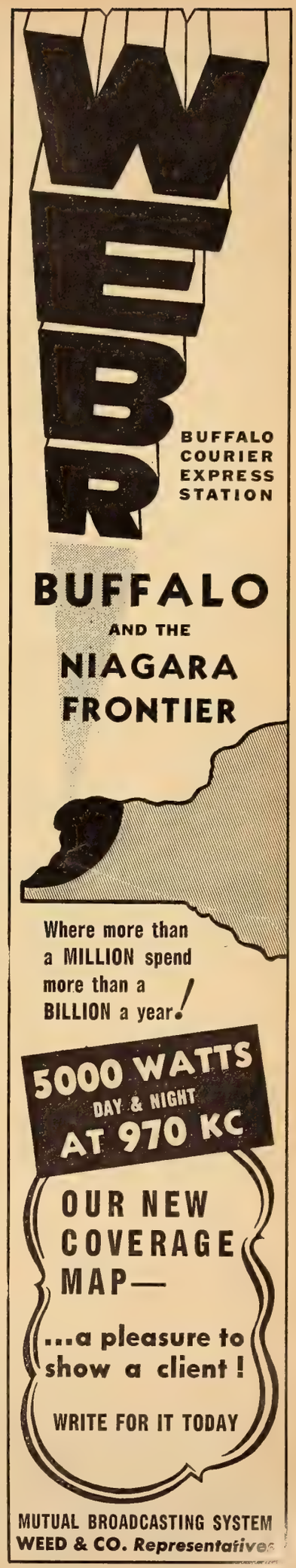
Purposes of NARSR's recent spot radio presentation, and its promotion book *Spot Radio Lets You Decide*, were outlined with ten plans for the most effective exposure of data to the trade. Framework of plans offering special services to agencies was debated by the group, along with preparation of reports on spot radio activities for specific accounts.

Mr. Flanagan made suggestions at the closed session to the Chicago council about its recent organization. The NARSR executive committee authorized the organization "as a means of keeping Chicago-area members in close touch with association activities, and to give them the opportunity to make recommendations to directors on matters of importance," Mr. Flanagan said. He was "very pleased at the spirit of cooperation" among members.

The next meeting of the Chicago council will be March 3.

New WMAQ Tower

PRELIMINARY transmission tests of WMAQ Chicago's new 250-foot emergency antenna tower were completed last week at the AM transmitter site 30 miles west of Chicago, according to Howard Luttgens, NBC Central Division chief engineer. Part of a rehabilitation program begun a year ago, the self-supporting steel tower is capable of transmitting WMAQ's 50 kw signal, Mr. Luttgens said. Emergency unit replaces two wooden antenna masts and includes a tuning house and transmission line equipment. Regular transmitter antenna is 490 feet high.



AM GRANTS

Issued in Kan., N.M.

TWO NEW AM stations were granted by the FCC last week, one for Ottawa, Kan., and the other for Clayton, N. M.

New grantee at Ottawa is Ottawa Broadcasting Co., receiving construction permit for 250 w daytime on 1220 kc, subject to filing modification to specify transmitter site and antenna system meeting requirements of Commission's standards.

Ari-Ne-Mex Broadcasting Corp. is new grantee at Clayton, receiving CP for 250 w fulltime on 1450 kc and subject to same technical conditions.

Ottawa Broadcasting is headed by R. S. Wheeler Jr. and his wife Betty Lou, holding 25% and 28% interests respectfully. The Wheelers each own 25% of the preferred and 12.5% of the common stock of KHOZ Harrison, Ark., and Mr. Wheeler is general manager of that station. Others in firm include: Donald H. Causey, KHOZ chief engineer, 15⅔%; James N. Jobes, KHOZ program director, 15⅔%, and Loren C. Watkins Jr., also with KHOZ, 15⅔%.

Proposed general manager of new Ari-Ne-Mex broadcasting outlet is Frank E. Cooks, director and 3.9% owner, who holds 11.48% interest in KOBE Las Cruces and 10% in KOTS Deming, N. M. There are 69 other stockholders, each less than 4%.

RADIO-MINDED YMCA

Programs of Seattle Schools Pay Off

STEADY, continuous radio promotion on a straight commercial basis is paying off for the non-profit YMCA technical schools in Seattle. Although an integral part of the total YMCA operation, the schools are self-supporting and rely exclusively on tuition and other fees. Their annual budget this year is expected to total $112,000.

The technical schools are beginning their second year of advertising. On the basis of four programs last year, radio will command a considerably larger proportion of the allocation than at the start. Wayne A. Gardner, director of the "Y" schools, concluded after one year of watching radio produce results:



Mr. Gardner

"Advertising has certainly done a job for us. In fact, I would say that most institutions—educational and otherwise—could profit from radio promotion, if our experience is any criterion."

The schools, established in Seattle 48 years ago, now give courses in radio and television, illustrative engineering, marine navigation, servicing and announcing and other fields.

During the first year the schools were on the air commercially, the principal objective was to build enrollment. Two courses have been filled to capacity virtually from the start of the broadcasting effort, and the total enrollment has jumped more than 15% in a year. Today 75% of the new students are directly traceable to the radio advertising program, according to Mr. Gardner. The total enrollment is now 385, and still growing.

At least equally important, however, in Mr. Gardner's opinion, are two other results which might be considered by-products: The pioneering achievement in the field of adult education, and the creative public relations job radio has done.

By developing such specialized courses as illustrative and Diesel engineering — and by promoting them via radio—he believes the "Y" schools not only are meeting a demand but also exerting a constructive influence on educational efforts in the State of Washington. Requests have come in from Tacoma, Everett and elsewhere to help establish courses along the same lines in high schools and colleges in those communities.

Public Relations Angle

In promoting the course for medical secretaries, which had been developed in cooperation with the State Medical Society, Mr. Gardner found that radio was helping also to develop a new understanding among the medical profession, not only of the technical schools, but of the whole YMCA.

Of the 24 YMCA-sponsored schools and colleges throughout the country, Mr. Gardner believes his is the only one to use commercial radio on such a scale. The four weekly programs, aired for the past year, are: *Preview of Tomorrow*, a program of science in the news, Sundays, 10:15-10:30 p.m.; a newscast, Saturdays, 10-10:15 p.m.; *Look Before You Leap*, featuring interviews with people of different vocations, Thursdays, 7:45-8 p.m., and *Songs We All Know and Love*, classical and religious music, Thursdays, 8:45-9 p.m.

The first three programs are heard on KIRO Seattle and the fourth on KTW, part-time outlet of the First Presbyterian Church, Seattle. In addition to the four quarter-hours, the technical schools sponsor five spot announcements a week on KIRO. They are heard on days when the full-length programs are not broadcast.

Inquiries traceable to radio were disappointingly slow at the start, Mr. Gardner reported, but subsequently radio forged ahead so rapidly in results produced that the organization has gradually dropped its newspaper promotion.

AXIS SALLY

Von Richter Recalled

AMERICAN war veterans, testifying in the second week at the Axis Sally (Mildred Gillars) treason trial in Washington's District Court, identified her as the woman who recorded their messages to relatives for use on her Nazi radio broadcasts. Miss Gillars is charged with attempting to undermine the morale of American soldiers through propaganda.

Government prosecutors recalled Hans von Richter, former Nazi radio official and consular employe, who identified Miss Gillars voice on records. He also testified that she was shifted from a disc jockey program to the Nazi radio propaganda post against her will, and that Otto Koischwitz, whose voice he also identified, prepared material for her broadcasts. Defense Attorney James J. Laughlin previously had maintained that Miss Gillars had been under the "hypnotic" influence of Prof. Koischwitz, now deceased.

Two witnesses to each overt act are required to prove the government's treason case. Thus far, required number has testified to three of the ten acts charged to Miss Gillars.

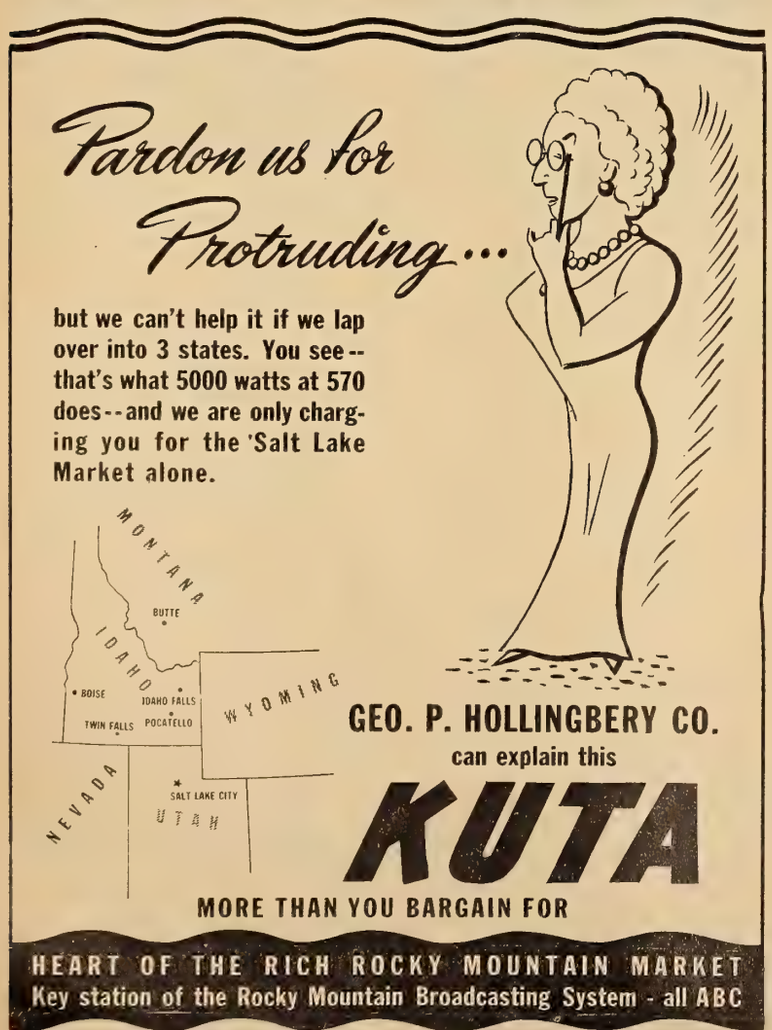
AMERICAN TOBACCO

Relinquishes Ameche Series

AMERICAN TOBACCO Co. (Lucky Strikes) through BBDO, New York, has decided to drop sponsorship of the Don Ameche *Your Lucky Strike* series, Mondays through Fridays, 3:30 p.m. on CBS after giving it only nine weeks trial. The company will let the time and show go next month at the end of the 13 week contract. The program was budgeted at close to $7,000 weekly.

Only two Hooper ratings have been taken of the program. The first was 2.7 and the second 3.2.

Bernard L. Schubert, head of Radio Artists Corp., owner of the Don Ameche show, is in New York this week for conference with prospective sponsors interested in taking over the series.





Programs

SIXTY-FIVE weekly newspapers in western Washington have been earmarked by KIRO Seattle for spotlighting on station's new program, *Meet the Editor*, heard Saturdays 5:30-5:45 p.m. Program, which in most cases will be tape-recorded in office of editor being featured that week, is designed to range over KIRO's entire broadcast coverage area. Format of each broadcast is left up to the individual editor, and affords him an opportunity to introduce local civic and business leaders, and to discuss pertinent local subjects.

Child Guidance Series

CHILD GUIDANCE and development form basis of new series, *Understanding Our Children*, inaugurated last Wednesday by WQQW (AM and FM) Washington. Programs bring together experts in the fields of child guidance and health, and parents and teachers. Broadcast from Pierce Hall in Washington, attendance at 13-week series is by subscription only, proceeds going to CARE. A discussion period is held following each broadcast.

'Court Is in Session'

PHILADELPHIA Bar Assn. Feb. 4 began weekly programs, *Court Is in Session*, over WCAU-TV Philadelphia. Programs are designed to acquaint public with our system of justice, and are broadcast direct from court rooms of Philadelphia's City Hall, Fridays from 9-10 p.m. City, county and federal judges hear cases based on actual court records, with the Bar members acting as prosecutors and defenders. Authenticity is keynoted and actual court procedures are faithfully followed. Yellow Cab Co. of Philadelphia sponsors program as a public service.

Music Education

UNIVERSITY of Southern California, in cooperation with NBC, on Feb. 5 began series of radio music education courses at college level. Titled *Pioneers of Music*, programs outline evolution of orchestral music from beginning of 17th Century by presenting characteristic works of various periods. Series is heard on over 100 NBC stations. USC will supplement the broadcasts with home study materials provided by its School of Music.

Your Favorite Couple

LISTENERS to WABY Albany, N. Y., have opportunity to vote for their favorite "husband and wife to be." New feature on WABY, *Brides to Be*, features interviews with couples who intend to be engaged or married. Program is broadcast from McCaffrey's Restaurant in Albany. Favorite couple chosen by listeners receives an extensive array of gifts, all suitable for a bride and groom. Program is sponsored by a jeweler, a bridal gown manufacturer and a furniture store.

Music Festival

MUSIC for every taste is theme of 10th annual American Music Festival being presented by WNYC New York from Feb. 12 to 22. Everything from a New York Philharmonic rehearsal and a session of barbershop ballads to hot licks by jazz giants, will be included in the 150 programs presented during the 11-day event. Mayor O'Dwyer opened the festival on Feb. 12, which will also feature 50 works never aired before, over 30 of them world premieres. Eighteen of the concerts will be open to the general public.

'Telekids' Quiz

CHILDREN from public, private and parochial schools in Philadelphia pit their wits against members of the studio audience in WPTZ (TV) Philadelphia's *Telekids* quiz program. Each evening at 7:30 five school children participate as a team. When a question is incorrectly answered, the sponsor, Weatherguard Corp., makes a contribution to a non-sectarian charity, and sends a radio to the person submitting the question.

'I've Got Your Number'

NEW DISC show on WRUN Utica, N. Y., heard Mon.-Fri. at 11 a.m., which the station calls its "bucking Godfrey" spot, features platter and chatter in a manner which keeps the audience guessing as to what's going on. Lowell Cartwright, m.c., opens the show with a bright "I've Got Your Number," and proceeds to spin his discs, chatter on the phone and over the air, all at the same time.

EVE ARDEN of CBS *Our Miss Brooks* was mistress of ceremonies at California Teachers' Assn. dinner Feb. 11.



PEABODY

327 Entries Received

A TOTAL of 327 entries to compete in the 1948 George Foster Peabody Radio Awards have been received by the Grady School of Journalism, U. of Georgia. The entries, in the form of scripts, transcriptions and letters of recommendation, represent broadcast activities in 35 states, according to an announcement Feb. 5 by Dean John E. Drewry. Awards will be made this spring in New York City.

Eight awards will be made this year: Program or series of programs by a regional station making an outstanding contribution to the welfare of the community or region the station serves; program or program series making a similar contribution to its community; outstanding reporting and interpreting of the news; outstanding entertainment in drama; outstanding entertainment in music; outstanding educational program; outstanding children's program; the outstanding program promoting international understanding.

Entries are now receiving preliminary auditions and examination at the Grady School in preparation for later screening and judging.

SIGMA DELTA CHI

Awards to Radio Included

AWARDS for outstanding spot news reporting by radio or television and for distinguished radio news writing during 1948 are included among those to be presented by Sigma Delta Chi, professional journalistic fraternity.

Nominations and accompanying material are to be in the hands of the fraternity's professional awards committee, Suite 740, 35 E. Wacker Drive, Chicago, not later than March 1. Awards will consist of bronze medallions with accompanying certificates.

The awards classifications, in addition to radio-TV reporting and radio newswriting, are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news pictures, newspaper cartooning, research in journalism and courage in journalism.

D. C. Simulcast

FIRST SIMULCAST of a full-length symphony concert in Washington, D. C. was offered by WMAL WMAL-TV Feb. 3 concurrent with the National Symphony's 19th annual drive to raise a $190,000 sustaining fund. The concert, sixth of a series sponsored by the Washington *Evening Star*, which owns the WMAL properties, is heard regularly over the AM outlet. Program was aired 8:30-9:30 p.m. EST.



ACTIONS OF THE FCC

FEBRUARY 4 to FEBRUARY 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

February 4 Decisions . . .

DOCKET CASE ACTIONS

License Renewal

Commission (Comrs. Webster, Sterling and Hennock not participating) announced revised proposed decision looking towards grant of application of Joliet Bcstg. Co. for renewal of license for WJOL Joliet, Ill. (1340 kc 250 w unl.) on cond. that within 6 mo. from Feb. 15, 1949, applicant shall comply with provisions of Sec. 3.109 of rules. No final grant of renewal will be made until applicant complies with foregoing cond.

AM—1230 kc

Commission (Comrs. Webster, Sterling and Hennock not participating) announced proposed decision looking toward denial of applications of Utica Bcstg. Co. and of U.T.K. Radio Corp. both seeking new stations at Utica, N. Y., 1230 kc 250 w unl. At same time adopted order denying petition of U.T.K. Radio Corp. for immediate grant of its application by final order.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Bay State Bcstg. Co., New Bedford, Mass.—Granted petition for leave to amend application to show issuance of additional shares of stock to existing stockholder.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition for leave to amend application to specify unl. time in lieu of limited time operation.

Griner-Dillon Bcstg. Co., Bay City, Mich.—Granted petition for leave to amend application to specify 1260 kc in lieu 1350 kc. Amendment was accepted and application removed from hearing docket.

WRTV New Orleans—Commission on own motion scheduled hearing for March 28 at Washington on application for additional time in which to complete construction of TV station.

WUTV Indianapolis—Commission on own motion scheduled hearing for March 21 at Washington on application for additional time to complete construction of TV station.

Parish Bcstg. Co., Minden, La.—Granted petition for continuance of hearing presently scheduled Feb. 10 until further notice.

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—Granted leave to take depositions in proceeding upon application.

Bay State Bcstg. Co., New Bedford, Mass.—Dismissed petition requesting reconsideration of grant of application of W. Paul Oury, Westerly, R. I.

Dale S. Crowley, Washington, D. C., and Grant A. Wood, Hyattsville, Md.—Granted petition by Dale S. Crowley for dismissal without prejudice of his application and Commission on own motion, removed from hearing docket application of Grant A. Wood.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for continuance of hearing presently scheduled Feb. 10 to March 1 at Greenwich, Conn.

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich., and Robert F. Wolfe Co., Fremont, Ohio.—Granted petition to dismiss without prejudice its application and dismissed as moot petition for continuance of hearing presently scheduled Feb. 7; and Commission removed from hearing docket application of Robert F. Wolfe Co.

Hope Productions, Inc.—Denied petition requesting continuance of hearing presently scheduled for Feb. 28 and for change in place of hearing from Washington to Louisville in re transfer of control of WHAS Louisville.

(By Commissioner Walker)

WPAB Ponce, P. R.—Commission on own motion continued to March 1 at Ponce hearing presently scheduled Feb. 21 in re renewal of license.

WIBS Santurce, P. R.—Commission on own motion continued to March 3 at Santurce hearing presently scheduled Feb. 24 in re revocation of license.

(By Commissioner Jones)

Scenic City Bcstg. Co. Inc., Middletown, and WRIB Providence, R. I.—Granted petition of Scenic City for continuance of consolidated hearing presently scheduled Jan. 31 at Washington and hearing was continued to March 14.

February 4 Applications . . .

ACCEPTED FOR FILING

AM—1460

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new AM station 1460 kc 1 kw D AMENDED to request 500 w.

AM—1150

Marion Bcstg. Co., Marion, Ill.—CP new AM station 1150 kc 250 w D AMENDED to request 500 w, change studio site.

AM—1240 kc

St. Mary's U. Bcstg. Corp., San Antonio, Tex.—CP new AM station 1240 kc 250 w unl. AMENDED re directors and stockholders.

License for CP

KEIO Pocatello, Ida.—License to cover CP change frequency, increase power etc.

WGH Newport News, Va.—Same.

WAGE Syracuse, N. Y.—License to cover CP increase power etc.

WRYO Rochester, Pa.—License to cover CP new AM station.

AM—1300 kc

Palmetto Bcstg. Co., Kingstree, S. C.—CP new AM station 1220 kc 1 kw D AMENDED to request 1300 kc, change studio and trans. site.

Modification of CP

KYES Butte, Mont.—Mod. CP new AM station for extension of completion date.

KELN Las Vegas, Nev.—Same.

Assignment of CP

KBUK Dallas, Tex.—Assignment of CP from Buckner Orphans Home to Baptist General Convention of Texas.

CP to Reinstate

KVSM-FM San Mateo, Calif.—CP to reinstate CP new FM station which expired Nov. 22, 1948.

Modification of CP

WASH Washington, D. C.—Mod. CP new FM station for extension of completion date.

WRBL-FM Columbus, Ga.—Same.

WMMJ-FM Peoria, Ill.—Same.

KSO-FM Des Moines—Same

KVNJ-FM Fargo, N. D.—Same.

WKBN-FM Youngstown, Ohio—Same.

KOIN-FM Portland, Ore.—Same.

WMCF Memphis, Tenn.—Same.

KING-FM Seattle—Same.

WTHS Miami, Fla.—Mod. CP new noncommercial, educational FM station for extension of completion date.

WCNB-FM Connersville, Ind.—Mod. license to change ERP from 7.7 kw to 10 kw.

KBUK Dallas, Tex.—Mod. CP new FM station to change ERP from 3 kw to 88.4 kw, ant. height above average terrain from 390 ft. to 767 ft.

KOVB Tulsa, Okla.—Mod. CP new commercial TV station to change ERP from 16.6 kw vis., 8.5 kw aur. to 17.2 kw vis., 8.6 kw aur.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station to change ERP from 23 kw vis., 12.8 kw aur. to 25.8 kw vis., 12.9 kw aur.

WLWT Cincinnati—Mod. CP new commercial TV station for extension of completion date.

WAGA-TV Atlanta, Ga.—Same.

TV—Amended

General Bcstg. Co., Atlanta, Ga.—CP new commercial TV station AMENDED to change requested ERP from 36.8 kw vis. and aur. not stated to 18.35 kw vis., 9.177 kw aur.

TV Deletion

WVTL Utica Observer-Dispatch Inc., Utica, N. Y.—DELETED at request of applicant CP for new commercial TV station Channel 3 (60-66 mc) ERP 15.5 kw vis., 7.5 kw aur. and dismissed applications for mod. CPs, one to make technical changes and other for extension of completion date. Deletion made effective Jan. 27.

TENDERED FOR FILING

Assignment of CP

WKBS Oyster Bay, N. Y.—Assignment of CP from Eastern Bcstg. Co. to Key Bcstg. System Inc., changing from Delaware to New York corporation; same ownership.

February 7 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

KSAL Salina, Kan.—Acquisition of control of KSAL Inc. by John P., Sidney F. and F. M. Harris through retirement of 23% interest in firm owning 48.5% of licensee, with Harris group already owning 37.5% of licensee.

AM—1280 kc

WHVR Hanover, Pa.—CP changes from 1 kw D to 500 w-N 1 kw-D, change hours from D to unl. and install DA-N.

AM—1240 kc

KSTV Stephenville, Tex.—CP change from 1510 kc 250 w D to 1240 kc 250 w unl.

TENDERED FOR FILING

Assignment of CP

KFTM Fort Morgan, Col.—Assignment of CP from Robert Dolph, Robert McCollum and J. T. Price Jr., d/b as The Fort Morgan Bcstg. Co. to Robert Dolph and Robert McCollum d/b as The Fort Morgan Bcstg. Co.

February 8 Decisions . . .

BY THE SECRETARY

WGLS Decatur, Ga.—Granted mod. CP to change trans. location.

Following were granted extension of completion dates as shown: WSKB McComb, Miss., to 4-30-49; WCLC Clarksville, Tenn., to 8-23-49; KSAL Salina, Kan., to 4-30-49; WWEZ New Orleans, to 5-8-49; WHIS Bluefield, W. Va., to 2-28-49; WPKM Atlanta, to 7-1-49; KPRO San Jose, Calif., to 5-16-49; KAHL Ames, Iowa, to 3-28-49.

WHOL Allentown, Pa.—Granted license for new standard station 1230 kc 250 w unl.

WLNA Peekskill, N. Y.—Same—1420 kc 500 w D.

WLOU Louisville, Ky.—Same—1350 kc 1 kw D.

KMUR Murray, Utah—Same—1230 kc 250 w unl.

KNPT Newport, Ore.—Same—1230 kc 250 w unl.

KDYL-FM Salt Lake City—Granted license for new FM station Chan. 254 (98.7 mc) ERP 0.9 kw ant. height above average terrain minus 450 ft.

WLIV Providence, R. I. — Same — Chan. 299 (107.7 mc) 20 kw 495 ft.

WRUN-FM Utica, N. Y. — Same — Chan. 289 (105.7 mc) 4.3 kw 490 ft.

WCAO-FM Baltimore—Same—Chan. 274 (102.7 mc) 20 kw 400 ft.

WSOY - FM Decatur, Ill. — Same — Chan. 271 (102.1 mc) 31.2 kw 460 ft.

WTSP-FM St. Petersburg, Fla.—Same—Chan 273 (102.5 mc) 37 kw 430 ft.

WWCR Baraboo (Greenfield Twp.), Wis.—Same—Chan. 235 (94.9 mc) 37 kw 1,300 ft.

KMHB Belton, Tex. — Same — Chan. 246 (97.1 mc) 12 kw 320 ft.

WTAR-FM Norfolk, Va. — Same — Chan. 247 (97.3 mc) 50 kw 345 ft.

WLTN Lewistown, Pa.—Same—Chan. 250 (97.9 mc) 2.25 kw 150 ft.

WFLY Troy, N. Y.—Same—Chan. 222 (92.3 mc) 5.4 kw 840 ft.

WBON Bowling Green, Ky.—Same—Chan. 266 (101.1 mc) 8.4 kw 280 ft.

WTHT-FM Hartford, Conn.—Same—Chan. 291 (106.1 mc) 5.6 kw 800 ft.

WCVS-FM Springfield, Ill. — Same — Chan. 275 (102.9 mc) 25 kw 415 ft.

KVRE Redding, Calif.—Same—Chan. 280 (103.9 mc) 1 kw 240 ft.

WMAL-FM Washington, D. C.—Same 297 (107.3 mc) 20 kw 475 ft.

The Torrington Bcstg. Co. Inc., Torrington, Conn.—Granted CP new remote pickup.

WDGY Minneapolis — Granted mod. CP to change type of trans. (cond.).

WGAN Portland, Me.—Granted request for cancellation of CP to make changes in DA and change from DA-1 to DA-2.

Following were granted extension of completion dates as shown: KCUL Fort Worth, to 7-31-49; WEAU Eau Claire, Wis., to 4-15-49; KLMS Lincoln, Neb., to 4-15-49; KPLC Lake Charles, La., to 2-28-49; WNEW New York, to 3-15-49; KROW Oakland, Calif., to 8-24-49.

WCLT Newark, Ohio—Granted license for new standard station 1430 kc 500 w D.

American Bcstg. Co. Inc., Area New York City.—Granted license for new exp. TV relay K2XEW.

American Bcstg. Co. Inc., Los Angeles—Granted license for new exp. TV relay W6XAJ.

KEYE Perryton, Tex.—Granted assignment of CP to North Plains Bcstg. Co. Inc.

WLDS Jacksonville, Ill.—Granted CP install new vertical ant. with presently licensed FM ant. mounted on AM tower.

(Continued on page 74)

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FCC Actions

(Continued from page 72)

Decisions Cont'd.:

Philco Corp., Springfield Township, Pa.—Granted CP new exp. TV station W3XNH.

American Bcstg. Co. Inc., Area New York City—Same for K2XEW.

KOKH The Board of Education of the City of Oklahoma City—Granted request to cancel CP and mod. CPs for new FM station.

KGKL-FM KGKL Inc., San Angelo, Tex.—Same.

WITE The Bridgeport Herald Corp., Bridgeport, Conn.—Same.

KSRO-FM Santa Rosa, Calif.—Same.

Following were granted extension of completion dates as shown: KOAG-FM Stillwater, Okla., to 8-15-49; KVOM-FM Minneapolis, to 8-23-49; WDOM Providence, R. I., to 8-9-49; WBBC-FM Flint, Mich., to 4-12-49; WDOD-FM Chattanooga, Tenn., to 3-15-49; KFAC-FM Los Angeles, to 5-16-49; WLWF Columbus, Ohio, to 5-19-49; KWOC-FM Poplar Bluff, Mo., to 4-27-49; WISN-FM Milwaukee, to 8-22-49; WAGA-FM Atlanta, to 8-12-49; WHHM-FM Memphis, to 5-18-49; WNAM-FM Neenah, Wis., to 6-1-49; WOAK Oak Park, Ill., to 3-30-49; WGBI-FM Scranton, Pa., to 3-4-49; WMOT Pittsburgh, to 8-22-49; KQW-FM San Francisco, to 9-1-49; KOAD Omaha, Neb., to 2-27-50; WROV-FM Roanoke, Va., to 5-5-49; WCFR Fall River, Mass., to 4-26-49; WSMB-FM New Orleans, to 7-28-49; WNAO-FM Raleigh, N. C., to 2-27-49; KBTV Dallas, Tex., to 6-15-49.

Albuquerque Bcstg Co., Albuquerque, N. M.—Granted temp. extension of license for exp. TV station W5XPH to 6-1-49.

KVRH Salida, Col.—Granted license for new standard station 1340 kc 250 w unl.

WIMA Lima, Ohio—Granted license for new standard station and to specify studio location, 1150 kc 1 kw unl.

KTRF Thief River Falls, Minn.—Granted license install new trans.

WLEU Erie, Pa.—Same.

WSAR Fall River, Mass.—Granted license increase power, etc.

KWJJ Portland, Ore.—Same.

WAAT Newark, N. J.—Same.

KFDW Helena, Mont.—Granted mod. CP for approval of ant. and trans. location, and change of studio location and change type trans.

WSTS Southern Pines, N. C.—Granted request to cancel mod. license to change main studio location.

WGAL Lancaster, Pa.—Granted CP mount TV ant. on AM tower.

Hollywood Bcstg Co., Area Hollywood, Fla.—Granted CPs and licenses for new remote pickup WHFA WHFE WHFG WHFH WHFL WHFV.

WINX Bcstg. Co., Washington, D. C.—Granted mod. of CP for extension of completion date to 3-15-49 for W3XCT.

WNLK Norwalk, Conn.—Granted license for new standard station 1350 kc 500 w D.

WWDX The Passaic Daily News, Paterson, N. J.—Granted request to cancel license for new FM station.

KPUG Bellingham, Wash.—Granted license for new standard station 1170 kc 1 kw DA unl.

KXGI Fort Madison, Iowa—Granted license for new standard station 1360 kc 500 w D.

February 9 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for one new Class B and two new Class A FM stations; granted CP new noncommercial educational low-power FM station; issued CP to FM outlet previously holding CG; issued CPs in lieu of previous cond. to three FM stations (See story this issue).

License Renewal

KVCI (FM) Chico, Calif.—Granted renewal of license for period ending Dec. 1, 1951.

WEW-FM St. Louis—Granted renewal of license for period ending March 1, 1950.

WHVA (FM) Poughkeepsie, N. Y.—Granted renewal of license for period ending Dec. 1, 1949.

License Extension

WLET-FM R. G. LeTourneau, Toccoa, Ga.—Present license extended on temp. basis to June 1, pending receipt of requested information.

Petition Denied

WAVE Inc., Louisville, Ky.—Adopted order denying petition for reconsideration of action of Dec. 8, 1948, wherein Commission placed in pending file petitioner's application for mod. of TV CP which sought increase in power etc.

Hearing Designated

WTVN (TV) Columbus, Ohio—Designated for hearing application for additional time in which to complete construction of TV station.

Coston-Tompkins Bcstg. Co., Ironton, Ohio—Designated for hearing application for new station 1230 kc 100 w, unl.

AVCO Waiver Denied

KPAS Banning, Calif.—Denied petition for waiver of advertising requirements of AVCO rule with respect to assignment of license of KPAS from Pass Bcstg. Co. to William T. Smith and David Robbins.

Hearing Designated

The Highlands Bcstg. Co., Sebring, Fla.—Designated for hearing application for new station 1340 kc 100 w unl. and made WTAN Clearwater party to proceeding.

Wheeling Bcstg. Co., Wheeling, W. Va., and WKIN Kittanning, Pa.—Upon petition by WKIN, designated for hearing application of Wheelng Bcstg. Co. for new station 1600 kc 500 w D and made WKIN party to proceeding.

Hico Bcstrs., Jonesville, Mich.—Designated for hearing application for new station 1480 kc 500 w D in consolidated proceeding in re WJBK Detroit, and WABJ Adrian, presently scheduled April 25 in Washington.

Modification of CP

KCLR Portales, N. M.—Granted mod. CP (Comr. Walker for hearing) to change trans. and studio locations from Clovis to Portales, N. M., distance of approximately 17 miles; engineering cond.

AM—1220 kc

Ottawa Bcstg. Co., Ottawa, Kan.—Upon petition Commission removed from hearing docket and granted application for new station 1220 kc 250 w D subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

AM—1450 kc

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—Upon petition Commission removed from hearing docket and granted application for new station 1450 kc 250 w unl. subject to filing within 60 days of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

Application Dismissed

KFIO Spokane, Wash. — Dismissed application for CP to change from 1230 kc 250 w unl. to 790 kc 5 kw unl. DA because of failure to prosecute.

February 9 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

The Roanoke Bcstg. Co., Roanoke, Va.—CP new AM station 930 kc 250 w-D 100 w-N unl. AMENDED to request 930 kc 250 w D.

AM—950 kc

KFSA Fort Smith, Ark.—CP change power from 500 w-N 1 kw-D to 1 kw-N 5 kw-D, change from DA-N to DA-DN.

AM—1470 kc

The Toledo Blade Co., Toledo, Ohio—CP new AM station 1470 kc 1 kw unl. DA-2 AMENDED re corporate structure (preferred stockholders and officers).

AM—1290 kc

KRGV Weslaco, Tex.—CP increase power from 1 kw to 5 kw, install DA-N, nstall FM ant. on north tower and change studio site.

Modification of License

WOOK Silver Spring, Md.—Mod. license to change from 1590 kc 1 kw-D 100 w-N unl.

KVLH Pauls Valley, Okla.—Mod. license change hours operation from D to unl. AMENDED to change name from James T Jackson tr/as Pauls Valley Bcstg. Co. to KVLH Bcstg. Co., partnership of James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Rountree and Marley E. Walker.

Modification of CP

WVMI Biloxi, Miss.—Mod. CP new AM staton for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WHBF-FM Rock Island, Ill.—Same.

WROK-FM Rockford, Ill.—Same.

WBOW-FM Terre Haute, Ind.—Same.

KRMD-FM Shreveport, La.—Same.

KFDM-FM Beaumont, Tex.—Same.

PARSONS NAMED

Senate Group Chief Clerk

APPOINTMENT of A. Lee Parsons, previously associated with two southern stations, as chief clerk of the Senate Banking and Currency Committee, has been announced by Sen. Burnet R. Maybank, committee chairman.



Mr. Parsons

Mr. Parsons, a native of Andrews, S. C., was with WFBC Greenville, S. C., until he enlisted in March 1942 in the Marine Corps. As a commissioned officer he saw action aboard the aircraft carrier *Cape Gloucester* in the Pacific in 1944 and 1945. He was appointed promotion manager of WSPA Spartanburg, S. C., upon his release from active duty in January 1946. Recalled to active duty in the fall of 1947, he served until his release last year when he joined the staff of Sen. Maybank as legislative secretary.

Assignment of CP

WRLD-FM Lanett, Ala.—Assignment of CP from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc.

License for CP

WTOA Trenton, N. J.—License to cover CP new FM station.

WAER Syracuse, N. Y.—License to cover CP new noncommercial educational FM station.

WNAD-FM Norman, Okla.—Same.

WHKW Madson, Wis.—Same.

TENDERED FOR FILING

Assignment of License

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumley, Hoyt H. Scott and Edward Young d/b as LaPorte County Bcstg. Co. to LaPorte County Bcstg. Co. Inc.

Transfer of Control

KRBC-AM-FM Abilene, Tex.—Transfer of control of Reporter Bcstg. Co., licensee, from M. Bernard Hanks to T. J. McMahon, Bruce B. Meador and Conway C. Craig, executors of estate of M. Bernard Hanks, deceased.

KTRI Sioux City, Iowa—Relinquishment of control of 125 sh common stock in Sioux Citv Bcstg. Co., licensee, from Dietrich Dirks to licensee firm.

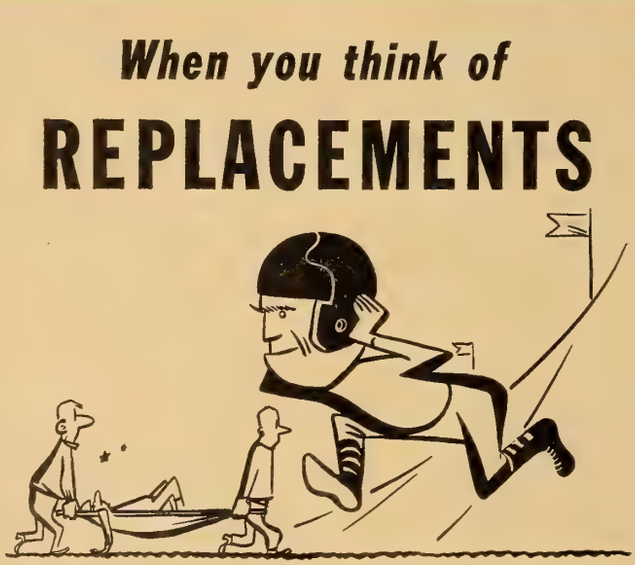
AM—1240 kc

WQAN Scranton, Pa.—CP change from 910 kc 1 kw-D 500 w-N share time with WGBI to 1240 kc 250 w unl., contingent on WBAX change in facilities.

(Continued on page 87)

When you think of

REPLACEMENTS



RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES



AMPEREX ELECTRONIC CORP.

75 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Majestic Limited 11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

AMPEREX

REWARD!

To reward your listeners and yourself at the same time, give MICRO-LITE, the miniature keychain flashlight. Imprinted with your name and given as a premium, it is the best good will builder in the business. And its cost is negligible. (It has also worked wonders for stations themselves.)

For promotional plans tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B-214

MICRO-LITE CO., INC.

44 West 18th St., New York City-11

On All Accounts

(Continued from page 10)

included production of numerous WBKB Chicago (Balaban and Katz) shows while working with video pioneer Capt. Bill Eddy, then head of the Navy's radar school in the station building and later television director of WBKB. After his release from the Navy in 1945 with a special commendation for his recruiting work, Mr. Lindquist visited Hollywood to study motion picture techniques and then joined Commonwealth Edison Co., Chicago utility firm, as senior copywriter. Working with Ardien Rodner, special promotions supervisor, he wrote and produced *Telequizicalls*, WBKB weekly half-hour show believed to be the first commercial video quiz program in the Midwest.

They later organized a TV committee for Chicago's Electric Assn., to promote the city as the U. S. video center. At the end of 1946, he and Mr. Rodner, with Don Faust, WGN Chicago announcer, organized Television Advertising Productions, the first such firm in the Midwest. Norm was vice president in charge of sales. TAP, originally a film production company, branched into live shows. It was the first such firm to put a television station (KSD-TV St. Louis) on the air. Accounts for which they made motion picture commercials included Gillette Razor Co., Brown & Williamson Tobacco Co., Goebel Brewing Co. and Dad's Old Fashioned Root Beer.

Sets Up Course

While at TAP, Norm was asked by the dean of the College of Commerce at De Paul to set up and teach a TV advertising course. It started in the fall of 1947 as the first accredited college advertising course in video. He uses his own instruction materials, with slides and films as visual aids. A text book is being written at the request of the school.

Last August, Mr. Lindquist resigned from TAP to join Malcolm-Howard agency as its first television director, taking over work previously handled by Art Holland, owner. The firm, "a leading agency in TV advertising," at that time bought weekly wrestling matches on WBKB for Harry Alter Co., Crosley distributor, and Dad's Root Beer spots on WBKB and WGN-TV *(Chicago Tribune)*. Shortly after Norm joined the agency, Rubin's, Chicago's largest outlying women's apparel shop, an account handled by the agency for more than 14 years, sponsored the first simulcast in the Midwest with its *Stars of Tomorrow* on WGN, WGNB (FM) and WGN-TV.

Other video accounts he handles are Chicago Hudson Dealers Assn., for Monday night wrestling matches on WBKB, and a five-minute, twice-a-week newsreel for the Associated Hospital Service of Illinois on WGN-TV. At least two additional TV shows are in the making, he reports. Malcolm-Howard's wrestling and *Stars of Tomorrow* were among the top 10 listed in the December Pulse for Chicago stations.

A founder and charter member of the Chicago Television Council, Mr. Lindquist also is a member of the Chicago Federated Advertising Club, for which he recently conducted the only television lecture in an instruction class series. He moderates numerous TV panel discussions during the year, and has spoken on video before many fraternal and professional groups.

And, after reading, talking and producing TV both day and night, his favorite (and only) hobby is to watch it from a lounge chair in his South Shore living room.

Recording?



in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

FAMILY INCOMES

Average $3,000 for '47

FAMILY INCOMES reached an average of $3,000 in 1947. A breakdown by place shows that urban family income was about $3,300, while rural non-farm incomes were $2,826 and farm family incomes averaged about $2,000. This latest estimate of family incomes was released by the Bureau of the Census.

No geographical breakdowns are planned for this information, according to Census officials, although the sample was based upon interviews in 42 states.

Urban incomes of families have increased 15% since 1944, while farm family incomes have increased about 54% and rural non-farm families income has increased about 18% in the same period.

Throughout the survey it was found that median family incomes increased with the size of place. In cities over one million population, median incomes were $3.300, while in cities of less than 50,000, average family incomes were about $2,800.

The report, a part of a series based on the Census Bureau's Current Population Survey of April 1948, contains family and individual income estimates according to the following breakdowns: age, sex, white-non-white, urban, rural, city size, size of family, type of family, veteran status, migration status and number of paid workers in family. Comparisons with 1944 are made.



WILLIAM A. ROBERTS (center), commercial manager of KRLD Dallas and president of Dallas Advertising League, presents certificate of election as first president of mythical Kudos College to Doak Walker (l), Southern Methodist all-American football star, for bringing fame, or kudos, to city. J. Richard Brown, publisher of *Southwestern Advertising and Marketing*, Dallas, and a league past president, has hand in ceremony as chairman of Kudos' board of regents.

Market Analyzer

NEW SLIDE-CHART type market analyzer has been announced by Nestler Research Co., Milwaukee. The small (9¾ x 11¾ inch) cardboard package contains 20 columns of basic market statistics and 16 columns of percentage calculations. Data is arranged by geographic area, and by states. Information includes population, income, retail sales, auto registrations, employment, number of farms, etc.

Feature

(Continued from page 10)

music, singers and bands. Teen Surveys also asks the student to check the types of features he or she would include in planning a program. These questions also are asked: "Is there a phonograph in your household?", "Does radio have much to do with your choice of record purchases?" and "Do you play a musical instrument?"

Milwaukee's teen-agers are solidly sold on radio, which young Mr. Ruppe feels is the most effective method "by far" of reaching them. He reports: "Early results have shown us that they are avid listeners, averaging from two to five hours daily. . . . The average teen-ager does not glance through the entire newspaper . . . instead he looks for special sections. . . . Radio advertising is more effective because they . . . absorb both the program and commercials. . . ." The "hep" teen-ager is a steady radio listener, he points out.

Some results of the first surveys: 100% of the homes had radios (50% owned by teen-agers), average of 2.5 radios each; 85% said they could listen any time they chose; 68.8% preferred musical programs; 60.3% would include talent scout or amateur features if they were planning a program; 69.5% had phonographs in their households, and 88.4% indicated radio has "much to do" with their choice of record purchases.

Flash

We're Going 50,000 Watts

at 800 kc

in 1949

•

A GREATER VOICE and by far A GREATER BUY!

•

IN THE DETROIT AREA

•

The Good Neighbor Station, fostering Good Will through Public Service on both sides of the border

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager, assistant manager, projected new Los Angeles AM station, center of dial, able participate in stock ownership later, financing obtained by loan. OK. Box 81a, BROADCASTING.

Assistant manager - salesman wanted. By 5 kw day, 1 kw night ABC affiliate. City of approximately 60,000 with two stations. The party desired is someone who can really sell and has ability to advance to management of the station. Please state all in your first letter and send picture if possible. This station is in its 19th year of operation. Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, Louisiana.

North-central successful small town network station wants manager. Send entire background, picture, etc., first letter. Box 113a, BROADCASTING.

250 watt Mutual fulltime outlet looking for capable commercial manager. Salary and commission. Excellent opportunity for right man who is not afraid of work. Give full details first letter. Box 150a, BROADCASTING.

New Michigan regional, new territory, wants commercial manager, staff, with black ink complex. Box 161a, BROADCASTING.

Salesmen

Salesman—5000 watt NBC affiliate with TV application in 200,000 metropolitan midwest market wants A-1 local time salesman. Must be hard hitting, aggressive, alert. 15% commission with liberal weekly guarantee. Opportunity to earn $7,000 or more yearly. Write giving age, education, experience, references, minimum necessary guarantee. Box 108a, BROADCASTING.

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Two top, strong program salesmen. Fully experienced. Qualified to earn $7,500 per year in top Michigan market with expanding station. Give all details first letter. Immediate openings. Must have own car. Box 38a, BROADCASTING.

We need an additional salesman who will write at least $2000 monthly in excellent single station market. Want man who expects to and can earn over $100 weekly through knowhow and hard work. Our established station is tops with public and clients. Our policies keep professional, well-paid staff happy. No bucket shop, no blue sky, no commission hogging, no house business. Guarantee living for 60 days. Set your own limit at 15%. Box 104a, BROADCASTING.

1000 watter in best section North Carolina with perfect public service record, unquestioned acceptance, desires to contact salesman interested in settling down in good community and earning in proportion to ability and willingness to work. Station well equipped, well promoted and can produce. No drifters, drinkers or hot shots need answer. You can write your own ticket if you really mean business. Earnings unlimited, we hope you make a million. Act quick, write or wire Box 25a, BROADCASTING.

Salesman — Excellent opportunity for aggressive salesman in good market. North Carolina AM-FM operation with Mutual network. Commission and drawing account. Car necessary. Must be experienced and willing to work. Give all details. Box 115a, BROADCASTING.

Experienced salesman to do some announcing. Abundant opportunities. Rush qualifications and references to Forrest Boyd, WAVL, Apollo, Pennsylvania.

Help Wanted (Cont'd)

Two salesmen—go getters wanted. Progressive southern station, soon 5000 watt. Prefer men with cars. Real opportunity, commission against drawing account. Give full history of radio experiences. Also junior salesmen for classified and special programs. Address P. O. Box 111, McComb, Mississippi.

Wanted—Two salesmen interested in unlimited income per week. Here is an opportunity to the right men to receive a substantial drawing account against 15% commission at an independent fulltime newspaper - owned heavily promoted radio station in one of the best metropolitan markets. We are increasing the size of our sales department and want only men interested in permanent positions. Please send information, photograph and references with first letter. Box 129a, BROADCASTING.

Announcers

Experienced commercial announcer needed immediately. Higher than average pay. Staff knows of ad. Send complete details, disc, references to K-triple-D, Dumas, Texas.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc. data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Announcer - operator with experience for FM station. Prefer single man under 25. $50 per week. Send complete background, disc and photo to Ron Tuten, PD, WJHP, Jacksonville. Florida.

Sportscaster—KIFI, ABC, Idaho Falls, Idaho, Idaho Pioneer League. State salary with disc showing recreation. Box 37a, BROADCASTING.

Wanted—One announcer for NBC affiliate in fast growing southern town. Requirements: Experience, dependability and willingness to work. Send complete details and references, if you fill the bill. Box 68a, BROADCASTING.

Michigan 1000 watt network station needs combination announcer-continuity writer who can write brisk sales copy. Ideal working conditions. Write giving full details and photo. Box 131a, BROADCASTING.

Announcer-copy editor, must be good announcer with ability and experience in copy writing. Must be college graduate. Home of Mississippi State College, with remote studios therein. Needed at once, WSSO, Starkville, Mississippi.

Technical

Announcer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Production-Programming, others

Continuity writer. Excellent opportunity for girl capable writing good commercial copy. Air work if qualified. Permanent position, advancement for right girl. State all first letter. WRMS, Ware, Mass.

Experienced commercial continuity chief for regional Michigan network station, capable of taking complete charge of department. Permanent position, opportunity for advancement to administrative duties. Include experience, references, sample of work in reply. Box 102a, BROADCASTING.

Copywriter wanted—One who can rapidly turn out a volume of good, accurate commercial and sustaining copy. Must be bright, responsible and good typist. Write samples and send to Wayne W. Cribb. General Manager, Radio Station KHMO, Hannibal, Missouri.

Traffic chief. Real opportunity for capable girl. Air work if qualified. Typing, shorthand, pleasing telephone personality. Advancement, permanent position right girl. State all first letter. WRMS, Ware, Mass.

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Want—program director. Man experienced in small station operation, commercial ideas, good voice for air work, supervision ability. State experience, references and wages desired. Please include picture. Manager, KORN, Fremont, Nebraska.

Situations Wanted

Managerial

Manager. Young, aggressive. Especially strong on sales. Ten years all phases of radio. College graduate. Excellent references. Box 64a, BROADCASTING.

Manager presently employed. Fifteen years experience from announcing to management, network and independent. Mature family man, top references, salary requirements reasonable, primary requisite is sound, stable operation. Box 82a, BROADCASTING.

Manager or commercial manager. I have come up through the ranks from salesman to station manager and know the business from beginning to end. I have a proven and successful record with network and independent stations in both large and small markets. Middle aged, excellent character, top references. Available at once. Box 86a, BROADCASTING.

Manager with tough AM experience has developed New England independent FM to prominence. Operation to be absorbed by AM. Desire opportunity to put your FM on its feet. University graduate, five years executive experience. Extensive technical orientation. Imaginative, vigorous, community programming, enduring sales based on sound facts. Available upon reasonable notice to my employer. I ask $6,000. Box 34a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio, 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

Sales problems ended with alert, aggressive commercial manager. Eleven years experience. Large and small markets, networks and independents. Young, married, sober, Good knowledge programming. Middlewest preferred. Box 153a, BROADCASTING.

Manager-program director. Family, veteran, 28. Eight years experience. Thorough knowledge all departments. Want future. Prefer west. Excellent references. Box 119a, BROADCASTING.

Salesmen

Salesman — Trained, experienced in sales promotion. Prefer west coast. But will consider all offers. BJ Degree. Starting salary secondary. Will prove ability. excellent references. Box 43a, BROADCASTING.

Sales-commercial manager desires position with aggressive station. College education, agency, promotion experience. Neat appearing. Box 77a, BROADCASTING.

Salesman - manager. Currently with prominent eastern regional, earning over $8,000. Desires locating—eastern Pennsylvania or northeast. Box 157a, BROADCATING.

Six months extensive successful rural sales. Want position with good opportunity, single, have car. Box 148a, BROADCASTING.

Announcers

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Baseball announcer—experienced. Two years Double A Texas League. Available two weeks notice. Experienced all major sports. Excellent references. Box 152a, BROADCASTING.

Situations Wanted (Cont'd)

Package! One combination announcer-engineer with chief engineer experience, plus announcing and programming. Eight years in radio. One announcer with chief announcer, copywriting, traffic and programming experience. University graduate. Both presently employed at $70 base, but desire change. Details and disc available. All offers considered. Will separate. Box 42a, BROADCASTING.

Young, single veteran, attended college and topflight radio school, seeks staff announcing position. Short on experience, long on ambition. New England preferred. Box 106a, BROADCASTING.

Announcer — Presently employed top ranking 50,000 watt station, married, seven years experience, some writing and production. References available from present and former employers. Desire permanent position good metropolitan station. Box 84a, BROADCASTING.

Announcer: Experienced. Presently employed NY network affiliate. Console, news, commercials, disc jockey. Northeastern stations only. Disc on request. Box 90a, BROADCASTING.

Fully experienced announcer, presently employed in AM-FM network station, desires position with large progressive station. Knows programs and how they should be presented. Single, veteran, will travel anywhere. Box 98a, BROADCASTING.

Experienced sportscaster, play-by-play. Transcription will tell. East preferred. Box 97a, BROADCASTING.

Attention Florida, Alabama, Georgia, Mississippi! Experienced announcer, DJ, remotes, board. Family man, permanent, presently southwest CBS affiliate. Future important. Box 94a, BROADCASTING.

Experienced announcer with emphasis on play-by-play. A college graduate who is sober and reliable. Box 93a, BROADCASTING.

Announcer, 24, single, congenial and ready. Can double in continuity department. Speech major in college. Sheldon Secton, 5511 Washington Blvd., Chicago 44, Ill. Mansfield 6-0600.

Newscaster, experienced, desires position Chicago area. Knows classical, popular music. Good habits. Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Announcer — Versatile. Knows languages. Inexperienced. Will travel for audition. Live audition only. Box 996, BROADCASTING.

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer, with ideas, good voice, thoroughly trained, wide technical experience, hard worker. No floater, veteran, married, 24. Disc, photo available. Box 79a, BROADCASTING.

Sell newscasts with knowhow. Experienced announcer knows news and puts it across. Also discs, sports. What's your best deal first letter? Box 78a, BROADCASTING.

Two announcers: Topnotch sports play-by-play man, football, basketball, baseball specialty, sports shows and commentary. Disc jockey, late or early morning shows, children's talent shows, excellent on public relations with high school, college and civic groups, good promotion man. Both well liked, experienced, with college background and several years in commercial radio. Familiar with all facets of broadcasting. Anxious settle down with lucrative job and promising future. Presently employed, reliable, sober, industrious, excellent references. Box 76a, BROADCASTING.

Graduate northwest's oldest radio school. Prefer midwest, but will go any place immediately. Staff, news, sports, handle controls. Art Grunewald, 1722 Hennepine Avenue, Minneapolis, Minnesota.

Announcer, knows news editing, programming, scripting. Excellent musical background. Top production. Single, available middle February. Herb Gottschalk, 5034 Woodlawn, Chicago 15. Atlantic 5-0516.

Chief announcer seeks staff job at metropolitan station, or program directorship at progressive station. Highest quality in all types of broadcasting. Extremely versatile. Successful commercial record on sportscasts, play-by-play sports, news. Knows all music completely. Producing shows a specialty. Can handle people. M A in speech. Write Box 110a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer with pleasing voice and ability to do newscasts, commercials, disc shows. Wants opportunity for experience with small station. Box 146a, BROADCASTING.

Announcer, experienced, married. All phases of small station operation. News editing, programming, console operation, professional singer, disc jockey, production, college graduate in speech. Teaching experience in broadcasting school. Former Capt., AVS. Box 156a, BROADCASTING.

Here he is with two years experience. At present employed, WHHT in Durham, North Carolina, sports director. Done the play-by-play of the Durham Bulls baseball games (Carolina League B), the Duke University and University of North Carolina football games, play-by-play of UNC basketball games and blow by blow of the 1949 Golden Gloves. Network and other commercial committments prevent the further coverage of sports and so he wants to work with a station that guarantees sports. Will sign one or two year contract. Also does staff announcing. Available after February 17. Contact him at WHHT, Durham, North Carolina. MBS Phil Spalletta is your man.

Announcer, all-round studio man desires opportunity in radio sales. Experienced production, news rewrite, sports. Personable, single vet, 32. Some previous experience in space sales. Prefer midwest. Merely methodical, progressive worker. Business biography available and/or aircheck. Box 130a, BROADCASTING.

Experienced combination man wants position with progressive station. Will travel anywhere. Available immediately. Box 135a, BROADCASTING.

Available for permanent or relief work. Experienced disc jockey, good all-round announcer. Excellent references. Middle Atlantic area only. Box 137a, BROADCASTING.

Announcer. Experienced all phases, also play-by-play. Can furnish baseball air check. Reply Box 138a, BROADCASTING.

Experienced, versatile announcer. Interested permanent position. Single. Travel. Available immediately. Box 132a, BROADCASTING.

Wire or letter brings sports aircheck. Eight years experience. Available now. 28. Family. Box 120a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, records shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 141a, BROADCASTING.

Experienced announcer of one year. Disc shows, MC, news, etc. High school graduate, six months radio school, one year in the field, good references available. Presently employed in 250 watt North Dakota station. Ambitious and ready for a larger market. If interested disc will follow. Vet of WW2. C'mon, write, I'm waiting to hear from you. Box 121a, BROADCASTING.

Experienced announcer - disc jockey. Dependable, steady. Available immediately. Desire west or southwest. Bob Douglas, 745 East Foothill, Blvd., Altadena, California.

Announcer — Experienced, presently employed at 1000 watt independent daytime station. College graduate, single, 29 years old. References. Box 124a, BROADCASTING.

Desire on-job-training as announcer. Graduate School of Radio Technique. Some experience on thousand watter. Have ambition, talent and eligibility certificate. Disc and photo on request. Box 123a, BROADCASTING.

Announcer—Year experience in all phases of mike side radio. Formerly program director and chief announcer of midwest kilowatt. Want something permanent. Don White, 1822 Lister Ave., Kansas City 1, Missouri.

Combination announcer-engineer, single, 26. Wants work in Pacific Coast states. Experienced. Box 139a, BROADCASTING.

Thoroughly experienced personality announcer-jockey with selling delivery. Authoritative newscaster. Good radio voice. High ratings. Prefer Northeast. Presently employed in leading New York station. Box 158a, BROADCASTING.

Situations Wanted (Cont'd)

Capable sports announcer, experienced in all sports, family man, 25, no floater, college graduate, prefer south. Available for baseball season. Box 112a, BROADCASTING.

Announcer — Ambitious young man, some experience, good voice, will travel. Box 151a, BROADCASTING.

Sports director—Top metropolitan rating play-by-play professional baseball, college football, basketball. Journalism degree. Experienced news and special events. Box 159a, BROADCASTING.

Technical

Engineer — Satisfactory experience. First phone, interested announcing, single, travel, veteran. Box 92a, BROADCASTING.

Engineer, first phone, two and ½ years technical training in AM, FM, UHF and all phases of television. Presently employed with four months experience in 250 watt. Experienced in console, xmitter, remote and local net. Desire position with progressive station. Box 30a, BROADCASTING.

Engineer, 1st phone, 3 months experience transmitter, console and remotes. References. Box 101a, BROADCASTING.

Engineer—First phone, one year transmitter and remote experience with 250 watt station. Graduate RCA Institute. Available on notice. Box 10a BROADCASTING.

Radio operator, first class. Seeking position in FM-AM or television station. No experience. Willing to travel. John A. Toole, 400 West 160th St., NYC.

Immediately — AM-FM, experienced, married, dependable, sober. Box 441, Gastonia, N. C.

First phone — Engineer, veteran, 28, married. Three months experience. Midwest preferred. Available immediately. Earl Davis, 1004 Mill Street, Henderson, Kentucky.

Engineer-announcer, Married, ticket, experienced. $70.00 base. Desire midwest. References. Box 75a, BROADCASTING.

Engineer—First phone, age 22, single. Eight months experience transmitter, studio, recording, and remotes 250 watt station. Will travel. Presently employed. Box 136a, BROADCASTING.

Six years broadcast transmitter experience, AM, FM, 250w to 50kw, CREI TV graduate, associate IRE. Age early thirties, small family, presently employed, desire change southeastern USA. Box 140a, BROADCASTING.

Engineer - announcer with exceptional ability and experience. Single, car. Box 125a, BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Engineer, first phone, 5 years shipboard and amateur radio, graduate technical broadcast school, available immediately, will travel. Box 147a, BROADCASTING.

Available immediately. Will travel anywhere. Engineer—first phone license, graduate of leading technical radio broadcast institute. Eight years ham, high school graduate, two years college. Veteran, honorable discharge, 24 years old, single, lot of transmitter experience, inexperienced in broadcasting, though. Desire position with station. Box 145a, BROADCASTING.

Engineer, transmitter, control, remotes, recording experience. Also some announcing. Single, age 24. Car. D. D. Clem, 3553 36th Ave. S., Minneapolis, Minn.

Operator, first license, four years experience broadcast transmitters, wants transmitter job. Age 30. Single. Go most anywhere. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Program director, sports editor 5000 watt network affiliate, wants year-round Florida location. Family man. Seven years experience. Do anything required of announcer. Box 99a, BROADCASTING.

Is there a station in Florida or Pacific Coast that can use a dependable young career man? Currently netting $75 weekly as program director-producer in deep south. Will consider any offer. Climate is reason for change—it's rough. Present management will furnish highest recommendation in return for having done pretty neat job of building station. Married. University graduate. Box 100a, BROADCASTING.

Situations Wanted (Cont'd)

Need a topnoch gal with eleven years in writing, production and mike work AM & TV experience, local and network outlets. Also has the proved perfect show for department shows. Write Box 155a, BROADCASTING.

Blood, sweat and tears—Will invest blood, sweat and tears in substantial enterprise with bold, bright future. Outstanding background—radio, advertising, sales, promotion. Ivy College, Phi Beta Kappa graduate. Eager swap high-salaried blind alley job for management opportunity with far horizons. Box 107a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

You consider! I have! Will forsake present income for permanent home. Well qualified, reliable, experienced man. Professional radio pianist-singer. Can announce, direct, produce, write or handle block program. Married veteran. Excellent references. Details upon request. Box 91a, BROADCASTING.

Commercial program director - announcer. Idea man with knowhow to wrap up attractive saleable program and spot package. Responsible executive now working in major market. Not seeking a come-at-once position but looking for a permanent assignment at a good salary in return for a hard hitting family man with many years of radio experience. Box 88a, BROADCASTING.

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 80a, BROADCASTING.

If I can't sell you by disc, how can I sell your listeners? Good promotion man desires change of climate, west, southwest. Excellent ideas, best references. Can work any phase of radio. Neat, married. Disc, photo, references on request. Box 83a, BROADCASTING.

Music director—University Masters Degree. Experience: complete charge music library, programming, script writing, good air voice. Young, available April. Box 20a, BROADCASTING.

Program director, excellent copy and imaginative production man, now programming 1 kw southern independent and 6 kw FM affiliate, desires permanent change to northeast region. 31, sober, married. In return for permanency, peace of mind and appreciative remuneration for hard work, will do excellent programming job. Box 15a, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Available now — Radio feature and newswriting experience. Two years of reporting, editing, sports, features and rewrite with second largest New Jersey daily. Rutgers journalism grad, veteran, 24, desires job in metropolitan area. Box 87a, BROADCASTING.

Program director—Seven years experience, mainly as announcer and producer, married. Desires position as program director-announcer at progressive station in south. References available from present employer, southern 50,000 watt station and others. Box 85a, BROADCASTING.

Waiting to apply for that station in the city of your choice may mean the difference between having it or not having it. Let us do it now. We carry the entire burden "from the idea to the completed station. L. W. Andrews, Inc. 219 Whitaker Bldg., Davenport, Iowa.

South-southwest. News is my profession. Currently editing, rewriting, and presenting daily news programs on 10 kw regional station. Will move on two weeks notice for attractive permanent position. If you have CP and are building your staff, I'll handle your news department and consider PD work. All details available. Box 122a, BROADCASTING.

Extensive executive and production experience in radio including Latin-American field. Also interested creative television or own air commentary. Box 149a, BROADCASTING.

Situations Wanted (Cont'd)

Young woman, versatile, ambitious. Experienced in copywriting, music direction, women's news and children's programs. College degree. References. Box 134a, BROADCASTING.

Sports scenes realistically created. Actual thrills brought to listeners. Dependable family man. Experienced all sports and other phases of radio. Box 133a, BROADCASTING.

Television

Technical

Top television cameraman with highest New York references. Write Box 126a, BROADCASTING.

Production-Programming, others

Attention television. Twenty-four year old married veteran, college degree with amateur acting and directing experience in radio drama, comedy and stage, some professional stage experience, would like opportunity to use this 5 years of experience in television. Willing to start in any capacity which offers future in television. Box 95a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years extensive radio experience. Salary secondary to position providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

Television writer, director, production man with sponsored show on air now, employed package house, desires a position with TV station near future. Graduate Yale University, Yale School of Drama. Experienced television theatre. Knowledge all phases production, budget-minded. Box 114a, BROADCASTING.

Television program idea man, and prominent morning MC looking for station who wants video or audio shot in arm. One hundred per week. Permanent. Box 118a, BROADCASTING.

Television production assistant or floor manager. Lots of TV experience. Box 128a, BROADCASTING.

Television producer-director with outstanding ability and imagination. For top programming write Box 127a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, audience participation, interview, news and disc shows, wants to get started in TV. Can go anywhere in the country. Available immediately. Would also be interested in AM job with a TV future. Box 162a, BROADCASTING.

Are you going to delay your TV application until it is too late to obtain an allocation. Let us do it now. We carry the entire burden "from the idea to the completed station". L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

Employment Service

Sportscaster — timesalesmen, writers, instructors (TV engineering-announcer programming) Engineers (AM-FM-TV), announcer-salesmen, personality deejays, women's directors, traffic-stenographers. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Eastern metropolitan market. 1 kw daytimer. Profitable, well established. $125,000. Box 163a, BROADCASTING.

Equipment

For sale: Thriving wired music business in heavily populated Florida city. Address Box 89a, BROADCASTING.

Complete radio station equipment including all 1 kw AM with monitors, limiter, etc., 250 watt FM, complete studio equipment including console, loudspeakers, microphones, control desk, turntables, Wincharger heavy duty type 300 tower with single bay pylon, total height about 257 feet. Now located in midwestern radio station which ceased operating late December. All equipment used about one year, in essentially new condition and offered as lump at very attractive price to purchaser who can take all. Gates Radio Company—telephone 522 at Quincy, Illinois, or MEtropolitan 0522 at Washington, D. C.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

(Continued on next page)

For Sale (Cont'd)

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set. 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls, console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—Brand new GE 4BC 1A1 consolette price $1170.00. Two brand new RCA 70D turntables with pre-amps $1,200.00. WKMO, Kokomo, Indiana.

For sale—In excellent operating condition. I kw composite transmitter. 1 RCA frequency monitor, model 311AB. I RCA modulation monitor, model 66A. I RCA wire recorder. 1 Presto 8k recorder. I 300 MM tower light beacon. 1 5 kw Onan plant, 110-220 single phase, 60 cycle. 1 200 ft Blaw-Knox self supporting tower. Two WE 109A reproducer assemblies and two spare heads. Two Brush pickups, model PL 20. Good buy. Write KGHF, Pueblo, Colorado.

For sale—Western Electric 335 El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Illinois. Phone 7133.

For sale, immediately, a real bargain for FM CP holders. New GE 250 watt BT-1-B transmitter, a four-bay GE antenna, 200 ft. coaxial cable with dehydrator. Priced low. Write or wire if interested. The Coshocton Broadcasting Co., Coshocton, Ohio.

Raytheon RC 11 console, practically new, used less than 3 months on part-time FM schedule. Two sets WE pick-up units with arms, brackers, 9A heads, and new type KS 13383 equalizers. Three 9A WE pickup heads (need repairs). Two WE transcription equalizers, KS 10066. Two complete sets broadcast-type Zenith cobra pickups. One UTC line equalizers, model 3A. Like new. Best offer takes above items. WLET, Toccoa, Ga.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower, 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of ⅝ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay Clover-Leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 Mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

For sale—Complete 3 kw General Electric FM equipment in good condition, used only year. Anxious move, reasonable price. State Journal, Topeka, Kansas.

For sale: Brand new GE 4BC-1A1 consolette, price $1170. Two brand new RCA 70D turntables with pre-amps, $1200. WKMO, Kokomo, Indiana.

General Radio 732A distortion-noise meter. WireCorder, WE 1126C compressor. Good condition, reasonable. Box 164a, BROADCASTING.

Help Wanted

Announcers

WANTED

Sportsman and good announcer by progressive station in the northeast. Please send full details complete background, recent photograph and references to

Box 116a, BROADCASTING.

Help Wanted (Cont'd)

Technical

Chief radio engineer—Large midwestern educational institution is expanding its radio broadcasting facilities. It is in the market for a chief engineer who can head up the technical staff necessary for the installation and operation of a 10 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include in their letters complete outlines of their educational backgrounds and experience, personal history and salary expected. Write

BOX 109a, BROADCASTING.

Production-Programming, others

To meet expansion program, eastern network affiliate with 5000 watt CP need two experienced men. One should be trained in local news gathering and writing and should have a good air voice. The other should be a good commercial announcer with broad sports background and ability to write both news and sports. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status.

WERC, NBC, Erie, Pennsylvania. Jay Young.

Young lady with some small station experience. We want someone with creative ability to handle programming and transcription work. Girl we want is willing to learn our methods in this mid-city on the Mississippi. Good chance for advancement in pleasant surroundings. Creative organization. No large city housing problems. Send picture, full particulars. State salary expected. Box 96a, BROADCASTING.

Situations Wanted

Technical

DIRECTOR OF ENGINEERING
OR
GENERAL MANAGER

Experienced all phases stations 250 watts to 50,000 watts. Have designed, constructed and organized two 1000 watt, directional antenna, fulltime stations since war. Radar design and manufacture during war. Broadcast and communications before. Present position too routine to offer a challenge. Desire management of new station or director of engineering large station or group of stations. Present employers will provide top references.

BOX 103a BROADCASTING

Chief engineer position desired by responsible, qualified man. 7 years in last position. 15 years experience in broadcast industry. Capable of new installation AM-FM. Available immediately. Best references.

Box 111a, BROADCASTING.

For Sale

Stations

$40,000

Here is an excellent investment. I am an experienced manager, 17 years radio and newspaper. I have C.P. for low frequency station in midwest metropolitan market. I need financial aid. You can have control. Write Box 39a, BROADCASTING.

For Sale (Cont'd)

FOR SALE

To Settle an Estate

1000-WATT
AM

station in growing community — one station market, showing profit. Potentialities for future growth and expansion excellent. This is not a "forced" sale, but price is commensurate with potentialities, under capable management.

Please do not answer this ad unless serious and able to back good proposition.

BOX 143a. BROADACSTING

Equipment

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

For Sale (Cont'd)

FOR SALE—slightly used radio equipment:

Two Gates remote amplifiers, single channel.

One RCA microphone, type 74-B.

One RCA microphone, type 44-BX.

One Atlas microphone boomstand, model BS-35.

Three Atlas microphone desk stands, model DS-7.

One Atlas extension arm, 32 inches long, for floor or table, type BB-1.

One Altec Lansing amplifier, type A-323-A.

For further information contact Howard Caldwell, Chief Engineer, Radio Station WSIS, Southern Pines, N. C.

Wanted to Buy

WILL BUY

Construction Permit

Small Station

Eastern Market preferred

Financially responsible and competent principals

BOX 160a, BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

• RARE OPPORTUNITY •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

Telestatus

(Continued from page 42)

American Broadcasting Co.

Here's what ABC wrote in reply to Miss Malina:

Jan. 12, 1949

Sulzberger & Sulzberger
61 Broadway
New York 6, New York

Gentlemen:

This is in reply to your letter of December 29, concerning the appearance of Miss Luba Malina in a motion picture broadcast on WJZ-TV.

We find that Miss Malina appeared in a musical short subject entitled "Samovar Serenade" which was leased to us by Pictorial Film. We have no plans to broadcast the picture again. We have referred your letter to Pictorial Films, who had given us full warranties and indemnities with respect to the broadcast.

If there is anything more you wish to know, will you please advise me.

Richard A. Moore.

Now, we're getting close to the "who" in the case. ABC blithely passes the buck to Pictorial and Pictorial just as blithely throws it back to Miss Malina's attorneys. Below is part of letter quoted by Mr. Bonwick:

"We believe our rights as quoted above are very clearly and specifically defined and that we have not violated any of Miss Malina's rights by permitting the televising of "Samovar Serenade." Nor do we believe that it is necessary to obtain Miss Malina's permission to continue the exhibition of the motion picture over television stations.

"This letter is not intended to be anything more than a statement of what we consider to be a clearly defined right and if you so desire, we will be glad to discuss the matter further with you."

George J. Bonwick

Now let's imagine that Miss Malina sues ABC, gets a judgment and collects from the ABC. Logically, ABC looks to Pictorial for reimbursement. Let's imagine further that Pictorial says, in effect, "sure we owe you the money but just try to get it." So ABC proceeds to sue Pictorial, gets a judgment and then discovers that Pictorial is:

a. Bankrupt and cannot pay;
b. Solvent but practically no assets;
c. Solvent with huge assets tied up in such a way that they cannot be touched;
d. A shell which exists only for the purpose of limiting liabilities to fifty cents.

Carry this line of thought further and imagine that Pictorial can and does reimburse ABC.

Pictorial then demands reimbursement from the producer but the producer can't or won't pay, or maybe has died. If he has died would any of his heirs accept liability under a contract they knew nothing about? Is it possible under the law to bequeath such an intangible liability? Suppose the producer never actually owned the rights. To go back to the beginning suppose the sponsor got sued and he in turn sued the television station. This line could be carried to fantastic lengths so let's stop right here and ask a few very important and pertinent questions.

First: Who do you think is actually holding the bag in the imaginary cases cited above. It's the one who actually paid out the dough—in my opinion—maybe he'll get it back and maybe he won't.

Second: What does the sponsor know of the financial condition of the advertising agency or the television station? What does the television station know of the financial condition of the film distributor? What does the film distributor know of the financial condition of the producer? This information is vital—without it what good is a warranty or representation of any kind to anybody?

Lack of Checks

Third: How many of you . . . have ever tried to get a Dun & Bradstreet report or other kinds of financial reports on the people with whom you do television film business and upon whom you rely for immunity from damages? Does the sponsor ever check up on a television station? Does the television station ever check up on the film distributor? Does the film distributor ever check up on the producer? Does the producer ever check up on the copyright proprietors? Nobody has ever asked me for a statement of Pictorial's financial condition and I have signed hundreds of contracts.

I'll guarantee that if you try to get these reports that even in the few instances where they are available you'll get the living daylights scared out of you and that is what is needed to jar us out of this fool's paradise of complacency which has been adopted as a result of some legal gobbledegook about representations, warranties and buck passing. What we need are some . . . good accountants and C.P.A.'s here to find out the financial condition of the people we are doing business with.

Add up the net free liquid assets of everybody and every company on which you have been depending to "hold you harmless" and you'll find that you are the suckers. You are the bag holders in the event of a successful suit against you for damages.

The moral and the remedy is painfully self-evident. Don't depend on the warranties of any person, firm, corporation or association unless you are absolutely positive that a strong, liquid financial condition exists to support the warranty and representation. Insist on a balance sheet certified by a nationally recognized firm of certified public accountants.

If such a certified balance sheet cannot be supplied then a bond should be posted sufficient to cover a given maximum of liability for each film broadcast by a television station. Maybe it's something on the order of an auto accident insurance policy where you are covered for everybody you kill or knock down. I don't know just what form of insurance it should take, but in conclusion I would like to say this, that unless we stop being suckers, depending on a few words written on a piece of paper without checking what is behind those words, 99% of us are going to end up in bankruptcy and television will go back where it started from ten years ago.

SPG CONTRACT
Signed in Hollywood

INCREASES OF 13% for CBS and 10% for ABC Hollywood publicists were agreed to in contracts signed between the networks and Screen Publicists Guild.

CBS increase is, in effect, 10%, with additional 3% being put into budget for further merit raises. Contract calls for minimum starting rate of $77, from $70, with 10% minimum increase retroactive to Jan. 1. It contains further a severance pay clause calling for two weeks salary for layoff after six to 12 months employment; three weeks salary for layoff after 12 to 18 months; and four weeks pay after 18 months employment. No allowance made for layoff made up to six months employment.

ABC contract covers 36 month period with permission to be reopened after 18 months on wage clause only. Increases are retroactive to Dec. 1. Minimum starting rate set at $330 per month, with automatic yearly increases. Seniority clause also established, providing for seniority rehiring of people laid off. Contract further provides for four weeks notice or two weeks pay in case of layoff.

Eastern Network Station

A long established fulltime network property, the only station in one of the best one station markets in the east.

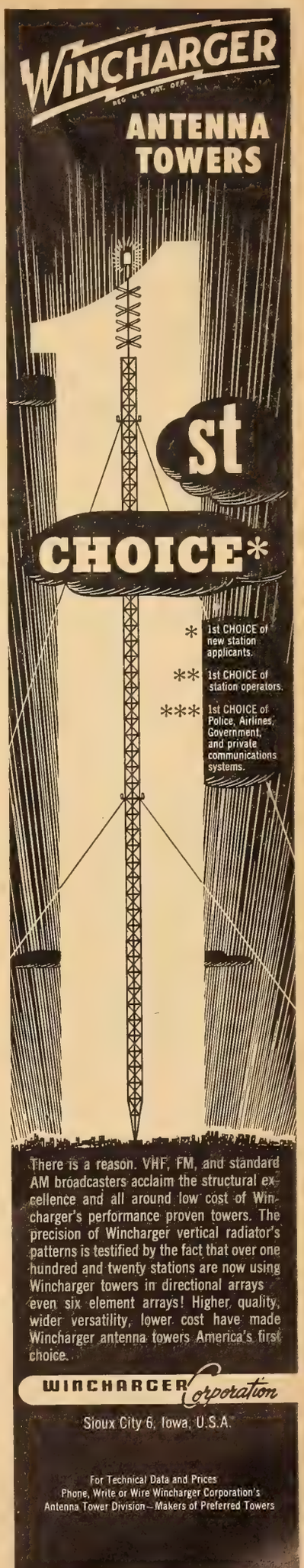
This facility is now showing a substantial profit that should be increased by capable resident ownership. Price $150,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672



Production



JOHN H. MILLS, assistant manager in charge of reception for guest relations department of NBC, has been promoted to assistant director, television field program activities.

JAMES FONDA, supervisor of CBS *Amos 'n' Andy* operations, also appointed to supervise operations of CBS *Jack Benny Show.*

JAMES CLEMENTE, former executive producer for OIC Division of the State Department, has joined WOV New York as script editor and producer assigned to Italian language dramatic programs.

KIM GREGORY, former staff member of CBS news department, has joined network's key station, WCBS New York, as a director.

DELILA LEWIN, wife of **RICHMAN LEWIN,** manager of KTRE Lufkin, Tex., has been appointed head of traffic department at station. Mrs. Lewin was formerly advertising manager of Lufkin *Daily News.*

JOHN SPEER, formerly with CBS New York and KFH Wichita, Kan., has joined Fetzer Broadcasting Co. as production manager of WJEF Grand Rapids, Mich.

TED McKAY, program director at WCSI (FM) Columbus, Ind., and Betty Jo Johnson have announced their engagement. They plan to be married this September.

BARBARA HALL, former continuity editor at WHCU Ithaca, N. Y., has been appointed women's editor of Rural Radio Network of FM stations. Miss Hall is currently producing *The Scrapbook,* half-hour, three weekly women's program, and *Country Home,* each weekday at 1:15 p.m.



Miss Hall

RALPH HANSON of KING Seattle, has been appointed chairman of the 1949 Rules Committee for the second annual radio awards of the Advertising and Sales Club of Seattle. Others appointed to the committee were **ARTHUR GERBER Jr.,** KJR; **PAUL SWIMELAR,** KOMO and **ROBERT E. PRIEBE,** KRSC, all Seattle.

JOAN VALLANCE, has joined WMTR Morristown, N. J., as fulltime continuity writer. Miss Vallance is known on station as "The Story Book Lady," and she also serves on staff of WHBI Newark, N. J.

MILTON "Mende" BROWN, radio producer-director, has joined WOR New York, as director and producer.

KATHERINE KITCHEN, home economist for McClatchy Bee Papers (Sacramento, Fresno and Modesto, Calif.), has started daily program of kitchen and garden tips on McClatchy Beeling stations (KFBK Sacramento, KMJ Fresno, KERN Bakersfield, KWG Stockton, all California, and KOH Reno, Nev.).

TONY LANGGUTH, with production department of WNAC Boston since 1936, has been promoted to post of production supervisor of WNAC-TV.

BILL BELL has joined WBBM Chicago as scriptwriter after working as editor of teen section in Chicago's *Downtown Shopping News.* Former writer at WJJD Chicago, Mr. Bell will handle continuity on WBBM's *Gold Coast Show* (five-a-week, 4:45 to 5 p.m. CST).

BOB MURPHY, announcer on ABC's *Breakfast Club,* is the father of a girl.

BILL ALLYN, former announcer-disc jockey and librarian at WATR Waterbury, Conn., has joined CBS-TV in New York.

CARL BREWSTER, KFVD Los Angeles program director, is the father of a girl, Pamela.

CHARLES (BUDDY) ROGERS has been signed as m.c. on new *Punch with Judy* television show starting on KLAC-TV Hollywood Feb. 22. Program is variety audience-participation show, packaged by Mal Boyd, Stanley Cowan and Andre Paul.

MRS. ROBERT WOLFENDEN has been appointed program director of WMEV Marion, Va. Mrs. Wolfenden's husband is manager of the station.

CLARK L. REID, m.c. on audience participation shows at WHFB and WHFB-FM Benton Harbor, Mich., and Barbara Fox have announced their marriage.

GEORGE NESBIT has been appointed program director at WBEC Pittsfield, Mass., and **MAC McGARRY** has been appointed chief announcer.

DON TUCKWOOD, formerly with WFMZ (FM) Allentown, Pa., has joined production department of WAAM (TV) Baltimore.

JAMES A. DAY, director of public affairs and education for KNBC San Francisco, will leave soon for two-year tour of duty with occupation forces in Japan. Mr. Day has been granted a leave of absence by the station. He will serve as a civilian member of General MacArthur's staff and will head news and public affairs departments of the two Japanese networks. **WILLIAM MINETTE,** KNBC news writer and public relations man, has been appointed to replace Mr. Day.

CHARLES BILL, announcer at WJJD Chicago, and **BILLIE JENKS,** member of the station, have announced their marriage.

ET LIBRARY FEE

For FM Cut by MacGregor

A NEW and reduced rate on its electrical transcription library for FM stations only effective immediately has been established by the MacGregor FM Library, C. P. MacGregor, head of the firm, announced. The library will be offered at $75 per month. The new FM fee is considerably below the regular library fee charged AM stations, Mr. MacGregor said.

He indicated there was nothing unusual about his plan to provide a library to the small FM stations at a lower cost because it is already the practice to allow low-powered AM stations proportionately reduced rates.

WHCU Ithaca, N. Y., has made available to interested stations a radio series on understanding labor-management relations. Transcribed series of 15 minute programs may be obtained without charge.

HIGH PRAISE

S. C. Assembly Cites Stations

WAIM and WCAC (FM) Anderson, S. C., and their sports director, Jimmie Coggins, have been honored by the South Carolina General Assembly for their coverage of the Clemson College football games last season. The recognition was contained in a joint resolution officially passed Feb. 3 by both the House and Senate of the General Assembly.

Appreciation of NBC's coverage of the Gator Bowl, game in which Clemson participated, also was expressed. The resolution said in part: "We thank radio stations WAIM and WCAC of Anderson and Clemson for their broadcast of the game, and Jimmie Coggins, the announcer who was as good as the best. In this connection we would like to comment on the magnificent attitude of the National Broadcasting Company in permitting WAIM and WCAC to broadcast the game." (NBC owned exclusive broadcast rights, but granted the stations permission to carry the game direct from the field through their own facilities.)

WCFC (FM) Ups Power

WCFC (FM) Beckley, W. Va., Beckley Newspapers Broadcasting Service, has boosted its power to 31 kw, according to E. J. Hodel, manager. Included in the new equipment installed are a four-bay antenna and 10 kw transmitter. The work was done by the Zane Construction Co., West Orange, N. J., with an engineer and two field representatives from General Electric to supervise the work. Mr. Hodel also revealed that the station has become a BMB subscriber.

RADIO COMPONENT Manufacturers' Federation, London, has announced the sixth annual private exhibition of British components, valves and test gear for radio, electronic and television industries. Exhibition will be held at Great Hall, Grosvenor House, Park Lane, London, from March 1-3.



You can't argue with Success and STAR STORIES have proved successful with users throughout the land! Two dramatic narrations per show. 15 minutes with three minutes for commercials. . . beginning, middle and close. Seventy-eight of these 15 minute shows are available at a rate ridiculously low. Plus. . . . FREE COPY ANALYSIS SERVICE. . . To further insure success to users of STAR STORIES.

Write for all these money making, dramatic details and low rates for your station. Remember tested ideas that have made money for others . . . Can't miss for you!

★ FREE FULL DETAILS AND PRICES

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WNOE REUNION

Man and Wife United

WNOE New Orleans' "Big Joe" is a mighty popular fellow with the city's radio listeners—and a handy man to have around. Besides providing entertainment on his daily *Happiness Exchange* program, 6 to 8 a.m., he is also well known for his many community services and enterprises.

Latest venture of Big Joe, his real name is Joe Rosenfield Jr.—concerns a merchant seaman, Walter Seifferle, who was arrested in Singapore and sentenced to a four-year prison term. His wife, an Italian war bride, was found to be in dire financial straits in New Orleans and asked to appear on WNOE, which solicited clothing and other gifts from listeners. She and her 11-month old baby were also given a home.

Meanwhile Mr. Seifferle was released from prison and worked his way over on the steamship *Matthew Maury*, which finally docked at Gulfport, Miss., Jan. 19. WNOE had escorted Mrs. Seifferle to the city, and registered her under an assumed name at a hotel to avoid reporters. Early that morning Big Joe rented a yacht, and took a photographer and Mrs. Seifferle four miles out so that she might see her husband from a distance. When the ship docked at noon, she was on hand and so were reporters for the first time.

The couple then enjoyed the comforts of a bridal suite in Gulfport. WNOE paid all expenses, gave them a cash gift and defrayed expenses to the Gulf Coast and back. Listeners to *Happiness Exchange* also offered such indispensables as a three-room apartment free, furniture, etc. Promotionwise the station did a one-hour wire recording, which was broadcast that midnight—an exclusive.

Last week *Illustrated Press*, New Orleans radio tabloid, took due note of Big Joe's good will activities and awarded him—and WNOE—its first annual Gold Microphone, symbolic of outstanding performance and meritorious contribution to radio.



Mr. and Mrs. Seifferle are reunited by WNOE's "Big Joe" . . .

SWG-AFW MERGER

Stress TV Representation

SCREEN Writers' Guild announced that Associated Film Writers has become the eastern unit of SWG. The merger was ratified by SWG at a membership meeting in Hollywood.

AFW will continue to represent writers in the East in entertainment, documentary, educational and newsreel films. Video representation will be the major item on the agenda of both East and West Coast units in the coming year, it was said.

Officers of the eastern unit for 1949:

Harold Mantell, president; Newton Meltzer and John Davenport, vice presidents; Sumner Lyon, secretary; Sue Platt, treasurer. On the executive board: Lewis Amster, Dudley Hale, Richard Koch, Roberta Zechiel, Claire Birsh, Henwar Rodiakiewicz, Richard Frank, Richard LaPan, Daniel Klugherz and Thomas Wolf.

Judge AFA Entries

FIVE leaders in business and education have been appointed by Elon G. Borton, president of the Advertising Federation of America, to judge entries competing for the AFA awards for club achievement. Awards will be to advertising clubs for public relations for advertising, public service through advertising and education in advertising. The appointees: Henry E. Abt, Brand Names Foundation; Dr. Robert A. Love, City College of New York; William Reydel, Newell-Emmett Co.; Frederic Schneller, Lever Bros. Co., and Edwin F. Thayer, *Tide*.

NMC SESSIONS

Program, Speakers Listed

PROGRAM for the National Marketing Conference, to be held in Columbus, Ohio, March 8 and 9, was announced last Monday by the U. S. Chamber of Commerce's domestic distribution department. Conference will be sponsored in cooperation with various trade and retail merchants associations, and both the city and state chambers of commerce.

Purpose of the two-day session is to focus attention on the responsibilities of distribution personnel at both the world and community levels. The meeting will take place in Columbus' Neil House.

Carl M. Everson, vice president and general manager of WHKC Columbus and president of the city's chamber of commerce, will preside over the opening day luncheon. Speakers at other sessions and subjects of their talks include Jay D. Runkle, board chairman of National Retail Dry Goods Assn. and vice president and general manager of Crowley, Milner & Co. ("The Retailer's Responsibilities Today"), and Don Francisco, executive vice president of J. Walter Thompson Co. ("Analyzing the Cost of Distribution Services").

Dr. Lyndon O. Brown, vice president in charge of media, research and marketing, Dancer-Fitzgerald-Sample, will speak following day on "How to Tell the Story of Distribution in the Schools."

Z-NETWORK ADDED

For Skippy Transcriptions

THE five stations comprising the regional Z-Network in Montana are the latest to subscribe to the weekly half-hour transcribed *Skippy Hollywood Theatre*. Stations include KXLF Butte, KXLQ Bozeman, KXLK Great Falls, KXLJ Helena and KXLL Missoula.

Total of stations now carrying broadcasts is 50, including two other regional networks, Arizona Broadcasting System of seven stations and Utah-Idaho Network of four stations.

Program is recorded in Hollywood and produced and directed by Les Mitchel. Young & Rubicam Inc. is agency representing Rosefield Packing Co., Alameda (Calif.) for Skippy peanut butter.

Stockpiling Report

THE NATIONAL stockpile of strategic materials has been greatly improved, but it is still short of what it should be, the Munitions Board told Congress Feb. 2 in its semi-annual stockpiling report for the last half of 1948. Quantities of materials in the stockpile were below what is considered essential for national security, the report said. The program has been speeded up. It lagged during the years immediately after World War II to enable industry to reconvert.



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Tele-Tips from WLW-T

'49



The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NBC AFFILIATE

Mr. E. A. W. Schulenberg
Gardner Advertising Co.
St. Louis, Mo.

Dear E. A.:

Somebody must not a-had much t'do t'other day cause he figer'd that if'n all th' sponsored program series on WCHS were broadcast end to end, one program a day, they'd reach from January, 1550 to January 1950. Then he added WCHS coulda' broadcast th' "Landin' o' th' Pilgrims at Plymouth Rock". Sounds mighty fasinatin' but as my kin folk'd say, "Hit's jest a-tellin folks somethin' they already know. Namely, WCHS with them CBS program 'n' 5000 watts at 580 is a mighty, mighty popular radio station round Charleston, West Virginia.



Yrs.

Algy.

WCHS

Charleston, W. Va.

for NETWORK CALIBRE PROGRAMS



. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Agencies

(Continued from page 14)

GEORGE LAWS joins David S. Hillman Inc., Los Angeles, as assistant to the president.

JOEL M. HOLT, formerly director of radio and television for Herbert H. Foster & Assoc., Toronto and New York, joins Flint Adv. Assoc., New York, as account executive.

THEODORE B. PITMAN Jr., joins John C. Dowd Inc., Boston, as director of radio and television department.

JOHN WATERS, formerly advertising manager for Sylvania Electric Products lighting division, joins Newell-Emmett Co., New York, as an executive on Sylvania account.

MARSHALL G. ROTHEN of ABC publicity department, resigns effective today (Feb. 14) to join Kenyon & Eckhardt, New York, as assistant to agency's motion picture department director.

PETER TORRIERI, formerly general sales manager of Embros Wine Co. of Baltimore, joins Baltimore office of St. Georges & Keyes Inc.

EARL EBI, producer of *Edgar Bergen Show* for J. Walter Thompson Co., Hollywood for past seven years, appointed television director in agency's Hollywood office. **SHEILA ERSKINE,** formerly publicist with moving picture studios, joins agency's public relations staff.

J. KENNETH WHITE, formerly with Federal Adv., New York, joins Biow Co., New York, as account executive.

PUBLICIDAD GUASTELLA, S. A., New York, Cuba and Mexico, announced removal of its Havana offices to H Y 21, Vedado, Havana, a new building owned by the firm.

KEN CLAFFORD, formerly with Arthur Meyerhoff & Co., Chicago, appointed to copy staff of Walter L. Rubens & Co., Chicago.

ALLEN-EVANS Inc., Los Angeles, becomes Allen-Evans & Jenkins Inc., with addition of **DOUGLAS JENKINS** as partner in firm. Mr. Jenkins, formerly operator of his own agency in Santa Monica, Calif., will head agency's advertising department. Other additions to staff include: **THOMAS RIDGEWAY,** as head of television; **HUBERT H. ROBERTS,** as production manager, and **CHARLES RENE ESCALLIER,** as head of news planning. New offices are at 8473 Beverly Blvd.; telephone is Webster 3-9216.

LATHROP MACK resigns as vice president and general manager of Davis-Harrison & Simmonds, Los Angeles. He announced no future plans.

PAUL PRICE joins Hunter Adv., Los Angeles, as account executive. Mr. Price was most recently radio and publicity director for Dewey-Warren campaign in San Francisco, and before that was office manager for Margaret Ettinger & Co., Los Angeles.

LEE RINGER, head of Lee Ringer Adv., Los Angeles, appointed president of Southern California Assn. of Advertising Agencies by association board of directors. Other officers include: **NORTON W. MOGGE,** president of Mogge-Privett Inc., Los Angeles, vice president; **HENRY WELSH,** of Welsh-Hollander Adv., same city, secretary-treasurer.

ROLAND HOWES resigns as production manager of J. Walter Thompson Co., San Francisco. His future plans have not been announced. **LESLIE WHITWELL** promoted to manager of agency's mechanical traffic department.

Respects

(Continued from page 48)

communications Conference in Atlantic City.

Arthur Budlong was born in Washington, D. C., on Nov. 2, 1901, and educated in the District's elementary schools and McKinley High. After graduation he took courses in shorthand and typing and other "commercial" work and in 1920 enrolled at Brown U., which he attended one year. After whiling away a summer on his father's sailboat (Percy Budlong was an official reporter in the Senate), he turned that fall to newspaper work and the trade paper bureau, Technical News Service.

Like many radio "hams," Mr. Budlong's interest in amateur radio was whetted at an early age. When he was ten, he had read a magazine article which decided him to launch out on his own. Scraping together enough money, he bought a crystal detector, a single-slide tuner and a single headphone. For a year he listened faithfully—evenings and weekends—before hearing a sound. But his interest was aroused when NAA (Naval Observatory radio station) became active and put a good signal into the Budlong receiver. He kept on and finally heard Navy stations occasionally.

With practice, he gradually built up his code speed and eventually built a low-power transmitter with a Ford spark coil and single-slide tuner. Building of a condenser, a problem to most early-day amateurs, was resolved by his own improvised methods. Amateurs in 1913 customarily saved bits of tinfoil for months to form condenser plates, but this young "ham" used leadfoil rolls from his grandfather's X-ray plates and came up with his father's glass photography plates as insulators.

Before the government issued licenses, he used the identification "AB." And in March 1917 he walked out of the Commerce Dept.'s office with a brand-new operator ticket—after having been persuaded by two friendly officials

UOPWA CAMPAIGNS

For Greater Membership

RADIO GUILD, Local 50, of United Office and Professional Workers of America, CIO, began an industry-wide leaflet distribution job in the New York area Wednesday to sell station and network employes on joining the union.

The piece, given away outside office buildings, said UOPWA stood for general increases of 30% or $15 a week and a dollar an hour minimum. It cited wage increases UOPWA claimed to be responsible for at CBS and at Federal Telecommunications Laboratories, N. J. Sylvia Sheridan, guild representative, said 15,000 leaflets would be distributed in a week's time.

"VIC" DIEHM SAYS:



Don't Forget! Have a "Look"

. . . at WAZL's half-page '49 Yearbook ad when planning your '49 advertising budget. It will tell you in facts and figures just why your WAZL spent advertising dollars will result in direct sales gains!

Sincerely

Vic Diehm

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

in the Dept. of Commerce to take an examination.

Mr. Budlong is frequently called upon to explain how he received a license before the first World War inasmuch as he didn't have an amateur call sign for that period. Actually the licensing setup required station-authorizations to be submitted to Baltimore, and, as it turned out, the U. S. went to war while his application was being processed there.

In 1922, a year after he left Brown U. at Providence, R. I., Mr. Budlong found his interest centered on amateur work and organizational matters. He experimented with numerous circuits and wrote several articles for *QST*, official organ of the ARRL.

As voluntary secretary of the Railroad Emergency Service Committee, a joint group of railroad officials and amateur radio leaders, he helped coordinate emergency communications for the railroads. Chiefly because of his newspaper experience with Technical News Service the previous fall, he was hired as assistant division publicity manager of ARRL's Washington office, and became one of the famous "Inkslingers."

When the "ham" association neeed a new editor for its syndicated newspaper column ("Current Radio"), on Feb. 11, 1924, it turned to the young Washingtonian and brought him to Hartford. Interest in the column diminished with the appearance of commercially-built sets on the market.

Emergency Network Set Up

Mr. Budlong then turned his spare time to railroad communications again and shortly was appointed assistant traffic manager. He organized the PRR Emergency Net, the first amateur network devoted solely to emergency communications preparedness. Its general call, QRR (now QRRR), eventually became internationally recognized as the amateur land distress signal.

In 1926 Kenneth B. Warner, late ARRL secretary, needed an assistant and understudy and chose Mr. Budlong for the assistant secretary's post.

In the years immediately preceding the '30s, Mr. Budlong served as radio aide of the first corps area, Army Amateur Radio System. When he retired later, New England "ham" members of AARS presented him with a certificate reading: "Onehellofaswellguy."

Mr. Budlong's record of wartime service is one of active participation in all phases of allocations work. When he applied for a Coast Guard commission in early 1942 he was turned down because of faulty vision. The Coast Guard's communications office learned of his interest and obtained for him a physical waiver. Commissioned a lieutenant, he reported to Washington where he was assigned the job of setting up a frequency- allocations section.



ONLY businessman to appear on the U. S. Junior Chamber of Commerce list of "the 10 outstanding young men of 1948," R. N. W. Harris (r), president of the Toni Co., Chicago, receives a ruby-studded key and plaque from Paul D. Bagwell, chamber president. Presentation was made at St. Joseph, Mo.

His unusual background in communications problems made him so valuable that he spent his entire war service in work of this type. He was promoted to the rank of lieutenant commander. He served with many planning groups, including the Joint and Combined Frequency Allocations Committees, Joint and Combined Radio Aids to Navigation Committees, an Air-Sea Rescue Service Committee, and the Interdepartment Radio Advisory Committee (IRAC).

Distress Transmitter

His participation in Air-Sea Rescue resulted directly in production of a modified version of the "Gibson Girl" lifeboat transmitter, providing an additional high frequency distress signal. With the improved model, downed pilots no longer had to crank the old model for hours on a liferaft with their low-power, low-frequency signals undetected.

Mr. Budlong has a sharply-tooled sense of humor which he uses to plane down difficulties of everyday routine. During the 1946 Moscow Conference, he and his friends instigated the Red Herring League, an unofficial subcommittee of the allocations specialists, on which he served as "vice president in charge of obstruction and delay." Russian representatives preferred paying the entry fee of 200 cc. of vodka to the stigma of anti-socialism, and one of their number rewarded himself with the euphemistic title, "vice president in charge of bypaths and detours."

Part of Mr. Budlong's job at ARRL is to keep amateurs informed on activities in the regulatory field. Consequently he makes numerous trips throughout the country, speaking before city radio clubs and League regional conventions.

Recently he spoke before 56 different clubs in many cities, attended two weekend conventions and four smaller informal meetings, and in all covered 30 states, Ontario and Cuba.

His associates call him the "indestructible" Budlong.

The "indestructible" is also president of the South Lyme Beer, Chowder and Propagation Society, a group of seven ARRL staffers whose prime interest lies in amateur emergency communications preparedness. They meet annually on the occasion of League Field Day tests, to erect antennas, set up equipment (using a gasoline-driven generator), and operate an amateur station for 24 hours continuously. The spirit of camaraderie inherent in the society's name actually belies the serious purpose underlying its activities. During the 1936 New England flood, for example, Mr. Budlong and one other ham operator spent two solid days at the Hartford link in an amateur 5-meter network which covered the Connecticut river to report river height, etc.

While amateur radio holds No. 1 spot, Mr. Budlong's interests are diversified. He can converse intelligently on almost any subject, more often than not from first-hand knowledge. In the '20s, he served as gunnery sergeant in Connecticut National Guard. He has also done some flying and parachute-jumping. He owns an excellent collection of 35mm slides. He plays the harmonica well, doesn't do badly with the mandolin. His favorite musical group is the Chamber Music Society of Lower Basin Street.

Mr. Budlong's other hobbies have ranged from raising mink and pet skunks to rabbit propagation for eating purposes.

One of his greatest loves, though, is sailing, and his present pride is a Penguin dinghy in which he and his wife cruise Long Island Sound waters on afternoon or weekend jaunts. An expert at navigation, he has piloted large sailing craft through the Inland Waterway to Florida and has sailed on Chesapeake Bay as well as in New England waters.

Mr. Budlong holds membership in the Off Soundings Club of Essex, the Capitol Yacht Club, Washington, and the Marine Historical Assn., Mystic, Conn. His love of the shore is so great that he makes his home in Long Island Sound, at South Lyme, Connecticut, commuting fifty miles to Hartford and back each day.

When he married Nancy Woodward in 1934, they decided to build their own house at the shore and did, from foundation to shingles and the last coat of paint—and on weekends!

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

WBAL announces

the appointment of

Leslie H. Peard, Jr.

as Assistant

to the Manager

Promotion



WHEN WCOP Boston learned of General Motors "Transportation Unlimited" show to be held in New York, it sent several staffers to cover it in person. They tape recorded all the glories of new automobiles and complimentary fashions for listeners at home. Following the broadcasts of the activities WCOP prepared a booklet giving all the details on how it went about covering the event. Preliminary promotion stunts, comments from news and women's reporters who were there, all led to the final half hour show which the station broadcast on "Transportation Unlimited." The booklet gives all the details of preparation of an actual broadcasting of the event.

New Broom Sweeps Clean

"HOW YOU, too, can get your product on—and off—the shelves of retail stores in eight of the country's best markets," might well subhead the colorful booklet, *A Clean Sweep for a New Broom,* illustrating CBS' Housewives Protective League program service. Book, cleverly illustrated with pictures of housewives, cites the case of the Lorenz Broom Co. of Southern California and its sales of a new sponge rubber broom which HPL promoted on the air. Illustrations depict the sponsor's dilemma until he puts his product on HPL program. Examples cited by book include description of program as one ". . . that sponsors the product," and that it is heard live in eight great markets broadcast by a local personality.

Readers Service

BOOK-marks placed in each book withdrawn from the public library and promoting WJOI Florence, Ala., is station's newest promotion trick. Done in bright red with black lettering, book-mark gives WJOI's air time plus library rules, a service to each.

'FS—'49'

IN Chattanooga, Tenn., WDBX is going all-out to aid the U. S. Health Department in its intensive fight against syphilis. Campaign titled "FS—'49" (Fight Syphilis—1949) is being promoted through posters which WDXB has put in every public gathering place, and through station breaks. Each break ends with the "FS—'49" tag, and they all urge listeners to tune in to its special transcribed programs. Station reports it is largest campaign ever staged in Chattanooga.

Radio Column

SERIES of daily columns on the radio page of the Washington *Daily News* is being run by WOL Washington. Concurrently the newspaper is carrying a series of spot announcements on the station. The column, which appears six evenings a week under the title "WOL Listening Reminders", features network and local programs of WOL-Mutual, and is written under direction of John Bondeson.



SHORT, but graphic was WBCK Battle Creek (Mich.) course in radio business. Station set up a display exhibit in its building and invited local citizens to see how radio worked. Six panels dealt with phases of radio: News gathering, programming, promotion, etc. Scale model of WBCK's transmitter plant graced the top of the exhibit. Jack Severson (l) and Jim Hanna delivered their daily noon newscast from the display as an extra attraction.



You Bank Bigger Profits, too

...when WTAR does your selling job in the Norfolk Metropolitan Market

WTAR delivers twice as many weekday morning listeners as its nearest competition . . . 2.8 times as many, weekday afternoons . . . 3 times as many, evenings. Sunday afternoon, 2 times as many listeners and 2.7 times as many, daytime Saturday. (Hooper Station Listening Index, November-December '48 for Norfolk-Portsmouth-Newport News, Va.)

Easy to see why WTAR gets along so well with thrifty folks.

N.B.C. Affiliate — WTAR WTAR-FM — 5,000 Watts Day & Night

Nationally Represented by Edward Petry & Co.

'Drop In'

TO ENCOURAGE program advertisers of WHBC Canton, Ohio, to call attention to their shows in their newspaper advertisements, station has prepared special mats of appropriate design for use as "drop-in" slugs. Advertiser is given choice of five one-column cuts which picture station's character, "Good Neighbor Mike," a microphone with call letters, a scroll box and a box banner treatment, allowing room for inserting program title, day and time. WHBC reports that by providing mats and cuts results are more favorable.

At the 'Quack' of Dawn

SINGING ducks and their m.c. Fred Bennett are object of WPEN Philadelphia's latest promotion piece. Picture of Mr. Bennett at his organ and a note on the type of program, platter, chatter, and singing ducks are played up by station. Attached to picture is a card from WPEN saying that it's the station that has the know-how on "How to wake up your sales and keep them awake."

Personnel

GEORGE A. DeGRACE Jr., former executive secretary of the Marquette U. Alumni Assn., has been appointed promotion director of WISN Milwaukee. He is former assistant director of the 1948 Corporation, Milwaukee civic group.

GERALD STATEN, formerly publicity and promotion manager for WTAD Quincy, Ill., has joined WNBH New Bedford, Mass., as national sales promotion director.

DICK HARRIS, former promotion manager of KELO Sioux Falls, S. D., has joined WNAX Yankton, S. D., as assistant promotion manager.

BRUCE MACK, former promotion manager of KOSA Odessa, Tex., has joined KPHO Phoenix, Ariz., as publicity director.

PRODUCTION

Barnouw Pens New Book

HANDBOOK OF RADIO PRODUCTION. By Erik Barnouw. 324 pp. Boston: Little, Brown & Co. $4.50.

A DETAILED description and analysis of radio production is offered by Erik Barnouw in his new volume, *Handbook of Radio Production.* Mr. Barnouw has directed programs for such products as Camels, Goodyear, Barbasol and Oxydol and has written for *Cavalcade of America, Theatre Guild of the Air* and others. In addition to his writing he is now manager of the Radio Program Bureau of Columbia U.

Starting with an introductory discussion of radio's force in shaping people's ideas, Mr. Barnouw then covers the elements of production which serve to convey a program idea to the listener. After reviewing the physical elements necessary to a program—microphones, record players, etc.—the jobs of various staff members are examined in detail.

An outstanding element of *Handbook of Radio Production,* from the standpoint of the active radio man, is that it never separates theory from practice. Various problems are presented with samples of the programs themselves. A complete script with producers' directions is included and the book closes with an alphabetical guide to production terms and techniques.

Announcer Pay Raises

LAST of 14 Los Angeles area stations with which American Federation of Radio Artists was negotiating for staff announcer raises was signed last week, when KGIL San Fernando agreed to boost announcers' salaries from $60 to $70. KFAC Los Angeles recently came to terms with the union, raising announcers' salaries from $66.90 to $78.75, retroactive to Sept. 17. According to Claude McCue, AFRA executive secretary, union expects to negotiate soon with two other Los Angeles area stations, KOWL Santa Monica and KAGH Pasadena.



WISCONSIN

Radio League Hears Lanphier Views

"THE PEOPLE want television, and what they want they'll get, whether you give it to them or not," C. J. Lanphier, president and general manager of WFOX Milwaukee, warned members of the League of Wisconsin Radio Stations in Milwaukee. Mr. Lanphier is president of the group.

He answered his own question, "Is television a stampede to be stopped or a steed to ride?," by asserting that AM broadcasters "realize both that they can't afford to get into it and can't afford not to."



Mr. Lanphier

Mr. Lanphier discussed the chances for video in small markets ouside metropolitan areas. (Wisconsin has one television station, WTMJ-TV, owned by the *Milwaukee Journal.*) "If we don't expand into television, other interests will come into these markets and take over with new money and talent," he said.

At the business session the 30 members attending adopted a resolution to "oppose strenuously" Senate Bill 93, introduced in the Wisconsin legislature by Sen. Taylor G. Brown of Oshkosh at the request of the Lutheran Ladies League. The bill, postponed for action until Feb. 16, provides for "restriction and prevention" of all radio programs involving "bloodshed." Sixteen members volunteered to appear at the state capitol in Madison that day.

The association discussed informally the proposed purchase of four FM stations by the state. No action was taken. Wisconsin owns six stations—two AM and four FM—four more than any other state owns or operates. Appropriation for acquisition of the stations will be voted on in this legislative session, as the previous budget was rejected.

League members are opposed to the additional outlets. They claim that such stations, operated by the U. of Wisconsin under direction of the State Radio Council on a noncommercial basis, should feature educational rather than news-music-sports programming.

Members also decided to admit station representatives from upper Michigan as guests at meetings and to recognize the Wisconsin-Upper Michigan Sales Assn.

MORE CALLS

Under New FCC Procedure

SCRAPING the barrel for calls to assign new broadcast stations is now a thing of the not-too-distant past for FCC.

Under a new procedure for assigning of calls to nonbroadcast radio services, announced last week by the Commission as effective Feb. 1, many thousand new four-letter call combinations in both the W and K categories will become available for broadcast assignment and limited ship telephone-telegraph use.

There is no change in call assignments for the broadcast services, FCC pointed out, except auxiliaries and other than the many thousands of new calls being made available.

Just about a year ago, before a modification in ship call assignments, the FCC was down to less than 100 four-letter combinations which it might assign new AM, FM or TV stations. However, the Commission now has available some 2,400 W combinations and some 2,650 K combinations and more will be released under the new procedure. Arithmatically there are 35,152 possible permutations of four letter W and K calls.

Broadcast stations wishing to secure new calls, as heretofore, will have to submit a list of specific selections—a dozen or so—for the Commission's Commercial License Section to check. FCC will not supply lists of available calls.

Cat-Mouse Story

A. J. GERANIS, WBCK Battle Creek, Mich., transmitter supervisor, thought he had the answer for station's mouse troubles. A mouse had wandered into a WBCK transmitter, discovered the high voltage power supply and put station off the air for ten seconds. Mr. Geranis decided to adopt a cat. Result: Young Tom, evidently getting a sniff of the deceased Mr. Mouse, poked his nose into the power supply via a large conduit. He lived all his nine lives in a split second.

KSOX REDUCTION

Decrease from 50 kw Granted

A DECREASE in nighttime power of KSOX Harlingen, Tex., from 50 to 10 kw has been authorized by FCC.

The station, owned by Texas Star Broadcasting Co., licensee of KTHT Houston, is assigned 1530 kc, on which WCKY Cincinnati and KFBK Sacramento are assigned with 50 kw.

KSOX was authorized originally to operate "fulltime" on 1530 kc with 50 kw—except for the three hours between local sunset at Cincinnati and Sacramento [BROADCASTING, Feb. 23, 1948].

The reduction in nighttime power, and also changes in the directional antenna system to decrease nighttime radiations, were requested by KSOX. FCC said they would "adequately protect the 0.5 millivolt skywave contour of station WCKY," and therefore dismissed as moot WCKY's request that the original grant for KSOX be reconsidered.

MONTHLY REPORT

Advertest to Study Video

ADVERTEST Research, New Brunswick, N. J., next March will begin publication of monthly studies investigating subjects of major interest to those engaged in the television field, the market and media research firm has announced.

Titled "The Television Audience of Today," the publications will cover subjects collected from those suggested by subscribers. Daytime video, appeal of film to children, and TV and radio are among those contemplated. Each study will be based on 500 personal interviews with set owners throughout the metropolitan areas as supported by concurrent Advertest TV research operations.

Special TV research facilities will be made available to subscribers at a minimum cost as an additional service. Research is designed to build clients' TV libraries and to supplement or supplant their own research activities, according to the firm.

N.J. TV PROJECT

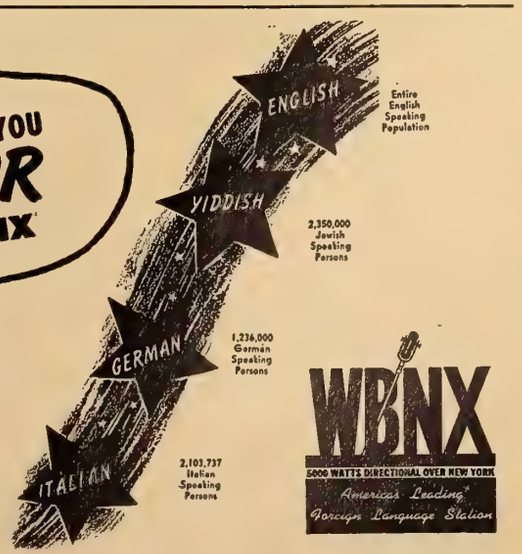
Ground Breaking Feb. 13

COL. EDWARD A. DAVIES, president of the Long Beach Island (N. J.) Foundation of the Arts and Sciences, has announced that ground was broken Feb. 13 for the foundation's first building in Long Beach Park [BROADCASTING, Jan. 31]. The structure will be ready for television, music and art classes next summer.

Top priority will be given studies in television, according to Col. Davies, who reports requests on the subject from stations and advertising agencies. Col. Davies also announced that the project will be constructed on 30 acres of land as 15 additional acres were purchased on Jan. 21.

Review Board Bill

A BILL has been introduced in the Washington State House of Representatives which would prohibit publication, distribution or broadcasting of "offensive and lurid material detrimental to children under 18 years of age." Tossed into the legislative hopper at Olympia on Feb. 4 by State Rep. John M. Wilson (D), the proposed measure (H.B. 306) would authorize the establishment of censorship boards to pass on such publications and broadcasts.



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.



Technical



JAMES DRAKE, formerly chief engineer at WRIB Providence, R. I., has joined technical staff of WJAR Providence. **RICHARD L. BUCKLEY** will replace Mr. Drake as chief engineer at WRIB.

HENRY P. KALMUS, formerly on staff of research laboratory of Zenith Radio Corp., has been appointed to staff of National Bureau of Standards. Mr. Kalmus will conduct investigations in electronic techniques.

EDWARD HAMILTON, former head of radio frequency research of Allen B. DuMont Labs Inc., New York, has been appointed station engineer in charge of the WJZ-TV New York transmitter.

SOUND APPARATUS Co., Stirling, N. J., has announced development of a graphic recorder, Model FRA. A direct ink-recording instrument, the recorder automatically plots a curve of any slowly or rapidly changing measurable quantity that can be converted into a DC or AC voltage. Measuring ranges can be selected and recorded either on a logarithmic or linear scale.

ELKEN Mfg. Co., Hollywood, has announced its new automatic splicer for editing magnetic tape is now in commercial production, and is being readied for distribution this week. Splicer necessitates only two manual movements and completes performance in 10 seconds as against one to four minutes previously required in patching tape with scissors and scotch tape.

CHARLES ROTHERS, engineering supervisor of remote operations at WGN-TV Chicago, is father of a boy, Charles Thomas.

First with the most in
NEW ORLEANS
WDSU
TV Channel 6—
31,000 watts
New Orleans' *first* and *only.* Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
ABC — NBC
DUMONT — WPIX
Television Affiliate
Affiliated with New Orleans Item
AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.
FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)
WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!
NEW ORLEANS ABC AFFILIATE
WDSU
Represented by the John Blair Company

NABET

IBEW Declines to Participate In Contract Negotiations

INTERNATIONAL office of IBEW has rebuffed NABET by declining to participate in contract negotiations with networks, it was learned last week.

A NABET official said that despite the refusal of IBEW, NABET would remain willing to work for the common good of technicians and engineers in the radio and television fields and that therefore its offer to IBEW was still open.

History of the NABET offer goes back to a joint meeting help in September in New York of members of both IBEW and NABET in the Metropolitan New York area. At that time the members of the two unions approved the proposal of cooperation in network negotiations.

Following the joint meeting, the NABET national office sent a letter offering participation to the IBEW headquarters in Washington. The IBEW answer turning down the offer followed last week.

Meanwhile, it was learned that the NABET executive board has scheduled a week of meetings, starting today, on the question of jurisdiction in the radio and television fields. This meeting, called prior to receipt of the IBEW turndown and therefore not a consequence of it, will undoubtedly now have NABET-IBEW relations as part of its agenda.

Attending the meeting will be the following board members: President, John R. McDonnell, San Francisco; Richard T. Parks, San Francisco; Edward Lynch, Rochester, N. Y., and John H. Hogan, Washington, D. C. The latter three are heads of NABET units in their respective areas. Also attending will be Clarence Westover, national executive secretary, and Harry Hiller, national representative.

UHF STUDIES

2 Stations File for CPs

UHF TELEVISION experimentation projects are proposed by WQAN-AM-FM Scranton, Pa., and WFCI-AM-FM Pawtucket, R. I., in applications filed with FCC last week for construction permits. Both would study propagation characteristics in their area for 515 mc video transmission.

Both experimental programs are to be conducted under the direction of McNary & Wrathall, Washington consulting engineering firm, the applications stated. Pulsed modulated visual signal would be used with peak power of 5 kw in both instances. Transmission antennas of the slotted cylindrical type used by WNBW (TV) Washington for its UHF tests are specified. Power gain is 10 and horizontal polarization is specified. Considerable experimentation would be done in field of receiving antennas.

The WQAN request indicated the experimental station would be used "to determine suitability of UHF band for TV operation in the Scranton area" and the project would require about six months. Similarly, WFCI would study Pawtucket-Providence, R. I., area. Each applicant indicated a sum of $10,000 has been designated for the program.

Neither of the stations would transmit programs. Signals would be transmitted only to allow field test measurements.

SMPE Unit to Meet

SOCIETY of Motion Picture Engineers, Atlantic Coast section, will devote this month's meeting to sound-on-film recording, stressing important developments in the 16-mm video film field. Meeting, to be held at 7:30 p.m. on Feb. 16 ,will be at New York's Western Union Bldg., 159 West Broadway. A short program of 16mm films will precede the reading of technical papers, including "Stepping Along With Television," which demonstrates the coaxial and radio relay operations of television networks.

Election at WBGE

NATIONAL Labor Relations Board Feb. 4 directed WBGE and WBGE-FM Atlanta to hold a secret ballot election within 30 days among studio and transmitter technicians to determine if they wish to be represented by International Brotherhood of Electrical Workers (AFL).

GE TO ADVISE

U. S. Standards for S. A.

R. S. YEANDLE, General Electric television engineer, was scheduled to leave Feb. 10 for South America where he is expected to urge the adoption of U. S. television standards for all Latin American countries. One of the first stops in his six-week tour will be Rio de Janeiro, Brazil, according to GE's transmitter division, Electronics Park, Syracuse, N. Y.

While in Brazil, Mr. Yeandle will advise on the selection of a transmitter site for South America's first TV station, to be equipped by GE. Proper functioning of this station will encourage other Latin American countries to use U. S. equipment for future video outlets, GE pointed out. Mr. Yeandle will advise prospective stations on equipment requirements, site selections and other technical details.

Several European countries are also bidding for adoption of their equipment and standards in South America, according to GE engineers. Foremost are the British and French TV companies, whose standards differ markedly from those set up by FCC. American equipment, operating on 60 cycles, can be used on South American 50 cycle systems with little change, the engineers said.

Turntable



GORDON JENKINS, composer-director, has been appointed musical director for Decca Records, New York.

FREDERIC W. ZIV Co., Cincinnati, has announced that William B. Reily Coffee Co., New Orleans, has contracted for its *Old Corral* program in nine additional markets, bringing company's total sponsorship of programs to 71 southern markets. Ziv firm also announced its *Barry Wood Show* has been purchased by KOY Phoenix, Ariz., and KXRO Aberdeen, Wash., which also contracted for *Favorite Story* program. San Francisco Brewing Corp. has renewed the *Guy Lombardo Show* over KNBC San Francisco for a second full year. Other purchasers announced by Ziv include: KDSX Denison, Tex., for four shows, each on 52 week basis; Utah Oil Refining Co. for *Guy Lombardo Show* on KSEI Pocatello and KTFI Twin Falls, Idaho, and renewed on KIDO Boise, Idaho; Paramount Radio Shop renewed for *Guy Lombardo Show* on WOW Omaha, Neb.

AGENCIES
ADVERTISERS
STATIONS
Announcing . . .
1949 RADIO-TV MAP
ACCURATE TO JANUARY 1, 1949
Attractive three color map shows AM-TV stations in U.S., its possessions and Canada . . . by city . . . county, state—territory . . . province . . . plus time zones.
Excellent for presentations. Ideal to demonstrate coverage . . . plot network and national spot campaigns. Printed on durable white stock—35" x 25". Suitable for framing.
60c PER MAP
50¢ ea. 10 or more
40¢ ea. 50 or more
Include payment with order.
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

FCC Actions

(Continued from page 74)

February 10 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced proposed decision looking towards denial of application of Journal-Review for new station in Crawfordsville, Ind., 1340 kc 250 w unl. (Application of Crawfordsville Bcstg. Assn. for same facilities was dismissed without prejudice on March 8, 1948.)

FM—99.9 mc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced decision granting application of Inter-City Bcstg. Co. for new FM station in Providence, R. I., on single-remaining channel (No. 260, 99.9 mc), and denying competing application of R. I. Bcstg. Co. for same facilities.

AM—990 kc

Commission (by Comrs. Coy, Chairman, Walker, Hyde, Sterling and Jones) announced adoption of order granting petition of Pittsburg Bcstg. Co., Pittsburg, Calif., for leave to amend application, and record was reopened for limited purpose of making amendment (which specifies new trans. site which complies with requirements of engineering standards and new trans. type) part of record, and record was thereupon closed. At same time Commission announced proposed decision looking towards grant of application of Pittsburg Bcstg. Co. for new station in Pittsburg, Calif., 990 kc 1 kw unl. subject to following cond.: (1) that suitable phase monitor be installed; (2) that directional-non-directional survey be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

BY THE COMMISSION

Action Set Aside

WMBD Peoria, Ill.—Adopted order setting aside its action of Jan. 19 granting application of WMBD for mod. CP to make changes in DA, as it appears that theoretical calculation of radiation pattern submitted in connection with this application is seriously in error and that use of parameters proposed by applicant will not result in radiation pattern proposed or reasonable close approximation (WMBD has CP for 1470 kc 5 kw DA-N).

BY COMMISSION EN BANC

Petition Granted

Washington Post, et al, and Columbia Bcstg. System Inc.—Granted joint petition to modify cond. of Commission consent of Oct. 20, 1948, to assignment of license of WTOP Washington from CBS to WTOP Inc. (new corporation 55% owned by Washington Post and 45% by CBS), and transfer of KQW (AM-FM) San Francisco to full CBS control. Same are made effective immediately subject to transfer of WINX Washington from Washington Post to new parties being consummated on or before Aug. 1 (instead of Feb. 20 as previous cond.) or license of WINX being surrendered and operation terminated on or before Aug. 2 (Chairman Coy not participating; Comr. Jones dissenting).

Argument Set

Designated oral argument for Feb. 21, in re proposed decision of WTEL Foulkrod Radio Engineering Co. and WHAT Independence Bcstg. Co., Philadelphia.

Action Deferred

WPTR Albany, N. Y.—Deferred action on application for mod. CP increase power from 10 to 50 kw (1450 kc) and to change to DA-DN, pending study by Commission as to question of applicant's qualifications in light of May 5, 1948, decision of U. S. Supreme Court in Schine Chain Theatres Inc. et al v. United States, 334 U. S. 110, wherein Schine Chain Theatres, principal stockholder of applicant, was found to have violated the Anti-Trust Act.

February 10 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KFTM Fort Morgan, Col.—Assignment of CP from Robert Dolph, Robert McCollum and J. T. Price Jr. d/b as The Fort Morgan Bcstg. Co. to Robert Dolph and Robert McCollum d/b as The Fort Morgan Bcstg. Co.

WKBS Oyster Bay, N. Y.—Assignment of CP from Eastern Bcstg. Co. Inc. to Key Bcstg. System Inc., changing from Delaware to New York corporation; same ownership.

Transfer of Control

WLAU Laurel, Miss.—Relinquishment of control of Southland Bcstg. Co., licensee, by Hugh M. Smith to James V. Wilson.

AM—570 kc

WMAM Marinette, Wis.—CP change from 570 kc 100 w-N 250 w-D unl. to 570 kc 1 kw unl. DA-N.

AM—1250 kc

Fort Payne On the Air, Fort Payne, Ala.—CP new AM station 1250 kc 100 w-N 250 w-D unl. AMENDED to request 1250 kc 250 w D.

AM—1450 kc

Centinela Valley Bcstg. Co., Inglewood, Calif.—CP new AM station 1450 kc 250 w specified hours. AMENDED to request unl. hours and change trans. site from Inglewood to Los Angeles County, Calif.

AM—1260 kc

Griner-Dillon Bcstg. Co., Bay City, Mich.—CP new AM station 1350 kc 500 w-D. AMENDED to request 1260 kc.

AM—1220 kc

Palladium-Times Inc., Scriba, N. Y.—CP new AM station 840 kc 1 kw D AMENDED to request 1220 kc.

AM—1240 kc

WQAN Scranton, Pa. — CP change from 910 kc 500 w-N 1 kw-D share time with WGBI to 1240 kc 250 w unl.

Modification of CP

KVLU Lubbock, Tex.—Mod. CP new AM station for extension of completion date.

KBRZ Bryan, Tex.—Mod. CP new AM station to increase power from 500 w to 1 kw.

License Renewal

WGAN-FM Portland, Me.—License renewal FM station.
WJLK Asbury Park, N. J.—Same.
WMFR-FM High Point, N. C.—Same
KFXD-FM Nampa, Ida.—Same.
WKIL Kankakee, Ill.—Same.
WPAG-FM Ann Arbor, Mich.—Same.
KFOR-FM Lincoln, Neb.—Same.
WSJS-FM Winston-Salem, N. C.—Same.
WTRI Troy, N. Y.—Same.
WMRC-FM Greenville, N. C.—Same.
WLVA-FM Lynchburg, Va.—Same.
WDTR Detroit—License renewal noncommercial, educational FM station.

Assignment of CP

WMFI Memphis, Tenn.—Assignment of CP new FM station from Fanny B. Wilson to WMFI Bcstg. Co.

Modification of CP

KSLH St. Louis—Mod. CP new noncommercial, educational FM station for extension of completion date.

KLTI-FM Longview, Tex.—Mod. CP new FM station to change ERP and studio site.

KFLW-FM Klamath Falls, Ore.—Mod. CP new FM station to change from Class B to Class A outlet, with Channel 257 (99.3 mc) ERP 400 w and ant.

WGST-FM Atlanta—Mod. CP new FM station for extension of completion date.
WVNA Indianapolis—Same.
WRR-FM Dallas, Tex.—Same.
WLYC Williamsport, Pa.—Same.
WRHI-FM Rock Hill, S. C.—Same.
KTSA-FM San Antonio—Same.
WBIR-FM Knoxville, Tenn.—Same.
WHIS-FM Bluefield, W. Va.—Same.
WPDX-FM Clarksburg, W. Va.—Same.
WKAX-FM Birmingham, Ala.—Same.
WJBC-FM Bloomington, Ill.—Same.
WMBI-FM Chicago—Same.
WFTW-FM Fort Wayne, Ind.—Same.
KVOB-FM Alexandria, La.—Same.
WCAP-FM Asbury Park, N. J.—Same.
WMCA-FM New York—Same.
WAGE-FM Syracuse, N. Y.—Same.
KTLX Phoenix, Ariz.—Mod. CP new commercial TV station for extension of completion date to June 15.
KEYL San Antonio—Same.

TENDERED FOR FILING

AM—1310 kc

WNAE Warren, Pa.—CP change from 1310 kc 1 kw-D to 1310 kc 1 kw-D 100 w-N unl., change trans. site and mount FM ant. on AM ant.

Box Score

SUMMARY TO FEBRUARY 10

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,930	1,883	245		468	269
FM Stations	708	241	682	32*	85	28
TV Stations	57	7	116	..	313	181

* 11 on the air.

CALL ASSIGNMENTS: KGNB New Braunfels, Tex. (Comal Broadcasting Co., 1420 kc, 1 kw, day); KIBE Palo Alto, Calif. (D & K Broadcasting Co., 1220 kc, 250 w, day); WEDR Birmingham, Ala. (Magic City Broadcasting Co., 1220 kc, 1 kw, day); WSIP Paintsville, Ky. (Big Sandy Broadcasting Co., 1490 kc, 250 w, fulltime); WSFL Springfield, Mass., assigning call of FM outlet to new AM station and giving call of WSFL-FM to FM station (Springfield Broadcasting Co., 1600 kc, 5 kw, day); WJLN (FM) Bessemer, Ala., switching from WJLD-FM (Johnston Broadcasting Co.).

AM APPLICATIONS

Bradford, Tenn.—Clifford L. Cooley, 1180 kc, 1$ w, daytime. Mr. Cooley informed FCC he had already constructed station, building and paying for it himself. He said he was disabled veteran of World War II, having served in Army, and that he has been studying and experimenting in radio for 22 years. Petition was included, signed by number of local people, requesting FCC consideration as area needed local station and they didn't believe outlet would interfere with any other existing station. FCC said application was incomplete and would be returned. Filed Feb. 9.

Grand Rapids, Mich.—Booth Radio Stations Inc., 970 kc, 1 kw, unlimited; estimated cost $69,580. Applicant, licensee of WJLB-AM-FM Detroit and WBBC Flint, Mich., is owned 98.97% by John L. Booth. Filed Feb. 10.

Oelwein, Iowa—The Northeast Iowa Radio Corp., 950 kc, 1 kw, daytime; estimated cost $40,987.27. Principals include: Harry D. Flower, partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest. Each director and each of seven others holds 7.14% interest. Filed Feb. 9.

FM APPLICATIONS

Boone, Iowa—Boone Biblical College, Class A, Channel 257 (99.3 mc), ERP 250 w; estimated cost $7,835. Applicant is licensee of KFGQ Boone. Filed Feb. 3.

Columbia, S. C.—L. E. Duffey and B. C. Eddins d/b as The Voice of Cullman, Class A, Channel 224 (92.7 mc), ERP 365 w; estimated cost $6,950. Applicant has AM request pending for Cullman, Ala. (BROADCASTING, Jan. 17). Filed Feb. 3.

Los Angeles—Long Beach Board of Education, Governing Body for Long Beach Unified School District of Los Angeles, requesting noncommercial, educational FM station on frequency to be assigned, power 10 w; estimated cost $7,120. Filed Feb. 10.

FTC Complaint

UNIVERSAL Radio-Vision Training Corp., Hollywood, and its officers have filed an answer with the Federal Trade Commission denying charges of misrepresenting home study courses. Charging violation of the FTC Act, the complaint alleged "false, deceptive and misleading statements and representations" with respect to correspondence instruction in electronics, radio and television. Hearings are not set yet.

CHRYSLER AIRTEMP

House Organ Features Radio

CHRYSLER AIRTEMP Division of Chrysler Corp. devoted the February issue of its house organ, *Chrysler Airtemp News*, to radio stations which use the firm's cooling and heating systems.

Pictures of studios, broadcasting buildings and their cooling systems comprised eight of the issue's 12 pages. Among the stations featured are WWJ Detroit, WREC Memphis, CBS New York, KFPW and KWHN Fort Smith, Ark., WMGM New York, WBRC Birmingham, Ala., WILK Wilkes-Barre, Pa. and WIAC San Juan, P. R.

MASS MEDIA

Huth Covers Influence

NEW SERIES of lectures on "Mass Media and International Relations" is offered by the New School for Social Research, 66 West 12th Street, New York City. The course is designed to cover the role and influence of radio, press and films and the potentialities of television and facsimile.

Dr. Arno Huth, well known radio authority who represents UNESCO at the world broadcasting conference in Mexico City, is conducting the course which started Feb. 9. Outstanding authorities in mass communication will take part as guest speakers. Special film presentations and field trips also are planned.

CANADIAN ROYALTIES

On Music Established

ROYALTY PAYMENTS for Canadian broadcasters for music used in 1949 have been set by the Canadian Copyright Appeal Board. Private stations and Canadian Broadcasting Corp. stations will each as a group pay $136,081 to CAPAC (Composers, Authors, Publishers Assn. of Canada). CBC had asked the board for a reduction from its assessment [BROADCASTING, Jan. 10].

This figure places royalties at 14¢ per licensed receiver, with CBC paying 7¢ and private stations together paying the same amount. Private stations will pay BMI Canada Ltd. $38,800, based on 2¢ per licensed receiver. CBC has flat rate arrangements with BMI Canada Ltd. ($17,500), which did not come before Canadian Copyright Appeal Board. Total all Canadian stations will pay for use of copyright music in 1949 is $328,550.

DOUGLAS MAURER, 10, one of Miles Labs. *Quiz Kids* (NBC, Sundays, 3-3:30 p.m. CST), won the championship spelldown sponsored annually by the *Chicago Daily News* as it was telecast by WENR-TV Chicago, ABC's outlet. Douglas will represent Chicago in the National Spelling Bee at Washington in May.

McMAHON PLAN

Urges U.S.S.R. Exchange

SUPERVISED broadcasts through the United Nations for a public exchange of views in both Russia and the United States was urged Feb. 7 by Sen. Brien McMahon (D-Conn.) during a speech in the Senate.

The plan was suggested by Sen. McMahon as a simple test of the sincerity of Stalin's statement that he honestly desires to meet with President Truman for discussion of a peace pact.

Another meeting would fail, Sen. McMahon told the Senate, unless the peoples of Russia can be fully informed of purposes of the meeting. The reason for previous peace pact failures, he maintained, was that "the Soviet Government has no responsibility and no accountability to the Russian people." Russia's iron curtain he recognized as the "greatest peace menace in the world."

Sen. McMahon asserted that a peace meeting between Premier Stalin, President Truman, Prime Minister Bevin and Premier Queuille is "vitally urgent" but felt the iron curtain should be lifted by the Soviet Government as a precondition of that meeting.

His proposal called for direct radio talks by President Truman and other heads of government to the Russian people on the eve of formal negotiations. Reciprocal privileges would be offered Premier Stalin. Adequate translations would be offered with all details worked out by United Nations officials.

"It is obvious that a single series of talks by the heads of democratic governments to the Russian people will not produce a permanent breach in the iron curtain," he told his colleagues. "But in the peace negotiations to follow the democratic nations should insist upon the right of the United Nations to operate radio stations in each of the Big Five nations, including Russia. Only through the permanent breaching of the iron curtain in this fashion can the cause of peace be served.

GEORGE CREAMER

Leaves WINX Program Post

GEORGE M. CREAMER, program manager at WINX Washington since March 1947, resigned a fortnight ago. His future plans have not been announced.

Prior to joining WINX Mr. Creamer worked in New York for two years as a freelance producer-director and was with NBC in New York for two years. While at NBC he worked on such programs as the Jack Benny show, Wayne King show, *The Army Hour, The Catholic Hour*, and the *Telephone Hour*. He previously served as staff announcer at WBZ Boston, WOV New York, WCOP Boston, WLAW Lawrence and with the Yankee Network, Boston.

TRANSIT STRIKE

Radio Steps to Fore In Philly Crisis

WHILE a snowstorm gripped the city and the transportation strike loomed over single-transit-system Philadelphia, radio stepped to the fore with offers of assistance.

WIP made its services available to municipal authorities and civic leaders as they prepared to meet the walkout deadline, 12:01 a.m. last Friday. Heads of 250 industrial firms and commercial organizations with a total personnel of more than 200,000 were contacted by direct wire day before the strike and given free use of WIP's facilities. The offer was for the purpose of giving employes and the public information which would aid in alleviating distress caused by the strike.

The WIP special events staff was augmented by other staffers, and an information headquarters on the strike situation was set up. The station offered the police department space for a representative of the department to take information direct from police headquarters on traffic conditions so that this information, as well as advice pertinent to the health and economy of the city could be given the public promptly.

WFIL assigned staff members to city hall. Station's mobile units were on the streets, and lines were up for live broadcasts from car barns and other strike scenes. Camera crewmen were alerted and WFIL-TV planned to air television newsreels as fast as processed. Staffers were instructed to work overtime if necessary.

Early in the week, WPEN had addressed letters to personnel managers of department stores, banks, industrial firms and specialty shops and to advertising agencies announcing the station would be on the air Friday from 6 a.m. to provide their employes with the latest strike information and to give them messages from their employers. WPEN also planned to stay on the air after its usual closing hour.

In addition to keeping Philadelphians abreast of developments, KYW and WCAU arranged for car pools for their own employes. WPTZ (TV) planned to run motion pictures of strike scenes on its news telecasts Friday.

WIBG scheduled all-night broadcasts telling how employes were to get to work, giving extra train schedules of the railroads and conveying information for school children.

WJMJ planned a Friday campaign based on the slogan "Be a good neighbor—share your car." An extra girl was to take over on the switchboard to convey latest strike messages to announcers.

WHAT assigned two men with tape recorders to get strike comments from "the man on the street." All strike programs were to be rebroadcast after 1 a.m. Station interrupted all programs for messages from strike headquarters.

WDAS, on the air to 1 a.m., was making announcements from the Bell Telephone Co. and lending its facilities to aid in the emergency in other respects. Staff was to work beyond quitting hours. WTEL planned similar public service assistance during the strike.

Upcoming

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn. annual meeting, Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.

RALPH C. CAPLES

Agency President Dies

RALPH C. CAPLES, 76, president of The Caples Co., Chicago, New York, Omaha and Los Angeles advertising agency, died last Monday at his home in Sarasota, Fla.

Mr. Caples founded the agency in Chicago in 1921 after spending over 20 years in the railroad business. He worked in various traffic positions with the New York Central, Western Maryland Railway and Willys-Overland Co. of Toledo. He is survived by his wife, Ellen Fletcher Caples, and a brother, Dr. Byron Caples of Reno., Nev.

UNESCO NEWS

Prepared Scripts Available

SCRIPTS designed for use as weekly news programs will be made available to U. S. radio stations beginning Feb. 19, the U. S. National Commission for UNESCO announced last Wednesday. The broadcast material will be titled "UNESCO World Review—Weekly Radio News About Education, Science and Culture." The scripts will be prepared by UNESCO's Paris headquarters and transmitted to broadcasting networks and stations throughout the world through cooperating groups in member organizations of United Nations Educational, Scientific and Cultural Organization.

Scripts will contain about 10 brief news items and one five or six minute discussion on a major development. Though designed for straight news programs, the material may also lend itself to dramatization, the Commission quoted UNESCO officials as reporting. U. S. stations may request weekly copies from UNESCO's Relations Staff, Dept. of State, 1778 Pennsylvania Ave., Washington 25, D. C.

PROMOTION

Kroger Winners Named

PROMOTION awards for exploiting the Kroger Co.'s daytime radio serials have been announced by C. M. Robertson Jr., president of The Ralph H. Jones Co., agency for Kroger.

The stations receiving top honors are WLW Cincinnati, WOOD Grand Rapids and WBOW Terre Haute. Three additional stations, WCHS Charleston, W. Va.; WMBD Peoria, Ill., and WBTM Danville, Va., were given honorable mention.

Based on skill and ingenuity in promoting the Kroger programs, the nine-week contest was planned by the Ralph Jones agency to add additional intensity to "The Greatest Value Show on Earth" campaign for Kroger.

Stations reported on their promotional activities, with 86% of the stations carrying the shows submitting entries. Plaques will be presented to the winning stations March 4 and the person responsible for the promotion job at each of the three winning stations will receive an all-expense trip to Cincinnati.

SEAKS RESIGNS

To Join Wheeler Firm

ATTORNEY General Tom C. Clark announced Feb. 9 that he had, with reluctance, accepted the resignation of Robert G. Seaks, assistant chief of the appellate section of the Antitrust Division. Mr. Seaks will engage in private law practice with former Sen. Burton K. Wheeler and his son, Edward K., in the law firm of Wheeler & Wheeler.

Mr. Seaks has been in government service since 1934. He was with the FCC from January 1941 to April 1942 as assistant to the then chairman, James L. Fly. He entered the Dept. of Justice in January 1946 after service with the Navy.

While with the Justice Dept. Mr. Seaks was engaged in handling appellate problems and preparing briefs in antitrust cases. He also worked on Federal Trade Commission and Interstate Commerce Commission appellate cases.

WPTR PLEA

Ask FCC Reconsideration

FCC WAS ASKED last Friday to reconsider its action of the day before deferring action on WPTR Albany's 50 kw application pending further study of the effects of the Supreme Court's anti-trust decision against Schine Chain Theatres, chief owner of WPTR.

In a letter submitted by Leonard H. Marks, WPTR counsel, the station urged the Commission to grant its application on the condition, if necessary, that the grant shall not prejudice any action FCC may take on WPTR's application for license.

It was pointed out that FCC followed this course in an old case involving WGKV Charleston, W. Va. Even though WGKV's renewal application was being held up—and was not finally acted upon until two years later—FCC granted WGKV a power increase without prejudice to the final result in the renewal case, WPTR noted.

The letter also made clear that FCC was "fully and specifically advised" of the anti-trust suit before it approved Schine's acquisition of its 55% interest in the station in January 1948.

"In view of this full and complete disclosure, deferring action on the [50 kw] application works a considerable hardship on the applicant since an investment of approximately $400,000 has been made towards the construction of station WPTR," the letter asserted.

It was pointed out that WPTR, assigned 1540 kc with 10 kw, filed the 50 kw application because "signal strength anticipated in its original application was not realized [because] the transmitter site showed a poorer conductivity after installation had been completed than was reflected in the Commission's soil map."

WPTR said the improvement of facilities which it is seeking will cost approximately $141,000.

FCC's action providing for a study of Schine's qualifications in the light of the anti-trust decision is consistent with the course it is following with TV applications of Paramount Pictures, also found guilty of anti-trust violations, and which it presumably will follow with others named in the anti- trust case [BROADCASTING, Jan. 31]. Applications held up thus far involve television license renewals.

Winnie on Advertising

RUSS WINNIE, manager of WTMJ, WTMJ-TV and WTMJ-FM, *Milwaukee Journal* stations, will outline "The Impact of Radio and Television Advertising" at a field trip session in the U. of Wisconsin Opportunities in Advertising series, which began Wednesday. Mr. Winnie, as a guest instructor for the university's Milwaukee Extension Division and the Milwaukee Advertising Club, will conduct enrollees through the *Journal's* Radio City headquarters. This will be the only course in the series on radio and video.

PULCHRITUDINOUS PROMOTION

Are the Strolling Mystery Models

TO PROMOTE its "Who Is Miss Terry?" Contest on *Fashions on Parade* (Fridays, WABD New York, DuMont), the video program in cooperation with the U.S.O., last week sent six beautiful models wearing jeweled masks for a stroll down different sections of Fifth Ave. The models paraded about the various stores on Fifth Ave. that participate in sponsoring *Fashions on Parade.* Those stores are Ivel Furs, Paris Decorators, Amelia Earhart Luggage and Gotham Hosiery.

The masked models not only attracted attention to themselves but also pointed out the signs in the stores which mentioned the fact that their merchandise could be seen in the show or won on the contest.

The contest itself, which is conducted every week on the program, is that of identifying Miss Terry, a well-known personality, by clues seen—but not heard—on the television show. The person who correctly identifies Miss Terry will receive thousands of dollars worth of merchandise. Calls are made to people who have submitted the best slogans on "Why Everyone Should Support the U. S. O."

Proceeds of the mail all go to the USO to continue its work in helping the wounded veterans.

The program plans to continue the strolling model idea throughout the course of the contest. Actual walks take place about once a week, with an additional masked model who cruises on Fifth Ave. at the same time in an open convertible.

Fashions On Parade is produced by Top Productions, New York.



Col. Candler Cobb (l) of USO Citizens Committee and Euclid McBride, vice chairman of New York USO campaign, received contributions from models.

AIR PERFORMERS

To Entertain Airlift Men

TOP-RANKING radio entertainers will perform in a series of shows for American personnel assigned to airlift operation in Europe, the Air Force announced last Monday. Programs are being arranged by the USAF's Special Services Division.

First program scheduled for "Operation Vittles" is *Take It or Leave It,* starring Garry Moore, who together with other members of the cast are scheduled to leave for Germany tomorrow (Feb. 15). They are slated to make 30 appearances during a ten-day stay, as well as special stop-off shows at bases in the Azores and Newfoundland. Other cast members include Vivian Blaine, Mel Henke and Sybil Bowan.

Two *Take It or Leave It* shows will be transcribed in Germany and flown back to the U. S. for broadcast over NBC in the regular 10-10:30 p.m. slot. Five airmen of the "Vittles" project will be featured as contestants.

WEST CONFERENCE

Geo. Jennings to Speak

GEORGE JENNINGS, national president of the Association for Education by Radio and director of Chicago Radio Council, will speak at the second annual Western Radio Conference in San Francisco Feb. 24-25, John C. Crabbe, program chairman, announced last week.

Other guest speakers and panel members will include Gerald Maulsby, assistant director of public affairs, CBS New York; Stuart Novins, CBS Hollywood public affairs director; Richard Bertrandias, writer-producer, KNBC San Francisco; Paul Speegle, KNBC program manager; Keith Kirby, KPIX (TV) San Francisco program manager, and Allen Miller, director of the Rocky Mountain Radio Council.

Mr. Jennings will speak on a panel devoted to classroom radio, to be held the evening of Feb. 24. Mr. Maulsby and William Ladd, U. of Washington's assistant director of radio education, will headline a session titled "Let's Talk About Talk." Chairman is Luke Roberts, educational director, KOIN Portland.

Radio documentaries will be analyzed and discussed on opening day. In addition to Messrs. Novins and Bertrandias, panel will include Stanley Donner, Stanford U. radio director. Other sessions will cover children's programs and the use of radio in community projects. Program will conclude with a KPIX television broadcast. Registration fee is $3.50, with individual sessions priced at $1.

WFIL PHILADELPHIA, in cooperation with the Foreign Policy Assn., the United Nations Council of Philadelphia and the League of Women Voters, launched the first of a series of nine Thursday night half-hour broadcasts on *Who Makes Our Foreign Policy.*

CONSOLIDATION

Mobilization Discussed

PROPOSALS to consolidate two procurement-mobilization plans will be discussed during a meeting of the Electronics Equipment Industry Advisory Committee to the Munitions Board and the National Security Resources Board at the group's second meeting Feb. 16 at the Pentagon.

Reporting on the proposals will be a "task committee" of leading radio and electronic manufacturers which has made a study of plans submitted by the Radio Manufacturers Assn. and the Munitions Board. Sitting in as observers at the meeting will be the Inter-Service Electronics - Communications Committee, headed by Col. Fred Kunesh of the Signal Corps.

Emergency "contingency" plans for the electronics industry will be another topic of discussion. The industrial preparedness plan revolves about "ghost orders," which serve as the basis for rapid expansion plans to be placed into effect should a national emergency arise.

The "ghost orders" put enough preparatory measures immediately into effect to insure that manufacturing companies are just a few short steps off from the ability to swing into full production.

BOSTON POOL

Stations Air Documentary

TEN Boston radio stations banded together in a pooled broadcast Feb. 13 (yesterday) and aired a half-hour documentary program to inaugurate publication of a survey of various agencies and communities in Boston. Program was heard from 1:30-2 p.m.

The broadcast, titled *Suppose Nobody Cared,* was carried by WBMS WBZ WCOP WEEI WHDH WMEX WNAC WORL WTAO (Cambridge) and WVOM. City's two television outlets—WBZ-TV and WNAC-TV—were to telecast the report. All stations will give heavy plugging to the survey and many indicated they would allot special time for discussion.

The research group in charge of the survey studied 55 independent, self-governing communities comprising the metropolitan area, served by 500 voluntary and some 300 tax-supported agencies. Recommendations in the report, one of the most comprehensive ever undertaken by any community in the country, were expected to be revolutionary.

John C. Dowd, of John C. Dowd Inc., Boston agency, headed the overall radio and news committee. Radio committee included Craig Lawrence, WCOP; James Powers, WNAC; William McGrath, WHDH; Gordon Swan, WBZ, and Paul Perreault, WTAO.

City's newspapers are devoting two or three pages daily, for six consecutive days, to publication of survey findings.

At Deadline...

ONE AM GRANT, ONE DENIAL PROPOSED BY FCC

PROPOSED decisions adopted by FCC to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 990 kc, 1 kw fulltime, and to deny request of Crawfordsville, Ind., *Journal-Review* for new outlet, 1340 kc, 250 w fulltime.

In the California case, FCC granted petition of Pittsburg Broadcasting to amend request to change transmitter site and transmitter type. The Pittsburg station would receive some interference from outlet proposed at Oakland, Calif., by C. Thomas Patten, the Commission found.

Crawfordsville proposed denial based on findings of mutual excessive interference with other stations in area.

Principals in Pittsburg Broadcasting: John C McFarland, musician and former station man, president and 26.8% owner; Tonno Lazie, hotel business, vice president 11.6%; Melvin D. Marshall, former station manager, secretary-treasurer 26.8%, and Joseph Faria Jr., 11.6%. There are six other stockholders. Messrs. McFarland and Marshall publish weekly paper.

CLINIC DEMONSTRATIONS

NAB Program Clinic, to be held at Northwestern U's downtown Chicago campus, June 27-29, will be broken into three segments, according to tentative NAB plans. Clinic will include technical, service and "horizons" or outlook sessions. Producers and directors (of AM, TV, FM) will be called upon to demonstrate actual programming techniques, and take part in discussion panels. Committee and sub-committee personnel as yet undetermined, though Ted Cott, WNEW New York, chairman of sub-committee of program executive committee, is expected to help map agenda within next two weeks. Present plan is to limit clinic registration to 300 or 400.

AWB PANEL SESSION

PANEL discussion on "The Business of Broadcasting" will highlight Friday session during Assn. of Women Broadcasters' sixth annual convention in Chicago March 10-12. Participants, all NAB, to include: Harold Fair, program department director; Lee Hart, retail coordinator, and Maurice B. Mitchell, director of broadcast advertising, with Robert K. Richards, public relations director, as moderator. A. D. Willard Jr., NAB executive vice president, and FCC's Frieda B. Hennock will address luncheon meetings on March 11 and 12, respectively. Registration deadline announced as March 1.

WNBQ TRIES MICROWAVE

WNBQ (TV) Chicago (NBC) experimenting with microwave relay from Evanston for transmission of weekly *Evanston Children's Theatre* TV show. Format to include story-telling to youngsters. Children to act parts creatively. Show would be telecast Thursdays, 5-5:30 p.m. (CST).

BSF&D NAMES TWO VPs

WILLIAM F. AUSTIN Jr. and Richard Reins named vice presidents of Brooke, Smith, French & Dorrance, Detroit and New York. Mr. Austin is creative supervisor and Mr. Reins executive art director in Detroit division.

NAB STANDARDS MEET SLATED FOR CHICAGO

FIRST meeting of overall industry Recording and Reproducing Standards Committee will be held at Chicago's Stevens Hotel April 11, 12 during NAB convention week, Royal V. Howard, NAB engineering department director and Committee chairman, announced Friday. Meeting scheduled between broadcast engineering and management conferences, with committee examining standards proposals prepared by some 75 engineers and organizations. Proposals to be submitted then to NAB Board of Directors at convention meeting. Acceptance of standards will be voluntary, Mr. Howard emphasized.

TWO NAMED TO LEVER BOARD

JAMES M. ELLIOTT and Ralph P. Lewis elected to Lever Bros. Co. board of directors, Charles Luckman, firm's president, announced Friday. Mr. Elliott is president of John F. Jelke Co. (margarine), Chicago, and Mr. Lewis heads Harriet Hubbard Ayer (cosmetics), New York. Both firms are Lever subsidiaries.

N. Y. CITY TOLD TO USE TV

NEW YORK urged to use TV to sell city as tourists' mecca and strategic location for new industry at meeting of the city commerce department's municipal promotion committee.

Department previously indicated it would seek money to buy radio time to boost city. Video effort would be financed largely by private business using city messages as part of institutional advertising.

GOEBEL BUYS CUBS

GOEBEL BREWING CO., Detroit, has purchased the entire Chicago Cubs 77-game home schedule to be telecast by WENR-TV Chicago (ABC) from Wrigley Field, beginning April 19. Sale made by Roy McLaughlin, station sales manager. Agency is Brook, Smith, Dorrence & French, Detroit.

Blue Book Down Under

AUSTRALIAN RADIO, part commercial and part national, has its own Blue Book—plus.

Nation's new Broadcasting Control Board announces it not only will control but also develop and coordinate broadcasting services. Among its powers, aside from allocations and assignments: To decide how much advertising shall be broadcast, and what political and controversial matter shall be carried.

Australia currently reported to have 102 commercial stations plus 44 national outlets which are managed by quasi-governmental Australian Broadcasting Commission. Almost 1,500,000 radio listener licenses outstanding, report says. Commercial stations said to be spending more than $2.5 million per year on locally produced programs.

WHIM GIVEN LAST CLASS B FM FACILITY IN PROVIDENCE

PROGRAM considerations were chief basis of decision adopted by FCC to grant remaining Class B FM facility (Channel 260, 99.9 mc) in Providence, R. I., to WHIM Providence and deny competitive request of WRIB.

Commission found WHIM had "definite plans for the longer period of operation." Further, since FM outlet would duplicate AM programs, FCC ruled WHIM represented better integration of ownership and management.

Commission commended WRIB's proposal to duplicate its language broadcasts in light of large foreign population there. But FCC stated that "further examination" of WRIB's operation "discloses that this applicant has not exercised such a reasonable degree of diligence over its Portuguese language programs."

TV-RADIO PRODUCING FIRM

TELE-THEATRE Productions, new TV-radio production firm, opens offices at 33 W. 58th St., New York. Organization includes Tele-theatre Studio for training actors in video techniques. Firm's founder-producer is Charles W. Christenberry Jr. Karen O'Sullivan is directing its dramatic activities.

Closed Circuit

(Continued from page 4)

terested in low-power FM church networks, will petition FCC shortly to permit church organizations to operate 10 w stations in educational 88-92 mc band. Request for similar authority for municipalities and comparable groups may also develop. It's estimated educational band could accommodate 1,000 stations if sizeable portion were 10 watters.

CARLOS MARISTANY, well known for concessions he won for Cuba as head of her delegation at 1946 NARBA Interim Conference, is key figure in some puzzling developments: He's not only been named director of Inter-American Radio Office (OIR) but also is or is slated to be Cuba's new Minister of Communications. Despite OIR appointment, he's still on Cuban government payroll, which U. S. traditionally dislikes where international officials are concerned. Though all other NARBA nations have agreed to two-year extension of present NARBA from March 28 expiration date, he's on record as saying Cuba won't go along [BROADCASTING, Nov. 15]; now he confides she probably will.

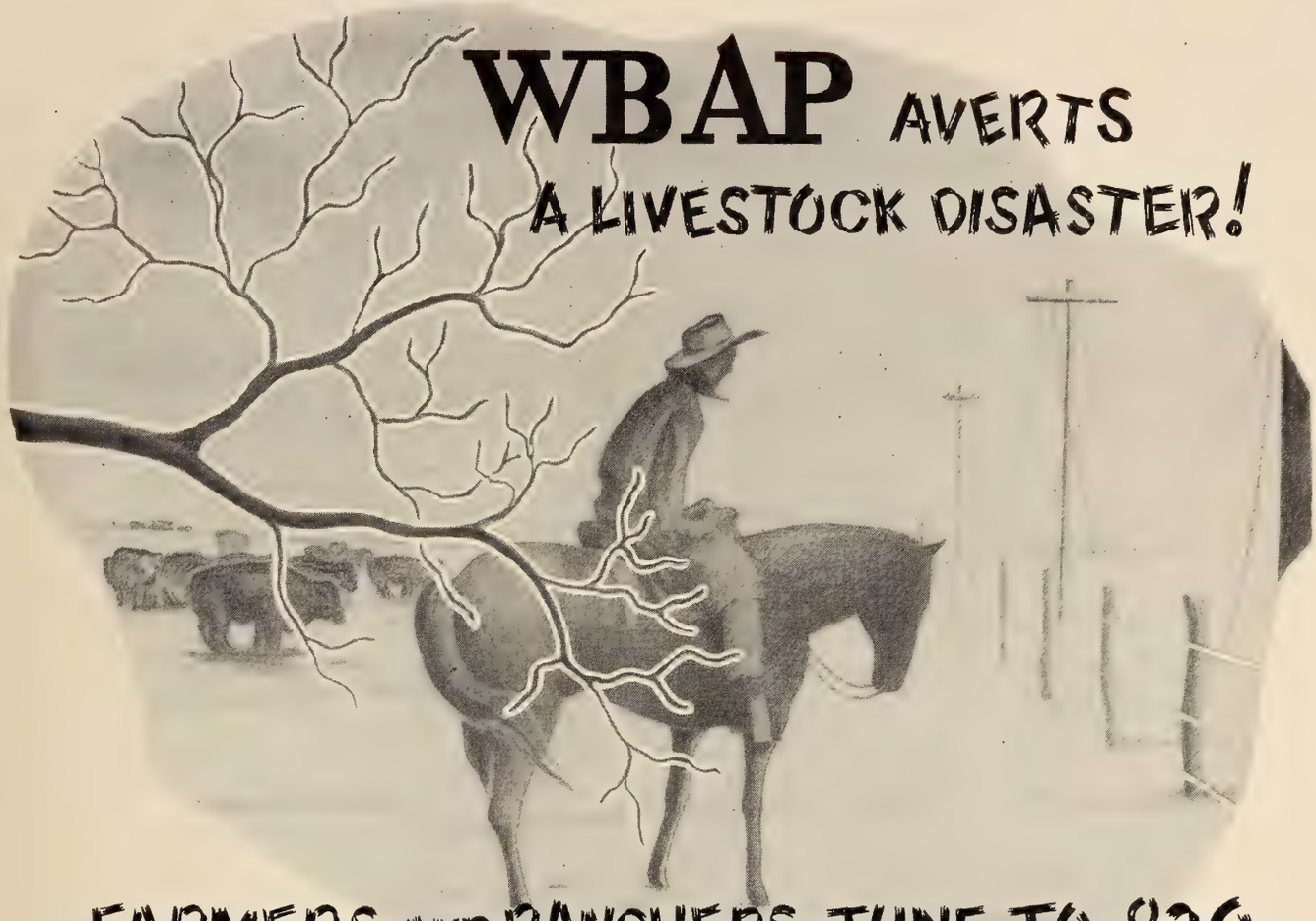
DONALD COOKE Inc., New York, radio representative, expected to merge with Lorenzen & Thompson Inc., newspaper and radio representative. Cooke firm will take over latter's complete radio properties effective mid-February.

PHILIP MORRIS cigarettes through its agency Cecil & Presbrey, New York, scheduled to make definite decision on new daytime series early this week.

COLLEEN MOORE considering Chicago TV offer to handle fashion commentary similar to that of Gloria Swanson of WPIX New York. Decision expected next month when Miss Moore returns to Chicago from Arizona.

REVERE CAMERA CO., Chicago, looking for major TV show to be telecast locally from Chicago, with possible expansion to network. Programming expected to tend toward masculine taste. Firm's first video was 15-minute show on WBKB Chicago last December. Agency, Roche, Williams and Cleary, Chicago.

WBAP AVERTS A LIVESTOCK DISASTER!



FARMERS AND RANCHERS TUNE TO 820

Several of the most disastrous ice and snow storms in history struck Texas and the Southwest recently. Communication lines stayed down and roads were impassable.

An irritating imposition to metropolitan areas, these storms threatened wholesale disaster to Southwestern farmers and ranchers.

To save millions of dollars worth of precious livestock, these cattlemen demanded immediate and vital information regarding the storm—What were expected low temperatures? How much snow would fall? How long would the storms last?

In WBAP-820's great 50,000 watt, clear-channel coverage area* this invaluable information was broadcast regularly, and received on home-powered radio sets.

For almost three decades now WBAP-820 has been delivering special services of this kind to the rancher and farmer. The station's file bulges with grateful letters from these people attesting loyalty that can't be matched.

More loyal listeners . . . More coverage . . . More sales per advertising dollar spent. WBAP-820 delivers the Southwest.

**10-100%BMB penetration in 742 counties in 22 states, 1,202,240 families. 90-100% BMB penetration, 71 counties, 2 states, 540,810 families. WBAP-820 Nighttime BMB, March, 1946.*

WBAP
THE STAR-TELEGRAM STATION
FORT WORTH 2, TEXAS

AM FM TV

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

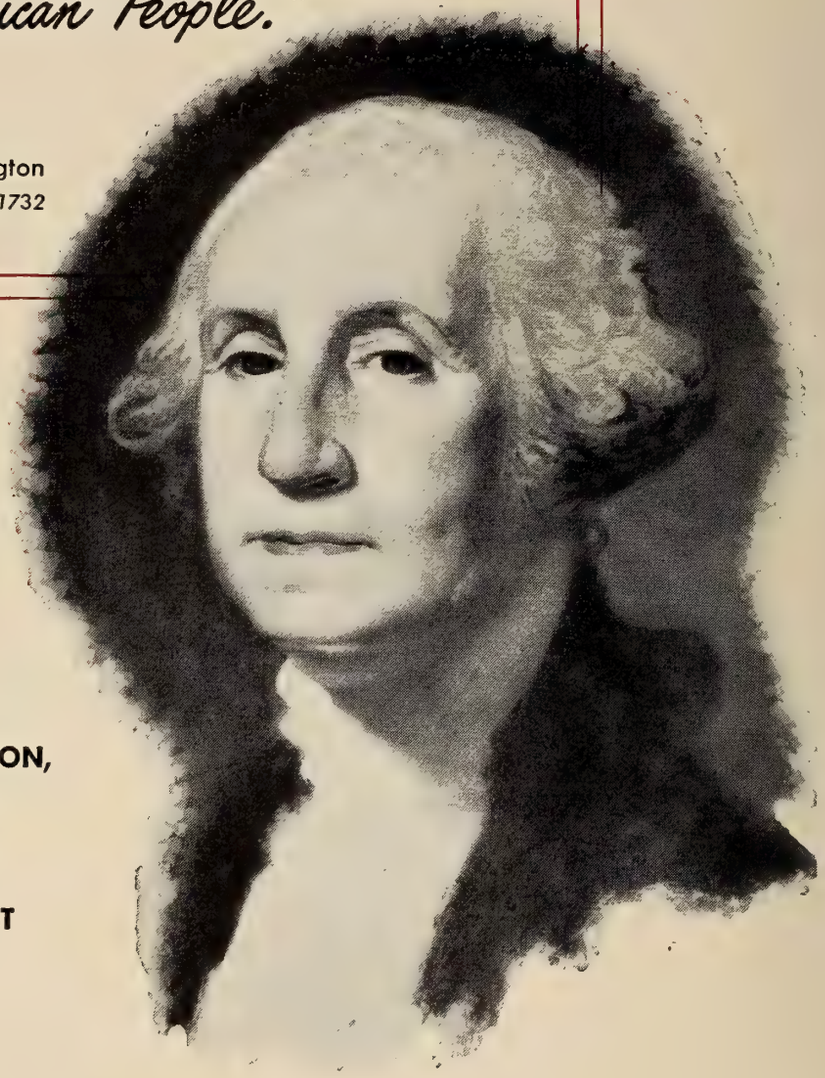
George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

The preservation of the sacred fire of liberty and the destiny of the Republican model of Government are justly entrusted to the hands of the American People."

from the **MAXIMS** of George Washington
born February 22, 1732





YOU'RE RIGHT, MR. WASHINGTON, AND AS AMERICANS, WE ARE DOING OUR LEVEL BEST TO BE WORTHY OF THIS SACRED TRUST

50,000 WATTS
CLEVELAND

50,000 WATTS
DETROIT

50,000 WATTS (DAYS)
LOS ANGELES

WGAR ★ WJR ★ KMPC

G. A. RICHARDS, *CHAIRMAN OF THE BOARD*

THE GOODWILL STATIONS

FEBRUARY 21, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

NATIONAL SAFETY COUNCIL HONORS WHO FOR THIRD CONSECUTIVE YEAR



Colonel B. J. Palmer (right), President of Central Broadcasting Co., accepting National Safety Council Award from Maynard Coe, in behalf of Station WHO.

IN 1948, as in 1947 *and* 1946, the National Safety Council gave WHO its highest *Award of Honor* "for distinguished service to Safety."

Proudly we acknowledge both the honor, and *the people who helped us win it* . . . the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows . . . the entire WHO staff who cooperated in broadcasting them . . . the 22 WHO farm advertisers who contributed time on their sponsored programs . . . the 130 Iowans who participated in farm safety programs . . . the state Safety officials who helped in so many ways . . . the 56 county organizations which enthusiastically supported WHO's Safety Week Contest. . . .

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other *good causes in the public interest*—among which we, as Americans, certainly include the cause of *helping to sell a vast volume of good American products, via radio.*

WHO

+ *for* Iowa PLUS +

DES MOINES · · · 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

WTAG
Personalizes
ANNOUNCEMENTS On Five Daily Participating Shows



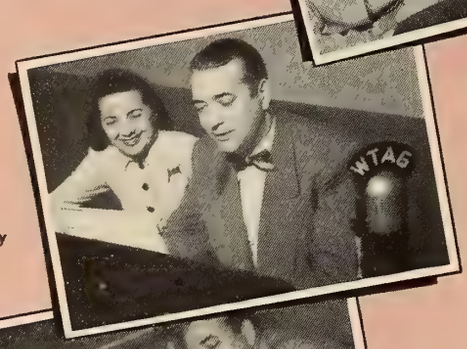
"The Julie 'n Johnny Show"
Co-emcees Julie Chase — Johnny Dowell
Monday through Friday
8:15-9:15 A.M.



"Modern Kitchen"
Lyda Flanders
Monday through Friday
9:15-9:30 A.M.



"Wife Meets Husband"
Fran and Bill Winne Monday through Friday
9:30-10:00 A.M.



"Danny Patt Show"
Danny Patt — Edith Mann
Monday through Friday
10:00-10:30 A.M.



"Open House"
Margaret Cox — Bob Edgren — Danny Patt
Guest-of-the-day, Jane Russell
Monday through Friday
5:00-5:45 P.M.

Advertisers who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc — announcement — disc — announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep *YOU* participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.

WTAG WORCESTER
580 KC 5000 Watts

WTAG 7m

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.





More Local Coverage Produces More Results

Where the fishing is good, it can be even better if the fishermen spread out.

When you are fishing for sales in New England, there are so many good spots that the more lines you put out, the greater the catch.

In radio, you can get more local coverage with Yankee than with any other station grouping — and it's local coverage in Yankee home-town areas that counts.

Yankee's 24 home-town stations provide access to every important market in New England. Each station is a medium for hard-hitting, concentrated selling in its area. You can line up and maintain dealer interest and co-operation, because you can command and hold consumer attention.

Remember, New England is a network market. Buy Yankee for maximum network effectiveness in this six-state area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FCC may reappraise FM allocation in southern half of country. FM stations find they are getting reliable reception up to 150 miles and in some cases over 300 miles.

UNITED AIRLINES, through its agency N. W. Ayer & Son, New York, scheduled to start spot announcement television campaign effective April 1. Understood 16 cities will be covered.

RELIEF for long-waiting applicants may be devised as result of study being undertaken by House Appropriations Committee, which has assigned staff member to examine FCC's applications backlog and processing procedures. Committee will study his findings in hope of coming up with recommendations for changes that will expedite FCC work.

GEORGE B. STORER, president of Fort Industry Co., and only independent owner with two TV stations in operation (WSPD-TV Toledo and WJBK-TV Detroit), will preside over NAB convention seminar on television at session scheduled for Tuesday, April 12.

INDUSTRY problems getting so complex and numerous that NAB board will hold two-day instead of single session after Chicago convention. Old board meets before convention. Half of board posts are at stake in current elections, with those elected taking office at Chicago.

SPEARHEAD of NAB board's activity at New Orleans last week was aggressive young group comprising Directors McCollough, Hanna, Lane, Caley and Shafto. First two days were largely argument and review, with entire board pitching in. Third day brought major decisions.

STRATOVISION may get healthy boost if studies being made by Texas Telenet System, multi-station TV applicant, turn out favorably. Telenet, whose directors include Gov. Beauford Jester, is looking into airborne relay for linking its proposed stations in Austin, San Antonio, Corpus Christi, Ft. Worth and Waco. Project being directed by Chief Engineer T. E. Daniels, formerly with FCC, and Secretary M. T. Stallter, former American Airlines vice president.

GENERAL MILLS considering sponsorship of *These Are My Children,* Irna Phillips TV daytime serial telecast by WNBQ (NBC) Chicago. NBC official made presentation last week at Minneapolis.

STRONG possibility Young & Rubicam will place Fred Waring on ABC-TV for General Electric Co. (appliance division). GE (institutional) currently sponsoring Waring on NBC through BBDO, New York.

NEGOTIATIONS between Philco Corp. and CBS for sponsorship of Bing Crosby show on that network next season have fallen through, and Philco's entire radio future and television

(Continued on page 86)

Upcoming

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn., Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.

(Other Upcoming on page 64)

Bulletins

MORE channels on AT&T TV network between Philadelphia and Chicago available about May 1, more than month ahead of schedule.

AFM has submitted new demands to television networks. Understood union is asking for increases to bring television scale closer to radio scale. New agreement expected to be a short-termer. Present pact started last May for six months, was renewed for three months and then renewed once more for month ending March 1.

ABSORPTION of FCC by large executive departments—such as Dept. of Commerce—would be prevented under government reorganization bill (S-526) under amendment offered by Sens. Edwin C. Johnson (D-Colo.) and Burnet R. Maybank (D-S. C.). Amendment designed to preserve basic legal position of agencies making them responsible to Congress, not an executive department.

AAAA TO MEET APRIL 6-8

ANNUAL MEETING of American Assn. of Advertising Agencies scheduled April 6-8 at Greenbrier Hotel, White Sulphur Springs, W. Va., with representatives of leading media and advertiser associations to be invited to attend last two days' sessions. Theme: "How Will Advertising Meet the Challenge of the Shift from a Sellers' to a Buyers' Market?" Program arrangements in charge of board committee headed by Thomas D'A. Brophy, Kenyon & Eckhardt.

PATRICK HENRY SITE

FOUR student winners of nationwide "Voice of Democracy" contest during National Radio Week last November will repeat their talks in House of Burgesses, Williamsburg, Va., where Patrick Henry delivered famed speech. Contest was conducted by Radio Mfrs. Assn., NAB and U. S. Junior Chamber of Commerce.

Full week of events started yesterday (Feb. 20) in Washington, including visit with President Truman and awards luncheon at Hotel Statler. Edward R. Murrow, CBS commentator, will tell story of four young winners on CBS at 7:45 p.m. today (Feb. 21).

Business Briefly

CAMELS TV FIGHTS ● *Camel's Sports Caravan,* series of boxing bouts, begins on DuMont Television Network next Monday. Series originating in Philadelphia via WFIL-TV, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Agency, Wm. Esty Co., New York.

GE SPONSORS VEECK ● General Electric Supply Co. and GE radio and television dealers of northeastern Ohio to sponsor Bill Veeck, president of Cleveland Indians baseball club, in *Bill Veeck's Report to the Fans* on WEWS (TV) Cleveland, Wed. 10-10:15 p.m., starting Feb. 23. Agency, Lang, Fisher & Stashower, Cleveland.

SUTTON DENIES CHARGES OF WILMINGTON DELAY

GEORGE O. SUTTON, Washington attorney for WDEL Wilmington, Del., categorically denied Friday that station or any representative had misrepresented any facts to FCC with respect to progress on WDEL-TV construction, as charged by WAMS Wilmington (story, page 67).

He claimed WAMS petition incorrectly quoted WDEL-TV's progress report, filed in connection with request for additional time to complete construction. Photographs of WDEL-TV site, submitted by WAMS, showed tower insulator on ground and also showed steel which WAMS observers failed to recognize, Mr. Sutton asserted.

He said FCC did not finally approve proposed antenna until Jan. 19, "less than 30 days ago."

He reiterated that complete reply to WAMS charges would be filed with FCC with evidence to show how "work on WDEL-TV has been pushed to the extreme in order that the station might get on the air at the earliest possible date." Announced starting date is about May 1.

30-DAY FURTHER EXTENSION IN ASCAP TV NEGOTIATIONS

TO GIVE television subcommittees of NAB and ASCAP more time to negotiate TV licensing agreement, society agreed to additional 30 days extension. 60-day interim arrangement had gone into effect Jan. 1. Arrangement authorizes video use of ASCAP music during period, to be paid for under future negotiated terms or, if no agreement is reached, to be considered licensed gratis by ASCAP.

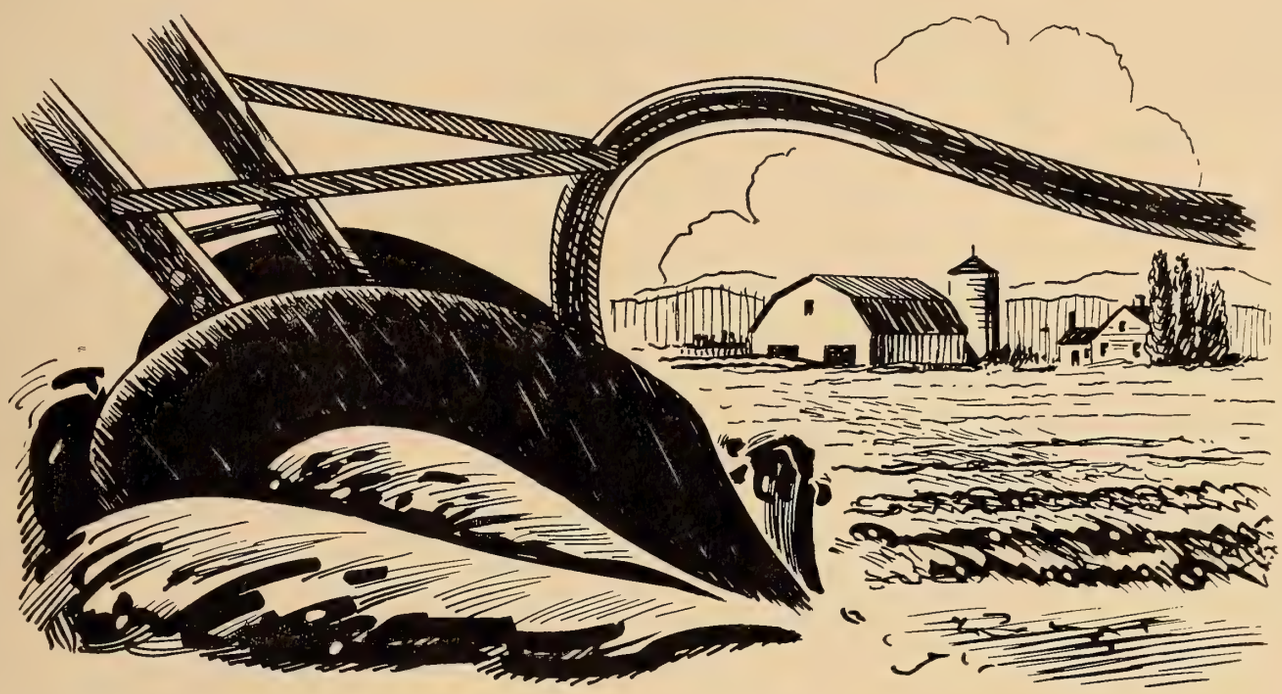
Television subcommittee of NAB Music Advisory Committee to meet with ASCAP's group Thursday. Robert P. Myers, NBC assistant general attorney, is chairman of NAB subcommittee, which he said is being reconstituted to broaden representation among TV broadcasters.

AGENCY NAMES TV HEAD

WALTER J. KERWIN, with art department of Courtland D. Ferguson Inc., Washington, named television director.

Daniel Webster Said It:

THE FARMERS ARE THE FOUNDATION OF CIVILIZATION AND PROSPERITY



There Are 446,639 Farm Homes in the WWVA Coverage Area

With Eastern Ohio, Western Pennsylvania, Virginia and West Virginia as the hub, and spreading into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont, the prosperous WWVA farm audience area encompasses 229 counties.

Here are 1,919,351 people living and working on farms, producing nearly a Billion Dollars worth of farm products annually.

WWVA's locally produced programs, plus solid Columbia Network features, attract and hold this great farm audience. Mail surveys prove *they buy* WWVA-advertised products. Ask an Edward Petry man today.

Write For Your Free Copy: WWVA FARM AUDIENCE REPORT

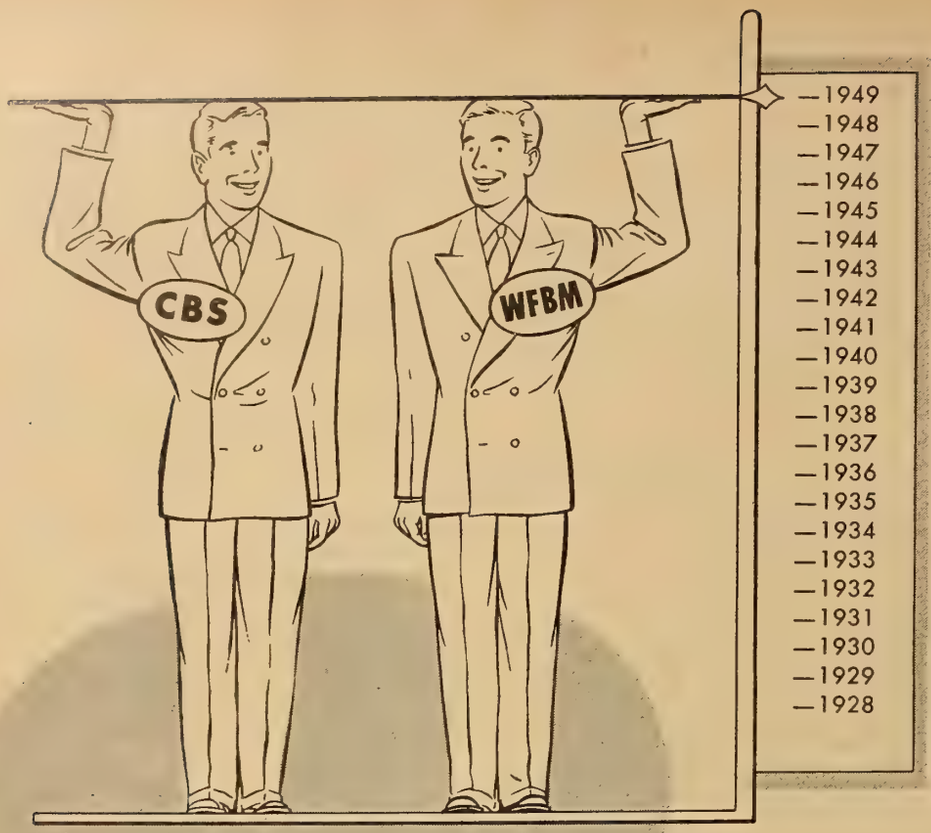
A FORT INDUSTRY STATION

WWVA

50,000 WATTS··CBS··WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters, 527 Lexington Ave., New York City



WE GREW UP TOGETHER!

• For twenty-one years—since March, 1928—WFBM has been affiliated with CBS. Through the years, WFBM has gained top Hoosier audience appreciation with popular CBS network entertainment, plus ace newscasts and a wide variety of outstanding locally produced shows. Today, these most-listened-to programs are beamed to over 400,000 central Indiana homes—sponsored year after year by advertisers who measure their radio response in terms of sales dollars.

Hoosiers *like* the combination. WFBM is Indiana's most popular station according to Hooper listening indices, which prove *no other Indianapolis station has outranked* WFBM *during the past three years.*

Successful partnership? You bet! It's been a great twenty-one years, because CBS-WFBM has combined progressive radio policies and excellent programming, supported by well-rounded promotion. With WFBM television coming in June, the next twenty-one years should provide almost two million central Indiana residents with even better entertainment service.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS
BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING *

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
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At Washington Headquarters

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TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Pat. Office
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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS



HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS CITY ZONE MONTHS: NOV.-DEC., 1948

SHARE OF AUDIENCE

TIME	RADIO STATION B	RADIO STATION C	RADIO STATION D	KFH KFH-FM
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M. — 12:00 NOON	21.1	12.9	31.1	31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P.M.	22.9	22.9	22.9	28.3
EVENING SUN. THRU SAT. 6:00 P.M. — 10:30 P.M.	12.9	32.8	18.0	33.9

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave station D 35.2 and KFH 27.2 *but* as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.

5000 Watts - ALL the time KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

YOUR SOUTHWEST SALES UP?

. . . Southwest population is up 106% over 1941 . . . gross income (1947) was up 235% over 1941.

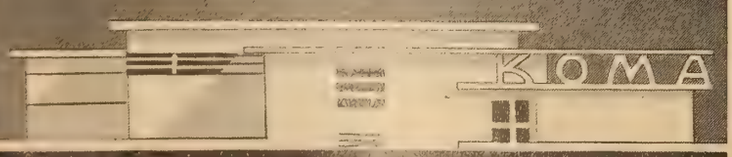
On February 6 (1949), one payroll alone in Oklahoma City was raised from $22 millions annually to $24 millions.

If you want sales from this increasingly important market, sell through KOMA . . . for KOMA alone, with its 50,000 watt primary coverage, offers you a package of 60% of *all* the rich Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Avery-Knodel Inc



Agencies



BRYAN HOUSTON, formerly director of information for Economic Co-operation Administration, appointed executive vice president of Lennen & Mitchell, New York, effective March 1. **JOHN G. SCHNEIDER,** vice president and copy chief, promoted to copy director in charge of all copy activities of agency.

RUPERT THOMAS, former vice president of G. M. Basford Co., elected vice president of Walter Weir Inc., New York, Walter Weir, president, announced. Mr. Thomas will assist Mr. Weir in client relations and new business activities.

WILLIAM F. AUSTIN Jr. and **RICHARD REINS** appointed vice presidents of Brooke, Smith, French & Dorrance, Detroit. Mr. Austin is a creative supervisor and Mr. Reins is executive art director in the Detroit division.

M. J. OSIAS, head of mechanical production department of Williams & Saylor, New York, appointed a vice president and director of the agency.

ELIZABETH POWERS joins staff of Leonard F. Fellman & Assoc., Philadelphia, as account executive. Miss Powers formerly was associated in advertising, sales promotion and fashion analysis with Allied Stores Corp., Sears Roebuck & Co., and De Pinna Inc., all of New York.

KAY DALY, formerly account executive with Foote, Cone & Belding, joins William H. Weintraub & Co., New York.

J. ALLEN MITCHELL, formerly with Compton Adv. Inc., New York, joins radio commercial writing staff of McCann-Erickson, New York.

CLIFFORD C. KEMNO, formerly advertising manager of the Washington *News,* joins Mellor & Wallace agency, Washington, as office manager.

PHILIP A. SCHOETTLE appointed to research department staff of Gray & Rogers, Philadelphia. Mr. Schoettle formerly was with Bell Telephone Co. of Pennsylvania.

WILLIAM R. GROOME, formerly account executive with Cortland D. Ferguson Inc., Washington, appointed radio director of agency.

ELIZABETH R. COY, public relations and promotion consultant, joins Lewis & Gilman Inc., Philadelphia, as public relations representative on The Budd Co's woman's program. Miss Coy will headquarter at the Budd public relations office, 630 Fifth Ave., New York.

TOM S. WARD, time buyer with Dancer-Fitzgerald-Sample, New York, for past year and a half, appointed assistant account executive on the Oxydol account under **C. L. FITZGERALD,** vice president.

EDWARD FROELICH, Boston Red Sox trainer, joins Morris F. Swaney agency, Chicago, as account executive. Mr. Froelich, recently associated with A. W. Sampson agency in Boston, was also former trainer of the Chicago Blackhawks, White Sox and Cardinals and the New York Yankees.

NILS M. SMITH-PETERSON, formerly with International Nickel Co., joins public relations staff of Walter Weir Inc., New York.

ROY S. DURSTINE Inc., New York, has closed its Cincinnati office and relinquished its accounts in that office.

W. P. BOOTH, formerly with Biow Co., New York, joins Ted Bates Inc., as account executive. Prior to the war Mr. Booth was with the Kudner Agency and before that with Pedlar & Ryan.

JOHN S. FULLERTON, formerly New York manager of Harrington, Whitney & Hurst, San Francisco, and **JOHN S. COFFEY,** formerly with Doherty, Clifford & Shenfield, join executive contact department of Geyer, Newell & Ganger, New York. Both men will serve as assistant account executives.

RAY OCHER, production manager with Buchanan & Co., San Francisco, appointed secretary of Advertising Production Managers of Northern California.

ERIC J. CUDD joins public relations staff of Geare-Marston, Philadelphia-New York.

FRED M. JORDAN, formerly executive vice president and Pacific Coast Manager of Buchanan & Co., Los Angeles, has set up Fred Moyer Jordan Adv. agency at 650 South Grand Street, same city. Phone is Trinity 9322. Associated with him as account executives are **A. F. BANKS,** formerly with Retail Adv. Corp., San Francisco, and **RALPH GARDNER.**

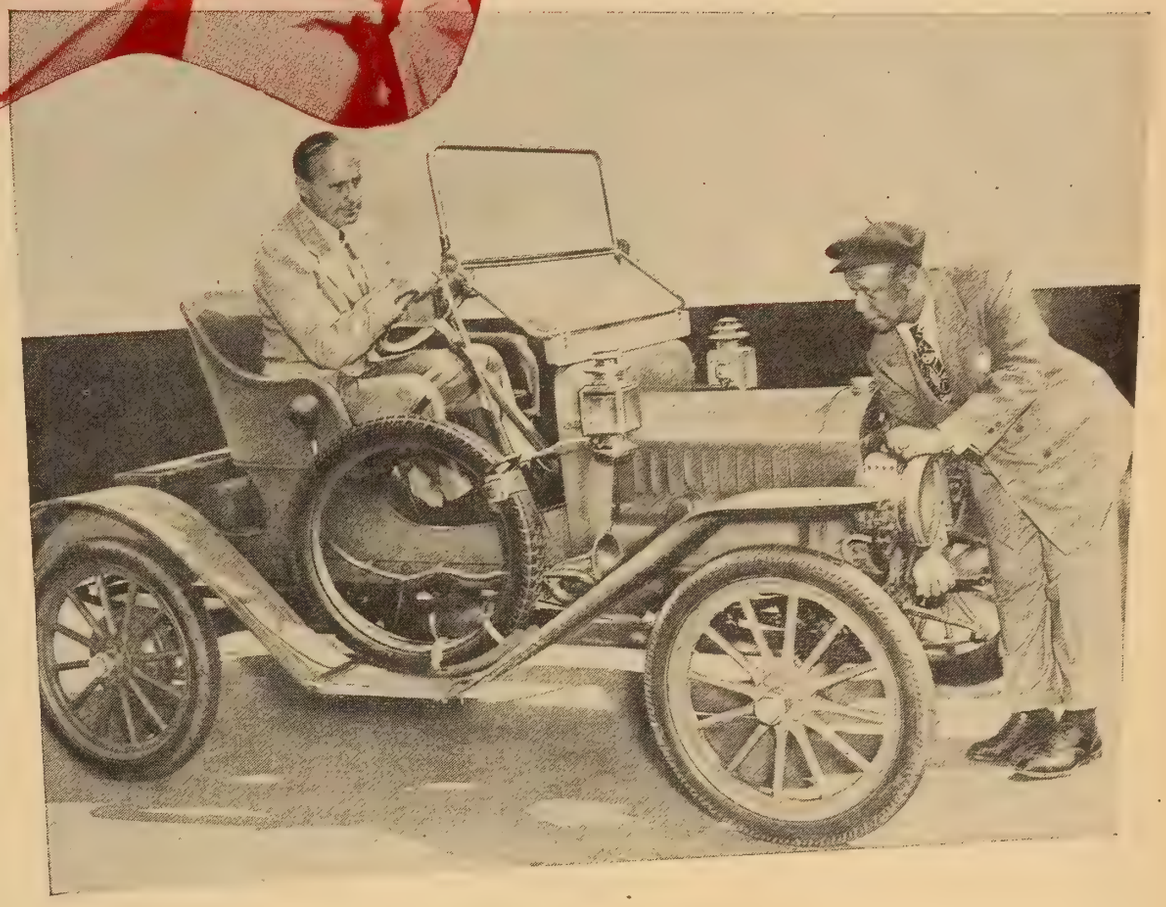
FRANCIS X. MANNING, formerly real estate advertising manager of New York *World Telegram,* joins Flint Adv. Assoc., New York, as account executive.

CBS STARS
ARE ALWAYS SHINING OVER *EASTERN IOWA*
VIA **WMT**



(above) Jack Benny, world's most generous tight-wad, and his wife, Mary Livingstone.

(right) The famous Maxwell with Benny at the wheel and Eddie Anderson (Rochester) cranking.



Notorious Violinist – and Collector – Now Visits Eastern Iowa Via WMT

The man who does what shouldn't happen to a dog to a violin, the collector with the one-way wallet, the parsimonious master of the delayed payment, the man whose bucks grow antlers in subterranean vaults, the put-upon character with the magnificent Maxwell, the man who works with Mary Livingstone and Rochester and Phil Harris, the Wit of Waukegan . . . is another CBS star whose program now reaches Eastern Iowa's vast farm and city market via WMT.

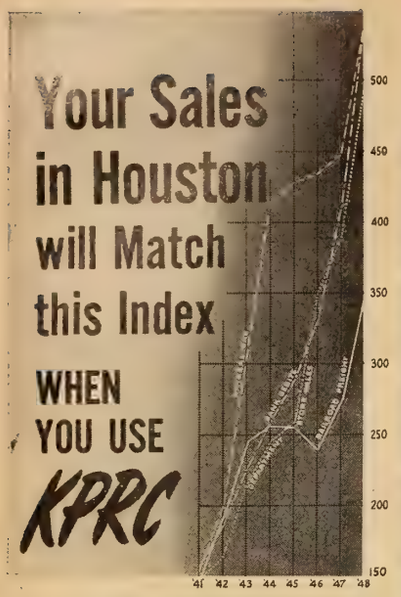
When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kc. for the best in entertainment. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network



FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET



All "vital statistics" show that Houston and its great Gulf Coast market are growing lustily.

Department store sales are up 23% for the first 11 months — tops among Texas cities. Building permits for 11 months jumped from $65,080,064 in 1947 to $92,273,372 in 1948. Harris County population increased from 740,000 to 780,000.

To sell Houston and the Gulf Coast, buy KPRC— FIRST IN EVERYTHING THAT COUNTS.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast
Jack Harris, Manager
Nationally Represented by Edward Petry & Co.

Feature of the Week



PROGRAM FORMAT for *Your Red Cross Show* is discussed by (seated, l to r) Robert Duffield, WOWO manager; Warren Widenhofer, Red Cross public information director; Pierre Boucheron, WGL manager; Glenn Thayer, WANE manager; (standing) Ed Thoms, WFTW manager; George Fishering, local Red Cross chairman, and Hilliard Gates, WKJG manager.

* * *

NO MATTER which way you turn in Fort Wayne you cannot escape the Red Cross. That, at least, is the case if you are turning your radio dial between 6:30 and 6:45 p.m. on Saturday evenings.

Through the cooperation of the Fort Wayne radio stations (WOWO WOWO-FM WGL WKJG

(Continued on page 71)

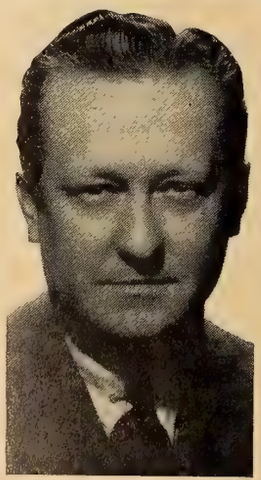
On All Accounts

THE STAGE was made safe for people like John Barrymore when Arnold Maguire changed his mind about becoming a "great actor" and turned writer.

That was 30 years ago. Today, Aronld Maguire is West Coast director of television in Hollywood office of Foote, Cone & Belding. And, in true pioneer fashion, as becomes a "native son of the Old West" (he was born in San Francisco), the tall, good-looking Mr. Maguire has blazed many trails in the years between.

Now suffering with television through its growing pains, he was in radio when giveaways weren't even a twinkle in a sponsor's eye.

His stage career, which followed a year after graduation from St. Mathews College, San Mateo, Calif., in 1919, lasted one year. During that time he appeared as a "stooge" in a Raymond Hitchcock production, "Hitchy Coo," being shown in San Francisco before going to New York. It was shortly after his stage demise that he made his first $100 in writing by selling a brief comedy skit to Mr. Hitchcock for use in the New York showing of the play.



ARNOLD

In 1925, "thanks to a relative" on the San Francisco *Chronicle*, Arnold landed his first regular job as a roving reporter for the paper. He "roved" there for one year, writing a humorous column on sidelights of the news. One of the most impressive things, he says, was his learning to typewrite.

About this time radio was beginning to assert itself, and for the next few years he tried his hand at writing radio scripts. "They were taking anything at that time," says Arnold, "so I was quite successful in selling them."

In 1930 he put both feet in the radio door by joining KFRC, the San Francisco Don Lee outlet, as a writer. His first chores were writing and producing skits on the *Blue Monday Jamboree*, and later on *Hodge Podge Lodge* for the then CBS-affiliated Don Lee network of five stations.

Promotion to position of production manager came two years later.

In 1935 he switched to NBC San Francisco as producer-writer. After a year producing and writing *Carefree Carnival* he went south to Los Angeles with the show when it was transferred there. With NBC for

(Continued on page 84)

WFBC's MARKET IS 853,700 PEOPLE

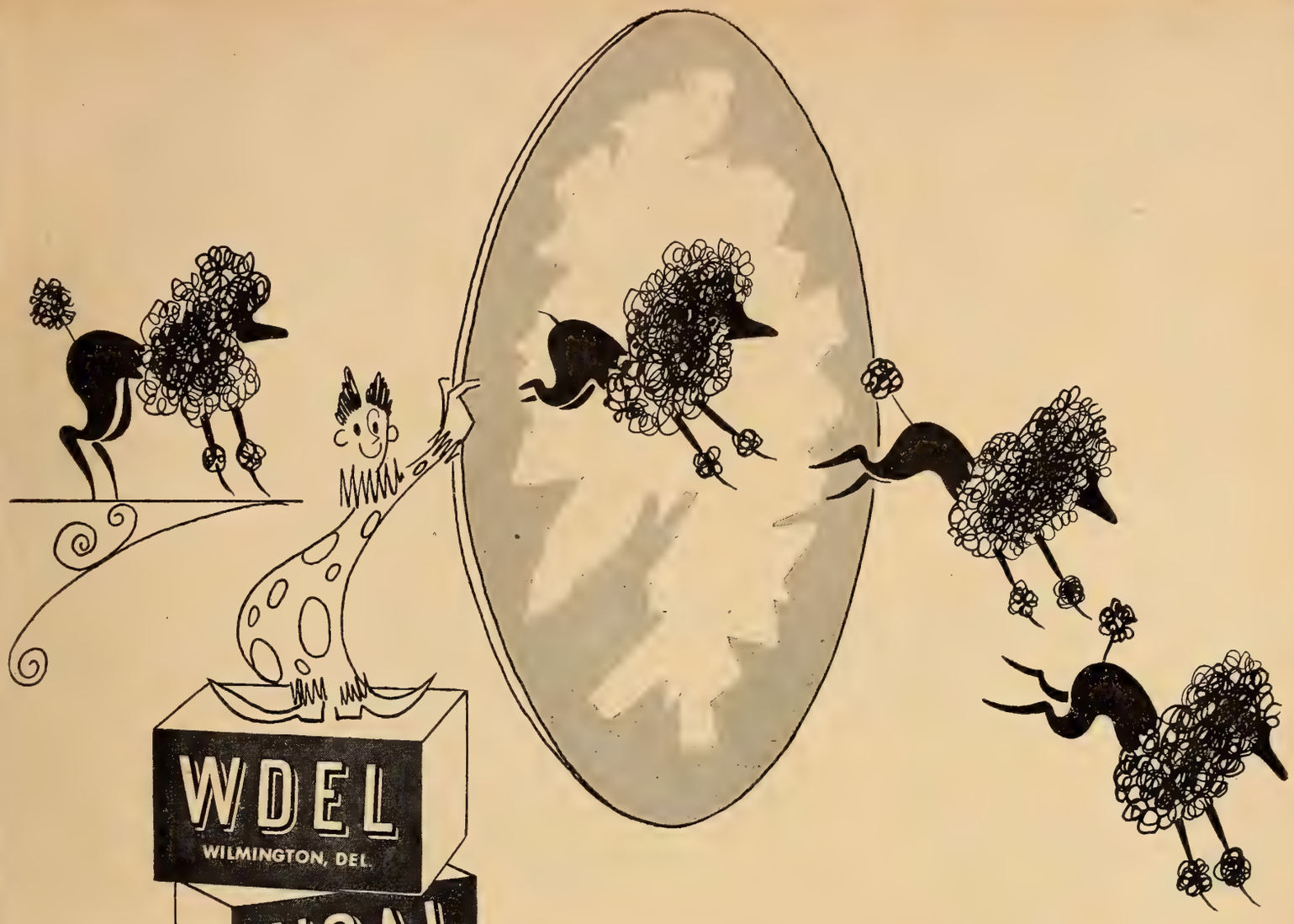


Finest in Retail and Wholesale Sales, Buying Income, Industrial Payrolls, Automotive Registration. First in ability to buy your products.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.



WDEL
WILMINGTON, DEL.
WGAL
LANCASTER, PENNA.
WKBO
HARRISBURG, PENNA.
WEST
EASTON, PENNA.
WORK
YORK, PENNA.
WRAW
READING, PENNA.

Consistent Performers

in producing sales

These six stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for all of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



STEINMAN STATIONS

Market Brochure

EDITOR, BROADCASTING:

A great many broadcasters have requested reprints of the two broadcast market studies made by Dr. Andrew and published in BROADCASTING.

We have reprinted these articles in a brochure entitled "A Study of Profit Opportunities for New Stations."

We will be very glad to send free copies of this brochure to any of your readers who write us.

Malcolm Kelly
Adv. Manager
Andrew Corp.
363 E. 75th St.
Chicago 19.

[Editor's Note: The two studies of which Mr. Kelly speaks are "Industry Barometers, One Billion Dollar Gross Seen in 1957" which appeared in BROADCASTING, Aug. 2, 1948, page 22 and, "Market Potential, Predicted Gross Gauges Station Chances" which appeared in BROADCASTING's MARKETBOOK, Oct. 11, 1948, page. 11.]

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Auto TV Ban

EDITOR, BROADCASTING:

Readers of Jeremiah Courtney's excellent article on legislative bans on automobile television [BROADCASTING, Feb. 7] will be interested in the enclosed editorial which appeared in the St. Louis *Star-Times* on Jan. 27. . . . The editorial follows:

State Senator Milton F. Napier, of St. Louis, has introduced a bill that would make it illegal to install a television receiver in a motor vehicle where it could be seen by the driver. Even a bad driver who is watching the road is better than a good driver who is not.

The danger of having a receiver that might detract the driver's attention from driving should be apparent to all. It should be apparent, but is not. As sure as the rising of the sun, as sure as the fact that "something new" will be added to the next year's automobiles, you can count on some people's wanting to put television on their dashboards.

New York, says Senator Napier, already has such a prohibition. Several other states are considering it. Missouri, which has lagged in passing a strict driver's license law, should be one of the pioneers in this respect.

The bill should make a distinction between commercial television and new uses of television for safety that might be worked out. Television, like radar, has many possible uses. It might be developed to give drivers of vehicles and engineers of trains better vision. It might be developed, for example, so as to give the drivers of huge trucks a clear view of the road behind, and to permit engineers of trains to see the track better both in front of them and to the rear. Just as road safety requires that some uses of television be banned, so does road safety require that other possible uses be permitted.

Elzey M. Roberts Jr.
Vice President
St. Louis Star-Times
St. Louis

[Editor's Note: The interesting possibilities of television as a safety device should certainly be explored before state legislatures pass bans on all television for motorsts.]

* * *

Copy Approval Stamp

EDITOR, BROADCASTING:

Many dollars are being spent in a variety of different ways to promote radio advertising.

May I suggest a quite simple but effective idea that will not solve the problem, but will help to accomplish this aim.

Form a research department, perhaps through the NAB, to test articles offered through radio advertisement, or all articles submitted by the manufacturer. If it meets with certain set standards, it would be "accepted for advertising by the National Association of Broadcasters" or some such title.

I believe the manufacturers would go along with the idea and perhaps help pay the expense of maintaining such a test department. After all, it would help them to have their merchandise "accepted for radio advertising." This line could be incorporated in radio copy, newspaper copy, billboards, magazines, etc., thus giving a great deal of publicity to radio advertising in general, at little or no cost, perhaps, to the radio industry in general.

Dick Holloway
Commercial Manager
WTRC, WTRC-FM Elkhart, Ind.

* * *

'Airator' Suggested

EDITOR, BROADCASTING:

Out here just off the edge of . . . "Operation Snowbound" we learned *radio* and the ski-plane were the *only* mediums reaching the people prior to Congressman O'Sullivan getting Gen. Pick and the Army taking over, then weasels and 'dozers too were able to bring regular services to the isolated citizens. . . .

. . . Some embryonic lexicographer should coin an equivalent radio term meaning a "radio reporter"—how about "Airator"? . . .

Bud Crawford
President
Custer County Bcstg. Co.
Broken Bow, Nebr.

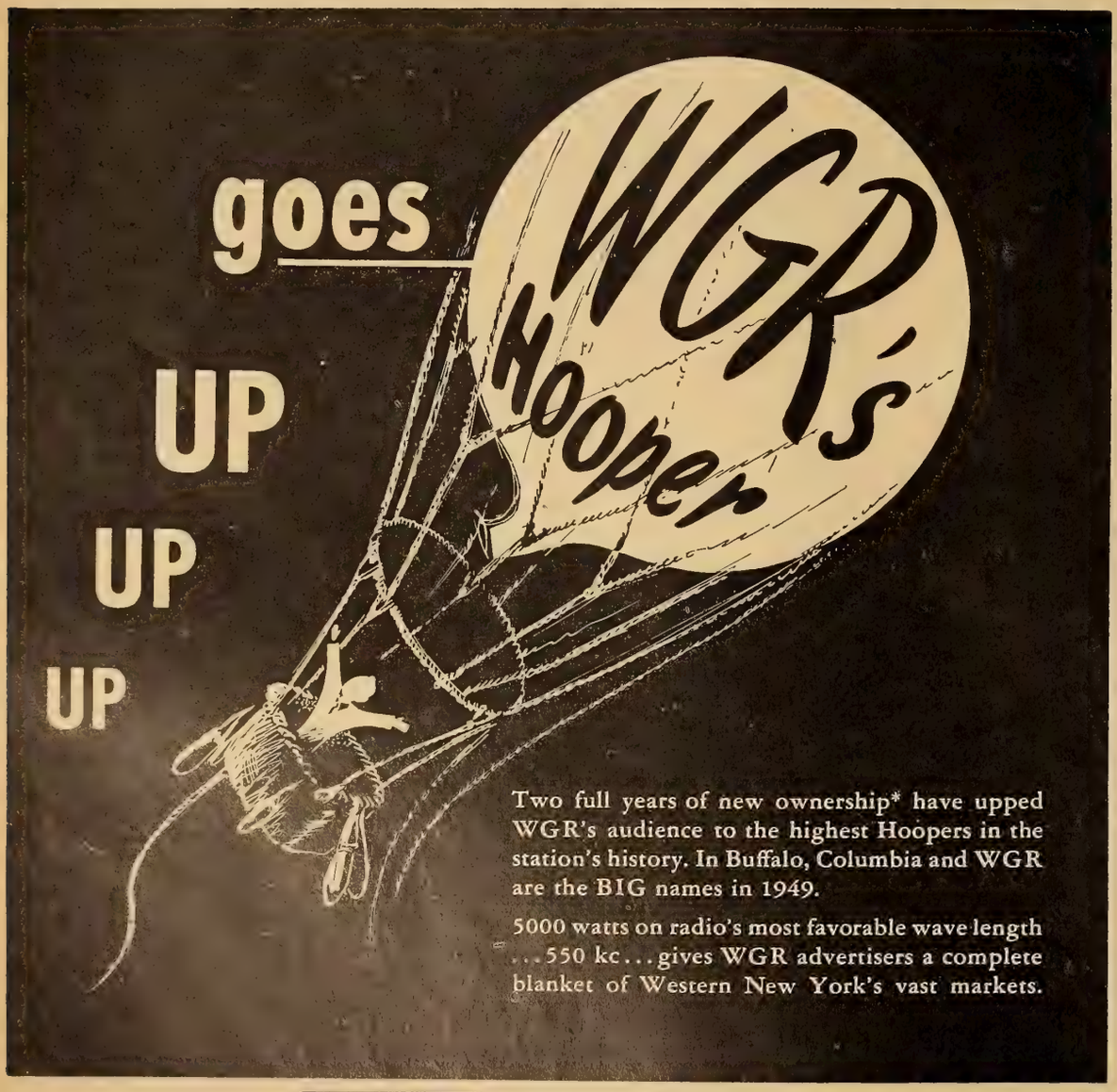
* * *

Adds Ammunition

EDITOR, BROADCASTING:

I have just finished reading the editorial "Press-Radio War II" in

(Continued on page 22)



Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

WGR 550

Buffalo's Columbia Network Station
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives: Free & Peters, Inc.



Take to the air

Use WEEI. And you'll send your sales curve soaring in Boston. Because all week long—from sign-on to sign-off all seven days of the week—WEEI delivers the biggest rating more often than all other Boston stations combined!*

To take to the air with a WEEI local origination that commands a sky-high rating, call WEEI—"Columbia's friendly voice in Boston"—or your nearest Radio Sales office.

The sales results from your WEEI program will have you walking on air.

*"Quarter-hour wins," Pulse: Sept.-Oct. and Nov.-Dec. 1948

WE DON'T MIGRATE TO SETTLE (Ky.)!

No, Sir, at WAVE we don't push out into the wide open country to Settle (Ky.)! We ain't afeerd of Injuns—we just know that kind of pioneering in Kentucky doesn't pay off!

Instead, WAVE attends to *business* in the Louisville Trading Area. With a total Net Effective Buying Income of over a billion dollars, folks in this great Kentucky market maintain a 46% higher standard of living than do the families in the parts of the State we *don't* cover!

How about it? Why not skip the bush-breaking and get *prosperous* in WAVE's Louisville Trading Area? Or would you *ruther* git scalped, Scout?

LOUISVILLE'S
WAVE



NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC .
NATIONAL REPRESENTATIVES

New Business



CROWELL-COLLIER PUBLISHING Co., New York, sponsoring two weekly programs on 19 Don Lee stations for 47 weeks. Programs are *Mutual Newsreel* (Thursdays, 6:15-6:30 p.m. PST) and *Rise and Shine* (Fridays, 7:30-7:45 a.m. PST). Agency: Kudner Adv., New York.

BUCHANAN & Co., San Francisco, starts handling **WELCH GRAPEJUICE Co.** account for 12 Western states. Entire national account formerly was handled out of agency's New York office.

GLOSTEX PRODUCTS Inc., Chicago, expects to expand its spots and programming for Gaylark auto seat covers from current 12 markets, mainly in Midwest, to Boston, Albama, Texas and West Coast within a month. New program formats being considered. Agency: Bennett, Petesch & O'Connor, Chicago. **GEOVIL V. NEREIM** is account executive.

DANDRUG Corp., Highwood, Ill., appoints Casler, Hempstead & Hanford, Chicago, to handle its account, and plans to test Sulfo-Dandrug, sulfa scalp preparation, in several radio markets. Results of tests will determine schedules. **ROBERT BROOKMAN** is account executive.

BRICK O' GOLD Corp. (ice cream and dairy products), Redwood City, Calif., appoints Raymond L. Sines & Assoc., San Francisco, to handle advertising. Radio will be used. **RAYMOND SINES** is account executive.

L. B. LABS, Glendale, Calif. (L. B. Hair Oil and shampoo), appoints Smith, Bull & McCreery, Los Angeles, to handle special national merchandising program. Radio will be used.

GENERAL ELECTRIC Supply Corp., Los Angeles, and two of its L. A. area television set dealers, Gibson & Devore, Torrance, and Elmo Radio & Television, Lynwood, Feb. 15 started co-sponsorship of half hour weekly musical television show *Picture Album* on KLAC-TV Los Angeles for promotion of television sets. Contract is for 13 weeks. Agency, Ross, Gardner & White Adv., Los Angeles.

LEHN & FINK PRODUCTS Corp., New York, appoints McCann-Erickson, New York, to handle advertising program for O-SYL, non-poisonous disinfectant. The agency also handles the company's Hinds Honey and Almond fragrance cream and Etiquet deodorant accounts. Media plans are being prepared.

DR. BEAUCHAMP, Los Angeles dentist, Feb. 1 started radio schedule on four California stations: five-weekly quarter-hour *Breakfast in the Blue Ridge* program for 26 weeks, and ten spots a day seven weekly for 52 weeks on KFMB San Diego; five-minute daily *Inside Story* plus five minute six-weekly newscast on KYA San Francisco; 18 spots daily seven days weekly on KSON San Diego for 52 weeks; 11 spots weekly for 52 weeks on KFSD San Diego. Agency: Charles N. Stahl Adv., Los Angeles. Dentist also recently started five weekly quarter-hour *Eddy Arnold Show* on KROW Oakland through Stahl-Casey, San Francisco.

Network Accounts . . . .

GENERAL FOODS Corp., New York, for Baker's Premium Shred and Southern Style Coconut, to begin spot announcement campaign to supplement its magazine advertisements. Spots will be used five weekly on *When a Girl Marries*, NBC; *Wendie Warren*, CBS, and on WOR New York's *Martha Deane* program. Agency for Baker products: Benton & Bowles, New York.

CALIFORNIA SPRAY CHEMICAL Co. (Ortho Garden Spray) to sponsor *Ortho Garden Guide* on eight MBS California outlets. Contract is for 26 weeks. Agency: Cosby & Cooper, San Francisco. **NORVILLE GILLESPIE**, KFRC San Francisco garden reporter, conducts program, which had previously been carried as a local sustainer by station.

S. O. S. Co., Glendale, Calif. (Soil-Off), Feb. 14 started for 52 weeks complete five-weekly sponsorship of *Mr. Information* on basic Columbia Pacific Network plus KERN Bakersfield, Calif.; KIMA Yakima, Wash.; and KOLO Reno, Nev. Program aired Monday through Friday, (2:55-3:00 p.m. PST). Firm formerly sponsored program three times weekly. Agency: McCann-Erickson, San Francisco.

MILES LABS, New York (Alka-Seltzer), renews for two years *Alka-Seltzer Newspaper of the Air*, twelve weekly, Sundays through Fridays (10-10:15 a.m. PST; 9-9:15 p.m. PST) on all Don Lee Network stations plus four Arizona stations: KOOL Phoenix; KCKY Coolidge; KNOG Nogales; KCNA Tucson. Agency: Wade Adv., New York.

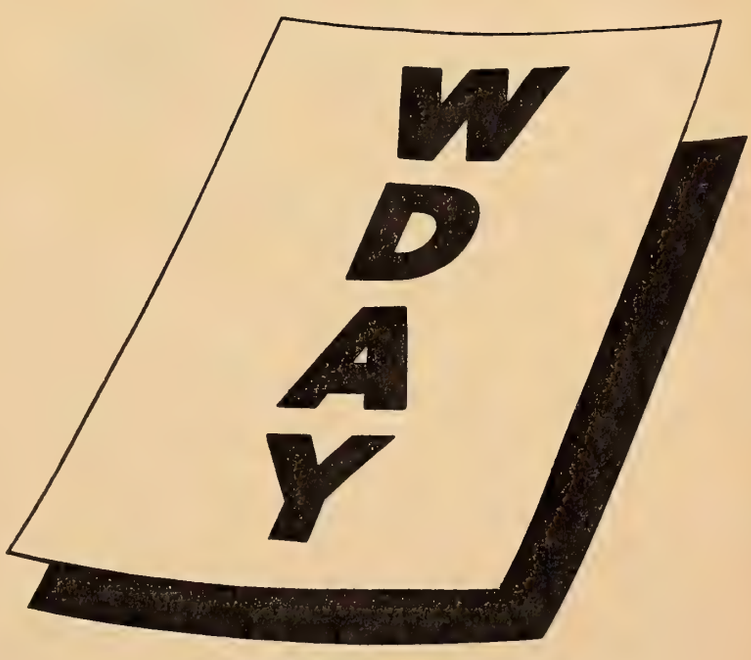
GUESS I'LL JUST TAKE WDAY'S "MIKE NOTES"!



Did you ever hear of a listener who *paid dough* for his favorite station's "house organ"? Neither had we! But last year 10,031 of us Red River Valley families—in *90* counties—*paid 10,031 bucks for our subscriptions to WDAY's monthly paper, "Mike Notes"!*

That's pretty typical of our fabulous North Dakota hayseeds in the Valley because they all make *big dough* and all *love WDAY!* BIG DOUGH? Yup, an average Effective Buying Income per family of *$5599!* LOVE WDAY? You bet! Every survey shows they prefer it about *4 to 1* over any other station!

Ask us or Free & Peters for all the figgers!



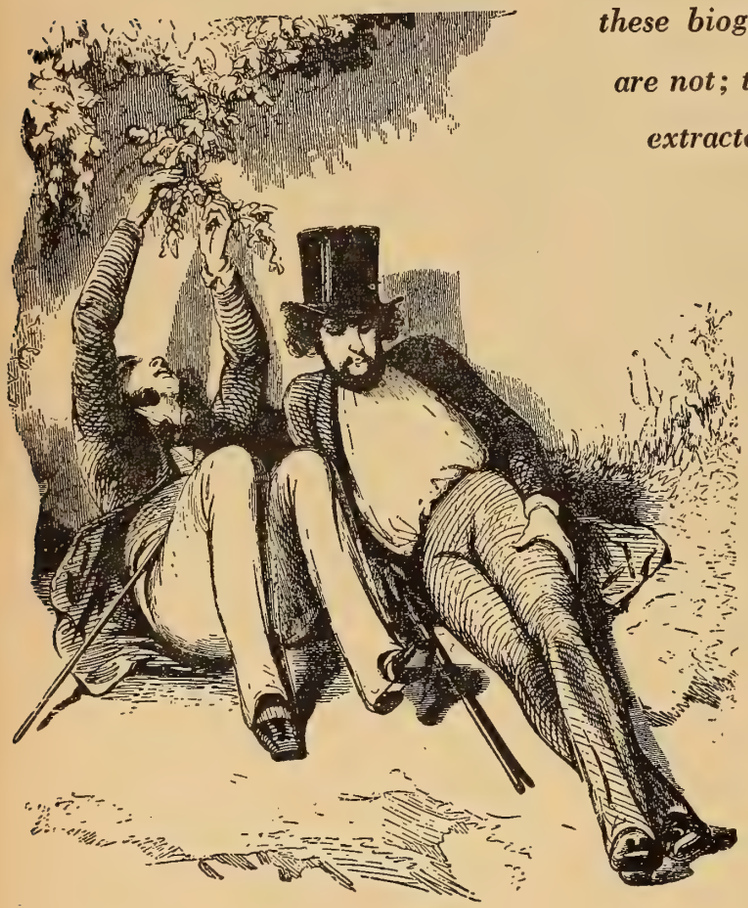
FARGO, N. D.



FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

WOR'S OWN GALLERY OF NOTABLES

these biographies are fictional, in name and locale, but the results are not; that is, fictional. Every sale mentioned here is a true one, extracted from one of the most extraordinary success story files in American radio



ALFRED and G. G. MARTIN

CLEFT—two brainy WOR advertisers who just l-o-u-n-g-e these days in Sebastian, wherever *that* is. Called their advertising agent one day, said, "This WOR thing—hear it all over the place. Other people must. Let's use it." Said dutiful advertising agent, "Of course, gentlemen."

While on WOR, the Cleft Brothers' line increased from three to eight products in a viciously competitive field; plants spread throughout the immediate WOR area. Time and again these shrewd men have said that WOR with its program was a mighty instrument in their company's and their products' success and constant growth.



J. WORTHINGHAM GRANT

started a little company during the bombing days—remember, 1943? Dropped into WOR one day, said, "Look, most of the money I've had I've dropped into this idea of mine. Got some cash, but not much. What do you recommend?"

In 8-weeks WOR doubled the sales expectancy this harried maker had set for himself. In 8-weeks WOR put the product on the shelves of 50% more dealers than he had hoped might take it. WOR, in fact, opened up grand distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.



SWEDLEY M. RAMP

Curious client. Had a supremely gifted bird as pet; type undetermined; the bird's, we mean. Wealthy today. Soars frequently above Manhattan area tooting strange Congo instrument, as bird honks.

WOR increased sale of this client's product three times greater than its sales during the previous year. And though the crop was glutting the market—it was a food—WOR aided distributors in selling out their entire supply and helped them maintain a high profit in the face of reduced pricing.



ADOLF and OSTREPPO VAN MERL

Very able men. Live someplace up around the country. Love cycling and informal steak fries when not buying more time on WOR.

Within the brief period of 12-months, WOR spurted the sale of their product from zero to the #2 seller in the metropolitan area. At the same time, WOR helped them obtain 100% wholesale distribution and 80% retail distribution in and around New York.

NOTE—*all joking—if you considered it such—is essentially minor. But this, we think, is not . . .*

WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of southern Georgia, WOR's voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates and the confidence it builds in the hearts and minds of millions of people that make it one of the most successful selling forces in America today.
May we tell you more about it—at 1440 Broadway, in New York?
Or at your office?

WOR

—heard by the most people

Mutual where the most people are

Radiorama



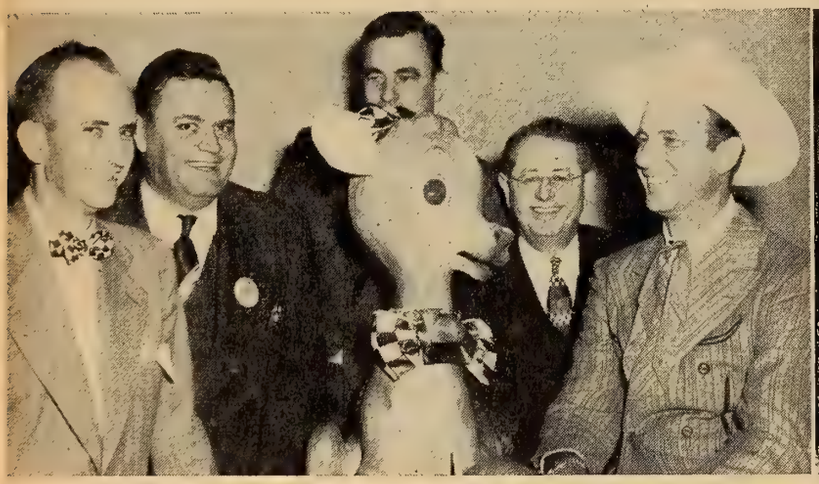
TAYLOR Grant (r), editor-narrator of ABC *Headline Edition* (7 p.m., Mon.-Fri.), receives congratulations on 1,000th broadcast Feb. 17 from Thomas Velotta, ABC vice president of news and special events.

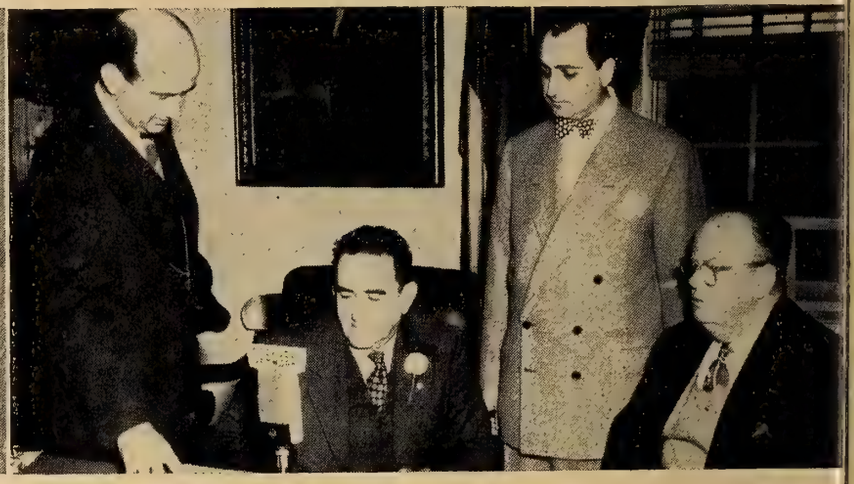


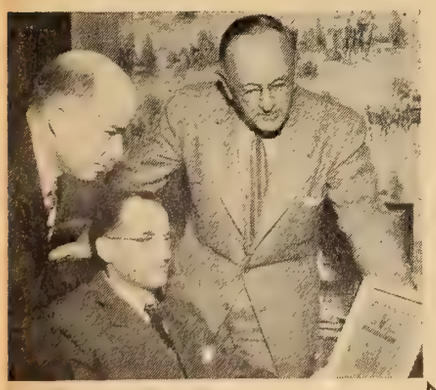
PLANS for second annual soil conservation contest in Colorado are discussed by officials of the sponsoring organizations—KLZ Denver and the Denver *Post*. Consulting state map are (l to r) Palmer Hoyt, *Post* editor and publisher; Hugh B. Terry, KLZ manager; Lowell Watts, KLZ farm reporter, and Ralph Patridge, *Post* farm editor. Five $500 prizes will be awarded this fall.



JIMMY FIDLER (r) opens one of 400,000 letters received in his National Kid's Day Foundation slogan contest with John Van Nostrand Jr., v.p. and radio-TV director, Sullivan, Stauffer, Colwell & Bayles.

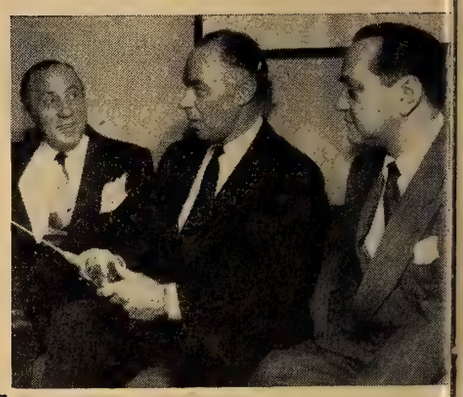






"BEAUTINA," Purina's talking calf heard on the WSM Nashville *Grand Ole Opry*, is admired by (l to r) S. W. Brown, president of Brown & Bowers, agency; Blake Pullen, southern regional chief of Purina Mills; J. E. Streetman, Purina's Nashville division salesman; Ralph Jarrett, Purina salesman, and Cowboy Copas, WSM singing star featured on the show.

COMBINED facilities of 18 Tobacco Network and Dixie FM Network stations have been made available to North Carolina's new governor, Kerr Scott (behind mike). Making presentation are (l to r) Fred Fletcher, Dixie FM Network pres.; Louis Howard, Tobacco Network pres., and E. Z. Jones, Dixie FM Network v.p. and pres. of N. C. FM Assn.



NEW OFFICERS of Southern California Advertising Agencies Assn. are (l to r) Henry Welsh, Welsh-Hollander; Lee Ringer, Lee Ringer Adv. Co., and Norton Mogge, Mogge-Privett, all of Los Angeles.

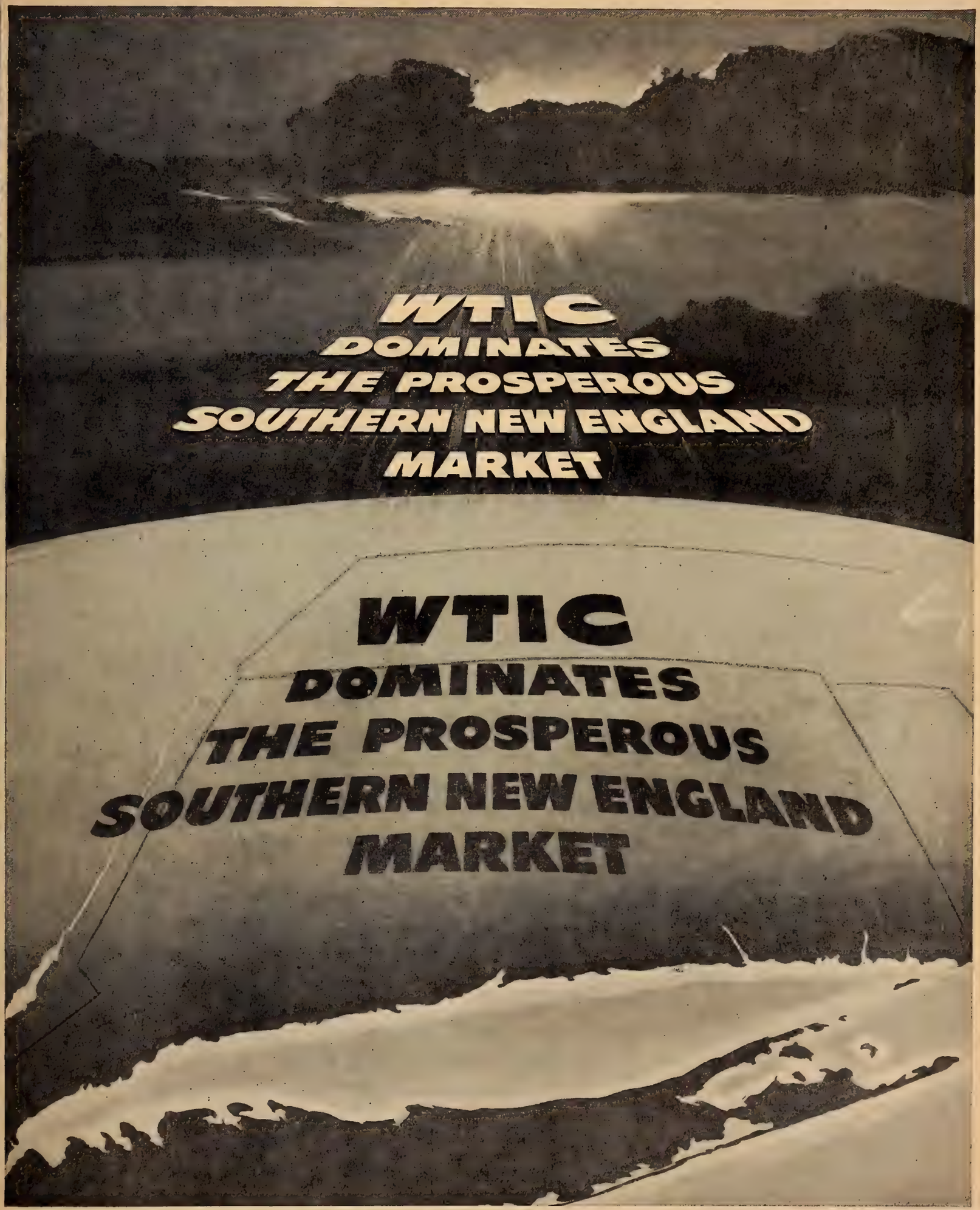
NALLEY's Inc. sponsorship plans for *Meet the Missus* on Columbia Pacific Network are reviewed by (l to r) Ole Morby, CBS San Francisco mgr.; Evert Landon, Nalley's pres.; James Heffernan, v.p. Milne - Heffernan, agency, and Bill Shaw, CPN asst. sales mgr.

DOUBLE-play advertising campaign using transit FM and car cards in St. Louis for Roosevelt Federal Savings & Loan Assoc. is consummated by (l to r) Robert Hyland, KXOK-FM St. Louis; Robert Seat, Robert Seat Agency, and George Metcalfe, bank pres.

FIRST regular WNEW New York sports show since war is discussed by (l to r) Harry Krawit, v.p. of Peck Adv., agency for Howard Clothes, sponsor; Jimmy Powers, sports editor, New York *News*, talent, and David Stein, WNEW account executive.





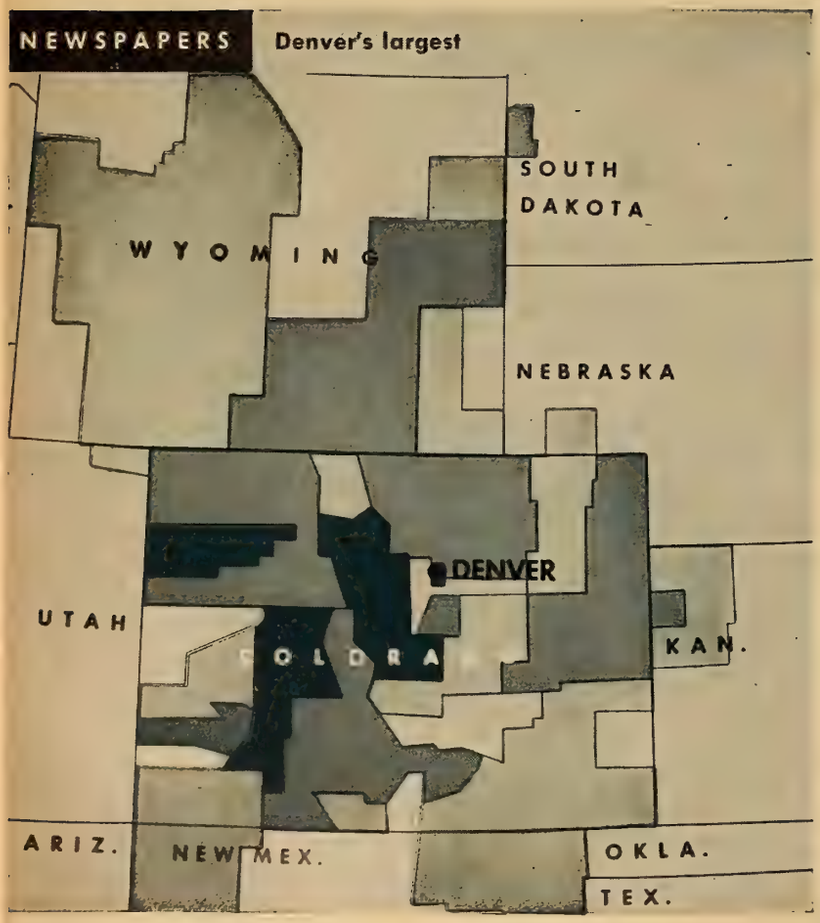


Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Your *customers* may blanket the area.. *but*

The people who stabilize your sales, your present customers, may live 50 miles . . . 100 miles . . . 200 miles from the nearest city where you advertise. Are you keeping these regular buyers sold on your product?



Total circulation in area—194,099 (Audit Bureau of Circulations)

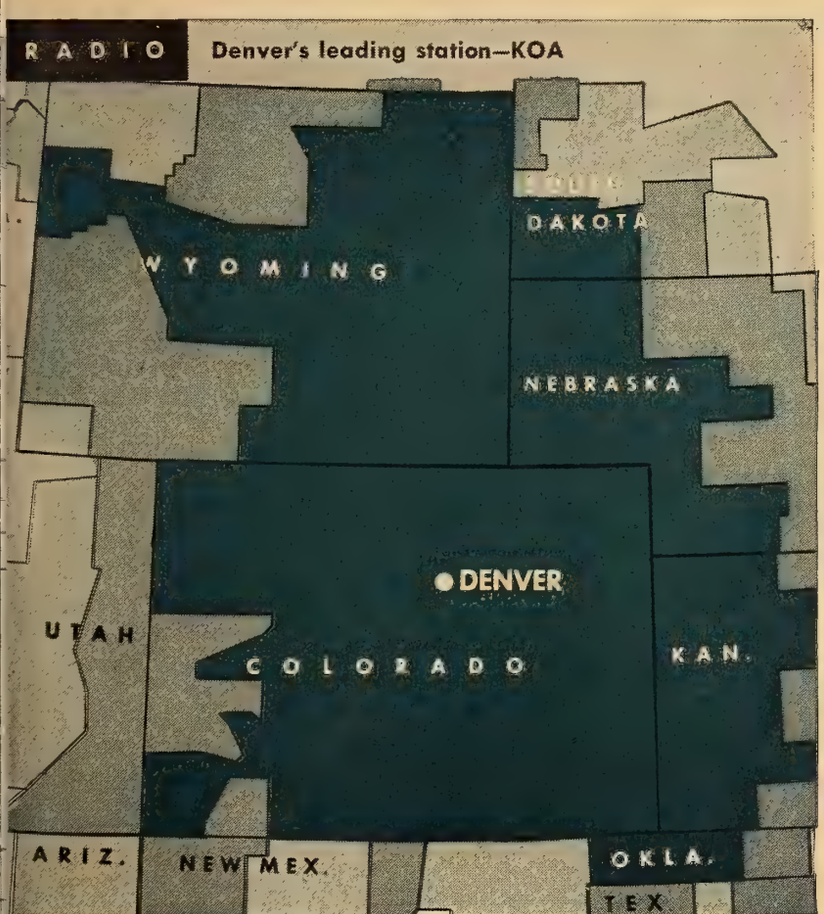


Total circulation in area—100,330 (Source available on request)

NBC

does your advertising?

Does your advertising reach the majority of people inside and *outside* the city limits?... Here are three maps of the mountain states. Which medium best covers the most customers from a *single origination point*...Denver?



Total audience in area (daytime)—405,320 (Broadcast Measurement Bureau)

KOA is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your customers buy.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

NEW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • BOSTON • SAN FRANCISCO • DENVER

Open Mike

(Continued from page 12)

the Jan. 31 BROADCASTING.

I am sure that you have noticed the increase, in the past year or so, of the little, sly "digs" the printed mediums are taking at radio. Scarcely a comic section appears in a newspaper these days without a cartoon that throws a bad light on radio . . . popular magazines are using the same tactics in their cartoon material. . . .

And then, there are columns and articles. . . . Some of their efforts are so absurd that you can hear the publisher's check crinkling in the background. . . .

William R. Tedrick
Station Manager
KWOC Poplar Bluff, Mo.

[Editor's Note: Our comment is the same as that with which we closed the editorial to which Mr. Tedrick refers: "Radio Is Keeping Its Powder Dry."]

'People' Talk Back

EDITOR, BROADCASTING:

I appreciate both the controversy over my "Talking People" and the imitators who have sprung up all over the place—all very flattering.

Choruses, of course, are not new but date back to Euripides, as has been mentioned. And I never said that I was the first to use a group speaking in unison, and Ann August, who wrote the wonderful story which started all this, did not credit such a remark to me.

However, Euripides and his centuries of choral successors—including the moderns—all have had some hint of rhythm holding them together. There was feeling of metric pulse regardless of what they were reciting.

But my "Talking People" perform without the aid of rhythmic meter and pulsations, talking,



Mr. Willson (r) and the "Talking People" [BROADCASTING, *Jan. 3*].

* * *

sneezing, snorting, laughing, weeping in unison with exacting inflections which I do claim to be an innovation and, until I hear a recording dated to prove prior performance—and I would welcome such evidence—I maintain that no one, not even the Greeks, had anything done exactly like Meredith Willson's "Talking People."

Meredith Willson
Hollywood

Happy at WOL-MBS

EDITOR, BROADCASTING:

Radiorama's identification last week (Feb. 14) of our Bill Henry as "Bill Henry, CBS News" calls forth a firm protest in his behalf.

It is generally noted; I am told, that there is a more or less measurable trend to that august network; however we at WOL-Mutual rise in righteous wrath to assure you it's not happening to Henry! As the photo plainly shows, Bill Henry is right happy at WOL-Mutual. In fact it is our fond hope (and expectation) that Bill will remain an outstanding WOL-Mutual news personality for many years to come.

A sidelight concerning that Radiorama picture: Mr. Truman told Henry that the microphone which was presented him (on which the President delivered his first House address after assuming office in 1945) was a possession cherished above all which had come to him in the White House.

John Bondeson
Director of Promotion
WOL Washington

* * *

Added Credit

EDITOR, BROADCASTING:

. . . I noted with interest, your article in the issue of January 24th covering the awards to ZCMI, in the recent NRDGA contest. I wish, however, to call your attention to a mis-statement of fact in paragraph 11, to wit: "Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series [referring to *The Story Princess* program] features such childhood favorites as Little Red Hen and Snow White."

I feel that KSL's fine facilities, and my efforts as actual producer of the show, having directed it since May of 1947, coupled with the able assistance of our expert sound technician, Mr. Alden Richards, are in large measure responsible for the degree of excellence attained. . . .

. . . Thank you for your usual up-to-the-minute reporting of all developments in the industry.

Francis L. Urry
207 L St.
Salt Lake City, Utah

[Editor's Note: BROADCASTING is happy to give credit where credit is due on production of The Story Princess program.]

* * *

TV Program Coverage

EDITOR, BROADCASTING:

There is a crying need for a *good* publication—such as yours—to cover TV broadcasting from the program angle—both the technical and program content of TV programs, of course.

F. A. Timberlake
TV Engineer
WENR-TV Chicago

*AVAILABLE

. . . and ready to sell!

★

Tom Reardon's

"AFTERNOON HIT PARADE"

5:45 p.m. to 6 p.m. CST Segment

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.7	4.6	4.2	1.7	1.5	1.4

Latest Hooper Continuous Measurement

★

WHHM

Independent - - but not Aloof

Memphis, Tennessee

Member Association of Independent Metropolitan Stations

Patt McDonald, manager
FORJOE & CO., representatives

On WCAU you're in Philadelphia



50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES

AM TV FM

THE PHILADELPHIA BULLETIN STATIONS

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S

No. 1
SALESMAN
IS

50,000
WATTS
680 Kc.

WPTF NBC
AFFILIATE

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol 36, No. 8 WASHINGTON, D. C., FEBRUARY 21, 1949 $7.00 A YEAR—25c A COPY

SUPER RADIO SURVEY

NAB Board Studies BMB Successor

By J. FRANK BEATTY

BMB will die a quiet death when the second industry coverage study is completed this year but in its place may arise a separate broadcaster-operated all-inclusive audience measurement and coverage project.

This development topped a series of all-important steps taken by the NAB board of directors at its winter meeting, held last week at the Hotel Roosevelt, New Orleans. The board:

- Created separate corporation to handle All-Radio Presentation with permanent sales promotion project envisioned (see story this page).
- Aimed straight at heart of threatening world radio developments by setting up operating groups to protect U. S. broadcasting (See NARBA story, page 32).
- Ordered naming of governmental representative to represent industry before Congress.
- Extended President Miller's contract one year from Oct. 1, 1950.
- Deferred NAB reorganization plan, meantime ordering naming of TV expert and continued reorganzation study.
- Called for membership drive.
- Ordered Breen anti-code amendment sent to membership for vote.
- Voted against plan to prevent board members serving over two consecutive terms but ordered referendum vote.
- Set up women's activity as separate NAB department.
- Approved new member service to replace NAB reports.

Two topics dominated the Monday-Wednesday discussions, as well as advance committee meetings. They were BMB and international problems.

Feeling was general that something serious had to be done about BMB. The problem consumed almost half of the three-day session. What the board did, in effect, was protect the present investment of stations in the broadcaster-agency-advertiser coverage project which is now well under way and will be completed by autumn.

Useful Functions

The board apparently recognizes that BMB, from a long-range viewpoint, had served a useful function in meeting the desire of buyers of time for specific circulation data. But it has had enough of the present setup and this was made quite clear.

Since the board's action came on the eve of BMB's mailing of some 650,000 ballots to listeners, the board did not desire to peril the project. Instead of swinging the axe on all radio coverage and research efforts, the board took the view that perhaps the scattered projects now in operation can be wrapped up into a package that will meet the approval of advertisers and agencies. No action was announced by the board in relation to BMB personnel.

A careful study will be made of all types of research and coverage measurement with possibility that something definite will develop by convention time next April.

The management conference during convention week in Chicago will run 2½ days, starting Monday noon, April 11, and ending Wednesday noon. Chairman Wayne Coy of the FCC will open the convention Monday noon, with Judge Miller presiding. The annual report of the president will be printed this year.

The Monday afternoon agenda will be a dollar-mark session featuring sales and broadcast advertising problems and ways to increase station revenue in the face of stiffer competition and expansive promotion by other media. An FM session will be held Monday night.

Tuesday morning's discussion will be built around public relations on the management level. Legislation, labor, news and similar industry matters will be included. Tuesday afternoon's agenda will be built around BMB, BMI and international affairs. Final session will be held Wednesday

(Continued on page 26)



INTERNATIONAL-MINDED GROUP went into allocation, governmental and treaty phases of broadcasting during NAB board meeting. L to r: Campbell Arnoux, WTAR Norfolk, District 4 director; Emilio Azcarraga, XEW-XEQ Mexico City, v.p. Inter-American Assn. of Broadcasters; NAB President Justin Miller; Goar Mestre, CMQ Havana, IAAB president; Gilmore N. Nunn, WLAP Lexington, Ky., IAAB delegate and District 7 director.

INDUSTRY PROMOTION

NAB Proposes Firm

INDUSTRY-OPERATED project to sell advertisers and agencies on the sales power of broadcasting, and then keep them sold, was set in motion last week at the NAB board meeting in New Orleans.

The board approved plans to form All-Radio Presentation Corp. as a separate corporation entirely outside NAB. This corporation will direct the All-Radio Presentation plan, now in the script-writing stage.

Out of the plan may develop the nucleus of a continuing sales promotion drive to divert new advertising dollars into the broadcast medium. Such a project would be a partial answer to the million-dollar Bureau of Advertising maintained by the American Newspaper Publishers Assn.

Backers of a permanent all-radio organization reminded the NAB board that the ANPA may double its promotion fund to $2 million with a heavy share of its activity aimed directly at broadcasting.

Recruiting Committee Planned

With pledges of funds to finance the current all-radio promotion film running ahead of expectations, the committee directing the project disclosed that a 39-man recruiting committee will soon be named to bring in more subscribers. Already over 400 stations are supporting the film.

The NAB board heard details of the promotion at its Tuesday morning meeting. Appearing on behalf of the project were Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee; Victor M. Ratner, CBS vice president in charge of advertising and promotion, and Lewis Avery, of Avery-Knodel. The committee has been operating as a semi-autonomous organization but will have complete autonomy as a result of board action approving its incorporation.

While the committee and the board have given thought to the idea of a permanent industry promotion, present attention is devoted exclusively to the current film production.

Mr. Gray told the board that trends toward increased station

(Continued on page 56)

This Changing Radio World . . . . . AN EDITORIAL

THE NAB board of directors met in quarterly session last week at New Orleans. These two dozen men tackled an accumulation of matters that sorely needed decision—several of them fundamental.

Action was long overdue. The remarkable thing was that further procrastination was lacking. There was no effort to kiss off issues with flowery resolutions and catch phrases.

The board didn't dawdle with BMB. The March coverage survey was ratified—but as the last under present auspices. Simultaneously a committee goes to work on a plan for an all-inclusive, industry-owned audience measurement project which could invade the highly competitive and ofttimes confused field of program ratings. It would follow the Broadcast Music Inc. pattern which delivered radio from music chaos a decade ago. Thus, BMB can become the stepping stone to the kind of radio-owned "circulation" operation sought so long. The blueprint is there.

What could become a jet-propelled project to sell radio itself was lifted from dead center with the approval of the All-Radio Presentation under a corporate structure. This can evolve into a continuing campaign to promote radio at every level. With the Bureau of Advertising of the American Newspaper Publishers Assn. geared to double its million-dollar promotional budget, the NAB action is as timely as it is necessary.

President Miller emerges from the session with broader powers to meet conditions in this changing radio world. NAB, under the board's mandate, should become a more potent and vigorous advocate in the spheres of legislation and regulation. It should be a self-starter whenever any move is made that impinges ever so lightly upon radio's freedom. The headquarters staff, which gradually will be realigned, no longer will be circumscribed by the necessity of procuring the board's green light.

A legislative representative will be retained at the executive level. He will be available to Congress for background and information and guidance on all things radio. He will register under the Lobbying Act as the NAB's accredited legislative contact. Another action long overdue!

The whole broad field of broadcasters' relationship with government was approached dispassionately, looking toward better understanding and relations. The result was the adoption of a comprehensive plan dealing with both national and international allocations and regulatory matters. It was recognition of the existence of problems presented by NARBA, by UNESCO, by our State Dept., which heretofore have hardly been given lip service by NAB because of possible conflicts among segments of its membership. The approach now, however, is on the thesis of broad principle, rather than on adversary issues involving one group of broadcasters against others. And, at long last, it was recognition of the world-wide proselyting of the British to "nationalize" radio wherever its tentacles reached.

Repercussions from the board's actions may erupt with unshirted fury at the NAB convention next April. That's not unhealthy. The need for change was evident, lest free competitive enterprise in radio be compromised. The board acted resolutely. That's what the rank and file who elected them had the right to expect.

The past inertia, the shilly-shallying on lobbying, audience measurement, on radio promotion, and allocations, went over the levee at New Orleans last week.

Super Radio Survey

(Continued from page 25)

morning and it will be a television discussion which may last all day.

Originally the board's convention committee had thought of a Wednesday morning session on FM, but this idea had been temporarily replaced by a Monday morning FM meeting. Instead, Monday morning will be devoted to committee meetings.

Annual industry banquet will be held Tuesday evening.

The reorganization project, instigated at the November board meeting, provided mainly for appointment by the president of the government contact official and a television expert to meet immediate need for more television service by the association. The reorganization idea has not been discarded. On the contrary, the board felt an exhaustive study should be made of other trade associations and their operations before any major steps are taken.

Resolution proposing a legislative director and industry-owned survey bureau was introduced by Howard Lane, vice president of the Marshall Field station.

Stark realism governed the board's action on international affairs, as it was made clear that U. S. broadcasting frequencies are seriously threatened by allocation, treaty and other world developments. Even the fate of privately operated broadcasting is involved as the spread of government-ownership philosophy hems in this country.

Leading up to the board's decisions was a series of resolutions adopted by a special board committee headed by Michael R. Hanna, WHCU Ithaca, N. Y. Other members were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk; Edward Breen, KVFD Fort Dodge, Iowa, and Gilmore N. Nunn, WLAP Lexington, Ky.

The committee recommended that the board declare its "positive continuing interest" in all international affairs. It urged that a delegation be sent to the next UNESCO meeting in Cleveland. Mr. Hanna had attended the November UNESCO meeting in Europe. The committee urged that free enterprise radio utilize international broadcasting frequencies. All these recommendations were adopted by the board.

Other steps included approval of a plan to write a primer for broadcasters on the effect of international radio on American broadcasting. Quarterly reports will be submitted to members by NAB, with department heads cooperating in its preparation.

Failure to act quickly on allocations can mean serious disruption of the whole American broadcast picture, the committee warned the board. NAB will approach the matter through government departments, legislative branches and finally the people themselves by means of a government-broadcaster council. The government was criticized for its failure to have a firm policy on world radio affairs, jeopardizing the American system.

Miller to Meet Truman

President Justin Miller is to confer with President Truman, Congressional committee heads, FCC Chairman Wayne Coy and others in an effort to speed adoption of policies which will protect U. S. broadcasters.

But the key to the whole board action was decision to create an All-Radio Planning Council to insure continuing exchange of information between the government and broadcasters, and to improve relations between industry and Congress as well as other federal agencies. These conferences tie in to the work of two new board committees whose job is to go into NARBA and work of IAAB.

Actual work of developing the All-Radio Planning Council, whose aim is "to insure the continuing exchange of information between the government and broadcasters concerning these important problems," was placed in the hands of Mr. Hanna and Robert K. Richards, NAB director of public relations and publications.

Members of the council will include the NAB president, three industry representatives whom he will designate, the chairman of the FCC and three representatives of government.

Nearest approach to such an organization in the past has been the NAB-FCC liaison committee, which has been less active in the past year than at the time of its

(Continued on page 83)

The Missing Spence

SNOW storms in North Dakota delayed Harry R. Spence, KXRO Aberdeen, Wash., en route to the NAB board meeting in New Orleans last week. Scheduled to arrive Saturday, Mr. Spence finally reached New Orleans Tuesday morning after being snowbound in a Dakota hamlet along the Milwaukee railroad. With him on the train were Mrs. Spence and Mrs. C. E. Arney Jr., wife of NAB Secretary-Treasurer Arney



Drawn for BROADCASTING by Sid Hix

"The ear muffs are free for passengers who don't like Transit FM!"

P&G TOPS NETWORK USERS

PIB Lists Sterling Drug Next

NBC AGAIN led the networks in gross time sales with a total for 1948 of $69,697,590. CBS was its nearest competitor with time sales of $62,265,105. The figures were released to BROADCASTING by Publishers Information Bureau. ABC's gross was $44,304,245 and MBS $22,728,802.

NBC showed the greatest percentage increase—5.9% over 1947, and CBS gross increased 5.1% according to PIB figures. ABC's gross increased 1.7% and MBS about 1.6%. The total increase for all networks was 4.7% over the combined network total in 1947.

Estimates based on 10 month figurges appearing in the 1949 BROADCASTING YEARBOOK, were within 0.3% of those now released by PIB.

Only one advertiser, Procter & Gamble, spent over $10 million on the networks in 1948. Six advertisers fell in Class II, the five to ten million dollar class, and 29 advertisers spent between one and five million for network time.

There were a total of 246 advertisers on the combined networks, 83 of them accounts with less than $100,000 appropriations. Table I gives the number of accounts in each dollar class for all four networks.

Among the advertisers in the top seven (over $5 million appropriation) Gillette Safety Razor Co. increased its 1948 appropriation most. The account spent about $5 million more in 1948 than the previous year. Liggett & Myers increased its appropriation by $1,291,690.

P&G's total appropriation was $18,226,321. The 1948 total exceeded P&G's 1947 network time buying by $1,573,451. The figures are from Publisher's Information Bureau final report for 1948.

The six accounts in the five to ten million dollar class were: Campbell Soup Co., $5,819,758; General Foods Corp., $6,774,603; General Mills, $7,190,599; Gillette Safety Razor Co., $6,267,319; Liggett & Myers Tobacco Co., $5,043,752; and Sterling Drug Co., $9,063,366.

Tabulation of the $198,995,742 in gross time sales for 1948 by product group is shown in Table II.

Individual expenditures by advertisers are shown below. The first column shows the class in which the advertiser expenditure falls (see Table I). The second column shows the sponsor, and product advertised. The remaining columns show the total expenditures in 1948, 1947 and the dollar increase or decrease from 1947 to 1948. In light face type, expenditures by product are shown wherever such breakdowns are possible.

TABLE I
NUMBER OF NETWORK ADVERTISERS BY APPROPRIATIONS

I	Over $10,000,000	1
II	$5,000,000-10,000,000	6
III	$2,500,000-5,000,000	9
IV	$1,000,000-2,500,000	29
V	$500,000-1,000,000	47
VI	$250,000-500,000	37
VII	$100,000-250,000	34
VIII	Less than $100,000	83
Total		246

TABLE II
1948 NETWORK GROSS BY PRODUCT GROUP

Product Group	Jan-Dec Gross Value
1. Agriculture & farming	$1,531,531
2. Apparel, footwear & accessories	1,431,589
3. Automotive, automotive accessories & equipment	7,696,776
4. Aviation, aviation accessories & equipment	1,116,697
5. Beer, wine & liquor	988,686
6. Building materials, equipment & fixtures	7,655,484
7. Confectionery & soft drinks	2,549,586
8. Consumer services	22,566,488
9. Drugs & remedies	5,215
10. Entertainment & amusements	47,208,282
11. Food & food products	5,969,057
12. Gasoline, lubricants & other fuels	98,946
13. Horticulture	8,628,906
14. Household equipment & supplies	1,331,640
15. Household furnishings	1,747,826
16. Industrial materials	4,238,745
17. Insurance	1,201,942
18. Jewelry, optical goods & cameras	2,317,072
19. Office equipment, stationery & writing supplies	1,213,282
20. Political	1,450,097
21. Publishing & media	1,560,098
22. Radios, phonographs, musical instruments & accessories	20,323,300
23. Retail stores & shops	20,767,870
24. Smoking materials	81,469
25. Soaps, cleansers & polishers	32,145,225
26. Sporting goods and toys	333,616
27. Toiletries	2,836,308
28. Transportation, travel & resorts	
29. Miscellaneous	
TOTAL	$198,995,742

INDIVIDUAL EXPENDITURES BY NETWORK ADVERTISERS WITH PRODUCT DESCRIPTION

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VIII	ALLIED CHEMICAL & DYE CORP.	85,629		
	Swerl			
VI	ALLIS-CHALMERS MANUFACTURING CO.	421,280	424,557	—3,277
	Farm Equipment			
VIII	AMERICAN BIRD PRODUCTS INC.	24,043	26,929	—2,886
	Bird Food			
IV	AMERICAN CIGARETTE & CIGAR CO.	2,600,573	2,815,855	—215,282
	Pall Mall Cigarettes	820,830	867,162	
	Lucky Strike Cigarettes	1,779,743	1,948,693	
VI	AMERICAN EXPRESS CO.	287,154	197,802	+89,352
	Travelers Cheques, Etc.			
III	AMERICAN HOME PRODUCTS	4,592,772	5,313,089	—720,317
	Anacin	2,008,521	1,802,296	
	Drug Products	69,183		
	Kolynos, Anacin, Bisodol Mints & Other Products	1,809 906	2,870,022	
	Kolynos	132 435	640,771	
	Aero Wax, Kolynos, Wizard Glass Wax	572,727		
VIII	AMERICAN MEAT INSTITUTE	851,032	834,710	+16,322
	Meat & Allied Products			
VI	AMERICAN OIL CO.	305,462	340,281	—34,819
	Amoco Gas, Oil & Tires			
VI	AMERICA'S FUTURE INC.	294,913	184,419	+110,494
	Book			
VII	ANCHOR-HOCKING GLASS CORP.	206,367	809,853	—603,486
	Anchor-Hocking Glass & Fire King Oven Glass			
VIII	ANDERSON, E. O., & CO.	6,288		
	Shontex Conditioner & Shampoo			
VII	APPALACHIAN COALS INC.	203,349	21,091	+182,258
	Coal			
VII	ARABIAN-AMERICAN OIL CO.	133,242		
	Institutional			
IV	ARMOUR & CO.	1,916,323	1,040,104	+876,219
	Armour Star Shortening	1,179,890	451,561	
	Armour Meats			
	Chiffon Flakes	681,961	588,543	
	Armour Dash Dog Food	54,472		
VI	ARMSTRONG CORK CO.	429,779	418,056	+11,723
	All Products			
VI	ASSOCIATION OF AMERICAN RAILROADS	298,560		
	Institutional			
IV	BABBITT, B. T., INC.	2,032,183	2,010,192	+21,991
	Bab-O			
VIII	BALLANTINE, P., & SONS INC.	56,298		
	Beer & Ale			
VII	BALLARD & BALLARD CO.	168,342	105,019	+63,323
	Obelisk Flour			
VII	BARBASOL CO.	131,111		
	Barbasol			
IV	BAYUK CIGARS INC.	1,351,759	1,262,966	+88,793
	Phillies Cigars			
VII	BEAUTY FACTORS	7,248		
	Insta Curl			
VIII	BEICH, PAUL F., CO.	79,617		
	Candy Bars			
VIII	BEKINS VAN & STORAGE CO.	96,662	92,261	+4,401
	Moving & Storage Service			
V	BELL TELEPHONE SYSTEM.	786,615	840,933	—54,318
	Institutional			
VIII	BENDIX HOME APPLIANCES INC.	14,257		
	Washing Machines			
IV	BORDEN CO.	1,216,508	1,261,351	—44,483
	Instant Coffee & All Products			
VIII	BOSCO CO.	94,851	41,826	+53,025
	Bosco Milk Amplifier			
VII	BOWEY'S INC.	155,024	211,952	—56,928
	Dari-Rich Products			
VII	BRACH, E. J., & SONS INC.	37,917		
	Brach Candy Products			
IV	BRISTOL-MYERS CO.	2,101,045	2,472,309	—371,264
	Ipana, Sal Hepatica, Trushay, Mum Vitalis & Other Products			
VII	BROTHERHOOD OF RAILROAD TRAINMEN	162,883	21,479	+141,404
	Institutional			
VI	BROWN SHOE CO.	425,204	422,868	+2,336
	Buster Brown Shoes			
IV	BROWN & WILLIAMSON TOBACCO CORP.	1,174,488	1,558,907	—384,419
	Kool Cigarettes	309,111		
	Raleigh Cigarettes	865,377	1,418,586	
	Wings Cigarettes		140,321	
VIII	BUNTE BROTHERS	50,211	117,219	—66,998
	Candy			
VIII	BUTLER PACKING CO.	19,616		
	Dennison's Foods			
VIII	CALIFORNIA MEDICAL ASSN.	32,688	13,728	+18,960
	Insurance-Hospitalization & Physicians' Service			
VIII	CALIFORNIA PRUNE & APRICOT GROWERS ASSN.	10,488	22,464	—11,976
	Sunsweet Tenderized Fruit			
VI	CAMPANA SALES CORP.	469,859	216,119	+253,740
	All Products	370,755	116,135	
	Solitair Makeup	99,104	99,984	
II	CAMPBELL SOUP CO.	5,819,758	5,081,294	+738,464
	Campbell's Pork & Beans, Soups, Franco-American Spaghetti & Beef Gravy			
VIII	CARDINET CANDY CO.	6,140	22,028	—15,888
	Candy Bars			
V	CARNATION CO.	973,785	1,550,625	—576,841
	Albers Quick Oats	27,945		
	Carnation Corn Flakes	13,041		
	Carnation Milk	831,288	1,152,116	
	Friskies Dog Food	101,511	398,510	
IV	CARTER PRODUCTS INC.	1,554,801	1,763,034	—208,233
	Carter's Little Liver Pills & Arrid			
VI	CHAMPION SPARK PLUG CO.	252,619	253,346	—727
	Spark Plugs			
VIII	CHEMICALS INC	21,172	21,278	—106
	Vano			
V	CHESEBROUGH MANUFACTURING CO.	754,924	705,760	+49,164
	Hair Tonic & Petroleum Jelly			

(Continued on page 52)

ALBANY ROW

Tri-City Outlets Cancel Hooper

C. E. HOOPER Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellations, effective Feb. 14, reportedly were brought about by disagreement over a $15,000 prize contest being conducted by WROW Albany.

Stations cancelling Hooper reports in the tri-city area are: WABY WGY WPTR WTRY WXKW WSNY. These stations will receive an interim Hooper report covering the December-Feb. 15 period.

A Hooper spokesman pointed out that the firm could not take action in this instance because the merchandise giveaway of WROW does not involve a telephone gimmick and hence will not distort Hooper figures. "Our function is to count listeners," he said. If WROW builds up its audience by use of the giveaway, it is Hooper's job to count the audience, he stated.

It is understood that WROW will carry the cost of the report through the present period—approximately eight weeks—but the fate of Hooper reports in the area after that are not certain. The nature of the report for the remainder of the period is also uncertain. It is not known whether all stations will be included, even though they have cancelled their subscriptions.

The contest, which is reported to be scheduled to run for the next eight weeks, is said by the other stations to require all day and all night listening to WROW. Basis of the competition is an essay contest. Participants select their three favorite WROW programs, day or night, and write their reasons for selecting these particular offerings.

Get Merchandise

Winners in the weekly contests reportedly receive merchandise awards. These winners are then eligible to compete for the grand prize of $15,000—which includes an automobile.

At the "protest meeting" last Tueday, station representatives from the area were said to have based their dissatisfaction on the feeling that such a contest, with its big awards, excludes them unnaturally from listener competition. Although several of the stations have giveaway programs, they pointed out that these are confined to specific listening periods and are on a regular sponsored basis.

In reply to a request by the station group that some notation of the contest be given on the report, Ward Dorrell, representing the Hooper organization at the "protest meeting," was reportedly very cold.

He is said to have pointed out that giveaway programs are not an exception these days and that the Hooper report would carry no mention of this local situation. This is one bone of contention as the station representatives felt the sampling firm should make some mention of any unusual local practices which might affect the Hooperating.

Although WROW is carrying the cost of the Hooper firm's service for the remainder of the current test period, the prospect for servicing the area in the future is not felt to be too bright. Stations are expected to move very cautiously in future contracts with Hooper and the feeling is that if they do sign, it will be on a provisional basis.

Three independent New York stations cancelled their Hooper subscriptions a fortnight ago [BROADCASTING, Feb. 14] after charging that the Hooper methods favored certain segments of the industry.



PRINCIPAL speaker at Advertising Assn. of the West mid-winter conference in Santa Barbara, Calif., Leo Burnett (r), converses with Gilbert L. Stanton, AAW president. Mr. Burnett is head of Leo Burnett Co., Chicago agency.

SHEPARD RESIGNS

Will Head Board of Stores

THE RESIGNATION of John Shepard III as chairman of the board of directors of the Yankee Network was accepted Feb. 14. A successor is expected to be named next week. Mr. Shepard becomes chairman of the board of the Shepard Stores, Providence, R. I., a post to which he was elected two weeks ago.

Mr. Shepard entered the radio field in 1922 when, on July 31, he inaugurated WNAC Boston as a public service adjunct of the local Shepard Store—one of a chain which had been founded by his grandfather in 1865. The second station originated by Mr. Shepard was WEAN Providence, connected with the Shepard Store there. From those two stations the network was built by him to its present status as the Mutual regional for New England.

Mr. Shepard also served on the Mutual board, a post which he resigned last year. No reason was given by the Yankee Network for his resignation as board chairman.



Mr. SHEPARD

'METHODS SOUND'

Hooper Refutes N. Y. Claims

THE ASSERTION of New York independent stations that comparison of Hooperatings in radio and television was inequitable owing to the higher incidence of telephones in television homes than in radio homes was sharply refuted last week by C. E. Hooper, president of the measurement firm.

The inclusion of television ratings in city Hooper reports of both radio and television listening was the basis for the cancellation of the Hooper service by three New York stations a fortnight ago [BROADCASTING, Feb. 14].

Major Argument

A major argument projected by the stations was that the Hooper coincidental survey technique made it impossible to compare television and radio figures. The independents said they believed almost all homes equipped with television were also equipped with radio whereas a large percentage of radio homes were without telephones.

Mr. Hooper last week told BROADCASTING that investigation of that subject showed that a sizeable percentage of television homes were either without telephones or had unlisted numbers and that there was little difference between the incidence of telephones in television and radio homes.

In an issue of his regular Hooperatings "Hi-Lights" distributed last week, Mr. Hooper said:

"Those New York independent stations were not prepared for television's impact. Their protest, 'revolt' and current cancellations are being explained by them to the press, and doubtless to the buyer, in terms of our faulty methods of accommodating television.

Methods Are 'Sound'

"We have refrained from saying so when interviewed by the press, but we believe it in order in Hi-Lights to point out that this attempt to discredit the reports may well be the only means of combating the dilemma created by the television audience situation which occurs to the cancelling stations at this time. The methods are sound, as we indicated in the only statement we have released on this subject."

Mr. Hooper last Wednesday addressed a luncheon meeting of the American Television Society in New York on television audience measurements.

SPOT SALES

Study by Headley Mailed

FIGURES showing that non-network owned radio stations derive more income from spot sales than from networks were distributed last week to members of the National Assn. of Radio Station representatives by Frank M. Headley, president of the national organization.

Mr. Headley, who is also president of Headley-Reed Co., reported that in 1947 station income from spot sales, after deduction for agency and station representative commissions, amounted to $60,039,366. In the same year the income from networks was $51,498,551.

Mr. Headley based his calculations on FCC figures [BROADCASTING YEARBOOK, 1948].

Sees Good Trend

Mr. Headley saw an increasingly favorable trend in spot broadcasting. He pointed out that the stations' net income from spot in 1946 was $54,499,401 and from networks, $52,796,821.

"The healthy state of national spot radio business, the success of the station representatives' promotion campaigns, the more powerful use of national spot time by large and small advertisers all indicate that the trend will continue when the FCC figures for 1948 are published," Mr. Headley said.

RATE STRUCTURE

To Be Studied By ANA's Radio-TV Committee

RADIO's rate structure will be the first and probably the most important responsibility of the radio and television committee of the Assn. of National Advertisers, according to William N. Connolly, advertising manager, S. C. Johnson & Sons, and chairman of the ANA board of directors.

The committee was authorized by the ANA board at its January meeting and approved as to organization and scope at the February meeting last Tuesday.

Commenting on the functions of the new committee, Mr. Connolly pointed out that "shifts in radio audiences caused by the growing stature of television and the increasing number of AM stations as well as other factors should play a decisive role in the setting of rates. It is our responsibility to make our views on this score known to broadcasters."

To Meet Needs

"Formation of this committee," Mr. Connolly stated, "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met."

Albert N. Halverstadt, manager of the radio and media department, Procter & Gamble Co., was appointed chairman of the radio and television committee, which is expected to schedule meetings with network and station top executives to discuss rates.



Mr. Halverstadt

In addition, the committee plans to make a study of radio rate trends since 1940, to help advertisers using radio to visualize not only how rate changes have occurred in the past but also what the changes have been in the sales return received for investments in radio time.

Another problem for the new committee will be to find out what measurements radio and TV advertisers need to guide their use of these broadcast media.

Described by Mr. Connolly as a task of "immediate and tremendous importance," this assignment involves not only consideration of the problems which have arisen together with the addition of television to earlier advertising media, but also an examination of all radio research requirements of advertisers during the foreseeable future.

The need for an immediate analysis of the research needs of radio advertisers stems from the request of BMB that its sponsoring organizations—ANA, AAAA and NAB—reexamine their individual needs to determine how best they can be met and which should be handled by a tripartite organization such as BMB [BROADCASTING, Jan. 17].

During the discussion of this topic by the ANA, Board Chairman Connolly pointed out that BMB's radio measurements leave many important questions unanswered. He stressed the supreme requirement of advertisers for uniform and valid information on radio audiences parallel to that supplied by the Audit Bureau of Circulation for newspapers and magazines.

Plans Discussed

Paul B. West, ANA president, told the board that plans for the organization of the radio and television committee had been fully discussed with many advertisers who are active in radio and television, including leaders in the Radio Council of National Advertisers.



Mr. West

The consensus of this group, he said, was that the new committee should represent not only all radio advertisers but also all ANA members who, while not users of radio, are seriously considering the use of television.

Many advertisers, particularly the major radio users, reported that their experience showed the areas of similarity between radio and other media, from the advertiser's point of interest, were far greater than the differences; therefore, they felt it essential to throw the full support of the ANA behind the needs of the radio and TV users rather than to isolate this activity as it had been under the independently incorporated Radio Council.

Following authorization of the formation of the new radio and television committee by the ANA board in January, Mr. West reported, the members of the Radio Council had decided that their interests could be best served by disbanding the council and reconstituting their activities directly inside the ANA framework.

Accordingly, they are discontinuing the limited council operation and putting their experience and judgment at the disposal of the radio and television committee.

During the board's discussion of the personnel requirements of this new committee to make it most effective, the importance of drawing on the full resources of the ANA membership and staff was continually emphasized. One suggestion was that one or more members of the ANA's very active films committee should take part in some of the discussions of the radio and television committee to give TV advertisers guidance in the us of motion pictures.

Another suggestion dealt with similar cooperation from the ANA research and public relations committee when the new group should require advice on problems in those specialized fields.

Mr. West said that these suggestions will be carried out both by close cooperation between ANA staff members responsible for these varied activities and by the participation of advertisers serving on one committee in the activities of the others.

Kurie Duties

On the staff level, he said, Jack Kurie, ANA vice president for media and research, will be responsible for the radio and television committee as well as for the advertising research committee. "This guarantees that overlapping or duplication of effort will be avoided and that each committee's activities will be channeled in the most productive direction," he said.

Mr. West added that Mr. Kurie will be assisted by Kirk Jewett, formerly of the media department of J. Walter Thompson Co., who has just joined the ANA staff to assist chiefly in radio matters.

1950 PLAN

Democrats to Triple Radio Use

DETERMINED to hold its political advantage in Congress, the Democratic party plans to spend three times as much for radio activity during preliminaries to the 1950 Congressional races as it did during the period preceding the Presidential campaign.

These plans were told to BROADCASTING Feb. 14 by Jack Redding, publicity director of the Democratic National Committee.

Mr. Redding indicated that the Democratic party was more than ever pinning its hopes on radio during the 1950 Congressional campaigns. "In the Presidential campaign," he explained, "we pitched primarily to radio because we found this was the fastest way of reaching the largest number of people."

Radio Is Best Means

Kenneth Fry, radio director of the Democratic National Committee, also felt that "the best way to get information across to the people is through radio."

The Democratic party is concentrating its attention on a three-point program for the utilization of radio and television in bringing messages to the voters.

Objectives of the party, as outlined by Mr. Redding, are (1) stimulation of activity in radio by Democratic Congressional leaders through closer working relationships between the committee, Democratic Senators, Congressmen and other high government officials, (2) establishment of closer liaison with radio and television networks, (3) inspiration, through publicity and party meetings on all levels, of larger audiences for broadcasts dealing with national issues.

In their early stages, Democratic plans call for utilization of mostly sustaining time with purchases increasing apace with the approach of the Congressional races.

As each administration plank is brought up in Congress, party leaders will seek air time to present their views to the public.

For a starter, while Congressional committees debated the proposed new labor legislation, the Democratic committee a fortnight ago secured time on all four major networks for the presentation of the administration's point of view.

Time to plead the Democratic case will be sought as such other major issues as housing, social security, national health insurance and taxes dominate the Congressional spotlight.

Mr. Redding indicated that the plans include vigorous efforts to encourage the use of local radio and Capitol Hill recording facilities by Congressional Democrats. National headquarters, he said, will assist Congressmen in the preparation of radio shows and scripts. Material on various issues will be made available for individual use of the legislators.

Broadcast material will also be made available to radio and television networks. Close cooperation with networks and Congress will be maintained to insure frequent appearances of Democratic spokesmen on public forums and other radio and television shows.

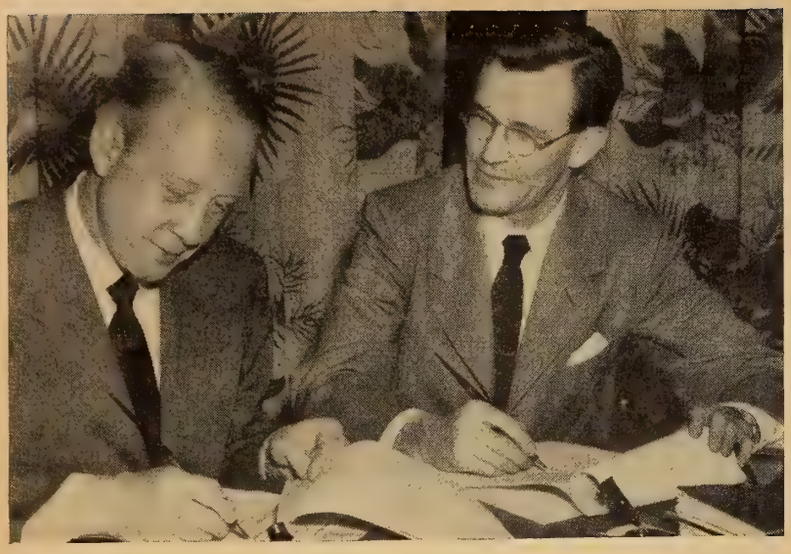
Conferences Being Held

A series of conferences is being held among leading Democrats to complete plans for the public relations campaign, Mr. Redding said.

Party gatherings and meetings will be encouraged at times that Democratic spokesmen are on the air and publicity will call attention to the programs as a means of increasing the listening audience, Mr. Redding said.

Vice President Alben W. Barkley will appear with President Truman

(Continued on page 82)



At WTOP Mr. Stanton and Mr. Graham complete transfer arrangements.

* * *

KQW, WTOP

Station Transfers Effected

FORMAL PAPERS were signed in New York and Washington last week effecting long-pending transfers of KQW San Francisco to full CBS control and WTOP Washington to WTOP Inc., owned 55% by the *Washing Post* and 45% by CBS [BROADCASTING, Feb. 14].

The moves were authorized by FCC a fortnight ago upon petition by the *Post* to assume active management of WTOP and by CBS to assume operation of KQW. Settlement of the deals has been awaiting disposition of WINX Washington by the *Post* under condition attached to the sales by the Commission. WINX has been sold for $130,000 to William A. Banks, owner of WHAT Philadelphia, while WINX-FM has been sold for $160,000 to WTOP Inc. [BROADCASTING, Jan. 24].

The KQW-AM-FM negotiations were consummated in New York on Wednesday. The WTOP sale was completed in Washington.

The network acquired 100% of the stock of Pacific Agricultural Foundation Ltd., the licensee of KQW-AM-FM, from Ralph R., Dorothy M. and Mott Q. Brunton, who owned 55% of the stock. CBS already held 45% of it. Consideration for the 55% interest was $425,000 plus certain adjustments [BROADCASTING, Oct. 25, 1948].

New Board Chairman

New board of directors of the company was elected following the transfer, with Frank Stanton, CBS president, as chairman. Members are Joseph H. Ream, CBS executive vice president; Adrian Murphy, CBS vice president and general executive; Howard S. Meighan, CBS vice president and general executive, and J. Kelly Smith, CBS vice president in charge of company-owned station administration.

Mr. Stanton also was elected president of KQW. Other officers are: vice presidents — Messrs. Meighan, Smith and Arthur Hull Hayes, now CBS vice president in charge of the San Francisco office; secretary, Julius F. Brauner, CBS secretary and general attorney; treasurer, S. R. Dean, CBS treasurer and comptroller; assistant secretary, Kenneth L. Yourd, CBS senior attorney; assistant treasurer, George B. Stadtmuller, member of CBS accounting department.

Philip Graham, president of the Washington Post Co., and Mr. Stanton signed the final papers in Washington for transfer of WTOP.

The *Post* paid $855,470 for its majority interest in WTOP. Eugene Meyer, board chairman of the *Post* and father-in-law of Mr. Graham, is chairman of the board of WTOP Inc. Mr. Graham is WTOP Inc. president and also is trustee of CBS' 45% interest.

Concurrently with the signing, John S. Hayes assumed his new duties as WTOP's general manager. He has been general manager of the *Post's* WINX-AM-FM Washington.

WTOP's History

WTOP remains an affiliate of CBS, which has been sole owner since 1932. Columbia will continue to maintain a separate Washington office in the Warner Bldg., staffed by network personnel. Earl H. Gammons is vice president in charge. Office will include CBS news and public affairs department under Theodore F. Koop, the legal department, and *Country Journal* headquarters.

Other than Mr. Hayes' appointment as general manager, no other staff changes at WTOP are contemplated for the present by CBS and the *Post*. In a statement Mr. Hayes said: "We plan . . . no major changes in policy, program or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

Mr. Hayes joined WTOP after 13 months as executive vice president of WINX WINX-FM.



CBS takes over full ownership of KQW and KQW-FM. Completing deal are Ralph R. Brunton (seated, l) and Mr. Ream (seated, r). Standing, l to r: Mr. Brauner, Henry Howard Jr., CBS legal staff, and Clair Stout, attorney for Foundation.

NORTON RESIGNS

State Dept. Changes Seen

A REALIGNMENT of State Dept.'s Telecommunications Division was indicated last week after Garrison Norton submitted his resignation as Assistant Secretary of State for telecommunications and transportation, effective last Tuesday. The vacancy will not be filled in the immediate future, it was understood.

Instead Telecommunications Division is expected henceforth to submit matters involving policy direct to James E. Webb, Undersecretary of State. The move was viewed by State Dept. observers as one which would bring the division within closer supervision of State Dept.'s higher echelons, in line with the importance of world telecommunications.

Mr. Norton was appointed to the post by President Truman two years ago.

Meanwhile, Gerald C. Gross, International Telecommunications Union, returned to Washington less than a fortnight ago to supervise preparatory arrangements for the fourth Inter-American Radio Conference, scheduled to begin in Washington April 1.

State Dept. also revealed that nine of 15 nations at the recent Loran Conference in Geneva voted continued use of the aids-to-navigation system in the North Atlantic. Heading the U. S. delegation were Capt. John Cross, USNR assistant chief of Telecommunications Division, and Capt. Donald McKay, Coast Guard communications chief.

Stanton Stands Pat

WITH a firm "no," CBS President Frank Stanton last week scotched published reports that he may resign to take a new job identified only as "non-radio." He said he "absolutely" has no plans to leave CBS. "I have no intention of resigning and I hope to be associated with CBS for a good long time to come," he declared [CLOSED CIRCUIT, Feb. 7].

RECRUITING ADS

Army and Air to Ask Bids

COMPETITIVE bids on about $3,000,000 in recruiting advertising for the year starting July 1 will soon be asked by the Army and Air Force, the secretaries of those services announced Feb. 17.

The advertising program is being slashed by more than $2,500,000 from the estimated $5,500,000 to $6,000,000 of the current fiscal year.

All national advertising agencies having an annual billing of $10,000,000 or more will be invited to compete. Gardner Advertising Co., St. Louis, now has the account.

LEE STATIONS

Ohrt Named to New Post

HERBERT R. OHRT has been named executive vice president of the Lee stations—KGLO (AM-FM) Mason City, Iowa, and WTAD (AM-FM) Quincy, Ill., Lee P. Loomis, president of Lee Radio Operations, announced last week. Mr. Ohrt has been manager of the Mason City stations.



Mr. Ohrt

H. B. Hook, public relations-promotion manager of the Lee outlets, will assume additional duties of managing KGLO. Walter J. Rothschild, national sales manager for the station, will also serve as manager of WTAD-AM and FM operations.

CBS LOAN

Prudential Transaction Explained

DETAILS of the 15-year $5 million loan borrowed by CBS from Prudential Insurance Co. of America became public property last week when the network reported the transaction to the Securities and Exchange Commission.

In the report CBS said the loan was its only outstanding indebtedness of the kind. In an exhibit made part of the report, however, CBS set forth a consolidated mortgage indebtedness of all its subsidiaries of $2,148,908.21.

The new loan, it became clear from the report, took the form of a promissory note dated Jan. 20, 1949, and maturing Jan. 15, 1964. Interest is payable semi-annually on Jan. 15 and July 15 of each year at 3½%. Reason given to SEC for the loan was:

"Net proceeds are to be used to maintain cash reserves in view of contemplated large expenditures in the development of registrant's television operations."

A loan agreement, in the form of a letter from CBS to the insurance company, set forth details.

Note for Investment

One important representation of the insurance company was that "it has acquired the note for the purpose of investment and not with a view to or for sale in connection with any distribution thereof."

Various methods of paying off the loan are set forth but the principal way contemplated seems to be by annual prepayments starting Jan. 15, 1957, of one-eighth the amount outstanding at that time.

The CBS consolidated mortgage schedule revealed that the network owes $435,000 on Amusement Enterprises Inc., the Jack Benny corporation which was part of the Benny acquisition. This debt becomes due Dec. 31, 1949. Becoming due the same month is a bond securing a mortgage on 47-51 E. 52nd St., New York, for $216,000.

Also payable this year, in September, is a $100,000 bond secured by a mortgage on 111-115 E. 58th St., New York. Thus the network must pay a total of $751,000 by the end of the year.

In 1950 several other CBS mortgages become due, totaling roughly $190,000. In 1952, however, it has $657,183 falling due, of which $503,708 is a first mortgage indebtedness on the Columbia Records Inc. building at 799 7th Ave., New York.

The rest of its mortgage indebtedness, including a few relatively small mortgages payable on demand, all fall due in the years up to and including 1957, so that, presuming all such debts were paid, not extended or renegotiated, the only large indebtedness outstanding after that time would be the amounts still to be paid on the Prudential note.

CBS's ACKERMAN

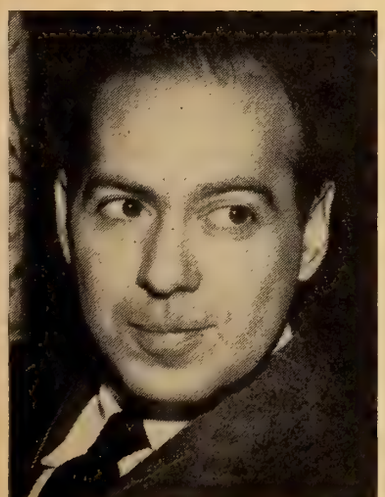
Named V.P., Program Head

HARRY S. ACKERMAN, CBS director of programs, Hollywood, last week was appointed a vice president and director of network programs, with Hollywood headquarters, CBS President Frank Stanton announced.

At the same time, Arthur Hull Hayes, general manager since 1940 of WCBS New York, left for the Golden Gate city to assume his new duties as CBS vice president in charge of network's San Francisco office. [See Hayes sketch, page 46.]

Mr. Ackerman will continue to head all CBS transcontinental programs of West Coast origination. He will continue supervision of production on such CBS package programs as *My Friend Irma, Our Miss Brooks, Life With Luigi* and *My Favorite Husband.*

Resigning as vice president in charge of radio program operations for Young & Rubicam, New York, Mr. Ackerman joined CBS Jan. 1, 1948, as executive producer in New York. Developing, during his first six months with CBS, such programs as *mr. ace and JANE, Cabin 13* and *Sing It Again,* he became CBS director of programs, Hollywood, on June 15, 1948.



Mr. ACKERMAN

READ TO WDSU

Leaves WABB for New Post

APPOINTMENT of A. Louis Read Jr., former sales manager of WWL New Orleans, as commercial manager of WDSU AM-TV-FM was announced Friday by Robert D. Swezey, vice president. The appointment is effective March 1.



Mr. Read

Mr. Read succeeds Charles Price, who resigned to join KLMB Monroe, La., as chief aide to J. C. Liner, owner-manager. Mr. Read, who is 34, is a native of New Orleans.

He is leaving WABB, the Mobile *Press-Register* station, to join WDSU. Prior to his WABB appointment he was advertising director of Wembley Tie Co. and taught advertising sales at Loyola U., New Orleans.

TWO GET AM's

Facility Grants to Three

NEW STANDARD stations were authorized by FCC last week for Princeton, Ky., and Laguna Beach, Calif., while WPAT Paterson, N. J., WFMD Frederick, Md., and WAMS Wilmington, Del., were granted improved facilities.

Leslie Goodaker, trading as The Princeton Broadcasting Co., received construction permit for 1580 kc, 250 w daytime only, at Princeton. Estimated cost is $7,998 exclusive of studio construction. Mr. Goodaker is engineer at WOMI Owensboro, Ky.

Thomas E. Danson, trading as Universal Radio Features Syndicate, received CP for 1 kw day, 250 w night on 1520 kc, directional, at Laguna Beach. Estimated cost is $32,553. Mr. Danson is editor and publisher of his own daily newspaper editorial and feature (radio) syndicate.

WPAT Grant

WPAT was granted power boost on 930 kc from 1 kw daytime to 5 kw fulltime while WFMD was granted boost on 930 kc fulltime from 500 w to 1 kw, directional night. Engineering conditions attend both grants. WPAT, an independent outlet, is licensed to North Jersey Broadcasting Co. WFMD, a CBS affiliate, is licensed to Monocacy Broadcasting Co.

WAMS, licensed to Wilmington Tri-State Broadcasting Co. Inc., was granted modification of license to permit operation unlimited time, except for those hours after local sunset at Wilmington during which WAWZ Zarepath, N. J., operates. WAMS is assigned 1 kw on 1380 kc. Comr. Robert F. Jones dissented on this grant.

KORN Sale Granted

CONSENT was granted by FCC last week to assignment of license of KORN Fremont, Neb., from Inland Broadcasting Co. to Walker Newspapers Inc. for $22,000. Inland, licensee of KBON Omaha and KOLN Lincoln, Neb., stated it found operation "economically impractical for absentee ownership." Walker Newspapers, chiefly owned by Lester A. and Maxine J. Walker, publishes daily *Guide* and *Tribune.* KORN is assigned 100 w on 1340 kc.

RICHARDS

Hearing Delayed 3 Weeks

STARTING DATE of FCC's hearing on the news policies of G. A. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, was postponed last week to March 16. It had been scheduled to start today (Feb. 21).

The action was taken by the Commission on its own motion "because of urgent commitments" of Comr. E. M. Webster, who is to conduct the hearing. Comr. Webster has been in Europe since Jan. 26 as chairman of the U. S. delegation to a meeting of the International Telegraph Regulations Revisions Committee at Geneva. He returned last Monday.

The hearing, to investigate charges that Mr. Richards ordered KMPC staff members to slant news against members of the family of the late President Roosevelt and against certain minority groups [BROADCASTING, Nov. 15, 1948], is now slated to open at 10 a.m. March 16 in the U. S. Court of Appeals in Los Angeles.

The session is expected to take one to two weeks and may then be recessed for resumption later at Detroit and Cleveland.

The hearing, an investigatory proceeding, is actually a hearing to determine whether a hearing should be held. It was called by the Commission after a staff probe inspired by charges filed by the Radio News Club of Hollywood. If the charges are proven unfounded, the matter will be dropped. If not, there will be another hearing, either via revocation proceedings or action on renewal applications.

Frank E. Mullen, president of the three stations, asserts the charges "will be shown to be without foundation."

WINN REQUEST

In WKLO Case Is Refused

FCC last week refused WINN Louisville's request that Mid-America Broadcasting Corp.'s application for license for its WKLO Louisville either be held pending until current litigation is completed, or be designated for hearing.

"Any license which may be granted," the Commission said in a letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court make a determination adverse to Mid-America Broadcasting Corp., or any other determination requiring further proceedings."

The case involves FCC's grant to Mid-America for 1080 kc with 5 kw day and 1 kw night. WINN was seeking the same assignment in lieu of its present 250 w on 1240 kc, and has appealed to the U. S. Court of Appeals for the District of Columbia for reversal of the Commission's grant.

AD HORIZONS

Weiss Addresses West Coast Clubs

LEWIS ALLEN WEISS, president of Don Lee Broadcasting System and chairman of the board of MBS, explored the "Horizons of Television" last week in San Francisco at the annual joint meeting of the San Francisco and Los Angeles advertising clubs.

In the course of his talk Mr. Weiss made the following announcements and predictions:

- Color will come to television within three to five years.
- Latest estimates show that operating television stations in the United States today are losing an average of $1,000 daily.
- The coaxial cable between Los Angeles and San Francisco should be operating for television within a year.
- One of the top television problems of the day is the "vacuum" of program material.
- Television on the West Coast is far behind television in New York.
- KFRC, the network's San Francisco outlet, will start construction of its television station within 30 to 60 days.

Mr. Weiss said he got into television long before it could stand on its own legs and that he, as a pioneer in the field, was very surprised by the rapid development of the media. (KTLS, the Don Lee television station in Los Angeles, has been on the air since 1931.)

Horizons Unlimited

He said the horizons of television were limited only by the ingenuity of man's brain, the things which will be foreseen by future generations in this field being beyond our present day concept.

In his prediction of the nearness of color TV, Mr. Weiss said color was a necessary "dimension" that would be "a tremendous stride" toward the completion of TV as an effective media.

He said there is a vast difference between the way radio developed and TV development. In radio, he said, a man with a few dollars could get a license and go on the air with everyone wanting to sing or act on the radio with or without payments. But television, he said, is more costly.

"In addition to involving a tremendous initial outlay, latest estimates show an average $1,000 a day loss per station for operating stations in the United States at present," he said.

"Those expenses just will not wait until enough receivers are sold to make the sale of time profitable. But as there are more and more receivers and the programming becomes better and better, television is bound to become the most effective of all advertising mediums, as well as the most interesting for advertisers."

Mr. Weiss stated he had once believed TV was a luxury medium, but his recent observations in Washington and Maryland, "where over the roofs of modest homes the television antennae resembled a forest" made him realize that TV will be as much a part of every man's life as radio.

Speaking on the "vacuum of program material" of TV at present, Mr. Weiss said that all the films produced by Hollywood in a year wouldn't fill TV's needs for 30 days. Also, he said, present Hollywood techniques are not satisfactory for TV.

He pointed out that even such a producer as Hal Roach has been unable to turn out satisfactory TV shorts and only after becoming familiar with specific TV demands has he began to turn out "splendid productions."

MAIL ORDER

Closes Radio Department

MONTGOMERY WARD & Co., Chicago retail and mail order firm, has closed its radio department and cancelled all of its radio advertising for the remainder of the year, J. A. Martin, assistant retail sales manager and director of press relations, said in Chicago Wednesday.

The radio department was eliminated Feb. 1 "because the small volume of radio business did not warrant its maintenance," he explained. Of the 626 Ward stores, only 40 sought and made use of services offered by the radio division.

"Only a very small percentage of our advertising budget is for radio," Mr. Martin added. Last year, when Ward's allocated more than $10 million for newspaper advertising, the radio budget was less than $100,000. This year it was lowered to between $50,000 and $60,000 because of fewer stores using the medium, he added. The broadcasting budget is not expected to be reinstated for television inasmuch as most of the firm's stores are outside TV market areas, Mr. Martin said.

MESTRE SUIT

Charges Two at Rival Network

GOAR MESTRE, director general of the CMQ Network in Cuba and president of the Inter-American Assn. of Broadcasters, was reported last week to have filed criminal suit against two representatives of the rival RHC Cadena Azul network, charging them with broadcasting statements injurious to him.

The suit is against Amado Trinidad Velasco and Casto Mier Zurbano, respectively director and editor of an RHC network newscast. It apparently stems from a battle of the microphones which started last fall and included charges by a former Senator that RHC President Trinidad had agreed to conduct a campaign in Cuba in behalf of Argentine President Juan Peron [BROADCASTING, Nov. 15, 1948, Feb. 14].

Mr. Mestre claimed that the former Senator, Eduardo R. Chibas, presented documented proof in a broadcast on CMQ on Jan. 16, and that Mr. Trinidad in reply began to broadcast a series of editorials accusing Mr. Chibas of being in the service of Mr. Mestre and Mr. Mestre of being a lackey of Yankee imperialism.

Mr. Trinidad allegedly accused the CMQ head of illegally forcing the late Miguel Gabriel to sell his interest in CMQ, and charged that the station actually belongs to RCA Victor Radio Corp.

The broadcasts on which Mr. Mestre's suit is based were made Jan. 18-21, according to the complaint.

HOPE WITHDRAWS

WHAS Application

BOB HOPE withdrew his competing bid for acquisition of the WHAS Louisville properties last week, leaving Fort Industry Co. to battle it out with Crosley Broadcasting Co. for the $1,925,000 purchase.

The radio and film comedian gave no reason for his move, but his counsel had told FCC earlier that he would have to withdraw unless the hearing on the three rival applications, set for Feb. 28, could be delayed [BROADCASTING, Feb. 7]. FCC Comr. Rosel H. Hyde at that time denied the Hope request for a 60-day postponement.

Leonard H. Marks, attorney for Mr. Hope, advised Commission authorities of his client's decision Thursday. A formal petition to dismiss the application was to follow.

Mr. Hope had filed in the name of Hope Productions and planned to provide for the sale of stock to Louisville interests.

Need for delay in the hearing was occasioned by motion picture and other commitments which made it impossible for Mr. Hope to prepare adequately for the session by Feb. 28, his attorney said.

The contract for sale of the *Louisville Courier Journal & Times'* radio interests—the clear-channel WHAS (840 kc, 50 kw, CBS affiliation) and associated FM and TV properties—is with Crosley, subsidiary of Avco Mfg. Corp. and owner of WLW, WLWT (TV) and WLWA (FM) Cincinnati and WNEW New York. Crosley also has television grants for Columbus and Dayton. Under the FCC's Avco advertising rule, offers to match the Crosley bid were filed by Fort Industry first and Mr. Hope later.

WHAS and Crosley have petitioner FCC to repeal its Avco rule and eliminate the rival bidders from the competition.

Fort Industry owns seven AM stations, the maximum permitted by FCC policy, but told the Commission it would sell one if necessary for acquisition of WHAS. Six of the seven (all but WMMN Fairmont, W. Va.) have FM affiliates. The company also operates WJBK-TV Detroit and WSPD-TV Toledo and plans to have WAGA-TV on the air shortly. Fort Industry AM stations, in addition to those with TV affiliates, are WGBS Miami, WWVA Wheeling, WLOK Lima, Ohio, and WMMN.

NARBA RESCUE

Is Goal of NAB Project

AN IMMEDIATE conference with FCC and congressional committee chairmen to avert collapse of NARBA will be held by NAB officials. The action will be taken under mandate of the NAB board as a result of "unsettled conditions" cause by failure of FCC to solve the clear-channel problem.

Delay in resolving the clear-channel issue prevents the State Dept. from forming its policy in preparation for the NARBA meeting in Canada next September, it was felt by the board.

Collapse of NARBA would mean unrestricted pirating of domestic channels by other nations, the board was informed at its New Orleans meeting (see separate story page 25). These channels would include local, regional and clear facilities. The result would be degradation of service to the American listener and perhaps "chaos" in the industry, the worst in a decade-and-a-half. Other nations would pounce on U. S. frequencies at will and create intolerable interference, the board was told.

The board directed that its NARBA committee, with several engineering members, confer at once with Sen. Edwin C. Johnson (D-Colo.) and Rep. Robert Crosser (D-Ohio), chairmen, respectively, of the Senate and House Interstate Commerce Committees, as well as FCC Chairman Wayne Coy in an effort to resolve the clear-channel matter. President Justin Miller is to sit with the committee.

45 R.P.M. DISCS

Capitol Will Add New Line

STARTING in April Capitol Records Inc. will supplement its regular 78 r.p.m. releases with 45 r.p.m. seven inch records according to Glenn E. Wallichs, president.

These records will be identical to those recently announced by RCA and will employ the same changer-player recently announced by RCA-Victor.

Mr. Wallichs said, "We shall also continue to produce our present conventional 78 r.p.m. records and will promote them even more enthusiastically than in the past. We believe that there will be great public demand for these for a long time to come."

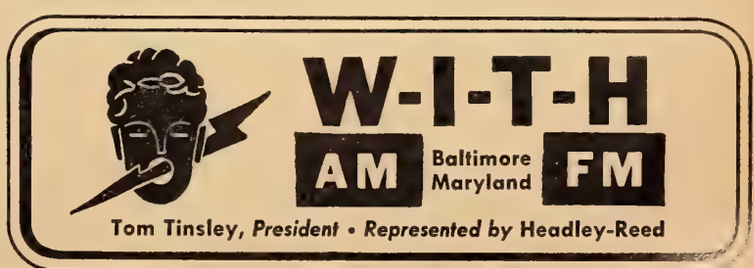


Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!



A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 21, 1949

DOCUMENTARIES

20th Century-Fox Plans Film Series

TWENTIETH Century-Fox Film Corp. is ready to make more documentaries for television like the $500,000 filmization of Gen. Dwight D. Eisenhower's book if ABC can find sponsors for such telecasts.

This was revealed by Spyros P. Skouras, president of the film company, Monday (Feb. 14) at the news preview in New York of the first two 20-minute episodes of the 26-week series based on *Crusade in Europe*, the Eisenhower best seller.

Less ambitious documentaries already are in the plans at Twentieth Century, it is understood. Its television staff, however, is currently tied up with finishing *Crusade*, only nine of whose episodes have been completed.

Relations Cordial

In a question-and-answer period held after the preview, there was little doubt about the cordiality of relations between the film company and ABC. Mr. Skouras, Edward J. Noble, chairman of the board of ABC and Mark Woods, president of ABC, exchanged compliments on their contributions to a "television first" which they agreed in the words of Mr. Noble "may be television's biggest and proudest thing."

This cordiality was shown despite the fact negotiatoins have been going on between Twentieth Century and ABC for the acquisition of the network by the film company.

These negotiations no longer are in progress, Mr. Skouras said at his own news conference preceding the preview. He added, however, that his company still is interested in ABC "if the price is right." What price was asked by ABC in the negotiations of several weeks ago is "a state secret," he said.

He further divulged that he has approached no other networks or stations for purchase but that other stations have approached him. He refused to name the stations or their locales.

Mr. Woods, discussing the financial arrangements of *Crusade*, said each episode would cost a sponsor $15,000, with time and line charges being extra [BROADCASTING, Jan. 31]. He added that the films also will be offered to independent television stations and to stations of other networks. A suggestion from a newspaperman present at the preview that BBC might be interested in the series resulted in a decision to approach the British network.

* * *



Quintet includes (l to r) Messrs. Skouras, de Rochemont, Noble, Black and Woods.

Also asked at the conference was what would prevent moving picture theatres from picking up the telecasts and showing them on their own screens. Mr. Skouras answered that ABC demanded exclusive rights for 21 months and got them.

No Movie Showing

Donald M. Black, president of Doubleday and Co., publisher of *Crusade*, said that one of the basic terms in the telefilm agreement was that it will not be shown in motion picture theatres. Mr. Woods answered simply that any threatre picking up the telecasts would be sued by ABC.

Production credits of the film read in part: "American Broadcasting Company and Twentieth Century-Fox Film Corp. present 'Crusade in Europe' by Dwight D. Eisenhower, a 'March of Time' Production, produced by Richard de Rochemont." It was said that 160 million feet of official films were available to editors seeking to digest action of the book.

STRATOVISION

Tests Have 'Bad Day'

THE WEATHER was fine but Stratovision had its troubles nonetheless in flight tests held last Thursday by Westinghouse Electric Corp. The mishaps which plagued various equipment pieces manifested themselves in one form or other until finally, in late afternoon, the B-29 went "off the air" and nosed its way back to the Baltimore home base.

In the words of Charles E. Nobles, inventor of the system, "it was just a bad day . . . we had all kinds of trouble."

Transmission 'Fair'

Actually the transmission was reported by FCC observers as "pretty fair" and even "remarkably good" during the morning phase of the run. Then things began to happen—to camera control, generator and picture transmitter. Other reactions to the test were unavailable late Thursday afternoon but would be forthcoming this week, Westinghouse indicated.

The converted B-29 started out from Baltimore's Glenn Martin Airport about 10 a.m., flew north into Pennsylvania, covering Hanover, Gettysburg, York and Harrisburg. After circling the Susquehanna River and rural parts of the state, the plane headed down the river into the Chesapeake Bay region, cutting across to Atlantic City.

It was during the flight between the latter area, and Norfolk down the coast about 4:30 p.m. that the demonstration went off the air, rather than conflict with WTVR Richmond's TV signal inland. The three hour seige of trouble resulted primarily from a faulty generator which developed an oil leak, according to Mr. Nobles. Transmitter trouble plagued the pictures shortly after 1 p.m. and equipment had to be fixed along the way. The oil, flooding vital equipment parts, wrecked the most telling damage however. Even the camera control developed quirks during the afternoon.

FCC's monitoring station at Laurel, Md., reported the picture as pretty fair until the transmitter went off the beam. In some instances it was remarkably good, personnel said, as when the plane was circling York, Pa., at 12:11 p.m. Pictures of rivers, bridges, racetracks, beaches and airports were picked up effectively, it was reported. Films were also taken of much of the ground panorama.

Test on Channel 6

The Stratovision plane telecast on Channel 6 as usual. The test had been postponed several times during the past eight weeks, Mr. Nobles said, as Westinghouse engineers awaited favorable weather conditions. Snow, prevalent during that period, does not lend itself to adequate transmission, he pointed out. The atmosphere Thursday was described as hazy during the morning hours.

Westinghouse's receiver at Baltimore had its own troubles too. Personnel reported that local interference from an X-Ray machine blurred reception for a spell.

COMR. CHANDLER

'Wait and See' TV Effect

BASEBALL Comr. A. B. (Happy) Chandler told members of the Merion (Pa.) Post of the American Legion, Feb. 14, that he is pursuing a "wait and see" policy on the effect of television on baseball attendance. Mr. Chandler said, "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television."

YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*—



BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

Western Michigan, embracing both Grand Rapids and Kalamazoo, is a wonderful market. But like any other, it's got to be *reached* to be *sold*. And because of a freakish condition of "fading" in this area, *outside stations simply don't get through consistently into Western Michigan!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's topflight leaders, combining *excellent coverage with low rates*. Our Hoopers prove real audience preference in our two big cities. By projection, you can figure that this preference boils down to about 23% more city listeners alone—and our BMB figures show even higher audience-differentials in the surrounding territory. Best of all, the combination of WKZO-WJEF costs *30% less* than the next-best two-station combination in Kalamazoo and Grand Rapids!

Write to us or to Avery-Knodel, Inc. for all the facts!

* *J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

L. A. SURVEYS

TV Sets Up 148% Since Oct.

LOS ANGELES area now has 89,337 television sets—an increase of 148% in three months—according to a survey by the Southern California Radio & Electrical Appliance Assn. Set ownership in the area last October was 36,000.

Approximately 91% of the receivers are located within Los Angeles County, which has a population of 3,881,323. The survey indicates there is now one television set to each 15 families in the county.

The average video audience for the area is reported as 312,680 viewers, figured on an average of 3.5 viewers per set. About 25% of the sets are in the homes of families in the upper income brackets, the survey states; 65% in middle class families and 10% in the low income group.

Results of another survey in Los Angeles—on the effects of television on set owners—was announced last week by James Nicholson, theatre owner and chairman of the television committee of the Southern California Theatre Owners Assn.

Among the findings:

The average set owner has had his receiver approximately 4.5 months; stay-at-home nights have been increased by 68%; 44% of those interviewed said it decreased their movie going while 58% felt that television had not altered their movie-going habits; over-all decrease in movie-going represented a little over 25%; average guest viewers per night, 1.5 persons.

10,745 TV HOMES

In Middlesex County, N. J.

MIDDLESEX COUNTY, New Jersey, has 10,745 homes equipped with television receivers, and the county's second largest city, New Brunswick (pop. 33,180), has 1,264 TV homes. These figures have been released by Advertest Research, New Brunswick. They are taken from firm's TV data chart, corrected as of Jan. 10, Advertest said.

Highland Park (pop. 9,002), across the Raritan River from New Brunswick, has 446 TV homes, the latest Advertest study showed. The firm announced its plans to release TV set figures for other New Jersey locations soon.

WAVE-TV Report

WAVE-TV Louisville has issued a four-page "Report on Television in Louisville," covering the station's activities during the first ten weeks of operations. Material includes facts on: Number of television set owners; total time on the air; public reaction; network programs now on WAVE-TV; outstanding local productions, and list of television sponsors, national and local.

AID TO MOVIES

Giannini Says TV May Be a Boon

TV will promote the movie industry in particular and the entertainment industries in general. That was the opinion of Bernard Giannini, vice president of the Bank of America, speaking before the Academy of Television Arts & Sciences in Hollywood last Tuesday evening.

As for financing television films, he said that the criteria of the movie financing—"character, capacity and collateral"—would likewise apply in the new medium.

In examining the effect of television upon other media, he said that people won't sit at home for television any more than they would for radio. And he felt that television might in the future also represent an avenue of getting back money on movies which fail in the theatres.

Other participants in the ATAS meeting were Robert Brown, program director of KNBH (TV) Hollywood; Richard Goggin, ABC western television program manager; Arnold Maguire, Foote, Cone & Belding, Hollywood television director; Bernard Carr, president of Cascade Films; Frank Cristal, live TV packager.

Charles Brown, general manager of Video Broadcasting Co., moderated the panel which answered questions, and Harry Lubcke, Don Lee television director and ATAS president, presided over meeting.

Mr. McGuire pointed out that in television there was considerably greater distinction between producer and director than has ever existed in radio. In fact, he pointed out that in radio the two are synonymous. On the other hand, in television, he said, the director is the station or network employe who worked several shows, whereas the producer was the agency's representative and worked on the program full-time with no other distractions.

Mr. Brown said that NBC aimed to control the program on its air and while it would do business with outside packagers, it would certainly assign its own directors to production of such programs. He also advised his listeners that most departments of television today are only one-man deep and opportunities consequently had to go to the most experienced personnel available.

When Mr. Goggin was asked what hope there would be for "an eager beaver" in the present owing to the limited opportunities, he replied "eager beavers have their own procedures." Seriously, he stated that inexperienced talent must find its opening in smaller areas of television since the most competitive situations existed in the centers of New York, Chicago and Hollywood.

TV WRITERS

Organize Guild in New York

TELEVISION Writers Guild became an actuality Monday evening at an organizing meeting in New York.

It is expected that the TWG will become a member of the Authors League some time in March and will exist side by side with the Radio Writers Guild.

About 80 television writers attended the first meeting, which did two things: Set up machinery to make the new guild a going organization and began discussion of such matters as fees and rights which will become contract demands.

An executive committee was chosen, consisting of: Chairman Lee Berg, Mrs. Ruth K. Friedlich, Oliver Nicoll, Max Wilk, Max Ehrlich, George Leffertz and Larry Markes. The group also passed a resolution asking the Authors League council to permit the first four on the committee to act as representatives on the council.

The executive committee was empowered to appoint a membership committee and a craft committee, the latter to discuss television writing. It will consider the drafting of a constitution and will rule until the TWG is admitted to membership in the Authors League and elections are held.

It was said that almost everyone attending the first meeting joined. A $10 admission fee was charged for membership and this will be credited to dues when a dues structure finally is set up. Writers who work in both radio and television will have to pay dues to both RWG and TWG on a basis which also has yet to be decided. It is understood, however, that dual dues will total more than the dues to just one of the organizations but considerably less than the sum of the dues of both organizations.

POLLAK, RODNER

Get Promotions at WPIX(TV)

JAMES S. POLLAK, film manager of WPIX New York, and Ardien B. Rodner, former president and executive producer of Television Advertising Productions Inc., New York, have been named program manager and program coordinator, respectively, of WPIX.



Mr. Pollak

The film department has been made a part of the program department with Mr. Pollak exercising general supervision over all programming activities, according to the announcement by Robert L. Coe, station manager.

Mr. Rodner will act as liaison between the sales and the program departments.

Mr. Pollak, who has been in charge of films since joining the *New York News* television station, created the *Telepix Newsreel* and was responsible for obtaining exclusive video rights for the Korda film series.

PARAMOUNT

DuMont to File Exceptions

PARAMOUNT PICTURES has only a "financial" interest in Allen B. DuMont Labs, has never exercised control, and has had trouble in trying to sell its interest because would-be buyers regard it as an "investment interest only," Paramount told FCC last week.

The film company, filing through subsidiaries, reiterated its position in exceptions to FCC's proposed finding that Paramount's 29% interest in DuMont amounts to control [BROADCASTING, Dec. 20, 1948]. The Commission was asked to hear oral argument on the subject. DuMont's exceptions are to be filed today (Monday).

If the proposed decision is made final, Paramount would be unable to acquire additional television stations without disposing of a like number, in view of the five-station limit imposed by FCC rules. Paramount owns two and DuMont three. A division of the Paramount television interests appears imminent, however, in view of reports that the company soon will sign a consent decree dividing itself into two separately owned firms [BROADCASTING, Feb. 14].

Exceptions to FCC's proposed findings were filed by Duke M. Patrick, Washington attorney, for Paramount Television Productions, which operates KTLA Los Angeles and is applying for San Francisco; United Detroit Theatres, an applicant for Detroit; and New England Theatres, a Boston applicant. FCC proposed to dismiss these applications as well as DuMont's for Cleveland and Cincinnati.

The exceptions said Paramount thinks it should get $20 to $30 a share for its stock, which would mean $12 to $18 million. The company owns all of the 560,000 shares of Class B stock and 43,200 (2.9%) of the Class A.

Apart from the conclusion that Paramount controls DuMont—which was attacked as unwarranted by the record and the facts—the film company's exceptions attacked the proposal to deny Paramount's and DuMont's pending applications. If Paramount controlled DuMont, the company said, the proper disposition would be to consider them along with competing applications and grant them subject to "such corporate readjustments" as FCC might require for compliance with its multiple-ownership rule.

In addition to KTLA, Paramount owns WBKB (TV) Chicago, while DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh.

NORTHEAST IOWA'S MOST LISTENED-TO RADIO STATION

Distribution Of Listening Homes In Chickasaw County, Iowa

	7:00 - 8:00 A. M.	8:00 - 10:00 A. M.	10:00 - 12 Noon	Total Morning
KXEL	40.0%	56.8%	48.8%	50.5%
WHO	20.0%	8.1%	9.3%	10.5%
WMT	0.0%	5.4%	7.0%	5.3%

Listed above is the distribution of listening homes among stations in Chickasaw County, Iowa from 7:00 A.M to 12 Noon. During this hour-to-hour check, KXEL showed as much as *7 times as many listeners as any other station.*

KXEL

THE STATION THAT'S CHANGED LISTENING HABITS *in* IOWA

This is the *unvarnished truth which proves Chickasaw County has gone KXEL—in a big way.* This is true listener preference. It proves KXEL an amazing *4 to 1 favorite* during these morning hours in rich Chickasaw County, *whose borders are more than 75 miles from KXEL's transmitter.*

Time buyers—You cannot afford to overlook this amazing *listener preference that KXEL* holds in rich Northeast Iowa.

If you want to sell Northeast Iowa and sell it completely —AT LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today or write KXEL for your copy of Conlan's Newest Comprehensive Study of Listening Habits.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

TV FAVORITES

Berle Leads in ARI Poll

MILTON BERLE, Arthur Godfrey and Ed Sullivan are the best-liked video personalities, according to a popularity poll conducted by Audience Research Inc.

Survey, part of ARI's continuing audit of radio personalities, included interviews with viewers in areas of TV service across the nation, where half of all interviews with ARI's cross section of 3,000 radio owners were conducted. While only about 5% of the homes in those areas have video receivers, ARI interviewers reported that approximately a third of the persons interviewed said they had seen television at least once during the week preceding the interview.

These viewers formed the base for the ARI TV personality audit. Viewers were asked to go over the list of top television personalities and check those they had seen on the viewing screen. Then they were asked to indicate which ones they especially enjoyed. Mr. Berle was tagged as "especially enjoyed" by 92% of those who had seen him on television, while 80% similarly voted for Messrs. Godfrey and Sullivan.

Following the top three in the "particularly enjoyed" list of video stars were: Paul Winchell and Jerry Mahoney, 70%; Maury Amsterdam 66%; Dunninger 64%; Phil Silvers 63%; Lanny Ross 51%; Howdy Doody 45%; Bert Lyteil 42%.

THE PULSE

Comedy-Variety Top List

COMEDY - VARIETY shows zoomed way ahead of all other types of video shows in December and January, according to The Pulse Inc. New York area survey for those months. Drama, children's shows, quiz programs and sports followed in that order. Fewer sports, feature films, newscasts and film shorts were seen in January than in December, but more telecast time was devoted to music and Westerns.

Breakdown of the report follows:

	December 1948 ¼ Hours	December 1948 Average Rating	January 1949 ¼ Hours	January 1949 Average Rating
Visual Sports	204	11.9	151	12.5
Feature Films	113	5.7	95	6.3
News	104	4.8	72	5.0
Music	97	5.5	115	5.2
Film Shorts	73	4.3	66	4.0
Kid Shows	68	13.6	67	15.0
Westerns, Serials	60	6.2	85	6.7
Women's Interest	43	5.2	33	4.0
Comedy-Variety	39	22.8	40	25.7
Interviews	28	6.2	28	6.8
Quiz Shows	20	12.8	21	14.2
Drama	15	18.8	20	20.0
Forums, Discussions	15	7.3	18	6.6
Fashions	10	5.1	11	4.9
Sports News	9	8.1	13	7.0
Religious	8	2.6	11	2.0
Hobby	6	5.7	4	6.8
Comedy Episodes	6	5.4	6	6.9
Mr. & Mrs. Shows	3	5.5	3	5.8
Beauty	2	2.7	2	3.7
Food & Cookery	2	7.0	2	5.3
Wash. & Polit. News	—	—	37	2.0
Special Events	—	—	4	3.9
Misc.	17	6.7	23	5.8
Total	942		927	

AD DOLLARS

Get Best Video Buy, Says Barry

A BOSTON BANKER said last week that on television the yield per advertising dollar "will surpass anything man has devised for the distribution of his product or services."

Speaking before the Financial Advertisers Assn. of New York, John J. Barry, vice president in charge of advertising and public relations of the National Shawmut Bank of Boston, said he believed television was "destined to transform the American scene."

Heavy TV User

The Shawmut Bank is a heavy advertiser on Boston television.

Mr. Barry said he was convinced "from my own experience to date as a sponsor of television programs" that the "scramble for time franchises . . . for spots, 5, 10, and 15 minute time segments, half hours, hours, even hours and a half, will result shortly in a sell-out for the stations in operation."

He said he believed that "in the not too distant future it [television] will cancel out and entirely replace, at least in the urban areas, that form of entertainment, education and instruction which we have known as radio."

Today, he said, "the fact of greatest importance to the advertiser, the national advertiser, is this . . . that it is now feasible, practical, and, I would add, imperative for some, that he get on television.

"The audience potential will be such that expenditures which now may be impractical will overnight become thoroughly sound advertising investments."

Cites TV Impact

Television advertising is of such impact, Mr. Barry said, that it will "wean its audience away from products and services being sold in other media and limit their purchases and investments to those things which have been illustrated and demonstrated right in their own living room."

No medium, until television, he said, had "provided a method for demonstrating a product or a service."

ABC TV CENTER

Now Available to Dr. Back

FACILITIES of ABC's television center at 7 W. 56th St., New York, have been made available to Dr. Frank G. Back, vice president of Television - Zoomar Corp., New York, Frank Marx, ABC vice president in charge of engineering, announced last week. Arrangements were made, Mr. Marx said, in the interest of establishing new standards for television lighting, lenses, and utilization of camera equipment.

Dr. Back, internationally known, Vienna-born physicist and optics authority, is the developer of the Zoomar and Balowstar lenses, basic lens equipment of the video industry. Working with ABC as a consultant, Dr. Back will essay to develop further both the Zoomar and Balowstar lenses, and to establish a satisfactory system of testing complete television operations before putting the system into operation.

Any devices developed as a result of the cooperative research by Dr. Back and ABC, will be made available first to that network, and then to the television industry generally, according to Mr. Marx.

TV PRODUCTIONS

Frieberg Heads New Firm

FORMATION of a new video firm, Columbia Television Productions Inc., New York, and election of Hardie Frieberg, former public relations executive, as its president, were announced simultaneously this month.

The firm, with office at 270 Park Ave., and West Coast offices at 9397 Wilshire Blvd., Beverly Hills, will specialize in commercial spot announcements featuring well known personalities of radio, stage and screen. Mr. Frieberg announced that over 150 such personalities were available for testimonials and endorsements on film.

'HOWDY DOODY'

Sponsor Adds 7 Stations

UNIQUE ART Manufacturing Co., which sponsors *Howdy Doody* on NBC television Wednesdays 5:45-6 p.m., is extending the program to seven more stations effective Feb. 25. Agency is Grant Advertising.

New stations added: WBZ-TV Boston, WTVR Richmond, WBEN-TV Buffalo, WWJ-TV Detroit, KSD-TV St. Louis, WNBK Cleveland and WNBQ Chicago.

Already taking the program are: WNBT New York, WPTZ Philadelphia, WRGB Schenectady, WNBW Washington and WBAL-TV Baltimore.



CHECKING production plans for new KFI-TV Los Angeles weekly telecast *Slice of Life* are (l to r): William B. Ryan, general manager of station; Clinton (Buddy) Twiss, Carleton E. Morse Productions, and producer Carleton E. Morse.

VIDEO VARIETIES

Absorbs West Coast Firm

VIDEO VARIETIES Corp., New York, has absorbed the facilities of West Coast Sound Studios Inc., 510 W. 57th St.

George W. Goman will head the new company as president, with other officers from the absorbed firm assuming respective posts in the new company. Martin P. Henry, partner since 1934 in the West Coast company, will be vice president in charge of production, and A. W. Manchee, who, with Mr. Goman, was an original member of the old organization, will be treasurer of Video Varieties. Leonard Anderson, short subject producer and director, will be associated with the new firm.

Otis P. Williams, for many years an account executive with WOR New York and Mutual, and lately manager of WNJR Newark, will be general sales manager of the new corporation, of which West Coast Sound Studios will continue as a department.

The new company, with assets in the $1 million bracket, will assume a round-the-clock schedule of TV film production, all of which will be released through United Artists television department.

KRSC-TV Schedule

KRSC-TV, Seattle's only television station, is now programming six days a week, with the addition of Tuesday to the schedule which has prevailed since it went on the air Thanksgiving Day 1948. Tuesday night program line-up is built around the *Texaco Star Theatre*, with Milton Berle. Station has also added the *Chesterfield Supper Club*, which is viewed Friday evenings.

WFIL-TV telecast the 29 boxing bouts of the Tournament of Champions in Philadelphia Feb. 9.

UHF TELEVISION

RCA-NBC Seek 846-854 mc

FURTHER plans of RCA-NBC for high-band television experimentation were disclosed last week in an application filed with FCC for use of 846-854 mc at RCA's laboratory in Princeton, N. J. Firm fortnight ago asked for a UHF satellite station at Bridgeport, Conn., to rebroadcast WNBT (TV) New York [BROADCASTING, Feb. 14].

"The immediate purpose of the experimentation" at Princeton, RCA told FCC, "is to obtain propagation data which compares vertical and horizontal polarization with respect to shadows and multipath, in the ultra-high frequency region, under summer and winter conditions." The firm indicated the project would be a continuous one.

RCA informed the Commission it proposes "to continue testing and development of television equipment originally conceived in our laboratories and tested for a brief period in Washington, D. C., during the latter part of 1948." The Washington tests, conducted both in the 500 mc and 800 mc areas, were in conjunction with NBC's WNBW (TV) there [BROADCASTING, May 3, Sept. 27, 1948].

The Princeton experimental transmitter will use rated visual power of 100 w with peak carrier power of 400 w, RCA said. The W3XCY Washington transmitter will be adapted for the project. RCA explained that the transmitting antenna would consist of a parabolic reflector with two dipoles placed at the focal point, one horizontal and the other vertical. Through a special switching arrangement either dipole may be excited.

Project will be under supervision of Dr. George H. Brown, RCA Labs. research engineer, assisted by W. C. Morrison and D. W. Peterson.

WTVN (TV) HEARING

Is Set by FCC

HEARING has been designated by FCC upon application of WTVN (TV) Columbus, Ohio, for extension of completion date. The Commission indicated it wished to determine whether Picture Waves Inc., owner, has been "diligent in proceeding with construction" and if extension grant would be in public interest.

WTVN was granted its construction permit March 17, 1948, with an expiration date of Nov. 17, 1948. In October the station filed application for extension of completion date to Oct. 1 of this year. Facilities assigned are Channel 6 (82-88 mc) with effective radiated power of 14.3 kw visual and 9 kw aural.

The permittee firm is owned 46% by Edward and Prudence Lamb, owners of WTOD Toledo, Ohio, and WICU (TV) Erie, Pa. Application is pending for FCC approval to acquisition by the Lambs of 94% interest in WTVN.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny	167	American Tobacco (BBDO)	27.3	27.1	+0.2	2
Radio Theatre	149	Lever Bros. (JWT)	25.5	28.6	—3.1	1
McGee & Molly	165	S. C. Johnson Co. (NL&B)	24.9	26.9	—2.0	3
Walter Winchell	264	Kaiser-Frazer (Weintraub)	24.9	21.9	+3.0	9
Godfrey's Talent Scouts	150	Lipton-Div. Lever Bros. (Y&R)	21.7	20.3	+1.4	13
My Friend Irma	153	Pepsodent Div.-Lever Bros. (FC&B)	21.3	17.3	+4.0	21
Bob Hope	151	Lever Bros. (Y&R)	21.3	26.0	—4.7	6
Stop the Music	179		19.9	—	—	—
Average of sponsored periods (8-8:15, 15.1) (8:15-8:30, 20.3) (8:30-8:45, 23.1) (8:45-9, 21.0)		Smith Bros. (SSC&B) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard Co. (L&M)				
Suspense	164	Auto-Lite (N-E)	19.3	—	—	—
Amos 'n' Andy	149	Lever Bros. (R&R)	18.6	24.4	—5.8	8
People Are Funny	164	B&W Tobacco (Seeds)	17.2	15.1	+2.1	30
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	17.1	10.6	+6.5	69
Crime Photographer	163	Toni Co. Div.-Gillette (FC&B)	16.9	11.7	+5.2	46
Mystery Theatre	149	Sterling Drug (D-F-S)	16.7	11.7	+5.0	45
Bing Crosby	236	Philco Corp. (Hutchins)	16.4	19.5	—3.1	14

(Benny and Winchell ratings include second broadcast)

TORCHLIGHT FIRM

Plans Radio-TV Productions

ORGANIZATION of a new and non-profit television-radio producing group, Torchlight Productions, New York, was announced last week, to institute immediate activities.

Among its sponsors are Henry Jaffe, Charles S. Johnson, Max Lerner, Roi Ottley, Eleanor Roosevelt, Louis Untermeyer, Walter White and William L. White. President of the new outfit is David R. Kapralik and Jane White is vice president. Offices have been established at 229 West 42nd St.

Initial schedule calls for a dramatic half-hour radio series, tentatively called *Conflict*, for which scripts currently are being solicited from all Guild freelance writers. Production will start at an early date.

Torchlight also plans a transcription series for local option, and plans to cast its shows from the reservoir of professional acting talent which is available in the field but which is utilized only infrequently on network productions.

BRITISH VIDEO

BBC's Silvey Talks to AMA

THE BRITISH television audience has voted that it is satisfied with an hour and a half of television in the afternoon and an hour and a half in the evening—which is the schedule now being telecast.

That reaction was revealed Wednesday by Robert Silvey, head of listener research for BBC, who spoke in New York at a meeting of the radio-television group of the American Marketing Assn.

Mr. Silvey explained that BBC conducts a quantitative survey of day-to-day listening. Interviewers make 3,000 calls a day, every day in the year, on listeners and find out what programs they listened to by the "aid recall" method.

BBC also produces a qualitative survey of what listeners like, he said. This is done by sending questionnaires regularly, sometimes as often as twice weekly, to a "listening panel" of some 4,000.

PROETZ AWARD

Contest Includes Radio-TV

FIFTH annual Erma Proetz Award offered by the Women's Advertising Club of St. Louis will include a $100 first prize for radio and television. Contest is open to any woman in the advertising field, and entries must be submitted by April 10.

The entries will be judged on their originality, timeliness, soundness of appeal, good taste and overall effectiveness, Mrs. Elmer C. McCaddon, contest chairman, announced. Material submitted must have been created or used between March 31, 1948, and April 1, 1949.

Entry blanks can be obtained from Mrs. McCaddon, 3510 Olive St., St. Louis 3, Mo. The Proetz Award, established in memory of the late Erma Perham Proetz, St. Louis advertising woman, also includes $100 first prizes in two other categories, copy and art and photography.

OPERA TELECASTS

Plans Announced by Woods

PLANS are in the works to telecast the Saturday afternoon performances of the Metropolitan Opera next season, Mark Woods, ABC president, said last week.

Mr. Woods addressed a regular meeting of New York's Town Hall on "The Present and Future of Television."

In a question-answer session, Mr. Woods predicted that film repeats of television shows will be more numerous than repeat radio broadcasts, due to the rapid addition of new set owners. He said television would not entirely replace radio, as the latter can be enjoyed while listeners are doing other work.

Mr. Woods predicted that electronic color television would be available in 10 years, but he emphasized that it would not replace black and white and would be used only when color definitely added to a program's enjoyment. He did not feel that television would hurt motion pictures but believed that both arts should grow and learn new tecniques from each other.

KMA PETITION

Seeks TV Call Suffix

KMA Shenandoah, Iowa, petitioned FCC last week for permission to continue to use KMA-TV as the call letters of its television affiliate at Omaha, despite the Commission's new policy requiring individual calls unless the stations are in the same community [BROADCASTING, Jan. 17].

Courts have held that licensees have a property right in their call leters, KMA noted, suggesting that FCC consequently should not have put its new policy into effect without first holding a hearing. Certainly, the station insisted, the policy should not be retroactive, just as the policy of using "W" calls east of the Mississippi and "K" calls to the west was not retroactive. Further, KMA argued, the television station had to be located in Omaha because FCC hasn't allocated any channels for Shenandoah.

KMA-AM-TV is one of the relatively few cases affected by FCC's policy, which forbids the use of common base call letters by commonly owned AM, FM and TV stations if they are located in different communities. July 1 was set as deadline for compliance.

VIDEO REPORT

ARI Issues TV Data Digest

AUDIENCE RESEARCH Inc., Princeton, New York and Hollywood, has issued the third in its series of reports on television. Titled *Television Facts, A Summary of Progress*, the 47-page report presents a digest of information bearing on non-technical aspects of television.

Presenting the television picture as of November 1948, the material is divided into seven major classifications: Facilities, set ownership, set manufacturing, programming, sponsors, commercial impact, and effect on living habits. Numerous charts and maps are used to illustrate the copy.

In the concluding chapter, titled "Television and the Motion Picture Industry," the report points out that "television is, and most probably will continue to be, an advertising medium, while motion picture companies produce for consumer sale," which may lessen the competition somewhat.

CBS Offer to RTDG

COUNTER-PROPOSAL offered by CBS Hollywood directors for cost-of-living increase sought by Radio and Television Directors Guild for network directors and assistants was taken up at a meeting last Friday between the two groups. No results were available as BROADCASTING went to press. Increase sought by union was 50%. Amount offered by network was not disclosed, but it is believed that compromise will be effected for 15 to 20% increase.

WITH FIVE new stations reporting, the total number of television advertisers increased to 727 in the week of Jan. 2-8. Of this total two-thirds were local-retail advertisers, and 234 were spot users. Network advertising dropped fractionally from a total of 37 to 33. (Table I)

These figures are taken from the eighth monthly Rorabaugh Report on Television Advertising. Data is received from 46 operating television outlets in 27 markets throughout the country. The report is published by the N. C. Rorabaugh Co., New York.

The average number of accounts per station has increased from less than 14 in October to more than 16 in January, though many of the stations reported in the January report are less than two months old in commercial operation.

Estimated gross time expenditures of these 727 advertisers was $301,185, according to Rorabaugh. A breakdown by types of business reveals that 33 network accounts spent $68,954; 234 spot (national and regional non-network) advertisers spent $143,343, and 460 local retail advertisers spent $88,888.

Increase Over December

These 727 advertisers bought a total of 456 hours and 50 minutes of video time in the reported week. This is an increase of about 23 hours from the corresponding period in December. (See Table II) Of this total sponsored time, 6.9% were announcements (either weather, time or straight commercial) and the rest was programming. The proportion of announcements dropped slightly from December, when 7.3% of all sponsored time were announcements.

Radio and television set dealers and manufacturers were the mainstay of the video time sales. There were a total of 126 advertisers in this category, or 17.2% of the total. Of this total 101 were local retail dealers in television and radio sets.

Ninety of the 727 advertisers were food and food beverage accounts, and about 10% of the total accounts were apparel advertisers, and an equal percentage automotive advertisers. In these two categories, the major share of advertising was from local retail outlets. (Table III)

Heavy Spot Users

Spot advertising was used heavily by food and food beverage accounts. There were a total of 54 such accounts. Other heavy spot users were, in order of frequency, beer and wine accounts, apparel, and radio and television manufacturers.

The network accounts were spread through the major advertising categories.

Radio and television advertising has been a consistent leader in television time bought. Food and food beverage advertising is second in January accounts, though it was in fourth spot in the December report. Apparel advertising dropped from 81 accounts to 75, for third place in January.

Household equipment accounts dropped off slightly. Insurance, bank and loan companies showed a steady gain in the month, and many local institutions of this type have chosen television as their medium for reaching the middle and upper income groups.

Leading Markets

New York, with its six outlets, remains the leading market in number of TV accounts, though it suffered a drop of 19 in total advertisers. The January figure is 160 accounts. This is an average of more than 26 accounts per station, well above the national average, but far below Philadelphia's average of approximately 41 accounts on each of its three TV outlets. Baltimore, too, averaged well above the national average, with about 34 accounts per station.

Of the new markets reported in this issue of the Rorabaugh Survey, Memphis was a leader, coming

(Continued on page 50)

TABLE I
SUMMARY REPORT OF TELEVISION ADVERTISING
June 1948 thru January 1949

	June 6-12 Report	July 4-10 Report	Aug. 1-7 Report	Sept. 5-11 Report	Oct. 3-9 Report	Nov. 7-13 Report	Dec. 5-11 Report	Jan. 2-8 Report
No. of Markets	11	16	19	19	21	21	23	27
No. of Stations	20	26	32	32	37	37	41	46
No. of Advertisers								
Network	14	14	18	21	33	37	37	33
Selective	76	113	122	119	181	216	230	234
Local-Retail	144	153	197	236	281	373	413	460
TOTAL ADVERTISERS	234	280	337	376	495	626	680	727

TABLE II
Sponsored Video Air Time
Dec.-Jan. Comparison

Jan. 2-8	Hours-Minutes	% of Total
Programs	425:03	93.1
Announcments	31:47	6.9
	456:50	100.0
Dec. 5-11		
Programs	402:14	92.7
Announcements	31:34	7.3
	433:48	100.0

TABLE III
TELEVISION ADVERTISERS BY PRODUCT GROUPS
(Jan. 2-8, 1949)

Product	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel, Shoes, Accessories	3	22	51	76
Automotive, Tires, Service	4	7	63	74
Aviation	—	—	—	—
Beer & Wines	1	39	1	41
Building Materials	—	5	3	8
Confections, Gum	—	10	—	10
Consumer Services and Utilities	—	4	26	30
Drugs & Remedies	3	7	1	11
Entertainment	—	—	1	1
Food & Food Beverages	4	54	32	90
Gasoline & Fuels	2	6	4	12
Horticulture	—	—	2	2
Household Equipment & Supplies, Appliances	—	9	33	42
Household Furnishings	1	10	19	30
Industrial Materials	—	—	—	—
Insurance, Banks, and Loan Companies	—	4	16	20
Jewelry, Optical and Cameras	—	7	14	21
Office Equipment & Supplies	—	1	2	3
Publishing	—	5	6	11
Radios, Television Sets, Records, Musical Inst.	5	20	101	126
Retail Outlets & Department Stores	—	—	42	42
Smoking Materials	4	7	1	12
Soaps, Cleansers & Polishes	1	5	—	6
Sporting Goods & Toys	2	3	3	8
Toiletries	3	4	—	7
Transportation, Travel & Resorts	—	5	8	13
Miscellaneous & unclassified accounts	—	—	29	29
Totals	33	234	460	727

* * *

Business Interests of TV Licensees, Permittees and Applicants as of Jan. 1, 1949

	Number	Percent
Newspaper Publishing	126	31.3
Broadcasting only	66	16.1
Motion Pictures, Theatres, etc.	27	6.6
Radio Manufacturing	25	6.1
Dealers and Distributors (auto, grocery, etc.)	25	6.1
Miscellaneous Manufacturing	18	4.4
Real Estate, Insurance, Finance	17	4.2
Oil Production	17	4.2
Educational Institutions	10	2.4
Miscellaneous Interests[1]	76	18.6
Subtotal	409	100.0
Information Not Available	25	
Total	434	
TV APPLICANTS		
With AM or FM Stations	333	76.7
Without AM or FM Stations	101	23.3
Total	434	100.0

[1] Situation in which the several stockholders have varied business interests.

TABLE IV
ANALYSIS OF TELEVISION ADVERTISING BY MARKETS
(Showing type of account, new accounts, and gain or loss from previous month)

	NO. OF ACCOUNTS BY MARKETS							NEW BUSINESS			
Markets Covered Jan. 2-8	No. of Reporting Stations	Net.	Sel.	Loc.	Jan. 2-8 Total Accounts	Dec. 5-11 Total Accounts	Gain or (Loss)	Net.	Sel.	Loc.	Jan. 2-8 Total New Accounts
Atlanta	1	3	11	7	21	20	1	2	3	1	6
Baltimore	3	31	30	43	104	104	—	5	2	7	14
Boston	2	29	17	12	58	61	(3)	5	2	4	11
Buffalo	1	8	12	19	39	25	15	4	4	15	23
Chicago	3	7	32	19	58	58	—	3	4	10	17
Cincinnati	1	6	18	5	29	27	2	2	1	3	6
Cleveland	1	9	10	3	22	19	3	4	—	—	4
Detroit	3	7	21	12	40	49	(9)	3	4	2	9
Ft. Worth-Dallas	1	3	7	5	15	15	—	1	3	1	5
*Houston	1	—	7	5	12	—	12	—	7	5	12
Los Angeles	4	3	26	29	58	59	(1)	1	8	8	17
Louisville	1	2	6	8	16	15	1	1	1	5	7
*Memphis	1	1	7	21	29	—	29	1	7	21	29
Milwaukee	1	8	16	32	56	42	14	4	9	6	19
Minn.-St. Paul	1	2	4	5	11	14	(3)	1	—	—	1
New Haven	1	2	6	13	21	22	(1)	—	1	2	3
*New Orleans	1	1	9	13	23	—	23	1	9	13	23
New York	6	33	70	57	160	179	(19)	5	9	4	18
Philadelphia	3	32	40	49	121	125	(4)	5	5	9	19
Richmond	1	21	5	5	31	41	(10)	4	—	—	4
St. Louis	1	8	15	6	29	27	2	4	2	1	7
Salt Lake City	1	2	4	12	18	17	1	1	—	3	4
*San Francisco	1	1	3	4	8	—	8	1	3	4	8
Schenectady	1	21	6	4	31	39	(8)	2	1	1	4
Seattle	1	2	6	17	25	26	(1)	2	1	6	9
Toledo	1	7	6	19	32	29	3	3	—	—	3
Washington	3	31	23	36	90	96	(6)	4	1	2	7

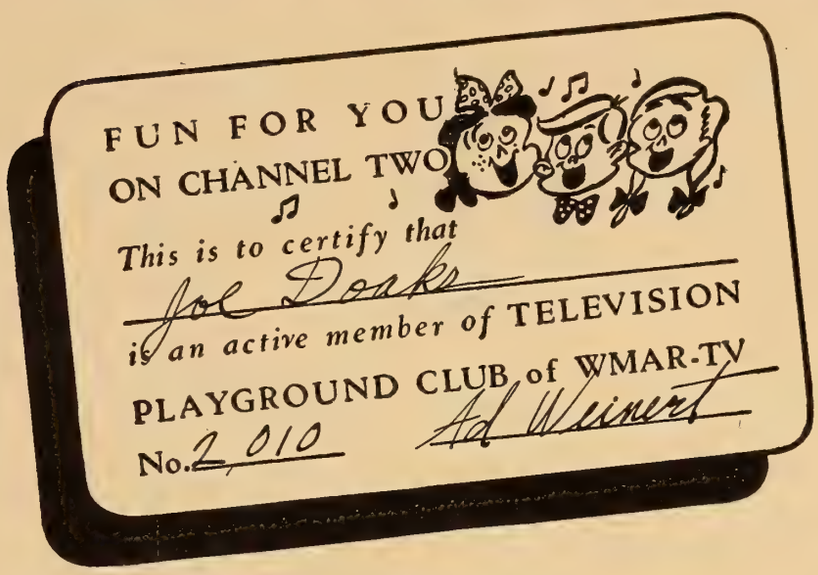
* These markets represented in this report for the first time.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for the kiddies



"Your Television Playground is the best thing that happened to mothers in years," a Baltimore mother wrote WMAR-TV recently. "Now I can get dinner in peace, because my brood is glued to their chairs watching your show every evening."

More than 2,000 Baltimore youngsters have written to WMAR-TV in the last six months, applying for membership in the Television Playground Club. Every week hundreds of Baltimore youngsters receive official "birthday greetings" from the Club headquarters.

Every mail delivery brings the station scores of entries in the Club's "Junior Artist" contest and every week one or more of the Club members receives a prize on the show for his artistic efforts.

Contests, games, hobbies, movies, magic, arts and crafts and sing-along songs combine to make the Television Playground Club of WMAR-TV the top local television show for youngsters in Maryland.

And the grownups like it too, according to the mail. An Army sergeant at Fort George G. Meade recently asked to enroll his whole squad and a 41-year-old father called the station to learn how the last chapter of a serial ended because he had missed that episode.

Television Playground is produced by WMAR-TV every weekday evening at 6:15, just before the outstanding CBS children's show, "Lucky Pup."



Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TBA ON SPORTS

Information Need Cited

EDUCATIONAL committee of Television Broadcasters Assn., meeting Tuesday in New York, urged colleges to conduct more research on the effects the telecasting of sports events has on attendance.

Facts at hand do not present sufficient evidence for a decision one way or the other, the committee said. The group expressed the belief that television increases the gate at collegiate sports events, adding that even if the evidence should prove an adverse effect, telecasting these events would still be worthwhile because of the public service rendered by such telecasts.

TBA educational committee approved the appointment of a subcommittee to work out the proper research technique for checking the effects of television at individual colleges during the 1949 football season.

Subcommittee Named

Another subcommittee was named to establish minimum standards for television schools in three phases: Technical, program and business. E. H. Rietzke, Capitol Radio Engineering Institute, was appointed to handle the technical phase and Irwin Shane, Television Workshop, the program phase. Third member, for business, was not named at the meeting.

Members of educational committee attending the meeting were Prof. Kenneth Bartlett, Syracuse U., chairman; Mr. Shane; Mr. Rietzke; Morrison Smith, National Radio Institute, and Prof. Edward C. Cole, Yale U.

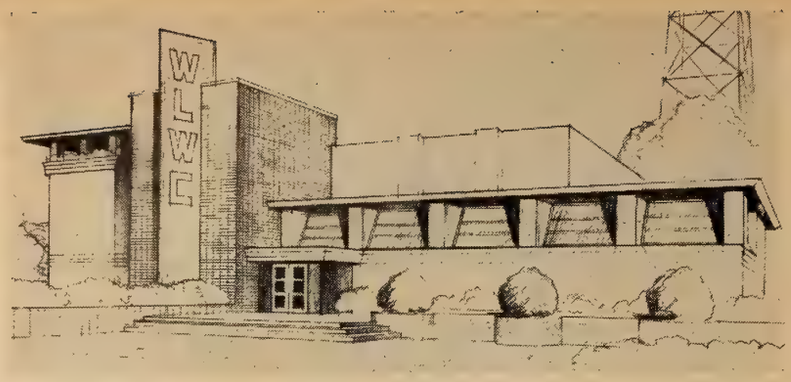
ARMY STUDENTS

Hear Wonders of Radio, TV

ACQUAINTING 75 officers from the U. S. Armed Forces Information School, Carlisle, Pa., with the wonders of radio and television as public relations media, a group of NBC executives were to meet with them Friday in all-day session at New York's Johnny Victor theatre.

The men, from the Army, Navy and Air Force, were to hear introductory remarks by Charles P. Hammond, NBC vice president and assistant to the president, and view the network's documentary film "Behind Your Radio Dial." They were then to hear Sydney H. Eiges, NBC vice president in charge of press, Francis C. McCall, director of news and special events, and Edward M. Kirby, former chief of the U. S. Army Radio Branch and now NBC program consultant.

Following luncheon at the Hotel Dorset, the student officers were to tour NBC's new Park Ave. television studios and RCA Bldg. studios.



CONSTRUCTION of studio building for WLWC, Crosley Broadcasting Corp.'s television station in Columbus, Ohio, is under way. There will be three studios on first floor, a central control room on second. Transmitter building 400 feet from the studio structure is nearing completion. When station is completed it will represent an investment of approximately $500,000. Both WLWC and its sister TV station, WLWD Dayton, are slated to open late in March. Crosley's WLWT Cincinnati is already in operation.

F. & M. SCHAEFER

Buys Dodger Video On WCBS-TV

F. & M. SCHAEFER Brewing Co., Brooklyn, has contracted for sponsorship of telecasts of all home games of the Brooklyn Dodgers on WCBS-TV New York, at a figure reported to be well above $300,000 overall.

Rights to telecast the games, which last year were set by the ball club at $1,000 a game, were tripled this year, and facility charges of the TV station have also been increased in line with the increased number of TV set owners from last year.

BBDO New York, agency for Schaefer, arranged the TV contract and also set the deal for the company's co-sponsorship with General Foods Corp. of AM broadcasts of all Dodger games, both home and away, on WMGM New York.

Schaefer's sponsorship of the Dodgers on WCBS-TV means that the home games of all three New York teams will again this year be televised for New York viewers. Ligget & Myers Tobbaco Co., New York, will sponsor telecasts of the Gaints home games on WPIX (TV) New York, placed by Newell-Emmet Co. P. Ballantine & Sons, Newark brewer, will sponsor the home games of the Yankees on WABD (TV) New York, second year of a three year contract placed by J. Walter Thompson Co., New York.

WNBT (TV) New York, NBC's key video station, withdrew from the baseball broadcasting picture this year after having telecast the Giants home games for the past two seasons. Reason for rejecting the fat baseball contract lies in the increasing number of night games played by the team and their conflict with the regular line-up of NBC-TV network programs. Last year in mid-season WNBT transferred its night games to WPIX, which this year is carrying the whole Giant TV schedule.

Asked how WCBS-TV, key CBS video station, would handle the conflicts between night baseball games and its regular TV program schedule, a station spokesman explained that the anticipated summer lay-offs of many TV programs would permit WCBS-TV to broadcast more than 50% of the scheduled home night games of the Dodgers. The remainder, he said, would probably be farmed out to some other New York video station, although definite arrangements for this have not yet been made.

WABD, key of the DuMont TV network, will give baseball precedence over other programs, it was said.

FIGHT PA. FEE

Retailers File Suit

PHILADELPHIA Retail Liquor Dealers Assn., representing 1,000 taverns, filed a suit in equity in Dauphin County Court, Harrisburg, Pa., on Feb. 12, to restrain the Pennsylvania State Liquor Control Board from collecting television permit fees in Philadelphia taprooms. The Dauphin County Court ordered the Liquor Board to show cause why it should not be restrained.

Twenty-seven taproom operators, members of the association, brought the action, charging that the $120 television fee, equal to one-fifth of the taproom license fee, is excessive and out of all proportion to the cost of licensing, supervision and enforcement.

Abraham J. Levinson, counsel for the operators, said that, in effect, the fee amounted to an excise tax and not a license fee. He pointed out that courts have ruled that license fees must bear a relation to the cost of enforcing the law. He said the fee would bring in $300,000 annually in Philadelphia, Bucks, Delaware and Montgomery counties.

MEDICAL VIDEO

Color Showing for AMA

COLOR television designed as a teaching aid for medical students will be unveiled at the annual American Medical Assn. meeting at Atlantic City in June, it was announced last Tuesday. Arrangements were concluded by Smith, Kline & French Laboratories, Philadelphia pharmaceutical house, and the U. of Pennsylvania.

The university's medical school is collaborating with CBS' engineering research laboratories, Zenith Radio Corp. and Webster-Chicago Corp.

Actual surgery and diagnostic procedures will be telecast continuously during the four-day AMA convention, with the picture picked up at the Atlantic City hospital and beamed on a closed circuit direct to Convention Hall where 12,000 physicians are expected to attend. Doctors will watch the transmissions on 20 TV receivers developed by Columbia and engineered and produced by Zenith. Webster-Chicago is cooperating on design and manufacture of color components.

GARFINCKEL

Buys First TV Time

JULIUS GARFINCKEL & Co., Washington specialty store, is currently using television for the first time, sponsoring one-minute nightly spot announcements on WNBW's *NBC Television Journal*, 6-6:50 p.m. Monday-Friday. The store and Donel Foundation Garment Co., for which it is exclusive merchandiser in D. C., are advertising Donel garments.

Garfinckel's is furnishing a live model, with copy stressing construction of Donel girdles. Copy and video portions of commercial spots are designed to create maximum sales impact while remaining within television's good taste requirements, according to Mahlon Glascock, WNBW sales director.

Agency is Jackson & Co., New York. Store's spots, which began last Monday, will continue through this week.

Quiz Pros Deflated

IN an effort to eliminate the "professional contestants" from its quiz show audiences, WOR New York and MBS have inaugurated a new plan for broadcast tickets. The new system is expected to ban more than 400 such "professionals." Lists of "regulars" requesting tickets will be maintained, and their requests ignored; those who slip through will be spotted by artists, staff members who control distribution of tickets, and theatre operating personnel. Quiz show tickets will no longer be distributed in the lobby and reception room except to out-of-towners and those known to be "non-regulars."

APRIL 11, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

For the first time . . . anywhere!

SPOT AND NETWORK BILLINGS
OF THE
NATION'S LEADING RADIO ADVERTISERS

NOW . . . for the first time radio buyers will get SPOT and NETWORK Billing by product groups . . . 27 categories including drug and toilet goods, food and beverages, cigarettes and tobacco, etc. . . . all broken down by amount the advertiser spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1948 figures.

This copyrighted analysis will highlight the April 11 NAB Convention issue. Around this centerpiece will be grouped other important business features on AM-FM-TV. Along with the regular spot and convention news.

NAB CONVENTION ISSUE

Guaranteed circulation is 18,000—2500 above our subscription list. Every national and regional advertiser and agency will be covered.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Advertising Deadline: March 21. Regular sizes and rates prevail.

Write, call or wire collect for reservation.

NAB CONVENTION ISSUE — April 11

The Happy Epic of ART BARRIE, Esq.

(Announcer, Mayor, Fire Chief)





As it has to every man who's ever bobbled a commercial, the desire to be a wireless announcer occurred to young Art Barrie about 5 years ago. So, forthwith, Art became an "ANN:" with hustling, bustling WSPD in a place called Toledo, O., a gem of a city that's crammed with culture, glass and auto equipment factories and high per capita incomes.

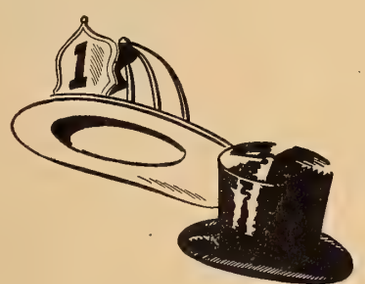
Well, Art's head is no more pointed than the next announcer's, but he has the rare and wonderful knack of making people (consumers) fall in love with him, en masse.

What happens? Well, before you can say "Fort Industry Station," Art's on-the-street program "Adam Street Congress" is a sock hit, and dough



rolls in every time Art makes a plea for underprivileged kids or evicted families — results take place every time Art makes with a client's commercial.

Then folks in some 200 small towns around Toledo began demanding a personal look at Art Barrie—so Art starts visiting them and he's welcomed more enthusiastically than a pre-war dollar.



Front page newspaper stories and editorials herald Art's arrival in the small towns. Gigantic processions, led by local high school bands, follow him around. He's paraded on donkey-back . . . made honorary mayor or fire chief . . . municipalities proclaim "Art Barrie Day."

SO?

Art Barrie becomes, like several other WSPD headliners, a community institution . . . becomes one of the best known, most influential radio figures in the entire Toledo area . . . with a high, high Hooper.

COMMERCIAL:

Cash in! Each Fort Industry Station has the same kind of alert, progressive management as WSPD, which recognized Art Barrie as a potential hit and gave him the build-up that put him over . . . at each, you'll find creative programming in action . . . local shows with super-Hoopers and super-Sell. More, you'll find that all Fort Industry Stations are affectionately regarded, locally, as community institutions. Attracting and holding loyal listeners is the forte of Fort Industry Stations—so is the delivery of tangible, profitable sales results!

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Virgin Territory

THE CASE which showed the futility of FCC's Avco Rule on station sales a few months ago has now demonstrated its unjustness and re-emphasized the need for its abandonment. That is the case of KMED Medford, Ore.—older, incidentally, than the Avco Rule itself.

Luther E. Gibson bought KMED from Mrs. W. J. Virgin in April 1946, subject as usual to FCC consent. Then began a series of frustrations clearly traceable to the requirement, at that time a "policy" but soon formalized as the Avco Rule, that station transfers be advertised for 60 days to give others a chance to bid "on the same terms."

This is the history: A competing bidder filed, and FCC, invoking its preference for local owners, approved the competing application and denied Mr. Gibson's. Mrs. Virgin refused to sell, on grounds (to which Comr. Robert F. Jones also subscribed) that the competing bidder's offer was not "on the same terms" as Mr. Gibson's. The competing bidder ultimately withdrew.

At this point Mrs. Virgin and Mr. Gibson asked FCC to reinstate their original application. FCC agreed—but with the stipulation that it must go through the Avco procedure all over again.

Clearly, this was too much. The Virgin-Gibson contract would expire before the new 60-day advertising period could run its course. Buyer and seller, in the face of changed economic conditions, were unable to come to new terms. Even if they had, they would have had no assurance that the venture would profit them anything more than another 32-month wait after which the buyer would still be trying to buy and the seller trying to sell.

Mr. Gibson has another, and more pointed, cause for complaint. Aside from the futility of it all, he has suffered a $40,000 out-of-pocket expense on the deal—$40,000 and nothing to show for it despite the facts that (1) the FCC-approved bidder is no longer bidding, and (2) his own qualifications are not and never have been in question, since he is the licensee of two stations already (KHUB Watsonville and KSLI-FM Salinas).

FCC now has pending, in the WHAS Louisville sale, a petition to repeal the Avco Rule. We have no desire to go into the merits of that petition, dealing as it does with a particular pending case. We do contend that FCC should see now that its Avco Rule assures nothing except expense, delay, and additional work for itself and its staff.

Mr. Gibson's $40,000 might come under the heading of property deprived by undue process. Before the Commission dismisses that thought, let it remember that $40,000 is a year's salary for four members—a majority, by the way.

ELEVEN YEARS after the Mars Invasion hoax of Orson Welles, the dramatization, with a Spanish emotional twist, was repeated in Ecuador, but with almost unbelievably tragic consequences. It is incredible that all civilized peoples were not familiar with the 1938 incident. Arson, murder and riot occurred in Quito. The original Welles job, which graphically portrayed an invasion of New Jersey, caused frayed nerves, but no panic. So we have another startling example of the potency of radio, and why it cannot be tampered with by government; why station operation is a public trust.

AM + FM ÷ TV = ?

THE ENGINES of American industry, which have been racing hell-bent in the 40-odd months since the Axis collapsed, are now slowing down. Economists recognize a levelling off, with some even predicting a mild recession.

Signs of the times are reflected in reduced food and clothing prices, evaporating waiting lists for new cars, and harder selling.

In radio, this means a lot of accumulated fat is going to be worked off. The revolution among the mass media is going to erupt with increasing velocity.

Talk TV to a broadcaster with no TV station, and he goes into a tizzy. Talk to a telecaster, and he reacts like a high school cheer leader.

So it's timely to take stock. Sound broadcasters are fearful of the inroads of TV. They think TV is being exploited too fast, to the detriment of sound radio.

There's a problem. But it can't be solved by simply wishing it away. TV represents another milestone. Its advent means change—change for newspapers, for magazines, for movies, and for sound radio. But the record shows each new medium, if it has worth, has found its niche. Aural radio sells against all media. It's the most effective medium extant. It saturates the ears of the nation through 74,000,000 receivers. There are 2,600 sound stations on the air—700 of them FM—which reach 40,000,000 homes and the riders in 11,000,000 automobiles. The public's investment in aural radio exceeds $12 billion.

FM has a special problem. It was to open new sound radio vistas. Everybody got on the bandwagon. It does provide a superior service. But it collided with TV's spectacular emergence. FM's pull will be harder and more tortuous. Production of TV sets with FM circuits may prove FM's greatest boon.

The very experience of FM proves that TV isn't going to replace AM this year, next year or in the foreseeable future. TV's development has dwarfed the most expansive claims. No art or industry ever had a greater potential.

Yet today there are about 1,000,000 TV receivers in use. There are less than 60 stations on the air in about 30 cities.

In the next two years, it is doubtful whether there will be more than 120 TV stations on the air. This year, in excess of 2,500,000 receivers may be built; by 1955, there may be about 20,000,000 receivers. The number of stations depends on allocations, which have languished in the FCC's deep freeze since September.

Check these figures against the *sound* radio statistics. Remember, circulation is the yardstick, not in top markets alone, but in all 48 states.

The task at hand, then, is to broaden the bases of the radio media. Because it is a direct sales and demonstrating medium, as well as an advertising medium, TV will tap new revenue. It should draw from sales budgets, rather than advertising budgets. It's logic that if an advertiser cuts down the demonstrations necessary for an automobile or a vacuum cleaner, it is business prudence to use part of that *sales* budget for the medium. TV business will come from accounts which heretofore have used magazines and newspapers more than *sound* radio.

Sound radio will broaden its base through revitalizing of what has been relatively dormant sales resourcefulness—and through the good programming inspired by necessity.

TV is the *ne plus ultra* of the media—it sells, as it demonstrates, as it advertises, within the bounds of its present circulation sphere. Sound radio is the all-encompassing, intimate medium that covers this democracy like the dew, and will be there as long as we have democracy and dew.

Our Respects To —



ARTHUR HULL HAYES

ARTHUR HULL HAYES boarded The Detroiter in Grand Central Station at 7 p.m., Wednesday, sank into a seat, wiped his brow and breathed a sigh of relief. He was off for San Francisco at last.

The hunted and somewhat guilty look of the past three and a half months was gone. He no longer had to dodge anybody.

For weeks he has been holding his hand up in front of his face, crossing streets suddenly against traffic, all to evade meeting people he said goodbye to months ago.

For, back in October, when CBS announced that he was leaving his post as general manager of WCBS New York to become vice president in charge of the network's San Francisco office, friends gathered 'round to say goodbye. Parties were held. Going away gifts presented.

And Mr. Hayes remained.

He remained to hear his friends say: "I thought you'd gone long ago" or "What, you still here?"

It all became a tiresome routine.

But now that was in the past. Behind him he was leaving an impressive record. Under his leadership, WCBS had become one of the outstanding radio stations in America, having top spot, morning, afternoon, and evening in one listenership survey in New York, its walls plastered with awards.

It was a listenership built around WCBS-owned shows which he had developed. Among the station's top programs and personalities he had a hand in bringing along are Arthur Godfrey, Phil Cook, Margaret Arlen, *Missus Goes A Shopping* and *This Is New York.*

It was a listenership which apparently agreed with the Hayes philosophy of station management. It is his creed that the measure of a station is not in its offices or transmitter or its gaudy trapping, but in service to listeners and community.

"You can have a junk pile for a station building," he believes, "but if the people listen and feel you help and entertain them, you have a good station."

Now, in the speeding train, he could look back to the time he had come to New York "practically steerage" in the middle of the depression. With him, were his wife and the first of his four children, Arthur Hull Jr., then a babe-in-arms. The banks had recently closed in Detroit and he was one of hundreds just let out at the Campbell-Ewald agency there.

Now, fifteen years later, he could regard

(Continued on page 66)

Check THE RADIO FOOD SELLING PLAN THAT GOES . . .

ALL THE WAY DOWN TO "SHELF LEVEL"!



© 1949 By B·B·Co.

The toughest stretch in the SALES PROMOTION JOURNEY is "THE LAST THREE FEET" at POINT-OF-SALE. Here, the interested customer meets **THE ONLY SALESMAN YOU CAN HAVE** at the moment of decision-to-buy. HE IS THE FOOD STORE CLERK.

THE NEW . . .
NOVEL . . .
ABSOLUTELY DIFFERENT

WSAI "Personnel Training For Sales" plan will SHOW THE FOOD STORE CLERK:

- HOW TO DISPLAY YOUR PRODUCT
- HOW TO ADVERTISE AND HIGHLIGHT YOUR PRODUCT IN THE STORE
- HOW TO INCREASE SALES OF YOUR PRODUCT

A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL, INC.

CINCINNATI

WSAI

A. B. C.

RUSH ME full particulars on **"SHELF LEVEL"** food selling . . .

COMPANY _____

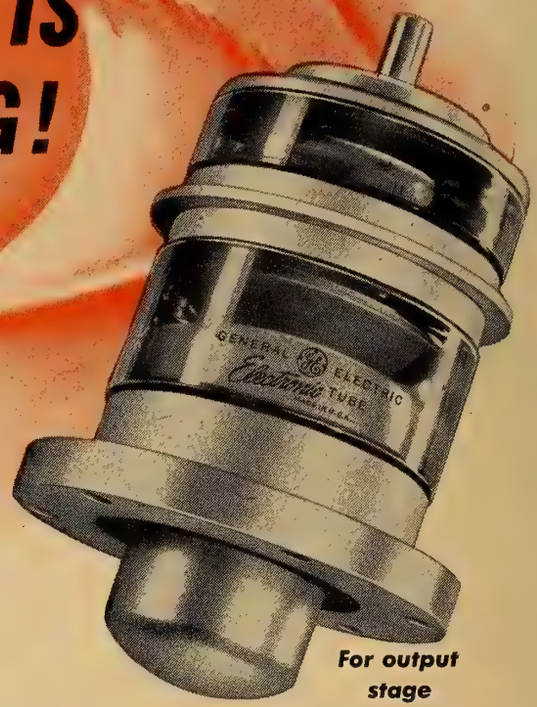
STREET _____ CITY _____

NAME _____ TITLE _____

For driving stage
GL-5513



THE EYE IS EXACTING!



For output stage
GL-9C24

To assure high video-signal quality, specify G. E.'s pace-setting 220-mc triodes in your new TV transmitter design!

THE BEST, most up-to-date . . . these words must describe every unit of your television circuit IF you mean to get off on the right foot competitively. *So start by choosing General Electric ring-seal tubes.* Designed directly for grounded-grid circuits, they plug in quickly, firmly, with wide contact areas. Lead inductance is extremely low. The tubes need minimum neutralization.

All external parts are silver-plated to reduce r-f losses. Fernico metal-to-glass seals are used throughout. Sturdy, compact, built to true precision standards, Types GL-5513 and GL-9C24 are acknowledged performance leaders in the TV and FM fields.

Study the ratings of these modern yet service-proved v-h-f triodes; then phone your nearby G-E electronics office for further facts, plus (if desired) the application counsel of an experienced G-E tube engineer. Or, wire or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

RATINGS AND ELECTRICAL CHARACTERISTICS

	GL-5513	GL-9C24
Filament voltage	6.3 v	6.3 v
Filament current	32 amp	240 amp
Interelectrode capacitances:		
Grid-filament	21.1 mmfd	24 mmfd
Grid-plate	8.7 mmfd	15.7 mmfd
Plate-filament	.11 mmfd	0.47 mmfd
Type of cooling	forced-air	water and forced-air
Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):		
Max voltage	3,000 v	5,000 v
Max current	1.2 amp	2 amp
Max input	3,300 w	10 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	1,160 w	3.4 kw
Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):		
Max voltage	4,000 v	6,500 v
Max current	1 amp	2 amp
Max input	3,600 w	12 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	2.45 kw	9 kw

*Includes power transferred from driver to output of grounded-grid amplifier.

GENERAL ELECTRIC

180-N2-5650

FIRST AND GREATEST NAME IN ELECTRONICS

NBC PROMOTES

Knode, Dine Are Moved Up



Mr. Dine



Mr. Knode

THOMAS E. KNODE, NBC director of the press department, last week was promoted to administrative assistant to the director of NBC television operations, and Josef C. Dine, former trade editor, was named to succeed him in press.

Mr. Knode becomes assistant to Carleton D. Smith, the director of television operations. Mr. Dine assumes the position of director of the network's press department, reporting to Sydney H. Eiges, the vice president in charge of press. The appointments are effective immediately.

Mr. Knode became press department director Oct. 7, 1947, having been assistant manager since January 1945.

Mr. Dine joined NBC as trade editor in 1946 after serving with *Tide* magazine. Both Messrs. Knode and Dine have impressive war records in the infantry.

Mr. Knode was wounded in action in New Guinea where he served as a rifle platoon commander with the 32nd Division, winning a Distinguished Service Cross, Purple Heart and Combat Infantryman's Badge. He was discharged as a captain.

Mr. Dine won two Silver Stars, two Purple Hearts, a Bronze Star and the Combat Infantryman's Badge while serving in Italy, France and Germany as a rifle company commander with the 36th Division. He was a major at the time of his relief from active duty.

Mr. Knode's service with NBC antedates the war. He joined the network as a news editor in Washington in 1938 after three years with the United Press. In 1940 he became director of NBC's Washington news department.

Mr. Dine was a Worcester, Mass., newspaperman before the war.

Simultaneously with the elevations of Messrs. Knode and Dine, Mr. Eiges announced the promotion of Allan H. Kalmus former television editor, and Samuel Kaufman, former exploitation editor, to the newly created jobs of television manager and special services manager, respectively.

QUITO RIOT

Broadcast Causes 21 Deaths

BROADCAST of a fictional "Invasion from Mars" by a station in Quito, Ecuador, has resulted in the death of 21 persons, with at least 15 others injured. Similar to a program staged by Orson Welles in the U. S. in 1938, the Feb. 12 broadcast in Quito was based on H. G. Wells' novel, *The War of Worlds.*

Radio Quito interrupted a musical program to announce "an urgent piece of news." Then followed a vivid description of the attack of Quito by the men from Mars. Hysterical listeners poured out into the city's streets. When they learned that the invasion was only a radio drama, they turned into an enraged mob.

The army was called out and used tanks and tear gas to quell the crowds. The building housing Radio Quito and Ecuador's principal newspaper, *El Commercio,* was wrecked, resulting in the deaths. Property damage was estimated at $350,000.

The government appointed the Minister of Defense to investigate, indicted the station's art and drama editors and arrested 10 other persons. Radio Quito interrupted the program after the panic began to announce that it was only a drama, but it was too late to quiet the angry crowds.

GARFIELD & GUILD

Walter Guild to Resign

WALTER GUILD will resign March 1 from Garfield & Guild, San Francisco, to organize a new agency, taking many accounts with him.

Firm name of Garfield & Guild will remain with Sidney Garfield. New agency including Walter Guild will be Guild, Bascom & Bonfigli. Temporarily, at least, the two agencies will share present offices at 45 Second St.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Strykers soap), Gravem-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

COPYRIGHT SUIT

Motion to Dismiss Filed

A MOTION to dismiss a $1,200,000 copyright infringement suit brought in federal court in Texas was to be filed jointly late last week by NBC, Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Co. and Raleigh cigarettes. The defendants were to file a joint motion alleging that all were improperly served.

The four defendants were named by the plaintiff, William E. Ballard, of Palo Pinto County, Tex., in a suit charging that *People Are Funny* used a copyrighted idea of his [BROADCASTING, Jan. 17]. The program is broadcast on NBC under sponsorship of Brown & Williamson for Raleighs, through the Seeds agency.

WFBL

SYRACUSE, N. Y.

1ST with the NEWS



Ray Owens
Newscaster
11:30-11:45 a. m.

Highest Hooper in Town for Any Local Program Day or Night

9.7 Latest Report

FRANK J. COSTELLO, Mayor of Syracuse, says: *"I heartily approve your present method of handling the news. Mr. Owens commands the respect of everyone in the City Hall for his unbiased treatment of the news. It is my opinion that this type of broadcast is preferred to one in which personal opinions enter."*

● ***Straight News Reporting***

WFBL reports the FACTS — not opinions, a rigid policy which has paid off in the BIGGEST SHARE of DAY and NIGHT AUDIENCE in Syracuse!

● ***14 Newscasts Daily***

WFBL keeps folks informed on the local, national and international scene. WFBL not only scoops the town, BUT other stations as well!



Ask Free & Peters for the WFBL News Booklet and Availabilities

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

TABLE V
Production Method Used

	Hrs-Min.	% of Total
Studio Live	188:10	41.2
Remote	155:37	34.1
Studio Film	74:55	16.4
Studio Live & Film	26:34	5.8
Studio Live & Slide	9:59	2.2
Live, Slide & Film	:57	0.2
Film & Slide	:38	0.1
	456:50	100:0

TABLE VI
TELECAST TIME BY TYPES AND PRODUCTION METHOD
(in hours and minutes)

Rank	Program Type	Studio Live	Studio Film	Studio Live & Slide	Studio Live & Film	Studio Film & Slide	Studio Live Film & Slide	Remote	Total	% of Total
10.	Audience Participation	3:40	:15	:02	2:30	—	—	1:20	7:47	1.7
6.	Childrens	21:29	:10	:30	:15	—	—	:30	22:54	5.0
11.	Discussion	4:45	:45	—	—	—	—	1:00	6:30	1.4
3.	Dramatic	50:00	5:32	—	—	—	—	—	55:32	12.1
7.	Educational	6:00	5:00	—	:30	—	:15	:15	12:00	2.6
14.	Fashion	2:45	:10	:04	—	—	—	—	2:59	0.7
12.	Household Hints and Shopping	4:48	:06	—	:25	—	—	—	5:19	1.1
8.	Musical	6:17	1:04	:49	3:00	—	—	—	11:10	2.5
4.	News	9:04	18:30	3:38	2:57	—	—	—	34:09	7.5
9.	Quiz	5:38	2:35	:21	2:00	—	—	:30	11:04	2.5
1.	Sports & Sports News	3:22	18:30	—	2:45	:10	—	151:00	175:47	38.5
15.	Special Events	2:45	—	—	—	—	—	—	2:45	0.6
2.	Variety	65:15	:18	:16	10:21	—	—	:30	76:40	16.8
16.	Weather	:30	:15	:05	:35	—	:05	:05	1:35	0:3
13.	Time	:21	2:33	:35	:18	—	:15	:15	4:17	0.9
5.	Announcements	1:31	17:48	3:39	:58	:28	:22	:12	25:57	5.7
17.	Miscellaneous	—	:25	—	—	—	—	—	:25	0.1
	Total	188:10	74:55	9:59	26:34	:38	:57	155:37	456:50	100.0

Telestatus

(Continued from page 40)

on the air with 29 accounts in its first reported month. New Orleans also made a good showing in its first report, with 23 accounts. Memphis shows an aggressive local sales effort, as 21 of its 29 accounts were local advertisers.

Milwaukee's one outlet is the prize winner. Though it had a total of 42 advertisers in December, it added 19 new accounts in January, and made a net gain of 14 advertisers, to bring its total number of accounts to 56 in January. Of this total, 32 were local retail advertisers. (See Table IV)

Program Types

For the first time, studio live programming exceeded remotes in total number of sponsored hours telecast. In December remotes accounted for 39.7% of all programming, but in the reporting week in January, live studio programming was 41.2% of the total, and remotes dropped to 34.1%. Film programming was the next most frequent production method, with a total of about 75 hours during the week. (Table V)

Of the total about 18 hours were film announcements, and news and sports programming each used 18½ hours of film during the week. The remainder of the programming was a combination of slide, film and live production.

Sports programming was still far and away the most popular form of programming on the television screen. A total of 175 hours and 47 minutes of sports remotes, commentary or news was presented, accounting for more than one-third of all video sponsorship. No other program category approached that total. (Table VI)

Variety shows, nearly all network programs, were in second place in total telecast time, with about 77 hours or 16.8% of the total. (Network shows hours are multiplied by the number of outlets using that show.)

The two other leading forms of television programming were dramatic (again largely network) with 12.1% and news broadcasts, accounting for 7.5% of all programming. The rank order of various types of programs is given in the first column of Table VI.



TV SET figures reported to BROADCASTING during the past week:

Buffalo, N. Y.—12,335 as of Jan. 31, reported by Buffalo Niagara Electric Co.

Dayton, Ohio—2,100 as of Feb. 7, reported by WHIO-TV Dayton.

San Francisco (Bay area)—3,850 as of Feb. 1, reported by KPIX (TV) San Francisco.

TV Mobile Laws

LIST of 12 state legislatures which would prohibit or limit mobile television installations [BROADCASTING, Feb. 7] has now grown to 19. New states are Delaware, Maine, New Hampshire, New Jersey, Pennsylvania, Tennessee and Washington. District of Columbia also has a bill under consideration. All legislation introduced only, with no bill yet to pass both Houses, although Indiana bill has passed Senate, and Rhode Island bill has passed the House. Maryland passed its ban last Wednesday.

WWJ - *First all the way!*



WWJ History One of Firsts

Radio, FM and Video All Led the Way

The history of WWJ-The Detroit News and its "offspring"—WWJ-FM and WWJ-TV — has been a history of Firsts.

WWJ was the first station in America to broadcast regularly scheduled programs of entertainment.

WWJ-FM was the first Frequency Modulation Station in Michigan.

WWJ-TV was the first television station in Michigan and the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

Aug. 20, 1920 — WWJ started operating.

Aug. 31, 1920—First election returns; for Governor.

Sept. 4, 1920—First dancing party with music by radio.

Sept. 6, 1920—Results of the Dempsey-Miske fight broadcast.

Sept. 23, 1920—First vocal radio concert.

Oct. 5, 1920—First World Series scores broadcast.

December, 1921—First broadcast of church chimes, from St. Paul's Episcopal Cathedral . . .

WWJ helps police capture fugitive.

Feb. 10, 1922—First complete symphony concert broadcast by radio, Ossip Gabrilowitsch directing.

WARING MAKES BOW

March, 1922—WWJ broadcasts news to snowbound North Michigan.

May, 1922 — Fred Waring's Pennsylvanians make first broadcast on WWJ.



May 28, 1922—First orchestra organized especially for broadcasting — The Detroit News Orchestra, 16 pieces.

June 9, 1922—Thomas E. Dewey makes first radio bow, as baritone.

June 18, 1922 — First Radio Wedding — Wendall Hall, the "Redheaded Music-Maker" as the bridegroom.

Feb. 13, 1925—WWJ joins NBC.

March 1925—WWJ broadcasts the Coolidge inaugural.

October 1936—WWJ moves into its new studios across from The Detroit News.

May 1941 — WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.

Oct. 23, 1946—First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.

March 4, 1947—WWJ-TV begins televising experimentally.

May 9, 1947—The Detroit News Spelling Bee televised first time.

FIRST BASE BALL

June 3, 1947—WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) —Tigers-Yanks.

June 4, 1947—Carnival on Ice.

June 6, 1947 — Boxing at the Olympia.

June 19, 1947 — Midget Auto Race[illegible]



July 12, 19 — Henry Ford Memorial Races.

July 26, 1947—Soap Box Derby.

Aug. 12, 1947—Mack Park wrestling.

Sept. 5, 1947—Lions' pro-football broadcast.

Sept. 27, 1947—U. of M. football.

Oct. 19, 1947—Olympia Hockey.

Nov. 23, 1947—Catholic Theater's "Apple of his Eye."

Dec. 17, 1947—Roller hockey.

Dec. 18, 1947—Bowling

Dec. 24, 1947—First Midnight Christmas Mass, from St. Aloysius.

Jan 6, 1948—First telecast of City Council Meeting.

Jan. 8, 1948—Rose Bowl film shown.

Feb. 22, 1948—WWJ-TV starts 7-day-a-week operation.

FIRST SYMPHONY TELECAST

April 19, 1948—First telecast of the Detroit Symphony from the Music Hall.

June 6, 1948—Polo.

July 9, 1948—Olympic Swimming.

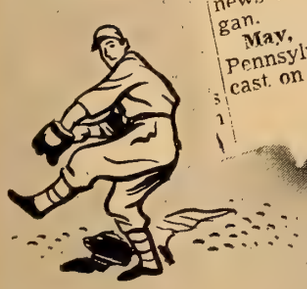
Sept. 1, 1948—First Community Chest program to be televised.

Sept. 20, 1948—The Midwest network is launched with WWJ-TV telecasting the inaugural program emanating from St. Louis.

Sept. 26, 1948—WWJ-TV feeds Cleveland the Tiger-Boston game because of the great interest in the crucial battle. Again the network is used.

Oct. 8, 1948—WWJ-TV telecasts the first World Series games, Oct. 8, 9 and 10, from Cleveland.

Jan. 11, 1949 — East-Midwest network inaugural program, joining WWJ-TV with New York, Washington and other eastern cities.





FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

AGENCIES • ADVERTISERS • STATIONS

Announcing

1949 RADIO-TV MAP



DESIGNED FOR PLANNING - SELLING

➔ This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

➔ You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25"x35"

➔ ***Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.***

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send ..... 1949 Radio-TV Maps. $..... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME .....

FIRM .....

ADDRESS .....

CITY ..... *ZONE* .....

STATE .....

Network Expenditures

(Continued from page 27)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VII	**CHRISTIAN REFORM CHURCH** Religion	208,295	8,184	+200,111
VI	**CHRISTIAN SCIENCE PUBLISHING SOCIETY** Christian Science Monitor	309,938	315,874	—5,936
V	**CHRYSLER CORP.** Plymouth & De Soto Cars	819,297	231,717	+587,580
V	**CITIES SERVICE CO.** Gas & Oil	630,108	613,380	+16,728
VIII	**CLARY MULTIPLIER CORP.** Clary Business Machines & Flo-Ball Writing Instruments	11,596		
VIII	**CLEAR WEAVE STORES INC.** Miscellaneous Apparel & Accessories	2,304		
VII	**CLUB ALUMINUM PRODUCTS CO.** Aluminum Household Utensils	125,422	115,192	+10,230
III	**COCA-COLA CO.** Coca-Cola	2,519,887	695,124	+1,824,763
VIII	**COLE, H. C., MILLING CO.** Omega Flour	46,821	30,951	+15,870
III	**COLGATE-PALMOLIVE-PEET CO.** Colgate Dental Cream, Lustre Creme, Palmolive Soap, Super Suds, Colgate Shave Cream, Brushless Shave & Rapid Shave Cream, Halo Shampoo, Cashmere Bouquet Soap	4,342,245	4,352,523	—9,278
VIII	**CONSOLIDATED ROYAL CHEMICAL CO.** Kranks Shave Kreem	20,677		
VIII	**CONTI PRODUCTS INC.** Conti Castile Shampoo	24,710	250,146	—225,436
V	**CONTINENTAL BAKING CO.** Wonder Bread & Hostess Cake	756,889	730,794	+26,095
VIII	**CONTINENTAL PHARMACEUTICAL CO.** Kyron	60,802		
V	**CREAM OF WHEAT CORP.** Cream of Wheat Cereal	356,624	340,929	—15,695
V	**CUDAHY PACKING CO.** Old Dutch Cleanser	626,881	570,251	+56,630
V	**CURTIS CIRCULATION CO.** Magazines	666,657	735,430	—68,773
VIII	**CURTIS PUBLISHING CO.** Publishers	51,717	187,276	—135,559
VI	**CURTISS CANDY CO.** Candy	272,855	264,323	+8,532
VIII	**DAY & NIGHT MANUFACTURING CO.** All Products	4,914		
VIII	**DELAWARE, LACKAWANNA & WESTERN COAL CO.** Blue Coal	86,246	86,659	—413
VIII	**DOUBLEDAY & CO. INC.** Books	36,022		
VII	**DRACKETT CO.** Drano & Windex	248,573	68,843	+179,730
VIII	**DRESSER INDUSTRIES INC.** All Products	3,053		
V	**DU PONT de NEMOURS, E. I., & Co.** Institutional	695,736	693,276	+2,460
V	**ELECTRIC AUTO LITE CO.** All Products	904,413	891,974	+12,439
V	**ELECTRIC COMPANIES ADVERTISING PROGRAM** Institutional	539,131	541,666	—2,525
VIII	**ELGIN NATIONAL WATCH CO.** Watches	55,350	55,892	—542
V	**EMERSON DRUG CO.** Bromo-Seltzer	829,580	844,703	—15,123
V	**EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.** Insurance	876,747	761,601	+115,146
VIII	**EVANS PEN CORP.** Evanette Ball Point Pens	8,989		
IV	**EVERSHARP INC.** Razors, Razor Blades, Pens & Pencils	1,006,252	1,852,006	—845,754
VII	**FALSTAFF BREWING CO.** Beer	127,860		
VII	**FARNSWORTH TELEVISION & RADIO CORP.** Capehart Radios, Farnsworth Radios, Phonographs, Television Sets, & Railway Communication Equipment	213,362		
VII	**FAULTLESS STARCH CO.** Starch	13,876		
VIII	**FERRY MORSE SEED CO.** Seeds	98,946	197,170	—98,224
V	**FIRESTONE TIRE & RUBBER CO.** Tires & Tubes	776,163	786,177	—10,014
VIII	**FIRST CHURCH OF CHRIST SCIENTIST.** Religious Talks	51,848		
VIII	**FIRST NATIONAL STORES INC.** Institutional	71,448	14,712	+56,736
VIII	**FISHER FLOURING MILLS CO.** Biskit Mix, Flour for Europe, Fisher Cereal, Flour Products	29,303	52,064	—22,761
VI	**FITCH, F. W. & CO.** Fitch Shampoo, Ideal Hair Tonic & Brushless Shave Cream	335,580	825,262	—489,682
IV	**FORD MOTOR CO.** Automobiles	1,629,102	908,970	+720,132
VIII	**"42" PRODUCTS INC.** All Products "42" Oil Shampoo, Hair Oil Tonic & Kings Men Toiletries	76,716 54,736 21,980	120,679 120,679	—43,963
VIII	**FULLER, W. P., & CO.** Paints	67,047	61,965	+5,082
VIII	**FULLER FOUNDATIONS** Evangelical Talks	69,002	254,049	—185,047
VII	**FRUEHAUF TRAILER CO.** Trailers & Institutional	125,497		
III	**GENERAL ELECTRIC CO.** All Products Institutional Electric Lamps & Bulbs	3,283,378 1,826,896 783,084 673,398	630,857 187,247 211,809 231,801	+2,652,521

(Continued on page 54)



"STEP ON IT BOYS! THEY'RE ADVERTISING ANOTHER DRESS SALE ON WGN TONIGHT!"

YES, THIS IS LITERALLY WHAT HAPPENED when Hirsch Clothing Co., John Nesbitt's "Passing Parade" and WGN got together for two announcements on the night of November 29, 1948. No promotion or advertising other than these two commercials was used and yet $19,000 worth of dresses were sold before closing time the next day.

This is a Hirsch story, a Nesbitt tale and a typical WGN listener response.

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

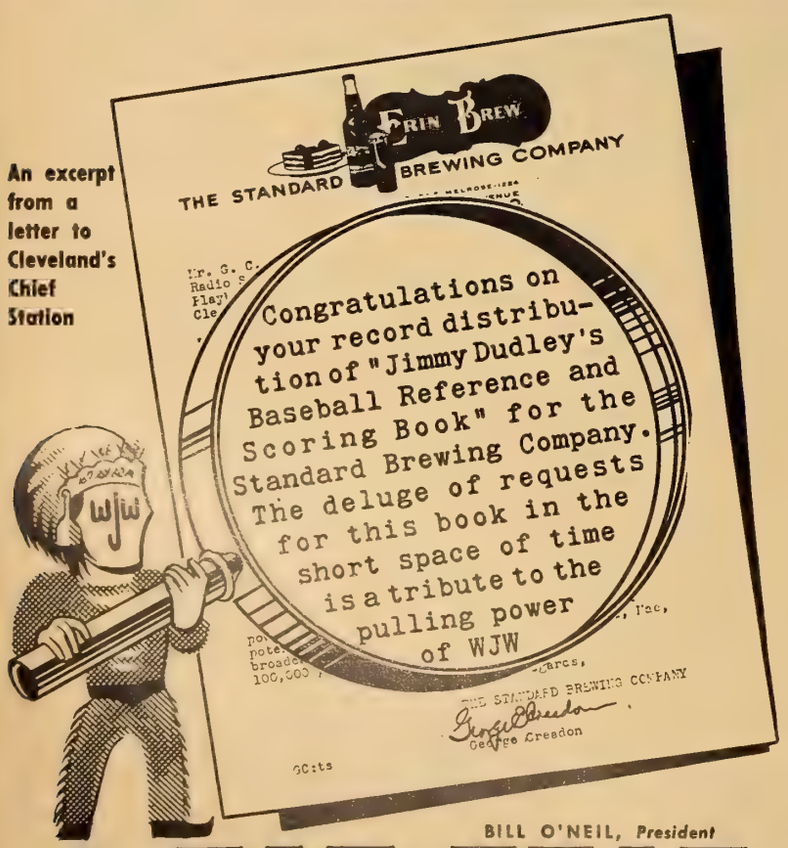
Network Expenditures

(Continued from page 52)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
II	**GENERAL FOODS CORP.** Bakers Chocolate, Minute Tapioca, Calumet, Swansdown, Certo, Jell-O & Jello-Puddings, Cornstarch, Post's Corn Toasties, Cereals, Maxwell House Coffee & Instant Coffee, Sanka, Gaine's Dog Food, La France & Satina & Other Products	6,774,603	7,084,066	—309,463
II	**GENERAL MILLS INC.** Bisquick, Ginger Cake Mix, Pyequick, Soups, Gold Medal Kitchen Tested Flour, Soft-a-silk Cake Flour, Cheerios, Wheaties, Bean Soup & Other Products	7,190,599	7,053,473	+114,747
IV	**GENERAL MOTORS CORP.**	1,976,764	1,789,850	+186,914
	Chevrolet Autos	127,490		
	Institutional	1,048,500	974,387	
	Electrical Refrigerators	800,779	815,463	
II	**GILLETTE SAFETY RAZOR CO.** Brushless & Lather Shaving Cream, Razors, Razor Blades, Toni Home Permanent Wave, Shampoo & All Products	6,267,319	1,269,756	+4,997,563
V	**GOLD SEAL CO.** Gold Seal Wax	547,548		
V	**GOODYEAR TIRE & RUBBER CO.** Tires	541,500	591,543	—50,043
VIII	**GRAND LODGE FREE & ACCEPTED MASONS OF NEW YORK.** Institutional	656	774	—118
VI	**HASTINGS MFG. CO.** Piston Rings & Casite	324,681		
V	**GULF OIL CORP.** Gulf Oil Products	612,714	610,089	+2,625
V	**HALL BROTHERS** Hallmark Greeting Cards	843,801	832,215	+11,586
VII	**HANCOCK, JOHN, MUTUAL LIFE INSURANCE CO.** Life Insurance	186,618	229,464	—42,846
VI	**HELBROS WATCH CO.** Helbros Watches	478,002	457,827	+20,175
VII	**HIRES, CHAS E., CO.** Root Beer	151,357	423,087	—271,730
VIII	**HORMEL, GEORGE A., & CO.** Spam & Other Canned Meats	53,820		
VI	**HOUSEHOLD FINANCE CORP.** Personal Loans	451,924	546,415	—94,491
VII	**HUDSON COAL CO.** Coal	49,088	49,088	
VI	**ILLINOIS WATCH CASE CO.** Compacts, Cigarette Cases, Dresser Sets, Etc.	378,942		
VIII	**INTERNATIONAL BROTHERHOOD OF BOILERMAKERS, IRON SHIP BUILDERS AND HELPERS OF AMERICA.** Institutional	16,902		
V	**INTERNATIONAL HARVESTER CO.**	782,719	628,995	+153,724
	All Products	626,693	628,995	
	Institutional, Motor Trucks & Farm Machinery	156,026		
VII	**INTERNATIONAL MILLING CO.** Robin Hood Flour	118,437	22,034	+96,403
V	**INTERNATIONAL SILVER CO.** International Silver & 1847 Rogers Silverplate	853,074	585,675	+267,399
VIII	**INTERSTATE LABS INC.** Oculine Eye Pads	16,252		
V	**JERGENS, ANDREW, CO.** Jergens Lotion, Toilet Soaps, Perfumes, Etc.	804,832	758,162	+46,670
V	**JOHNS-MANVILLE CORP.**	844,306	875,149	—30,843
	Industrial Products	425,562		
	Insulation	418,744	875,149	
IV	**JOHNSON, S. C., & SON INC.**	1,181,372	863,226	+318,146
	Johnson's Wax & Allied Products	1,115,792	863,226	
	Carnu	65,580		
V	**KAISER-FRAZER CORP.** Automobiles	957,708	244,114	+713,594
IV	**KELLOGG CO.** Pep & Other Cereals	1,048,640	2,737,559	—1,688,919
VIII	**L. B. LABORATORIES INC.** L. B. Hair Oil & Shampoo	8,693		
VI	**LAMBERT PHARMACAL CO.** Listerine Tooth Powder & Toothpaste	286,766		
VI	**LEE, FRANK H., CO.** Hats	404,195	369,196	+34,999
VIII	**LEWIS FOOD CO.** Dog & Cat Food	22,143		
V	**LEVER BROTHERS CO.**	5,317,036	4,767,321	+549,715
	Lifebuoy Soap, Lux Soap, Lux Flakes, Swan Soap, Dentifrice, Pepsodent Toothpaste & Toothpowder, Trim Hair Tonic & Other Products	2,994,871	2,593,902	.....
	Spry, Lipton Tea & Noodle Soup Mix	1,515,619	1,448,011	
	Rinso	806,546	725,408	
V	**LEWIS-HOWE CO.** Tums & NRT Tablets	766,830	966,465	—199,635
II	**LIGGETT & MYERS TOBACCO CO.** Chesterfield Cigarettes	5,043,752	3,752,068	+1,291,690
VII	**LONGINES WITTNAUER WATCH CO. INC.** Watches	163,670		
VIII	**LONG ISLAND MATTRESS CO.** All Products	8,514		
IV	**LORILLARD, P., CO.** Old Gold Cigarettes	1,164,420	1,045,776	+118,644
VIII	**LOS ANGELES SOAP CO.** All Products	64,983	49,947	+15,036
V	**LUDEN'S INC.**	624,509	573,869	+50,640
	Cough Drops & Other Products	33,348	389,520	
	5th Avenue Candy Bar	591,161	184,349	
VIII	**LUER PACKING CO.** Fresh Meats	3,738		
VI	**LUTHERAN LAYMEN'S LEAGUE.** Religious Talks	388,526	344,764	+43,762
VII	**MAIL POUCH TOBACCO CO.** Tobacco	187,047	176,615	+10,432
III	**MANHATTAN SOAP CO.**	2,803,753	2,786,542	+17,211
	Sweetheart Soap & All Products	1,857,050	1,529,475	
	Blu White Flakes & Sweetheart Soap	946,703	1,257,067	
VIII	**MANTLE LAMP CO. OF AMERICA INC.** Electric & Kerosene Lamps, Kerosene Lanterns & Heaters, Vacuum Bottles	40,273		
		40,273		
IV	**MARS INC.** Candy	1,542,062	1,324,142	+217,920
VIII	**McKESSON & ROBBINS.** Tartan Suntan Oil	8,118		
VIII	**McLAUGHLIN, W. F., & CO.** Manor House Coffee	17,424	126,192	—108,768
VIII	**MENNEN CO.** Mennen Shaving Cream, Skin Bracer, Talcum Powder for Men, Cream Hair Oil	67,488		
VI	**METROPOLITAN LIFE INSURANCE CO.** Life Insurance	471,543	523,744	—52,201
VIII	**MICHIGAN REPUBLICAN STATE COMMITTEE** Political	708		
V	**MILES LABS. INC.** Alka-Seltzer & Vitamins, One-a-Day Vitamin Tablets, All Products	5,885,540	5,531,884	+353,656
VI	**MINNESOTA VALLEY CANNING CO.** Canned Vegetables	434,231	228,915	+205,316
VIII	**MISSISSIPPI TABERNACLE** Religion	12,944		
VIII	**MODE O'DAY CORP.** Mode O'Day Wash Dresses	17,684		

(Continued on page 56)

An excerpt from a letter to Cleveland's Chief Station



BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

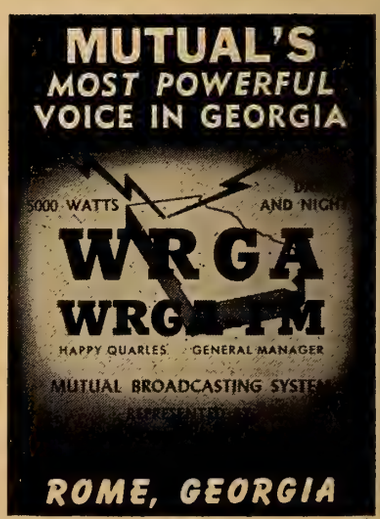
ACCORD

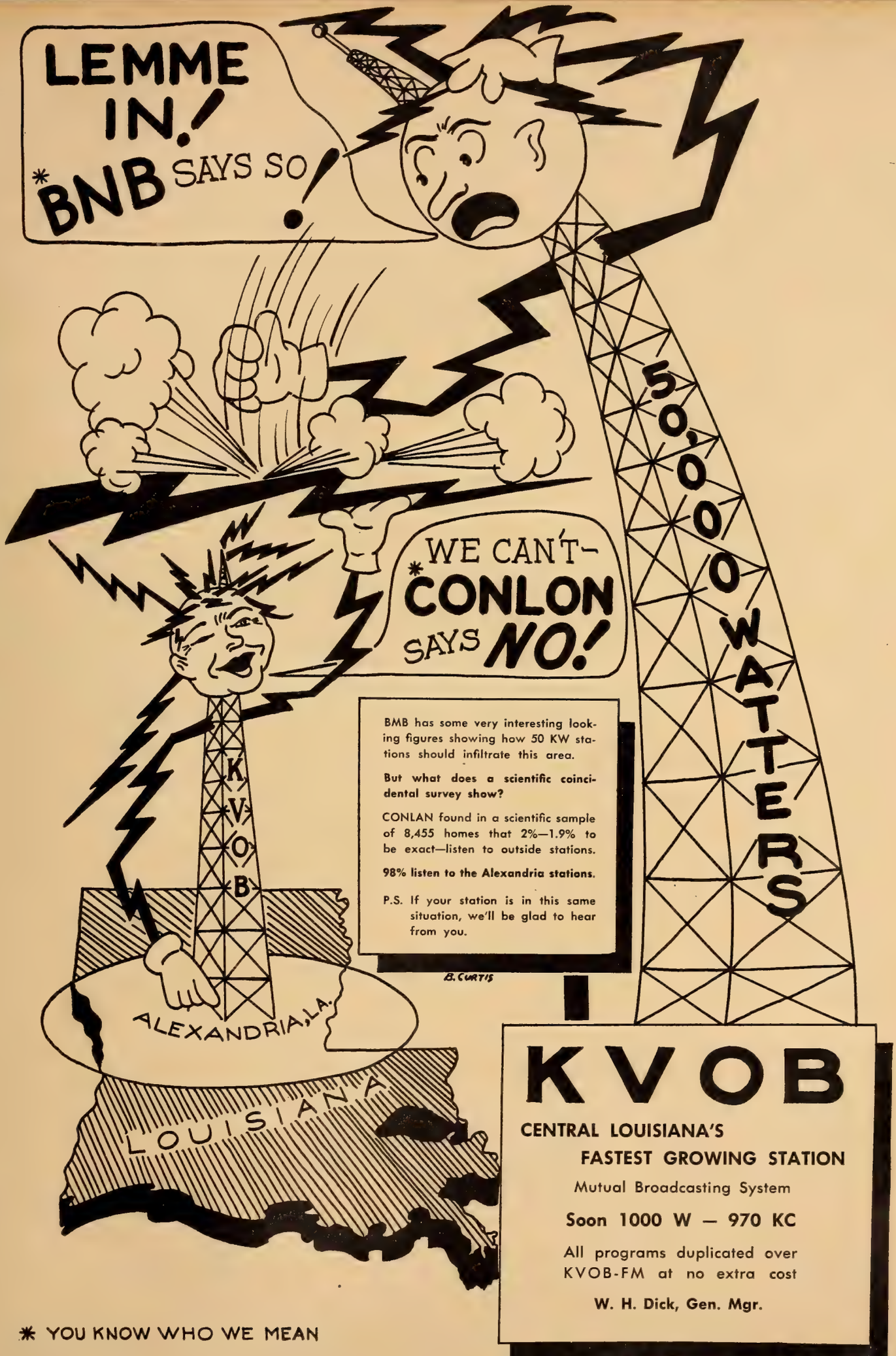
Accordionist Rejoins Heidt

DIFFERENCES between Horace Heidt, band leader, and Dick Contino, accordionist, have been resolved by an impartial mediator. The young musician was scheduled to rejoin the Heidt troupe in New Orleans yesterday for its featured NBC broadcast at 7 p.m. EST.

Mr. Heidt and Mr. Contino issued a joint statement in New York Thursday announcing the settlement.

In the statement Mr. Heidt said he was withdrawing an injunction suit against Mr. Contino and Mr. Contino said he was completely satisfied now.





BMB has some very interesting looking figures showing how 50 KW stations should infiltrate this area.

But what does a scientific coincidental survey show?

CONLAN found in a scientific sample of 8,455 homes that 2%—1.9% to be exact—listen to outside stations.

98% listen to the Alexandria stations.

P.S. If your station is in this same situation, we'll be glad to hear from you.

KVOB

CENTRAL LOUISIANA'S FASTEST GROWING STATION

Mutual Broadcasting System

Soon 1000 W — 970 KC

All programs duplicated over KVOB-FM at no extra cost

W. H. Dick, Gen. Mgr.

* YOU KNOW WHO WE MEAN

Look at The Returns in Houston!



K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston. It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, bring phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.



NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Radio Promotion

(Continued from page 25)

operating costs and general business trends are leading advertisers and agencies to inspect their advertising dollars with greater care. As a result they need more selling, he said, adding that use of radio for institutional advertising is decreasing.

Advertisers are going in for hard-hitting sales techniques, he said, and other media are greatly expanding media-wide sales efforts. Radio has been selling against itself in the "good years" but collective selling is now needed, he said. Television has confused buyers' minds as to the real strength of broadcast selling, he suggested.

Outline of the script for the all-radio film will be ready for the NAB convention in April, Mr. Gray said, along with typical segments of the final film now slated for completion in time for the fall sales season. Mr. Ratner is starting to write the draft script, following completion of preliminary work.

Shows All Radio Good

Mr. Ratner emphasized to the board that the film will show that all radio is good, in all its forms, AM and FM, from announcements to hour shows. It will demonstrate by actual on-the-scene movies how sound broadcasting is an enormously versatile medium and can meet any advertising need. Though there is no problem in selling premium time at present, the film will show that all time is a good sales weapon.

Answering fears that the film might emerge as a network or big-station promotion, Mr. Ratner pledged that the film will not have a network slant. He said the story will be told entirely in the terms of local station operation "because that's where the listener gets his radio."

Mr. Avery, in charge of utilization of the film, gave the board his four-point plan to show the film in every community in the nation to business, service and civic groups as well as individuals.

The plans for exhibition of the finished film are: Plan A, presentation in eight major markets in conjunction with local committees of subscribing stations (these markets yielding 95% of national advertising); Plan B, showings in the next 142 markets where local committees will organize showings, aided by complete sets of instructions; Plan C, showings in committees or towns before service clubs, civic groups and dealer meetings; Plan D, showings by individual stations to individual prospects and to store meetings and similar affairs.

WFPG-FM Starts

FM operations for WFPG Atlantic City started Feb. 14, according to an announcement by Mel Siskind, program director. WFPG-FM is on Channel 253 (98.5 mc) with 15.5 kw. A 408-foot tower is in use.

Network Expenditures

(Continued from page 54)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VIII	MODGLIN CO. INC. — Perma Brooms	10,905		
VIII	MOFFAT, H., CO. — Meat Products	4,212		
VIII	MOORE, BENJAMIN, & CO. — Paint	69,366	60,759	+8,607
VI	MORRELL, JOHN, & CO. — Red Heart Dog Food	292,283	177,953	+114,330
III	MORRIS, PHILIP, & CO., LTD., INC. — Cigarettes & Tobacco, Philip Morris Cigarettes	3,844,044	3,128,733	+715,311
VII	MUSTEROLE CO. — Musterole	136,422	107,973	+28,449
V	MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA — Insurance	728,733	706,535	+22,198
V	NASH-KELVINATOR CORP.	775,449		
	Nash Cars	86,250		
	Kelvinator Refrigerators, Electric Ranges, & Home Freezers	689,199		
IV	NATIONAL BISCUIT CO. — Premium & Ritz Crackers, Nabisco Shredded Wheat, Nabisco & Grahams, All Products	1,149,157	696,201	+452,956
VII	NATIONAL COUNCIL OF PROTESTANT EPISCOPAL CHURCHES — Religion	231,479		
IV	NATIONAL DAIRY PRODUCTS CORP.	1,875,830	447,190	+1,428,640
	Cheese	645,495		
	Milk, Ice Cream	490,958	447,190	
	Miracle Whip, Mayonnaise	135,045		
	Parkay, Kraft Dinner	604,332		
	NESTLE CO. INC. — Nescafe	588,941	604,447	—15,506
VIII	NEW YORK STATE REPUBLICAN COMMITTEE — Political	1,776		
V	NORWICH PHARMACAL CO. — Pepto-Bismol, Unguentine, Etc.	726,525	561,216	+165,309
V	NOXZEMA CHEMICAL CO. — Noxzema & Noxzema Shave Cream	656,478	624,470	+32,008
V	PABST SALES CO. — Pabst Blue Ribbon Beer	760,963	749,499	+11,514
V	PACIFIC COAST BORAX CO. — Twenty Mule Team Borax & Boraxo	615,225	638,559	—23,334
VIII	PACIFIC GREYHOUND LINES — Bus Transportation	3,856		
VIII	PENNSYLVANIA COMMITTEE — STASSEN FOR PRESIDENT — Political	2,295		
VIII	PERFECT CIRCLE CO. — Piston Rings	17,335	17,145	+190
IV	PET MILK SALES CORP. — 400-D Pet Milk	1,031,883	924,362	+107,521
VII	PETER PAUL INC. — All Products	186,876	177,733	+9,143
V	PHARMACO INC. — Chooz, Feen-a-Mint	755,464	719,126	+36,338
IV	PHILCO CORP. — Philco Radios, Refrigerators, Freezers, Air Conditioning & Television Receivers	2,234,816	2,408,150	—173,334
VII	PIEDMONT SHIRT CO. — Wing Shirts	196,405		
V	PILLSBURY MILLS INC. — All Products	989,317	384,478	+604,839
VIII	PILOT RADIO CORP. — FM Radio Speaker Device	9,291	30,968	—21,677
VIII	PLANTERS NUT & CHOCOLATE CO. — Planten Peanuts & Peanut Oil	82,320	149,298	—66,978
IV	POLITICAL PROGRAMS — Political Speeches	1,208,503		
I	PROCTER & GAMBLE CO.	18,226,321	16,652,870	+1,573,451
	Camay Soap, Ivory, Drene, Lava Soap, Prell & Teel	5,290,477	5,289,204	
	Crisco	1,482,500	1,242,423	
	Chipso, Tide, Dreft, Duz, Ivory Flakes, Spic & Span, Camay, Ivory Snow, Oxydol, Cleansers, Shortenings & Dentifrices	11,426,344	10,121,243	
IV	PRUDENTIAL INSURANCE CO. OF AMERICA — Insurance	1,942,416	1,964,163	—21,747

(Continued on page 58)

MEMO to:

JULIE BROWN, Compton Agency:

Another top rating for WCKY's independent block programming, Musical Showboat, Sunday 2 to 3 P.M. leads all stations with an audience rating of 5.4.*

***(Pulse Nov.-Dec.).**

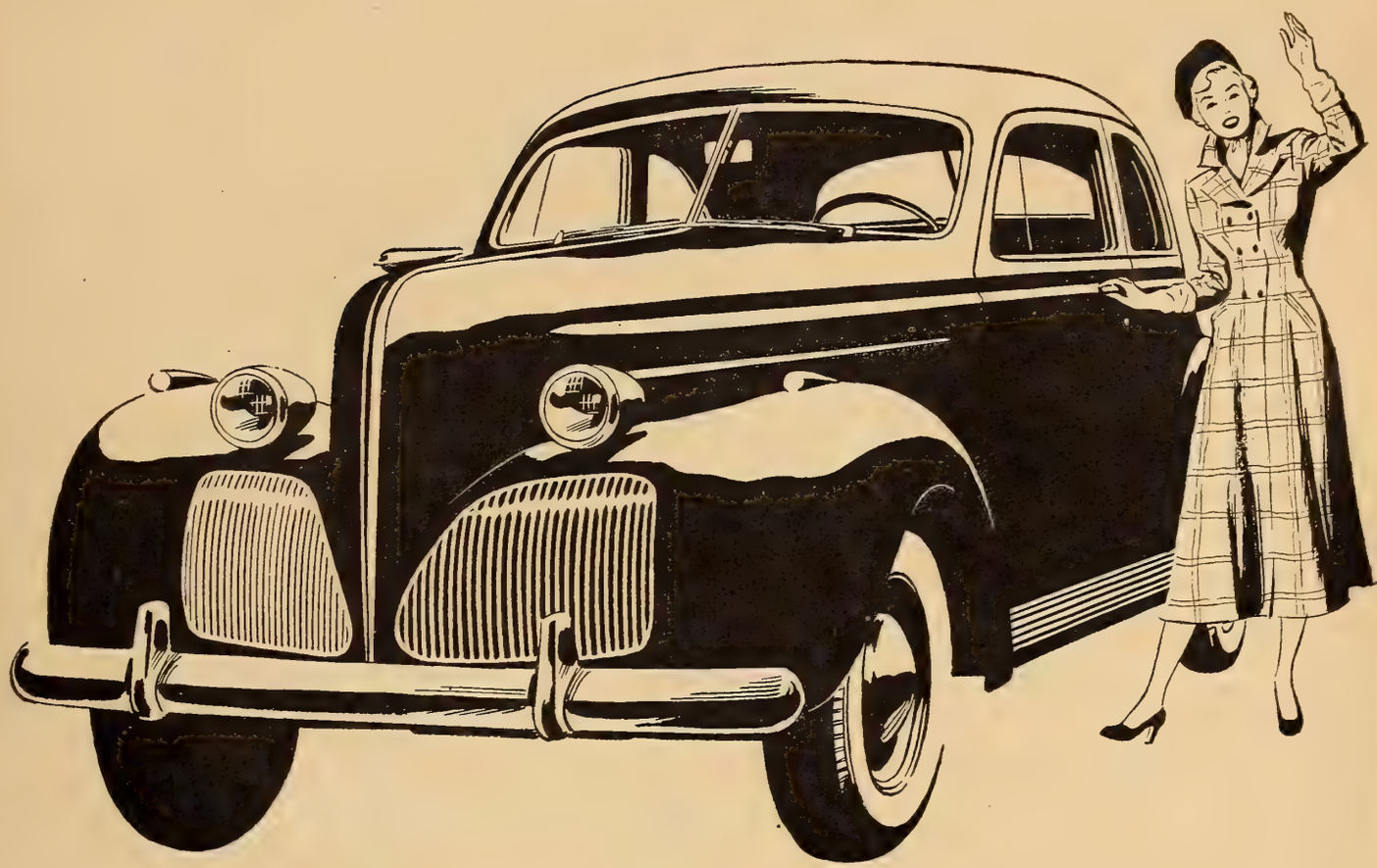
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



NINTH YEAR, STILL GOING STRONG

This car was showroom-new in 1940, when Keystone Automobile Club first used KYW to tell people in the Philadelphia area about the Club's helpful services.

As the years rolled by, Keystone has been able to keep in touch with more and more club members.. *more and more car owners*.. through this regular weekly radio program. Motorists in the nation's third market have come to rely on the Keystone program for information and advice. And Keystone's membership, in the same period, has increased 33 percent!

Whatever the product or service *you* want to sell in the Philadelphia market, you'll do well to follow Philadelphia business leaders and *start selling on KYW*. Renewals prove results; KYW gets both! Get in touch with Free & Peters.. today!

KYW

PHILADELPHIA'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

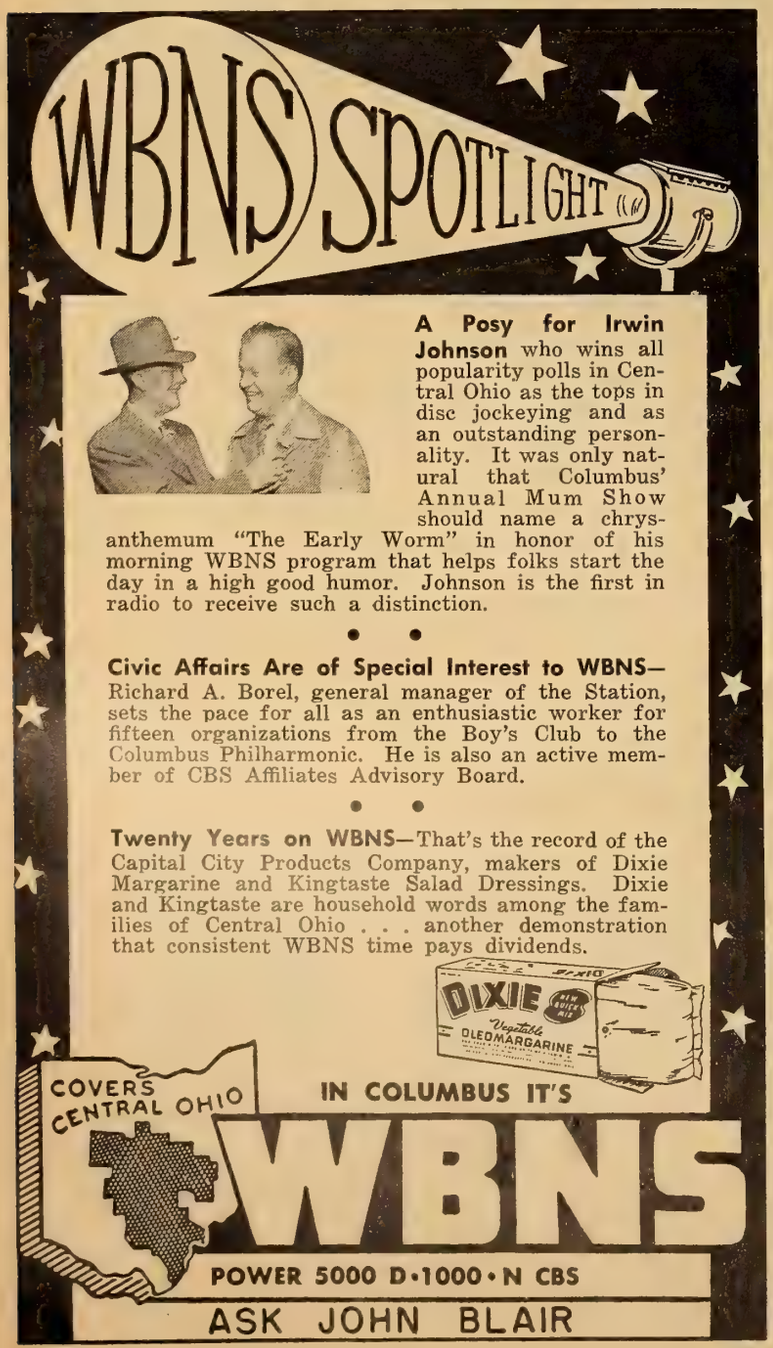
NATIONAL REPRESENTATIVES, FREE & PETERS, EXCEPT FOR WBZ-TV; FOR WBZ-TV, NBC SPOT SALES

Network Expenditures

(Continued from page 56)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
V	**PURE OIL CO.**	629,000	627,341	+1,659
	Petroleum Products			
III	**QUAKER OATS CO.**	2,679,533	2,436,931	+242,602
	Aunt Jemima Pancake Flour & Muffets, Ken-L Ration, Oatmeal, Puffed Wheat & Puffed Rice Sparkies			
VI	**RADIO BIBLE CLASS**	289,280	263,188	+26,092
	Religious Talks			
V	**RADIO CORP. OF AMERICA**	628,832	602,300	+26,532
	Institutional			
IV	**RALSTON-PURINA CO.**	1,411,563	1,572,140	—160,577
	Instant Ralston, Ralston & Shredded Ralston	1,084,031	1,154,235	
	Chow Products	327,532	417,905	
VIII	**REICHHOLD CHEMICALS INC.**	73,050	516,692	—443,642
	Musical Digest Magazine & Vox Records			
IV	**REPUBLICAN & DEMOCRATIC NATIONAL COMMITTEES, PROGRESSIVE PARTY & DEWEY WARREN CLUBS**	1,213,282		
	Political			
VII	**REVERE CAMERA CO.**	242,651	83,910	+158,741
	Movie Cameras, Projectors & Accessories			
V	**REXALL DRUGS CO.**	859,386	850,842	+8,544
	Rexall Drugs			
III	**REYNOLDS, R. J., TOBACCO CO.**	4,076,436	3,945,149	+131,287
	Camel Cigarettes, Prince Albert Tobacco			
VI	**RICHFIELD OIL CORP.**	279,792	466,377	—186,585
	Petroleum Products			
V	**RONSON ART METAL WORKS**	631,275	497,843	+133,432
	Ronson Lighters			
VIII	**SAFEWAY STORES INC.**	31,861	438,832	—406,971
	Kitchen Kraft Flour, Sunnybank Margarine	31,861	71,461	
	Canterbury Tea & Dwight Edwards Coffee		159,082	
	All Products		208,289	
V	**SEEMAN BROTHERS INC.**	636,551	455,187	+181,364
	Air Wick	630,525	455,187	
	White Rose Food Products	6,026		
V	**SEMLER, R. B.**	920,455	832,510	+87,945
	Kreml Hair Tonic & Shampoo, Kreml Kreme Hair Tonic			
IV	**SERUTAN CO.**	1,168,266	1,207,614	—39,348
	Serutan, Nutrex			
VI	**SHEAFFER, W. A., PEN CO.**	456,606	989,369	—532,763
	Pens, Pencils, Skrip & Leads			
VIII	**SHIPSTAD & JOHNSON**	5,215	6,380	—1,165
	Ice Follies of 1949			
VI	**SHOTWELL MANUFACTURING CO.**	381,022		
	Candy Bars			
VIII	**SIGNAL OIL CO.**	70,275	72,912	—2,637
	All Products			
VII	**SKELLY OIL CO.**	180,288	168,190	+12,093
	Petroleum Products			
VII	**SMITH BROTHERS INC.**	128,086		
	Smith Brothers Cough Drops			
VIII	**SOIL-OFF MANUFACTURING CO.**	22,793		
	All Products			
VIII	**S.O.S. CO.**	55,101	19,228	+35,873
	All Products			
V	**SOUTHERN COTTON OIL CO.**	662,564	875,123	—212,559
	Wesson Oil, Snowdrift Shortening			
VI	**SPEIDEL CO.**	262,269		
	Wristwatch Bands			
IV	**STANDARD BRANDS INC.**	1,475,776	1,916,616	—440,840
	Blue Bonnet Margarine, Chase & Sanborn Coffee, Fleischmann's Yeast & Shefford Cheese, Tenderleaf Tea, Royal Pudding			
VII	**STANDARD OIL CO. OF CALIFORNIA**	186,527	165,626	+20,901
	Petroleum Products, Institutional			
IV	**STANDARD OIL OF NEW JERSEY**	311,300		
	Institutional			
VIII	**STANLEY HOME PRODUCTS INC.**	23,842		
	Kitchen Equipment			
VIII	**STUDEBAKER CORP.**	66,756	64,153	+2,603
	Motor Cars			
II	**STERLING DRUG INC.**	9,063,366	9,442,963	—379,597
	Bayer Aspirin, Milk of Magnesia, Phillips Creams, Energene Cleaning, Drug Products & Personna Blades, Haley's M-O, Phillips Toothpaste, Ironized Yeast, Dr. Lyon's Toothpaste, Double Danderine, Coconut Oil Shampoo, Molle Shave Cream			
IV	**SUN OIL CO.**	1,049,768	1,022,624	+27,144
	Oil, Fuel Oil & Sunoco Gas			
VIII	**SUNNYVALE PACKING CO.**	13,661	42,421	—28,760
	Rancho Soups			
III	**SWIFT & CO.**	3,387,340	2,825,084	+582,256
	Any Swift Products	2,112,742	2,020,098	
	Meat Products	297,909	215,003	
	Allsweet Margarine	363,589		
	Peter Pan Peanut Butter & Derby Canned Meats	613,100	589,983	
VIII	**TEENTIMERS INC.**	67,014	143,220	—76,206
	Dresses	67,014		
	Dresses & Cosmetics		143,220	
IV	**TEXAS CO.**	1,241,898	1,115,994	+125,904
	Gas & Oil			
VIII	**TILLAMOOK COUNTY CREAMERY ASSN.**	21,216	21,632	—416
	Cheese			
VI	**TRIMOUNT CLOTHING CO.**	318,792	266,966	+51,826
	Clipper Craft Clothes			
VIII	**TUCKER CORP.**	66,618		
	Tucker Automobiles			
VI	**UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA**	293,854	134,827	+159,027
	Institutional			
VIII	**UNIVERSAL CARLOADING & DISTRIBUTING CO. INC.**	31,200		
	Institutional			
VI	**UNIVERSAL MATCH CORP.**	438,894	536,466	—97,572
	Schutter Candies			

(Continued on page 60)



BROTHERHOOD

WPIX, ABC, CBS Award Winners

EVERETT R. CLINCHY, president of the National Conference of Christians and Jews, last week announced winners of the sixth annual Brotherhood Week radio awards. Based on "contributions to mutual understanding and respect among all the American people," the awards are made by NCCJ, sponsor of Brotherhood Week.

The first television award to be made, goes this year to WPIX New York for its program *Television Chapel*, featuring religious programs of all faiths.

The radio awards are:

To ABC for its *Child's World* series by Helen Parkhurst; to CBS for three programs, *The Friend and Peter Stuyvesant, The Dreyfuss Case* and *For This We Live;* to the Armed Forces Radio Service for *Miracle in Brooklyn* by Robert C. Vinson; to the Jewish Education Committee of New York for *Worldover Playhouse.*

The following stations received awards for meritorious contributions throughout the year to the cause of brotherhood: WNBC New York, WHO Des Moines, WEAN Providence, WIOD Miami, WROW Albany, KLZ Denver, WWDC Washington.

Brotherhood Week observance runs this year from Feb. 20 through Feb. 27. President Truman is honorary chairman of the event, with Nelson A. Rockefeller general chairman.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON



Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

America's leading engineers of important industrial organizations

SWITCH to NEWARK for TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment... *from the tiniest replacement part to the most complete installation* . . . on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the best!

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.



Send TODAY for FREE new 1949 NEWARK CATALOG

Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at **115 W. 45th St.** Downtown at **212 Fulton St.** in **NEW YORK** **323 W. Madison St.** in the heart of **CHICAGO**

NEWARK RADIO & TELEVISION

MAIL NOW!

Dept. A

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:

Name_____

Address_____

City_____ State_____

Network Expenditures

(Continued from page 58)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VI	U. S. ARMY & U. S. AIR FORCES RECRUITING SERVICE Recruiting	380,588	444,035	—63,447
VIII	U. S. RUBBER CO. U. S. Tires	10,252	392,384	—382,132
VIII	U. S. SIXTH ARMY COMMAND U. S. Army Recruiting	7,512		
IV	U. S. STEEL CORP. Institutional	1,052,090	1,067,725	—15,635
VIII	UNITED STEEL WORKERS OF AMERICA United Steel Workers of America	11,176		
VI	U. S. TOBACCO CO. Tobacco	249,506		
VIII	VICKS CHEMICAL CO. All Products	18,480		
VI	VOICE OF PROPHECY Religious Talks	279,231	260,873	+18,358
VIII	VOLUPTE INC. Volupte Compacts & Cigarette Cases	52,115		
VI	WANDER CO. Ovaltine	491,475	523,922	—32,447
VI	WARNER, WM. R., & CO. Rayve Creme Shampoo & Lady Home Permanent Wave, Du Barry, Richard Hudnut, Rayve Creme Shampoo	292,707	1,053,993	—761,286
VIII	WASHINGTON CO-OPERATIVE FARMERS ASSN. Lynden Poultry Products	28,793	19,063	+9,730
VIII	WASHINGTON STATE APPLE COMMISSION Apples	15,295	34,726	—19,431
VII	WATERMAN, L. E., CO. Fountain Pens, Pencils & Ink	146,656	568,713	—422,057
VIII	WELCH GRAPE JUICE CO. Fruit Preserves	31,693		
VII	WESTERN AUTO SUPPLY CO. Automobile Accessories & Household Appliances	201,696	202,092	—396
IV	WESTINGHOUSE ELECTRIC CORP. Laundromats, Refrigerators, Irons, etc.	1,318,029	1,137,412	+180,617
V	WILDROOT CO. INC. Hair Tonic & Cream Oil All Products	960,228 960,228	1,150,301 310,808 839,493	—190,073
V	WILLIAMSON CANDY CO. Oh Henry Candy Bars	526,086	456,935	+69,151
VIII	WILSON SPORTING GOODS CO. Sports Equipment	81,469	74,129	+7,340
VII	WINE GROWERS GUILD Guild Wines	171,576	442,516	—270,940
VIII	WISE, WILLIAM H., & CO. INC. Books Various Publications	17,800 17,800	61,077 31,569 29,508	—43,277
V	WRIGLEY, WILLIAM, JR. Chewing Gum	871,399	791,747	+79,652
VII	YOUNG PEOPLE'S CHURCH OF THE AIR Religious Talks	123,123	225,564	—102,441

FULLTIME

WPIK Application First Of Many Expected

FIRST of a predicted flurry of daytime-station requests for fulltime operation on Mexican 1-A channels was filed with FCC last week by WPIK Alexandria.

The application is linked with the campaign of the Daytime Petitioners Assn., composed of daytimers on the six Mexican 1-A's, to secure nighttime as well as daytime use of the channels [BROADCASTING, Jan. 31].

WPIK is headed by Howard B. Hayes, also president of DPA. Its request was for special service authorization to operate at night with 250 w on 730 kc, which it currently uses on a daytime-only basis with 1 kw. The SSA would run to Nov. 1.

A half-dozen other daytimers are known to be planning similar moves, although some of them may be influenced by FCC's reaction to WPIK's. The flurry undoubtedly will increase if the Commission accepts the Alexandria application and indicates early consideration of the question.

Core of the question is the "Gentlemen's Agreement" with Mexico whereby the U. S. does not put fulltime stations on the six Mexican channels. The agreement was linked with the North American Regional Broadcasting Agreement, which has since expired and been extended. DPA officials claim the "Gentlemen's Agreement" was not extended along with NARBR and therefore is not in effect.

WPIK cited the DPA petition and asked permission to be represented in any general hearing on the subject. The station's request was filed by Leonard H. Marks, who also is DPA counsel.

Approximately 106 stations operate on the six frequencies—730, 800, 900, 1050, 1220, and 1570 kc.

RED CROSS SHOW

Truman Talk on 4 Networks

PRESIDENT TRUMAN will address a special Red Cross message to the nation Feb. 28 on a half-hour broadcast launching the 1949 American Red Cross fund campaign, the Red Cross announced last Tuesday. His talk will be carried by ABC, CBS, MBS and NBC.

The President will speak from the White House at 9:56 p.m. during the last four and one-half minutes of the special broadcast which will originate in Chicago at 9:30 p.m. Earlier portion of the program, broadcast from a Red Cross rally at Chicago's Medina Temple, will be carried by ABC only. This portion will include an address by Gen. Dwight D. Eisenhower and an original drama starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

March has been designated "Red Cross Month" by presidential proclamation.

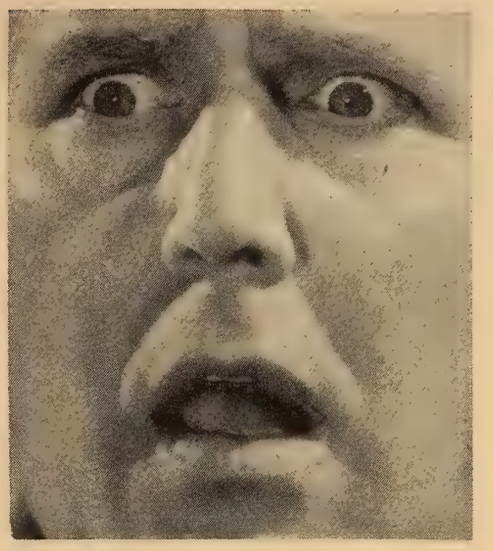
BASEBALL CASE

Lawyers Study Next Move

ATTORNEYS for the major leagues in the Gardella case [BROADCASTING, Feb. 14] said at week's end that they have not yet decided whether to appeal the case to the Supreme Court of the United States on matters of law or go to trial on the facts in federal district court in New York.

The case was remanded for trial Feb. 10 by U. S. Court of Appeals in a decision which directed the district court to determine whether the telecasting and broadcasting of baseball games brought organized baseball within the scope of antitrust laws and whether baseball violated such laws. The Court of Appeals ruling in effect denied the applicability of a 1922 Supreme Court opinion by Justice Oliver Wendell Holmes, who held that baseball was not in interstate commerce. Federal laws, therefore, would not be applicable. The appeals ruling was to the effect that telecasts and broadcasts have now changed the nature of baseball to an interstate operation.





THIS RADIO STATION EXECUTIVE WAS SHOCKED WHEN HE HEARD ABOUT THE TRANSCRIPTION BROADCASTING SYSTEM.

This first real Transcription Network is the only answer to the 3 major problems hounding hundreds of stations:

BETTER PROGRAMS at LOWER PRICES with NATIONAL SPOT SALES ASSISTANCE

tbs works for you . . . It delivers a balanced 8¾ hour unit of 5 top open-end transcribed shows immediately:

HOLLYWOOD'S OPEN HOUSE **ROBBINS' NEST**
ANYTHING FOR LAUGHS **IT'S A GREAT SHOW**
RADIO THEATRE OF FAMOUS CLASSICS

tbs works for you . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

tbs works for you . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

tbs works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

tbs works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week ($40 minimum weekly).

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TRANSFERS

Seven Stations Are Involved In FCC Applications

EXCHANGE of ownership interests between KRUZ Santa Cruz and KDON Monterey, Calif.; sale of WFTC Kinston, N. C., for $61,000 by Jonas Weiland, and purchase of majority interest in WJVB Jacksonville Beach, Fla., by Reginald B. Martin and Lester M. Combs for about $25,000 are reported in transfer applications tendered for filing last week at FCC.

Monterey Peninsula Broadcasting Co., a Speidel Newspaper interest, swaps its 100% interest in KDON with Taft R. Wrathall and L. John Miner for their combined 50% holding in KRUZ, plus $11,250 cash each. Grant R. Wrathall, brother of Taft R. and consulting engineer, retains 50% holding in KRUZ.

Other transfer applications filed with FCC last week also include assignment of license of KGFN Grass Valley, Calif., from '49er Broadcasting Co. for $15,000 to Joe D. Carroll, manager of KMYC Maryville, Calif.; acquisition of majority interest in WANE Fort Wayne, Ind., by C. Bruce McConnell, Indiana businessman and broadcaster, for $11,850 from Merlin H. Smith and Glenn R. Thayer, and sale of 25% holding in WROD Daytona Beach, Fla., for $20,000 by Wade R. Sperry to WLAK Lakeland, Fla., already 25% owner.

The KRUZ-KDON reorganizations, involving several complicated transactions, stem from long efforts of Monterey Peninsula to improve facilities of KDON, a Class IV local outlet on 1240 kc with 250 w. KRUZ is a Class III-A regional outlet on 1460 kc with 1 kw fulltime, directional. KRUZ's present coverage pattern is said to be "slightly better" than that proposed by KDON in a pending request to switch to 1520 kc with 10 kw day and 5 kw night. The KDON application would be dropped. KRUZ plans to seek boost to 5 kw on its present channel, it was said.

The KRUZ-KDON transfers are each contingent upon approval by FCC of the other. Request also is made for waiver of the Avco rule requiring public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners. It is pointed out that they have long been associated with radio and no newcomers are being introduced.

Details of the various transactions follow:

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Broadcasting Co. for $61,000. Mr. Weiland is chief owner of WINZ-AM-FM Hollywood, Fla.; part owner of WSSV Petersburg, Va., and officer and stockholder in Miami-Hollywood Television Corp., Miami TV applicant. Kinston Broadcasting is owner of WKNS Kinston which it would give up if WFTC acquisition were approved. Principals are: A. K. Burrus, president 21.33%; Leo Brody, president of WGNI Wilmington, N. C., and part owner of WLPM Suffolk, Va., director 11.11%; John G. Dawson, part owner WFNC Fayetteville, N. C., and WLBJ Bowling Green, Ky., director 11.11%; Leo Harvey, director 19.77%; J. E. Peterson, vice president 1.11%; and C. Felix Harvey III, secretary-treasurer 1.89%. There are 22 other stockholders. Assignee stated, "Apparently the city will not sufficiently sustain two stations, and assignee desires to purchase WFTC in order to give better radio service and make some income." WFTC is assigned 250 w fulltime on 1230 kc. WKNS is assigned 1 kw daytime on 1000 kc.

KGFN Grass Valley, Calif.—Assignment of license from '49er Broadcasting Co. to Joe D. Carroll for $15,000. Mr. Carroll since 1942 has been manager of KMYC Maryville, Calif. Assignor is selling because of: "Heavy operating losses, desire to have station operated by people with radio experience and desire to abandon business in which stockholders are not adequately experienced or interested." KGFN balance sheet showed deficit as of Dec. 31, 1948, of $29,108.47 and net loss for second half of 1948 of $9,389.36. Total assets of $33,701.14 were reported and of this amount following assets were not to be sold to Mr. Carroll: $2,825.10 land and improvements; $10,741.60 building (less depreciation); $4,192 accounts receivable (less reserve bad debts); total $17,758.70. No liabilities are to be transferred. Principals in '49er Broadcasting are John G. Colling, H. W. Westbrook, John Edwin Keegan and Carlton G. Thomas, each 20%, and Robert T. Ingram and Earl J. Caddy, each 10%. KGFN is assigned 250 w fulltime on 1400 kc.

WROD Daytona Beach, Fla.—Transfer of 25% interest in Daytona Beach Broadcasting Co., licensee, by Wade R. Sperry for $20,000 to Lakeland Broadcasting Co., licensee of WLAK Lakeland, Fla. Lakeland, already owning 25% of WROD, is headed by S. O. Ward, president-treasurer 51%; his wife, Dorothy B. Ward, 24.6%, and daughter, Jane S. Ward, 24%. E. J. Sperry is president-general manager of WROD. Station is assigned 250 w fulltime on 1340 kc.

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Broadcasting Co., licensee, from group of 16 stockholders to Reginald B. Martin, WJVB general manager, and Lester M. Combs, WJVB program director. Pair acquires 275 shares of total 304 shares. Mr. Martin pays $17,403.07 for 192 shares and Mr. Combs $7,523.20 for 83 shares. Chief sellers are J. Lyle Williams, 84 shares, and H. A. Prather, 78 shares. Fourteen others sell 12 shares or less each. WJVB is assigned 250 w day on 1010 kc.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc., licensee, by C. Bruce McConnel through purchase of 190 shares for $11,850 held by Merlin H. Smith and Glenn R. Thayer. Mr. Smith sells 128 of his 178 shares and Mr. Thayer 62 of his 162 shares. Mr. McConnell already holds 275 shares. Total of 675 shares are issued. Application said Messrs. Smith and Thayer wished to sell part of their holdings because "unexpected severe losses incurred in the operation" of WANE have "heavily taxed financial abilities of transferors." Station's balance sheet as of Jan. 31 cited operation loss of $34,802.10. Mr. McConnell is chief owner of WHOT South Bend, Ind., and principal stockholder of WHHU Anderson, Ind. WANE is assigned 250 w fulltime on 1450 kc.

KDON Monterey, Calif.—Assignment of license from Monterey Peninsula Broadcasting Co. to L. John Miner and Taft R. Wrathall, co-partners, d/b as Monterey Radio Broadcasting Co. (Contingent on grant of assignment of license of KRUZ Santa Cruz, Calif.; see below). KDON is assigned 250 w fulltime on 1240 kc.

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co. to Central Coast Counties Radio Inc. (Contingent on grant of assignment of license of KDON Monterey, Calif.; see below). KRUZ is assigned 1 kw fulltime on 1460 kc and has application in preparation to seek increase to 5 kw on that facility.

Transfers of KDON and KRUZ involve exchange of station holdings among three interests. Grant Wrathall retains one-half interest in KRUZ; Taft Wrathall and John Miner acquire 100% ownership of KDON from Monterey Peninsula Broadcasting in exchange for their combined 50% holding in KRUZ plus $11,250 each. Monterey Peninsula is owned by Salinas Newspapers Inc., a Speidel Newspapers Inc. interest and publisher of Salinas Californian. Transactions involved include:

(1) Reorganization of Monterey Bay Broadcast Co., KRUZ licensee, with Grant Wrathall increasing holding from 24.5% to 50%, Taft Wrathall increasing holding from 24.5% to 25% and John Miner reducing holding from 51% to 25%. Mr. Miner receives $8,456.87 from Grant Wrathall and $1,580.29 from Taft Wrathall. (2) Exchange by Taft Wrathall and Mr. Miner of their 50% holding (25% each) in KRUZ with Monterey Peninsula Broadcasting for 100% interest in KDON. Each also receives $11,250 cash from Monterey Peninsula. (3) Formation of new firm, Central Coast Counties Radio Inc., to assume operation of KRUZ and in which Grant Wrathall has 50% holding and Monterey Peninsula holds the other 50% interest.

Monterey Peninsula Broadcasting retains KDON-FM Monterey and is to file application to move main studio of the outlet to Salinas for inclusion in new Salinas Californian building now under construction. Present and proposed studio sites are both within 5,000 millivolt contour. Transmitter site is not moved. KRUZ-FM Santa Cruz is to be dropped by Central Coast. Messrs. Taft Wrathall and Miner upon assuming control of KDON would file for new call letters. Also pending application of KDON for switch to 1520 kc with 10 kw day and 5 kw night would be dropped.

Messrs. Taft Wrathall and Miner obtain certain articles of equipment and furniture now owned by Monterey Bay Broadcasting valued in amount of $6,024.18 while certain items of equipment and furniture at KRUZ transmitter house go to Central Coast valued at $26,858.58. Through reorganization Grant Wrathall is relieved of "much of the burdensome detail of management of KRUZ" application said, while Taft Wrathall and Mr. Miner are relieved of a part of the obligations they incurred in the constructing and financing of KRUZ.

Central Coast Counties Radio Inc. is headed by Grant Wrathall as president. Fay M. Wrathall is director. Paul Caswell, publisher of the Salinas Californian, is treasurer and Harry S. Bunker, general manager of Speidel Newspapers Inc., is secretary. Officers of Salinas Newspapers and Monterey Peninsula include: John Ben Snow, 45% owner Speidel Newspapers, chairman of the board; Merritt C. Speidel Sr., 51% owner Speidel Newspapers, president; Robert M. Speidel, vice president; Mr. Caswell, treasurer, and Mr. Bunker, secretary. Other Speidel radio interests include WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y., KWRN-AM-FM Reno, Nev., and KFBC (AM) and KFBA (FM) Cheyenne, Wyo.

Other radio interests of Grant Wrathall include: Holding of 25% interests in KUTA Salt Lake City and KGEM Boise; 12.5% interests in KLIX Twin Falls, KEIO Pocatello and KIFI Idaho Falls; 15% in KOPR Butte, Mont.; 23.1% in KULE Ephreta, Wash., and 3% in WLOU Louisville.

KPIX (TV) San Francisco is now operating on a 6-day weekly programming schedule. Station had been telecasting on a Wednesday through Sunday evening schedule since it went on the air last Dec. 22. Sixth day of programming was launched with local premiere of the NBC-TV's *Texaco Star Theatre*.



BOOSTER

Sales need a boost! Let WSGN lend a helping hand. In the May-Sept. Hooperating WSGN packs a lot of weight, with 18 out of the 30 top ranking shows . . . 6 times as many as station A with 3 out of 30; 3 times as many as station B with 6 out of 30. For a real sales booster it's Alabama's leading station . . . WSGN.



ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN — FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley Reed National Reps.

Reaching

4,000,000 PEOPLE

KWKW

Pasadena - Los Angeles



MEMBERS of the *Atlanta Journal* 25-Year Club participating on the *At Home With Elsbeth* show over WSB-TV Atlanta are welcomed by the show's star, Elsbeth Hofmann. Veterans are (l to r) John M. Outler Jr., general manager, WSB and WSB-TV; John Paschall, editor emeritus; Maurice Hopkins, advertising department, and Sam Dull, assistant advertising director. The four have compiled a total of 154 years with the Atlanta Journal Co.

KOB-WJZ CASE

ABC Asks Commission For Action

ABC called upon FCC against last week to terminate KOB Albuquerque's seven-year occupancy of 770 kc, which is assigned to the network's WJZ New York as a 1-A clear-channel frequency.

The network asked the Commission either to deny KOB's long-pending application for licensed operation on 770 kc, which it has shared with WJZ under special service authorizations since November 1941, or to hold a further hearing with particular attention to the prospects of KOB sharing 1030 kc, 1-B channel, with WBZ Boston.

KOB is formally assigned to 1030 kc but was given special service authority to use 770 kc on grounds of interference with the Boston station. Action on its application for permanent assignment on 770 kc has been held up pending a decision in the overall clear-channel case, which itself has been held up by Senate Interstate Commerce Committee intervention.

ABC has two other pending petitions calling for a "prompt" decision on the 770 kc case. One was filed in October 1945 and the other in February 1948. FCC has not acted on either one. Nor has it acted on a petition filed by KOB last October asking for removal of its application from the pending files and for immediate grant, and stressing the need for an early decision irrespective of the outcome of the clear-channel case.

Asks Extension

KOB also has pending a petition for extension of its special service authorization on 770 kc from March 1 to Nov. 1.

In its petition ABC reiterated its contention that continuation of KOB on 770 kc may hinder "if not preclude" retention of the 1-A status accorded the channel by the North American Regional Broadcasting Agreement (NARBA).

The network pointed out that a grant of KOB's request for further extension of its special service authorization would mean the station will still be on 770 kc when the new NARBA is negotiated in September.

Notes NARBA Factor

With reference to the overall clear-channel case, the petition noted that a Senate Interstate Commerce subcommittee has recommended that FCC issue no decision until after the NARBA conference [BROADCASTING, Jan. 31].

"No formal announcement has been made of what action will be taken by the Commission in response to the report, but it is significant that no decision in the clear-channel proceeding has been announced, even though the U. S. NARBA proposals must be transmitted to other countries by May 2, 1949," the petition asserted.

Under the special service authorization KOB operates on 770 kc with 50 kw day and 25 kw night. ABC claimed this has caused "substantial interference to WJZ within its normally protected service area, with a resultant loss in service by a substantial population in areas where the programs of ABC are not otherwise available."

The KOB application is for 50 kw fulltime, non-directionalized. This, ABC contended, would cut off 31,968,866 persons from secondary service from WJZ, plus 2,374,005 within the normal primary service area.

The petition was filed by Joseph A. McDonald, ABC vice president, secretary and general attorney, and Andrew G. Haley and James A. McKenna Jr. of Haley, McKenna & Wilkinson, Washington counsel for the network.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

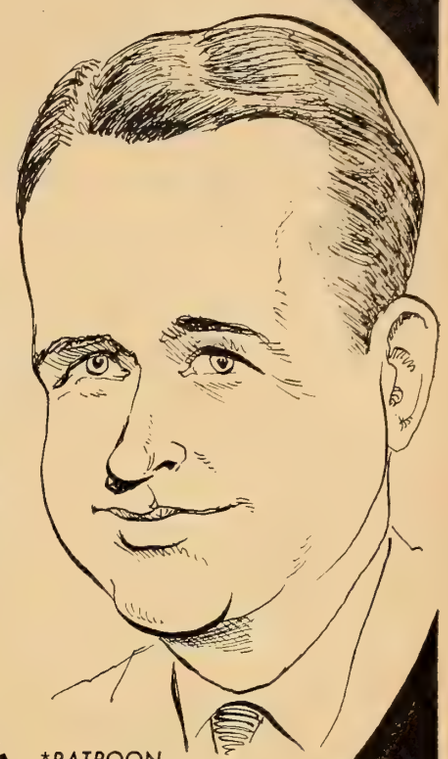
Address: Placement Manager

RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

The Patroon* of the week

WALTER KNIFFEN

Media Director,
H. W. KASTOR & SONS ADVERTISING CO.
Chicago



Despite his extremely youthful appearance, Walt has 32 years experience in the agency business . . . all 32 with Kastor, a near record at least in the agency field. The William G. Rambeau rep today presented Walt with his certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Typical WPTR promotion for a sponsor's program includes courtesy announcements, newspapers, billboards, bus cards, direct mail and lobby displays.

10,000 Watts of POWER Night and Day

Represented by RAMBEAU

WPTR

PATROON BROADCASTING CO., ALBANY, N. Y.

PHILLY MEET

Mitchell Addresses NICD

SERVICE establishments and other local businesses who want maximum advertising effectiveness should publicize their strong lines and "in-demand" services regularly on radio, Maurice B. Mitchell, NAB director of broadcast advertising, told the National Institute of Cleaning and Dyeing in Philadelphia last Tuesday.

Mr. Mitchell addressed a morning sales promotion session of the institute's 40th annual convention and exhibition. He spoke on "Radio Advertising Suggestions." General theme of the three-day meeting was "Better Your Quality — Better Your Future."

"The advertiser who consistently uses his advertising to associate himself in public with his least saleable services is doing nothing more than paying for an announcement of the fact that he is a poor businessman," Mr. Mitchell said.

After understanding their objectives, local advertisers should take advantage of the "beamed program technique" which radio affords, Mr. Mitchell said, adding: "When you buy radio to advertise your strong departments and your in-demand services, you're following the precepts of some pretty good retailers." Local businessmen are now radio's biggest customers, he pointed out.

ZENITH AD

Sparks Non-Commercial Controversy

FULL-PAGE advertisement by Zenith Radio Corp., extolling the virtues of its FM station, WEFM Chicago, and new model portable AM-FM set, while taking to task commercial radio, elicited heated replies from industry circles last week. Statements of protest were issued by Maurice B. Mitchell, NAB director of broadcast advertising; Frank V. Webb, general manager of KFH KFH-FM Wichita, Kan., and others.

The advertisement, appearing in the *Chicago Tribune* Feb. 13, said that "WEFM is the FM Radio Station which sells no advertising . . . and has a 40-second silence between selections instead of paid commercials." It added: "There are only two announcements per hour (. . . required by law). No paid spots. No singing commercials." WEFM was cryptically described as "truly an island of refuge in today's radio world."

Characterizing the advertisement as a "move of desperation," designed to move new low-priced Zenith models, Mr. Mitchell declared that "non-commercial" stations and newspapers "have been tried before" and the "results speak, not only for themselves, but for the American people." He observed that the firm's policy, if projected, seeks to eliminate "the very audience which commercial radio has built up for it and all other radio manufacturers—an audience which has invested over $2 billion for more than 77 million radios . . ."

★

In a telegram to NAB, Mr. Webb characterized the advertisement as a "direct attack on all broadcasters everywhere" and urged AM-FM-TV operators to register "strong protest" to Zenith President Eugene McDonald.

"The demonstration is in extremely poor taste for it represents an open and unwarranted attack on the American system of broadcasting, a system that has made it possible for Zenith to acquire millions in profits at the broadcasters' expense . . ." Mr. Webb declared.

Mr. Mitchell also denounced the Chicago manufacturing firm for what he termed "violation of our industry's clearly stated policy covering free time chisels." He said that weeks ago Zenith requested "free advertising" time of both AM and FM broadcasters to promote an FM set. Broadcasters also received a followup letter pointing up scarcity of FM sets in certain markets and "suggesting they'd be delivered to areas where such free promotion was delivered by stations . . ." Mr. Mitchell continued.

KOBAK ON CODE

Says Stations 'Slipping'

EDGAR KOBAK, MBS president, last week deplored what he saw as a growing tendency among some broadcasters to flout the NAB code.

Without identifying broadcasters or instances, Mr. Kobak said he thought radio and television had been "slipping in the questions of good taste." He said that Mutual itself was guilty of this on recent occasions and had been forced to cancel one program because of repeated breaches of taste.

The Mutual president talked at a luncheon given members of the press in New York.

As for Mutual, Mr. Kobak said, "we have no intention of changing our standards." Mutual, he said, would continue to make every effort to live up to the standards of practice adopted last year by NAB.

Speaking on the subject of the future of broadcasting, Mr. Kobak said he had not made up his mind as to what effect television would exert.

"I don't know if there is going to be enough advertising around to support four radio networks and five television networks," he said.

Brown to Hooper

THE RESIGNATION of Thomas A. Brown Jr. as president of the Radio Council of National Advertisers Inc., to become vice president in charge of advertiser relations for C. E. Hooper Inc., New York, was announced last week. The new appointment becomes effective in March. He was formerly with Dancer - Fitzgerald - Sample, and was secretary and general counsel of American Home Products Corp.



Mr. Brown

KCBC QUITS MBS

To Use Transit FM on AM

KCBC Des Moines terminated its affiliation with MBS effective last Monday and the station made plans to duplicate its FM Transit Radio programming on AM in place of many of the former network shows.

Actual cancellation with MBS followed unsuccessful talks between the station and network for renewal of the affiliation contract. A network official said that the KCBC termination was a breach of contract. Myles H. Johns, executive vice president of KCBC, expressed the belief the contract termination was permitted under a 24-hour cancellation clause, which the network contended applied only to it and not to the station.

KIOA is succeeding KCBC as the Mutual outlet in Des Moines.

Mr. Johns said he believed his station would be the first in the country to duplicate Transit Radio on AM. He said one rate would be charged for both the AM and FM programs and that by the time KCBC is ready to duplicate it will be from 50 to 60% sold out. An official of Transit Radio in New York acknowledged that if KCBC duplicates, it probably will be the first in the country to do so.

Upcoming

March 1: Kansas City area stations meeting with local attorneys and Don Petty, NAB general counsel, Hotel Muehlebach, Kansas City.
March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
March: 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel. Chicago.
March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.



WINZ

REVERSES
Mr. Crowl Can Take 'Em

SELLING time is comparatively easy for Ray Crowl, WHBC Canton, Ohio, although it has its reverses. Telling time—for Mr. Crowl, at least—has some reverses, too.

When Mr. Crowl is out calling on WHBC clients and prospective clients he wears a 17-jewel wrist watch in a gold-filled case. At first glance it looks like any other wrist watch, but—look again. The numbers appear in reverse positions and the hands move counter-clockwise.

A watchmaker in Mineral Wells, Tex., by changing the works in Mr. Crowl's watch, accomplished the counter-clockwise stunt. The WHBC salesman suggested counter-clockwise clocks carrying messages reading, "Don't be backward—buy our product." But the Patent Office wouldn't hear of it unless Mr. Crowl and his watchmaker friend would buy a complete



Mr. Crowl and his wrist watch.

* * *

clock factory already in operation. It was another reverse, but Mr. Crowl is accustomed to reverses.

GERMAN VIDEO
U. S. Offers Six Patents

SIX U. S. patents, involving television tubes and projection devices formerly owned by a German national, are now available for licensing by the Justice Dept.'s Office of Alien Property, Attorney General Tom Clark has announced. They will be offered on a royalty-free non-exclusive basis for $15 per patent, cost of the administrative fee.

Title to the patents was vested by the U. S. under the terms of the Trading-With-the-Enemy Act. Patents became available for licensing upon waiver by an American national of alleged claim of interest, according to David Bazelon, assistant attorney general of OAP. They were formerly under the name of Manfred von Ardenne.

Licensing information and a list of the six patents may be obtained from the Office of Alien Property, and copies may be purchased for 25¢ from the Commissioner of Patents, Washington, D. C.

ORIENTATION
Course for NBC Employes

APPROXIMATELY 500 NBC employes registered for the network's eight-week television orientation training program which opened Feb. 10 in New York.

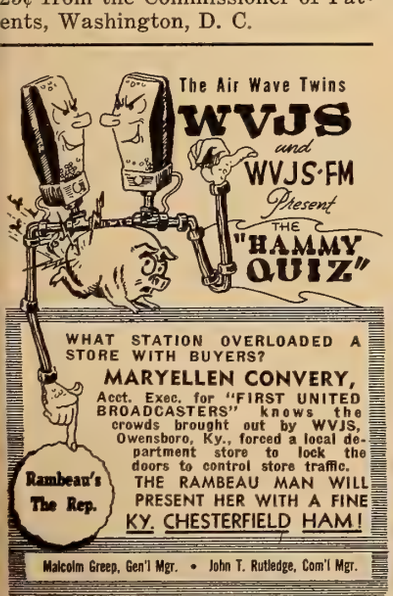
Carleton D. Smith, director of television operations, described the courses to follow. Subjects to be covered are: Plans and problems, organization, programming, production, program facilities, feature services, news and special events, technical operations, sales, promotion, publicity, station relations and local operations.

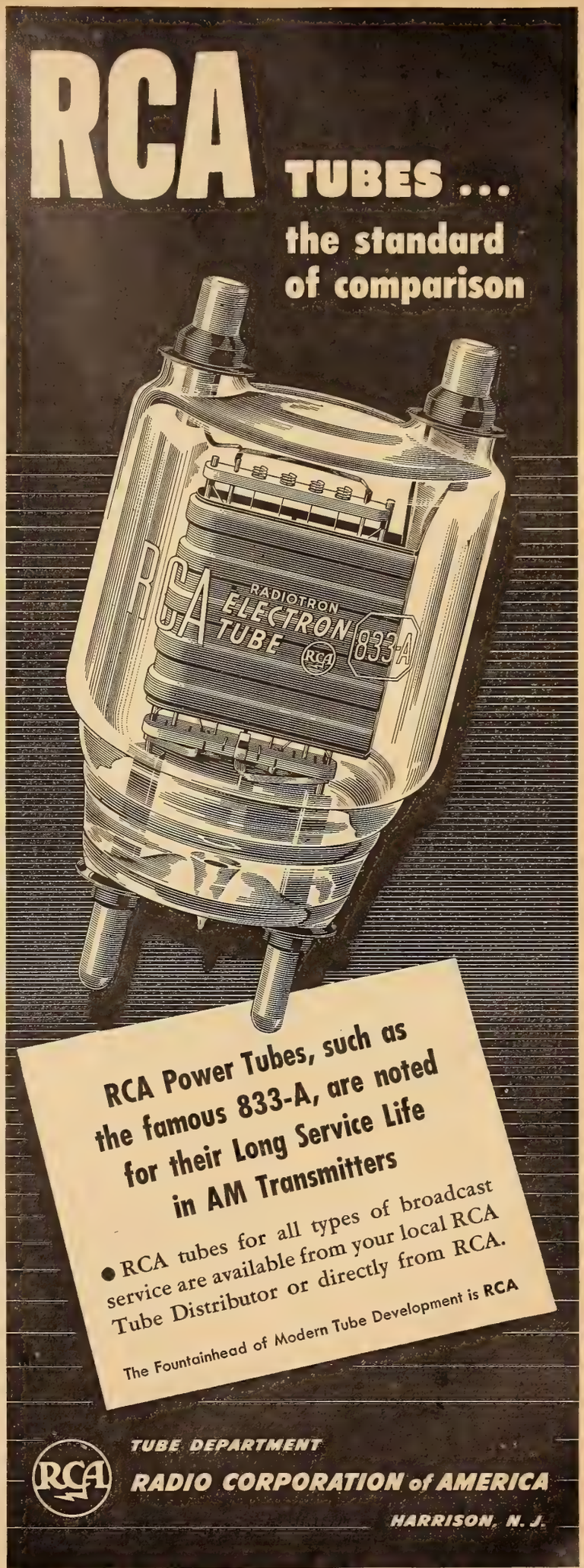
Speakers will include the following NBC executives:

Sydney H. Eiges, vice president in charge of press; William R. McAndrew, assistant to the vice president in charge of the Washington office; Norman Blackburn, national program director; Warren Wade, national production manager; Robert Wade, manager, television production facilities; William Garden, director of field programs; Russ Johnston, director, film division; N. Ray Kelly, assistant director, film division; James H. Nelson, director of advertising and promotion; Robert Shelby, director, television engineering; F. A. Wankel, assistant director, television engineering; George H. Frey, director, network sales; Reynold R. Kraft, assistant to the director, network sales; Easton C. Woolley, director of stations department; Adolph Schneider, director of television news; James M. Gaines, director of owned and operated stations; Thomas B. McFadden, manager of WNBC, WNBT and WNBC-FM New York, and William Webb, audience promotion manager.

Crime Fighter Role

TELEVISION's potentialities in the war against crime came to the forefront Feb. 7 when WMAL-TV Washington carried a special program featuring the pictures and descriptions of America's ten most wanted criminals. The material was supplied by the FBI. In a statement prepared by J. Edgar Hoover, director of the Bureau, and read by Bryson Rash, ABC Washington special events director, Mr. Hoover said in part: "The advent of television offers a new adjunct to law and order, and I see in this new medium an instrumentality of great aid and assistance in the future protection of society."





Respects

(Continued from page 46)

his New York job as done. He had come from a big town to a bigger one, had joined CBS and, after several jobs, built WCBS from a one man to a 95 man operation.

He could look forward to San Francisco, where he will take over operation of KQW and KQW-FM, outlets transferred to CBS. He also will have other duties, as yet largely undefined.

He has been to San Francisco numerous times and the city has always fascinated him. He has great faith in its radio and television future. He could say, as a press release has said for him:

"I believe San Francisco will play an increasingly important role in programming and I am privileged in being able to undertake a share in this development."

Mr. Hayes doesn't talk so formally as that, but the thought is there and he subscribes to it.

People in San Francisco may want to know about him. He was born in Detroit, July 1, 1904, and is a tall, blue-eyed man who looks younger than his 44 years, despite generous amounts of gray in his hair.

The fact he has a philosophy of station operation may not be accidental. He was graduated from U. of Detroit in 1926 with the degree of Bachelor of Philosophy.

But long before his college graduation, he had already sown the seeds which grew into a desire to go to New York.

He had become an amateur magician, capable of mixing all kinds of potions and of pulling the usual scrawny variety of rabbits out of the usual moth-eaten tophats. But by college days he was good enough at it to appear professionally. Naturally, an entertainer looked to New York.

In addition, there was the example of Gene Buck, who had been errand boy in the Detroit drug store operated by Mr. Hayes' father.

Mr. Buck went to New York, became a partner of the great Ziegfeld and made his fortune. Mr. Hayes was bound to do the same.

James J. Hayes, father of Mr. Hayes, did not discourage his son. Just the same, the son served the same kind of apprenticeship as Gene Buck—only more so. Young Hayes not only ran errands, but he also began mixing potions as well, both on stage and in the drug store at the same time. He became a licensed pharmacist.

But when his college days were over, he decided that the things he liked most were show business and advertising. He couldn't make up his mind between them, but the first concrete offer came from advertising. He joined the *Detroit News* national advertising department.

In 1928, he went over to the media department of Campbell-Ewald. Under his persuasion, a radio department was set up. He looked on radio as a happy wedding of show business and advertising, his two great interests, and it was only natural then that he got into broadcasting.

With its huge General Motors account, Campbell-Ewald probably would have remained his niche for a long time after that—except for the depression. But economic woes cut the C-E staff to ribbons. Mr. Hayes was one of those lopped off. He decided to go to New York.

First off in New York he joined CBS as an account executive for Radio Sales. A year later he was appointed the department's eastern sales manager. In January 1938, he was appointed to head WABC, now WCBS. Until then, WABC was exclusively a network station, offering no time for local sale.

Under his direction, first as sales manager and then in 1940 as general manager, he had ample opportunity to provide the welding of show business and advertising which were his twin interests. The station became the key outlet in the entire Columbia network.

He has been chairman of the sales managers executive committee of NAB; chairman of the NAB committee on standardization of rate cards; a member of the NAB committee on contracts, and of NAB retail promotion committee. During the war he served as OWI regional radio consultant for New York and New Jersey. He is a member of the faculty of Fordham U.'s School of Communications Art; chairman of the radio committee, Cardinal's Committee of the Laity, and on the board of advisors of WFUV, Fordham's radio station. He also is a board member of Arthur Godfrey Productions Inc.

His name is also in many other organizations, in which he has had an active interest. His primary activity in the past few weeks has been sending in letters of resignation and regrets that he will be unable to attend future meetings—at least until the commuting situation between San Francisco and New York gets straightened out.

With all his business and civic duties, Mr. Hayes has found time for a full family life. He and his wife, the former Florence Gruber, and the four children, usually do things together. The offspring are Arthur Jr. 15, James 11, Mary Anne 8, Florence Margaret 5.

All the children are radio-minded and make their own "radio shows" at their Scarsdale home on the twin turntables whose sound is piped from room to room.

He has a well-equipped woodworking shop where he makes furniture. He has a 19 foot "Lightning" sloop and an outboard which the family use in Long Island Sound.

Mr. Hayes is going off to San Francisco alone for the time being so the children can continue at school and so he can find a permanent home for them. The last leg of his journey will be made aboard the Superchief and San Francisco real estate operators may well take note of his arrival. It is safe to say the local radio fraternity will benefit by his arrival.

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FREE to WSYR advertisers

18,788 lines of local newspaper advertising every month in the

● Two Syracuse Dailies

● Syracuse University Daily

This unequalled promotion of WSYR and NBC shows is paying off for advertisers

WSYR SYRACUSE 570 kc – 5000 watts

NBC Affiliate in Central New York

Headley-Reed, National Representatives

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Management

RALPH L. ATLASS, vice president and general manager of WIND Chicago, has been elected to the board of directors of WMCA New York. Mr. Atlass was recently retained by the New York station as consultant to management.

JACK TODD, former manager of WIKK Erie, Pa., has been appointed general manager of KAKE Wichita, Kan. He was formerly manager of KANS Wichita.



Mr. Todd

LOU GILLETT has been appointed general manager of KMCM McMinnville, Ore. He was formerly with KPOJ Portland.

JAMES MURRAY, manager of KQV Pittsburgh, has been appointed Pennsylvania Week Radio Chairman for Allegheny County in 1949.

GALEN GILBERT has joined KGER Long Beach, Calif., as general manager. He replaces LEE WYNNE, who recently resigned to set up his own advertising agency in Los Angeles [BROADCASTING, Jan. 31]. Mr. Gilbert was formerly partner and general manager of KVLH Pauls Valley, Okla. Prior to that he was with KBYE Oklahoma City as commercial manager.



Mr. Gilbert

J. C. LINER Sr., owner of KMLB Monroe, La., has been ordered by his physician to take a long rest. He has been indisposed since the death of his son several months ago.

ATTENTION

FM Station Owners

We can probably show you how to make FM pay off.

Phone, wire or write

STORADIO ADVERTISING CO.

501 Garver Building

Des Moines, Iowa

Phone 3-1221

WAMS ACCUSES

WDEL-TV of Stalling

ACCUSING WDEL-TV Wilmington, Del., of falsely reporting construction underway, WAMS Wilmington asked FCC last week to call a hearing on the station's petition for additional time for completion.

WAMS also applied for WDEL-TV's assignment on Channel 7 (174-180 mc), requesting 1 kw visual and 600 w aural powers and antenna height of 300 feet above average terrain. Channel 7 is the only one currently allocated to the Wilmington area.

WDEL Inc. received its television grant Dec. 23, 1947, according to WAMS' petition, and later was given an extension of time to Feb. 23, 1949. Its current request for more time—to Aug. 23—was filed in January. In it, WAMS said, WDEL reported progress on the television station as follows:

Site purchased, land graded and fenced, tower foundations now being constructed. Tower to be delivered this month. Building under way. Working on roadway and building foundations.

But, WAMS charged, an on-the-spot examination three weeks after the request for additional time was filed showed that "nothing in the way of construction has been done." WAMS submitted photographs purportedly made at the site and affidavits of George L. Sutherland, vice president and general manager of Wilmington Tri - State Broadcasting Co. (WAMS and WAMS-FM), and Henry C. Eastburn of Wilmington, described as "a disinterested person."

The affidavits said a visit to the proposed site of WDEL-TV on Feb. 12 showed:

(1) "The only evidence of any grading work . . . was such as appears to have been done in connection with the construction of a road leading . . . into the site proper"; (2) "no evidence whatsoever of the construction of any tower foundations"; (3) "no tower or basic parts thereof"; (4) "the only materials located on the site are approximately 35 crates of guy wire insulators and a small box of undetermined content"; (5) "there are sticking out of the ground six or eight metal stakes with flags attached thereto, the significance of which is not apparent"; (6) "no evidence of any building construction, including building foundations, on the site."

Mr. Eastburn said he was informed that the roadway was constructed last September or October, and that "no construction of any nature has been engaged in on the site" since that time, so far as his informants knew.

W A M S cited the Supreme Court's decision in the WOKO Albany case as pointing up "the seriousness of withholding true information or furnishing false information to the Commission." The station charged that WDEL "has not proceeded in good faith" and "will not be able to complete construction of its television station within any reasonable time that might now be extended by the Commission."

The petition, filed by Harold E. Mott of the Washington law firm of Welch, Mott & Morgan, said that in seeking additional time WDEL had attributed the delay to RCA's failure to deliver necessary equipment. "To the petitioner's knowledge," W A M S said, "RCA does not manufacture or sell concrete or other building materials."

WDEL is slated to file its reply to the charges this week.

Programs

PROGRAM with the atmosphere of the Old West has proved to be one of KLAS Las Vegas' most popular shows judging from requests which have come from as far as Pearl Harbor. This disc program, *El Rancho Chuck Wagon Time*, is staged in the Chuck Wagon room of the Hotel El Rancho Vegas where the nearby whirring roulette wheels lend an atmosphere that has become famous throughout the United States. Program is broadcast 12:30-3:30 a.m., and is emceed by disc jockeys, Jack Melvin and Johnny Ryken. Besides music and chatter, program regularly features interviews with such guests to Las Vegas as Hildegarde, Andy Russell, Frankie Lane, Carmen Miranda and many others.

'Suburban News Roundup'

TWELVE weekly newspapers in Eastern Pennsylvania and New Jersey and WFIL Philadelphia are cooperating to present *Suburban News Roundup*. Program features regular summaries of news from areas adjacent to the Philadelphia metropolitan district, and is heard each Saturday from 1:30-2 p.m.

'Television Roundtable'

A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. *Television Roundtable* was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiver distributors.

A Woman's World

GIVING the women of Cleveland a look at the latest in cooking, fashions, shopping hints, decorating and gardening is the object of WEWS (TV) Cleveland's newest program, *Distaff*. As show opens each day (Mon.-Fri., 4-5 p.m.), camera picks up a woman glancing through a magazine called *Distaff* and as she looks at each new department of the magazine the illustrations come to life and that segment of the program is presented from WEWS' auditorium studio.

Soda Set Show

CATERING to teen-age audience, KFI-TV Los Angeles recently started half-hour weekly telecast series, *Club El Teen*. The program, being telecast in a studio set to look like a malt shop, features teen-age talent in variety show format.

Stories Behind the Arts

STORIES behind great artistic creations are being telecast in a new weekly series entitled *Inspiration Theatre* on KLAC-TV Los Angeles. The half-hour live dramas are written, produced and directed by Jon Slott. Name actors are featured in the roles from week to week. Future programs will include stories behind inspirations of artist Paul Gauguin, poet Gerard Nerval.

Stamp Program

DESIGNED to appeal to stamp enthusiasts in the Bay Area, new Sunday morning program, *Kilpatrick's Stamp Man*, has been started by KQW San Francisco. Albert Henry, owner of a philatelic lobby in San Francisco's Palace Hotel, presents bulletins on U. S. stamps, background stories of old stamps and issue dates of new ones. He also includes a follow-up on foreign stamps and a "Stamp Story of the Week." Program is sponsored by Kilpatrick's Bakery through Emil Reinhardt Adv., Oakland, Calif.

RADIO ART Club of America, New York, has expanded its *Songs by Great Singers* program on MBS from 15 minutes to a half hour, with a time switch from 1:45-2 p.m. to 3-3:30 p.m., and an increase in number of stations from 63 to 150.

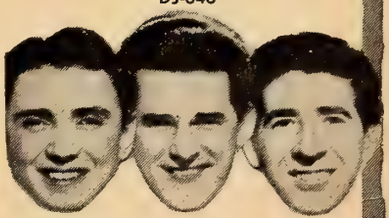


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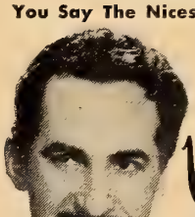
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Put Your Shoes On, Lucy
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CHARLIE Ventura
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DJ-648



JOSE' Morand
Brazilian Rhapsody
Rumba Cocktail
DJ-649

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

FEBRUARY 11 to FEBRUARY 17

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

February 11 Decisions . . .

BY THE COMMISSION

Assignment of License

WKLV Blackstone, Va.—Granted assignment of license from Frank W. Wagner to Nottoway Bcstg. Co. Inc., new corporation in which Mr. Wagner will have 35% interest.

KBLF Red Bluff, Calif.—Granted assignment of license from Robert L. Weeks to Dr. Russell G. Frey.

WHKP Hendersonville, N. C.—Granted assignment of license from Redege Bcstg. Co. to Radio Hendersonville Inc.

ACTIONS ON MOTIONS
By Commissioner Hyde

Surety Bcstg. Co., Charlotte, N. C.—Granted petition for leave to amend application to add additional engineering statement re conductivity.

All Nations Bcstg. Co., Boston, Mass.—Granted petition for leave to amend application to show changes in stockholders.

WELI New Haven, Conn.—Granted petition to dismiss without prejudice application.

KOOS Coos Bay, Ore.—Granted petition for order to take depositions in re application.

Mansfield Bcstg. Co. Inc., Mansfield, Pa.—Granted petition to dismiss without prejudice application.

Van Wert Bcstg. Corp., Van Wert, Ohio—Granted petition for leave to amend application to specify 1580 kc in lieu 860 kc.

KBPS Portland, Ore.—Granted petition for leave to amend application for mod., license to show increase in power from 100 to 250 w and new trans. and ant.; and application for CP filed May 14, 1948, which is incorporated in and made part of such amendment, was accepted.

WJFS Freeport, Ill.—Granted petition for leave to dismiss without prejudice application.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing in re application presently scheduled Feb. 17, for indefinite period.

Crosley Bcstg. Corp.—Granted petition for leave to amend application re transfer of control of WHAS Inc. to show revised data on proposed program analysis.

WHDH Boston, KOA Denver, WXKW Albany—Granted joint petition for continuance of hearing schedule March 1, to March 2, at Washington, in re applications.

Whaling City Bcstg. Corp., New Bedford, Mass.—Granted petition for dismissal of application.

Northwest Public Services, Kelso, Wash.—Granted petition for continuance of hearing scheduled Feb. 10 to March 10 at Washington, in re application.

Shelby Bcstg. Co., Center, Tex.—Commission on own motion continued hearing presently scheduled Feb. 10 to April 11, at Washington, in re application.

February 11 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WSYR Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to Radio Projects Inc. AMENDED to change name of assignee to Central New York Bcstg. Corp., new firm.

License for CP

KEVA Shamrock, Tex.—License to cover CP new AM station.

AM—1580 kc

Leslie Goodaker tr/as The Princeton Bcstg. Co., Princeton, Ky.—FCC announced following omission from public notices of October 1948: CP new AM station 1590 kc 250 w AMENDED to request 1580 kc.

License Renewal

WINX-FM Washington, D. C.—License renewal FM station.
WWNY-FM Watertown, N. Y.—Same.
KURV-FM Edinburg, Tex.—Same.
KUSC U. of Southern California, Los Angeles—License renewal noncommercial education FM station.

License for CP

WILK-FM Wilkes-Barre, Pa.—License to cover CP new FM station.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP change ERP form 32 to 43 kw.
WHHS Haverford Township Senior High School, Havetown, Pa.—Mod. CP new noncommercial educational FM station to change operating power to 10 w, change type trans.
WOR-FM New York — Mod. CP changes in FM station for extension of completion date.
WSTP-FM Salisbury, N. C.—Mod. CP new FM station for extension of completion date.
WSPD-FM Toledo, Ohio—Same.
WFMJ-FM Youngstown, Ohio—Same.
WFBM-TV Indianapolis — Mod. CP new commercial TV station for extension of completion date to June 30.
WJAC-TV Johnstown, Pa.—Mod. CP new commercial TV station to change ERP from 7 kw aur. to 3.7 kw aur., make ant. changes.
WGAL-TV Lancaster, Pa.—Mod. CP new commercial TV station for extension of completion date to Aug. 8.
KRSC-TV Seattle, Wash.—Mod. CP new commercial TV station for extension of completion date to April 15.

TENDERED FOR FILING

AM—930 kc

WSAZ Huntington, W. Va.—CP increase power from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

FM—92.3 mc

Asheboro Bcstg. Co. Inc., Asheboro, N. C.—CP new FM station on Channel 300 (107.9 mc) AMENDED to request Class B Channel 222 (92.3 mc) with ERP 15.5 kw.

February 14 Applications . . .

ACCEPTED FOR FILING

AM—1310 kc

WNAE Warren, Pa.—CP change from 1310 kc 1 kw D to 1310 kc 1 kw-D 100 w-N unl.

Assignment of License

WLOI LaPorte, Ind.—Assignment of license from Isabel S. Rumely, Hoyt H. Scott and Edward Young d/b as LaPorte County Bcstg. Co. to LaPorte County Bcstg. Co. Inc.

Transfer of Control

KRBC-AM-FM Abilene, Tex.—Involuntary transfer of control of Reporter Bcstg. Co. from M. Bernard Hanks, deceased, to T. J. McMahon, Bruce B. Meador and Conway C. Craig, executors of estate.

License for CP

WRLD-FM Lanett, Ala.—License to cover CP new FM station.
KIXL-FM Dallas, Tex.—Same.

Modification of CP

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station for extension of completion date.
WKNE-FM Keene, N. H.—Same.
WCBM-FM Baltimore—Same.
WSML-FM Macon, Ga.—Same.
WDBO-FM Orlando, Fla.—Same.
KRE-FM Berkeley, Calif.—Same.

CP to Reinstate

KGDM-FM Stockton, Calif.—CP to reinstate CP new FM station.

TENDERED FOR FILING

Assignment of License

KGFN Grass Valley, Calif.—Assignment of license from '49er Bcstg. Co. to Joe D. Carroll.

AM—1240 kc

KSMA Santa Maria, Calif. — CP change from 1450 to 1240 kc.
WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Bcstg. Co.

APPLICATION RETURNED

AM—1180 kc

C. L. Cooley, Bradford, Tenn.—RETURNED Feb. 11 application for CP new AM station 1180 kc 18 w D.

APPLICATIONS DISMISSED

AM—1280 kc

G. Russell Chambers and John W. Rollins d/b as Charlottesville Bcstg. Co., Charlottesville, Va.—DISMISSED Feb. 10 application for CP new AM station 1280 kc 1 kw D.

SSA—1540 kc

WJMJ Philadelphia — DISMISSED Feb. 10 application for SSA 1540 kc 1 kw D for period not to exceed 6 mo.

February 15 Decisions . . .

BY THE COMMISSION

SSA—1460 kc

WOKO Albany, N. Y.—Granted extension of SSA to operate on 1460 kc 1 kw-D 500 w-N until Aug. 15.

BY THE SECRETARY

General Electric Co., Area Schenectady, N. Y.—Granted licenses for new exp. TV relays KA-2106 and KA-2107.

National Bcstg. Co. Inc., Area New York—Granted CP and license for new exp. TV relay KA-2104.

KMTR Radio Corp., Los Angeles—Granted licenses for new exp. TV relays KMA20 KMA21.

General Electric Co., New York—Granted mod. of license to change trans. location KEA28.

KEIO Pocatello, Ida.—Granted mod. CP to make changes in DA.

WWWR Russellville, Ala.—Granted mod. CP for approval of ant. and trans. location.

KAAA Red Wing, Minn.—Granted request for waiver of Sec. 3.30(a) of Commission's rules and regulations to identify studio location as Red Wing.

WPLA Plant City, Fla.—Granted mod. CP to make changes in ant.

WBLK Clarksburg, W. Va.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on side of AM tower.

WIL St. Louis—Granted mod. CP to change type trans.

WOLS Florence, S. C.—Granted mod. CP to mount FM ant. on AM tower.

KELT Electra, Tex.—Granted mod. CP for approval of ant., trans. and studio locations, and change type of trans.

WQXR-FM New York—Granted request to extend authority to operate multiplex facsimile period beginning Feb. 18 and ending May 18.

Following were granted extension of completion dates as shown: KSLH St. Louis, to 8-11-49; WJEM Springfield, Ohio, to 5-2-49; WASH Washington, D. C., to 8-3-49; WMCF Memphis, Tenn., to 3-1-49; KING-FM Seattle, Wash., to 6-1-49; KSO-FM Des Moines, to 8-27-49; WKBN-FM Youngstown, Ohio, to 9-15-49; KOIN-FM Portland, Ore., to 9-15-49; WRBL-FM Columbus, Ga., to 6-1-49; WROK-FM Rockford, Ill., to 6-20-49; KRMD-FM Shreveport, La., to 5-1-49; KFDM-FM Beaumont, Tex., to 6-1-49; WHBF-FM Rock Island, Ill., to 9-17-49; WRR-FM Dallas, Tex., to 4-20-49; WBIR-FM Knoxville, Tenn., to 6-1-49; WMCA-FM New York, to 4-7-49; WPDX-FM Clarksburg, W. Va., to 6-8-49; KTSA-FM San Antonio, Tex., to 6-9-49; WJBC-FM Bloomington, Ill., to 9-14-49; WLYC Williamsport, Pa., to 6-7-49; KVOB-FM Alexandria, La., to 5-15-49; KVNJ-FM Fargo, N. D., to 4-6-49; WBOW-FM Terre Haute, Ind., to 6-6-49; WSGN-FM Birmingham, Ala., to 8-12-49; WBBB Burlington, N. C., to 6-30-49.

WMHC The Wm. H. Block Co., Indianapolis—Granted request to cancel CP and modifications thereof for new FM station.

WPTL Providence, R. I.—Granted mod. license to change ERP from 2.5 kw to 2.88 kw and make changes in ant. system.

KCOW Alliance, Neb.—Granted mod. CP to change trans. and studio locations.

WONW Defiance, Ohio—Granted mod. CP to change type trans.

KBTV Dallas, Tex.—Granted mod. CP to change studio and trans. location; to change ERP from vis. 35 kw, aur. 18.5 kw to vis. 21 kw, aur. 15 kw, and ant. height from 489 to 480 ft.

Following were granted extension of completion dates as shown: KCOM Sioux City, Ia., to 6-1-49; KRKD Los Angeles, to 4-6-49; WAGA-TV Atlanta, Ga., to 8-28-49.

WROY Carmi, Ill.—Granted license for new standard station 1460 kc 1 kw D.

KXEO Mexico, Mo.—Same—1340 kc 250 w unl.

KUTA Salt Lake City—Granted license install new trans.

KWK St. Louis—Granted license increase power and install DA-N.

WJAX Jacksonville, Fla.—Same.

KMMO Marshall, Mo.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

WROK Rockford, Ill.—Granted CP change trans. location.

KSMA Santa Maria, Calif.—Granted mod. license to change main studio location.

KVLC Little Rock, Ark.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WLRP New Albany, Ind.—Granted mod. CP for approval of ant., trans. and studio location.

WRXO Roxboro, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WSHB Stillwater, Minn.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

Following were granted extension of completion dates as shown: WBIK Chicago, to 6-1-49; WISH-FM Indianapolis, to 6-14-49; WMAZ-FM Macon, Ga., to 5-28-49; WMGY-FM Montgomery, Ala., to 4-4-49; WFMI Portsmouth, N. H., to 4-1-49; WISR-FM Butler, Pa., to 5-26-49; WTHS Miami, to 3-1-49; WBBB-FM Burlington, N. C., to 6-30-49; KRKD-FM Los Angeles, to 4-1-49; WHP-FM Harrisburg, Pa., to 8-26-49; WBNS-TV Columbus, Ohio, to 7-1-49; WBAP-TV Fort Worth, Tex., to 5-15-49; WTVR Richmond, Va., to 9-3-49; WTMJ-TV Milwaukee, to 4-23-49.

WKOB Citizens Bcstg. Co., North Adams, Mass.—Granted request for cancellation of standard station license and deletion of call letters: 860 kc 250 w D.

(Continued on page 71)

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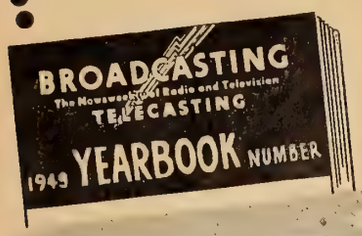
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YEARBOOK Special

Commercial

ALAN JOHNSTONE, formerly in sales department of KLX Oakland, Calif., has joined KGO local and ABC Spot Sales department San Francisco. He replaces Frank Schmitt, recently promoted to network sales representative in San Francisco.

JIM MacCORMACK, formerly with BROADCASTING, *The New York Times* and the Bridgeport, Conn. *Herald*, has been appointed sales representative for WNLK Norwalk, Conn. He will cover the Westport, New Canaan, Wilton and Darien areas.

JAMES CRAWFORD has been appointed sales manager of WPEN Philadelphia.

JAMES KELEHAN, formerly vice president and sales manager of KWDM Des Moines, has been appointed sales manager of KIOA Des Moines.

EDWARD B. COUGHLIN, formerly associated with *The New York Times* and Weed & Co., New York, has joined the New York sales staff of Edward Petry & Co., station representative.

HARRY R. LIBSON, formerly with CKLW Detroit-Windsor, has joined sales staff of WJBK Detroit.

WILLIAM B. RAHN, affiliated for the last three years with Burn-Smith Co., New York, station representative, has been appointed account executive at WINS New York.

GORDON SWETTMAN has been appointed commercial manager of CKWS Kingston, Ont.

KEN SIBSON has been appointed head of new Southwestern office of Ra-Tel Representatives Inc. Mr. Sibson will headquarter in the Empire State Bank Bldg., Dallas.

KEITH SCOVIL, formerly KOVO Provo, Utah, sales manager, has joined KEEN San Jose, Calif.

DOUGLAS MANNING, salesman of CKGB Timmins, Ont., and MILDRED HODGSON of CJKL Kirkland Lake, Ont., have announced their marriage.

HEART DRIVE

Gets Strong Radio Support

MORE THAN 25 special network programs supported the fight against heart disease during National Heart Week, Feb. 14-21, Sylvester L. (Pat) Weaver Jr., vice president of Young & Rubicam, and chairman of the radio and television committee for the American Heart Assn.'s 1949 National campaign, revealed last week.

In addition, commercial spots were arranged on more than 50 top rated commercial programs including, Bing Crosby, Fred Allen, Bob Hope, *Duffy's Tavern*, and *Truth or Consequences*.

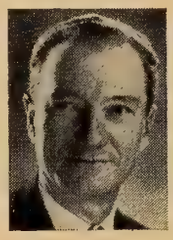
Radio kits, containing spot announcements and feature material, were sent to all AM and TV stations in the U.S. Television schedules featured a film short by Alan Ladd urging public support of the heart campaign.

CASH DISCOUNTS

4A Group Says Radio Lags in Practice

RADIO and television stations lag behind most other media in support of the 2% cash discount practice and, as a consequence, bear the brunt of most bad debt losses suffered by media.

That conclusion was reached by the Committee on Media Relations of the American Assn. of Advertising Agencies. The committee is headed by Ben Duffy of BBDO. At a recent meeting in New York it considered a report of its subcommittee on cash discount, headed by H. H. Dobberteen, of Benton & Bowles.



Mr. Duffy

Mr. Dobberteen found the cash discount situation "reassuring" in every field except broadcasting.

The discount is allowed by 94.6% of daily and Sunday newspapers, by 92.7% of general magazines, by 72.5% of business papers, he reported. Individual radio stations, on the other hand, have ignored the cash discount practice to the extent that only 9% provide the incentive for prompt payment.

Of newer FM stations, only 8.1% allow it and of 40 television outlets listing rates at the end of 1948, only two allowed the discount, it was said. In the committee's view, absence of the discount is more serious among stations because radio has no machinery for agency recognition as have other media.

"It is no coincidence that most of the bad debt losses in advertising in recent years have been confined to radio stations," said Mr. Duffy. "I fear station owners will continue to bear the brunt of such losses as occur, so long as radio lags behind other media in agency recognition and in allowance of cash discount."

WNHC BASEBALL

To Carry Braves, Red Sox

ELM CITY Broadcasting Corp., operator of WNHC New Haven, Conn., has announced sponsorship plans for this year's baseball games of the Boston Red Sox and Braves. As has been the case in the past three years, the broadcasts, over WNHC AM-FM, will be sponsored by the Atlantic Refining Co. and Narragansett Brewing Co.

The baseball broadcasts are slated to start March 12 when the station begins a series of 20 Braves and Red Sox games of the Grapefruit League Spring Training Schedule from Florida.

EDWARDS AID

Cited by Hygiene Group

APPROXIMATELY $145,000 in contributions to the National Committee for Mental Hygiene, was attributed to Ralph Edwards and his *Truth or Consequences* show, NBC, Saturdays, 8:30-9 p.m. The Committee whose medical director is Dr. George S. Stevenson, president-elect of the American Psychiatric Assn., will share the profits received from Mr. Edwards' "Mr. and Mrs. Hush," contest with the National Health Foundation.

Funds are expected to be used by both organizations to develop adequate mental aid facilities in individual states, but actual allocation will be made by a committee set up for the purpose.

Truth or Consequences is sponsored by Proctor & Gamble, Cincinnati.

Patricia Ryan

PATRICIA RYAN, 26, radio actress, was found dead last Tuesday morning in her New York apartment, after having been stricken while playing the title role in the NBC *Cavalcade of America* broadcast of "Valentine for Sophia." She also played Henry's girl-friend Kathleen in the NBC *Aldrich Family*. Miss Ryan was discovered by her husband, George Robert Gibson.

WMPS
MEMPHIS



680 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

FCC Actions

(Continued from page 68)

Decisions Cont'd.:

KVER Albuquerque, N. M.—Granted 30-day extension of time within which to carry out assignment of license.

KRUZ Santa Cruz, Calif.—Granted license for new standard station and to specify studio location; 1460 kc 1 kw unl. DA.

KCIJ Shreveport, La.—Granted mod. CP for approval of ant. and trans. location.

KRIS Corpus Christi, Tex.—Granted CP to change trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP to make changes in vertical ant. with FM and TV ant. on top, and change trans. and studio locations.

KYOS Merced, Calif.—Granted request for cancellation of CP for changes in vertical ant. and mount FM ant. on top AM tower.

WHIZ-FM Southeastern Ohio Bcstg. System Inc., Zanesville, Ohio—Granted request for cancellation of CP for new FM station.

KCRN Cardinal Bcstg. Co., Palo Alto, Calif.—Granted request to vacate CP for new FM station.

WNBK Cleveland—Granted mod. CP to change ERP from vis. 18.8 kw, aur. 9.6 kw to vis. 15 kw, aur. 9 kw, and ant. to 620 ft.

Following were granted extension of completion dates as shown: WCAR-FM Pontiac, Mich., to 5-25-49; W6XJQ San Francisco, to 8-17-49; W6XAI Area Los Angeles, to 8-17-49; WOI-TV Ames, Ia., to 8-14-49.

FCC Correction

KLER Rochester, Minn.—In report dated Feb. 1 item referring to KLER should read: Granted license for new standard station 970 kc 1 kw-N 500 w-D unl. DA-2.

February 15 Applications . . .

ACCEPTED FOR FILING

AM—730 kc

Eastland County Bcstg. Co., Eastland, Tex.—CP new AM station 940 kc 250 w D AMENDED to request 730 kc.

License for CP

KVER Albuquerque, N. M.—License to cover CP change frequency AMENDED to change name licensee from Intermountain Bcstg. Co. to Westernair Inc.

WWYO Pineville, W. Va.—License to cover CP new AM station.

Modification of CP

WORM Easton, Md.—Mod. CP new AM station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

February 16 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

KSMA Santa Maria, Calif.—CP change from 1450 kc to 1240 kc, install new trans. and change site.

AM—1390 kc

All Nations Bcstg. Co., Boston—CP new AM station 1390 kc 5 kw D DA AMENDED re officers and stockholders.

AM—930 kc

WSAZ Huntington, W. Va.—CP increase power from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

License for CP

KGST Fresno, Calif.—License to cover CP new AM station and specify studio location at 1018 Broadway.

WIRJ Humboldt, Tenn.—License to cover CP new AM station and specify studio location at 210 22nd Ave.

KAAA Red Wing, Minn.—License to civer CP new AM station.

WNAG Grenada, Miss.—Same.

Assignment of License

KGFN Grass Valley, Calif.—Assignment of license from '49er Bcstg. Co. to Joe D. Carroll.

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Bcstg. Co.

Modification of CP

KHSL Chico, Calif.—Mod. CP increase power etc. for extension of completion date.

KFJI Klamath Falls, Ore.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

WVKO Columbus, Ohio.—License to cover CP new FM station.

KGW-FM Portland, Ore.—Same.

KMUS-FM Muskogee, Okla.—License to cover CP reinstating CP new FM station.

Modification of CP

KNBC-FM San Francisco—Mod. CP change ant. height above average terrain from 1,220 to 1,224 ft. and make changes in ant.

WRGK La Grange, Ill.—Mod. CP new FM station to change ERP from 450 w to 1 kw, ant. from 150 ft. to 96 ft., change type trans. and change trans. and studio sites.

WEHS Chicago—Mod. CP new FM station to change ERP from 16 kw to 15.7 kw.

WFDR New York—Mod. CP new FM station to change ERP from 8.5 kw to 18 kw, ant. from 690 ft. to 539 ft., change trans. and studio site.

WMRN-FM Marion, Ohio.—Mod. CP new FM station to change ERP from 2.3 kw to 7.55 kw, ant. from 315 to 352 ft.

KPRA Portland, Ore.—Mod. CP new FM station for extension of completion date.

WCAU-FM Philadelphia—Same.

WJAR-FM Providence, R. I.—Same.

WNAO-FM Raleigh, N. C.—Same.

WREV Reidsville, N. C.—Same.

WMRN-FM Marion, Ohio—Same.

WWLH New Orleans—Same.

WHB-FM Kansas City, Mo.—Same.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station to change corporate name from Radio Projects Inc. to Central New York Bcstg. Corp.

KTLA Hollywood—Mod. CP new commercial TV station for extension of completion date to 6-1-49.

KFMB-TV San Diego, Calif.—Same to 9-15-49.

WCON-TV Atlanta, Ga.—Same to 12-15-49.

WSYR-TV Syracuse, N. Y.—Same to 9-12-49.

WKRC-TV Cincinnati—Same to 9-16-49.

WSPD-TV Toledo, Ohio—Same to 9-19-49.

WFIL-TV Philadelphia—Same to 6-15-49.

TENDERED FOR FILING

Assignment of CP

WUTV Indianapolis—Assignment of CP new commercial TV station from The William H. Block Co. to Indianapolis Bcstg. Inc.

Transfer of Control

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Bcstg. Co., licensee, from 16 stockholders to Reginald B. Martin and Lester M. Combs.

WROD Daytona Beach, Fla.—Transfer of stock in Daytona Beach Bcstg. Corp., licensee, from Wade R. Sperry to Lakeland Bcstg. Corp.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc. by C. Bruce McConnell through purchase of 190 sh owned by Merlin H. Smith and Glenn R. Thayer.

Assignment of License

KDON Monterey, Calif.—Assignment of license from Monterey Bcstg. Co. to L. John Miner and Taft R. Wrathall d/b as Monterey Radio Bcstg. Co. (Contingent on grant of KRUZ transfer).

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co., to Central Coast Counties Radio Inc. (Contingent on grant of KDON transfer).

AM—980 kc

KICA Clovis, N. M.—CP change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-DN and change trans. site.

AM—1420 kc

WLEA Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N and change trans. site.

Modification of CP

KERB Kermit, Tex.—Mod. CP change from 610 kc to 600 kc, install DA, using 1 kw D.

SSA—730 kc

WPIK Alexandria, Va.—SSA 730 kc 1 kw-D 250 w-N unl. for period ending Nov. 1.

APPLICATION DISMISSED

AM—930 kc

WHBS Huntsville, Ala.—DISMISSED Feb. 14 application for CP change from 1490 kc 250 w unl. to 930 kc 1 kw-D 500 w-N unl. DA-N.

AM—1490 kc

Joe F. Rushton, M. D., Shreveport, La.—DISMISSED Feb. 14 application for CP new AM station 1490 kc 250 w unl.

(Continued on page 82)

Feature

(Continued from page 10)

WKJG-FM WFTW-FM WANE) the activities of the Fort Wayne-Allen County Chapter of the American Red Cross are being presented to the people. The simultaneous broadcast started Feb. 12.

The program, titled *Your Red Cross Show,* originates in the studios of WGL. A 28-piece orchestra is featured, all members of Local 58, American Federation of Musicians. The orchestra was organized especially for the show by James Barger, Local 58 president, and William Miller, secretary. Mr. Miller conducts the orchestra which includes several members of the Fort Wayne Philharmonic. All the musicians volunteer their services.

Guy S. Harris, continuity supervisor of WGL, writes the program which is produced by Ron Ross of the WOWO production staff. All personnel connected with the show donate their services including several members of AFRA.

Complimenting the stations, George W. Fishering, chairman of the local Red Cross chapter, said:

"It is the sincere desire of your Red Cross Chapter to bring to the citizens of Fort Wayne and surrounding counties a weekly radio program of outstanding entertainment never before featured by any Red Cross Chapter. Through the excellent cooperation of all Fort Wayne radio stations, Musicians Union Local 58, the American Federation of Radio Artists, and the other professional people connected with the show, we hope to make this possible. Like most Red Cross work, the time and talent of all these people and radio stations is donated. For this the Red Cross is extremely grateful because a radio program of this type will afford your Red Cross [an opportunity] to keep you informed as to what your Red Cross is doing and where your dimes and dollars, that you give so generously every year at this time, are going and what they are doing."

Present plans call for a 13 week schedule for the simultaneous broadcasts, but the time may be extended.

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Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New Michigan regional, new territory, wants commercial manager, staff, with black ink complex. Box 161a, BROADCASTING.

250 watt Mutual fulltime outlet looking for capable commercial manager. Salary and commission. Excellent opportunity for right man who is not afraid of work. Give full details first letter. Box 150a, BROADCASTING.

Wanted—Manager experienced in all operational phases. Unusual opportunity for earnings and interest in station for right man. Send letter stating age, references, and qualifications to WJPA, Washington, Pennsylvania.

One of best opportunities in radio available to topnotch sales manager. Large midwestern market. Full details and picture first letter. Box 197a, BROADCASTING.

Salesmen

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Wanted—Two salesmen interested in unlimited income per week. Here is an opportunity to the right men to receive a substantial drawing account against 15% commission at an independent fulltime newspaper - owned heavily promoted radio station in one of the best metropolitan markets. We are increasing the size of our sales department and want only men interested in permanent positions. Please send information, photograph and references with first letter. Box 129a, BROADCASTING.

Two salesmen—go getters wanted. Progressive southern station, soon 5000 watt. Prefer men with cars. Real opportunity, commission against drawing account. Give full history of radio experiences. Also junior salesmen for classified and special programs. Address P. O. Box 111, McComb, Mississippi.

Experienced salesman needed by progressive large market station. Send full record of experience and when available. Box 198a, BROADCASTING.

The only radio station in this beautiful southwestern town, KOBE a 250 watt Mutual affiliate, needs the services of an honest, hard-working salesman (one preferably with newspaper experience). Will pay 10% commission on all sales and a moderate draw to start. Must have creative ability and be able to write good commercial continuity. If you will be satisfied with less than $100 a week, don't apply. The business is here if you can sell it. Write or wire details to Harry H. Stair, General Manager, KOBE, Las Cruces, New Mexico.

Local independent station in one of south's leading markets has opening in commercial department for salesman who can produce in highly competitive market. Will arrange attractive drawing account against generous commission arrangement. Must have topnoch references and good sales record. Man we want must be capable of earning 12 to 15 thousand dollars annually. Give complete history. All replies confidential. Reply Box 201a, BROADCASTING.

An experienced Muzak salesman has an excellent opportunity in fast growing Memphis. If past record shows you can produce then let's get together for mutual profit. Write Bob Alburty, Business Music Corp., 813-14 Three Sisters Bldg., Memphis, Tenn.

Announcers

Ohio's rural radio station needs competent 5 kw announcer not afraid of ad lib. Salary commensurate with ability and experience. Send disc and photo to WRFD, Worthington, Ohio.

Help Wanted (Cont'd)

Wanted—Experienced announcer with progressive southern tier New York station. Give experience, salary, references and send disc. Box 167a, BROADCASTING.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Announcer-copy editor, must be good announcer with ability and experience in copy writing. Must be college graduate. Home of Mississippi State College, with remote studios therein. Needed at once, WSSO, Starkville, Mississippi.

Two announcers needed. Must be experienced. Easy shift. Some discs. Mostly network. Little news. Start $50 for 40 hours. Station in beautiful semitropic area. Send disc and full background to Box 188a, BROADCASTING.

Announcer with emphasis on news and commercials. Tell all first letter. Write F. A. Higgins, Manager, WHOW, Clinton, Illinois.

Announcer wanted for east coast city. Good experienced disc jockey with a flair for adlib. Must know board work and be versatile. Send a disc and letter immediately. Salary plus talent with a growing organization. No prima donnas. Box 196a, BROADCASTING.

Technical

Announcer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Wanted—Chief engineer by KMVI in Hawaii. Good background as chief engineer in small station essential. Must be able to do a fair job as combination man on few hours relief per week. Very good salary for right man. Personal interviews will be given in New York, Los Angeles and San Francisco during March and April. Send all details, plus references to station manager Richard Mawson, % Wills, 925 Rutter Avenue, Kingston, Pennsylvania. Permanent, dependable man wanted. References will be checked.

Chief engineer—Reliable, cooperative, economy-minded and ability to maintain equipment in top shape. Interested men write, Station WSKI, Montpelier, Vermont.

Production-Programming, others

Girl for traffic department, independent, Missouri river town. Pays about $135 per month to start. Box 166a, BROADCASTING.

Program producer for new Chicago FM station. Please send full particulars as to experience, history, ideas, age, salary demands, etc. Box 176a, BROADCASTING.

Experienced commercial continuity chief for regional Michigan network station, capable of taking complete charge of department. Permanent position, opportunity for advancement to administrative duties. Include experience, references, sample of work in reply. Box 102a, BROADCASTING.

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Experienced girl continuity writer with good voice for woman's show. Unusual opportunity. Good pay. Box 200a, BROADCASTING.

Help Wanted (Cont'd)

Television

Salesmen

Wanted: Experienced man for television station, sales department. Send full details and picture immediately. Box 199a, BROADCASTING.

Situations Wanted

Managerial

Combination manager-program director successfully Hooperating 5 kw net basic highly-competitive five-station market 260 thousand. Topnotch commercial-promotion manager available. Size market or station unimportant. Integrity of operators and permanence count. For guaranteed, competent, sincere management, tested programming, reorganization, a complete, proven plan to produce listening and profits, wire Box 180a, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

General manager of going station, thoroughly experienced sales, programming, engineering and administration wants permanent place to settle with family in or near Rocky Mountains. Reply in confidence to Box 812, BROADCASTING.

Manager presently employed. Fifteen years experience from announcing to management, network and independent. Mature family man, top references, salary requirements reasonable, primary requisite is sound, stable operation. Box 82a, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Employed manager—New or established station. Organization and experience all departments, stations from ground to prominence, 250 to 10,000 watts. Specialize efficient staffs, good programming and overall administration. 10 years raido. Former FCC employee. Stable. Box 219a, BROADCASTING.

Commercial manager—Presently employed. Sober family man with proven record. 13 years all phases. Available soon. Write, C. M., 1828 Roberts Street, Vernon, Texas.

Salesmen

Sales department flying a distress signal? I have been first-mate for some time. Would like a ticket to skipper a sales crew. Have ploughed radio's troubled waters for over four years. Keel is upright, have a full head of steam. Commercials bring cheers, not jeers, sales, not wails. 1948 salary was over eight thousand dollars. Do I hear an invitation to come aboard? I have a good story to tell. Box 189a, BROADCASTING.

Salesman—College graduate. Young. Experienced in space sales also radio announcing. Prefer midwest or east. Box 202a, BROADCASTING.

Announcers

Sell newscasts with knowhow. Experienced announcer knows news and puts it across. Also discs, sports. What's your best deal first letter? Box 78a, BROADCASTING.

Experienced combination man wants position with progressive station. Will travel anywhere. Available immediately. Box 135a, BROADCASTING.

Situations Wanted (Cont'd)

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Announcer — Ambitious young man, some experience, good voice, will travel. Box 151a, BROADCASTING.

Sports director—Top metropolitan rating play-by-play professional baseball, college football, basketball. Journalism degree. Experienced news and special events. Box 159a, BROADCASTING.

Announcer-engineer, first phone, capable newscaster, trained in production, graduate Central, and Pathfinder School of Radio, six months experience. Frank Berry, 1329 Oak Street, Kansas City, Missouri.

Announcer-salesman. 1½ years announcing plus 1½ years retail sales experience. Write E. H. Bonham, 317 W. Market St., York, Pa.

Announcer—28, single, graduate leading radio school, Radio City. Trained all phases, seeks small station for experience. Will travel. Disc on request. Box 178a, BROADCASTING.

Topnotch personality on loose. Twelve years experience, manager to janitor. Box 169a, BROADCASTING.

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 168a, BROADCASTING.

Announcer. Five years experience news, commercial. Deep voice. Prefer southeast. Box 171a, BROADCASTING.

New England jockey wants better deal. Two years instructor prominent radio school. Two years program director, now in second year at established metropolitan. Box 175a, BROADCASTING.

Announcer, 24, single, congenial and ready. Can double in continuity department. Speech major in college. Sheldon Secton, 5511 Washington Blvd., Chicago 44, Ill. Mansfield 6-0600.

Announcer, knows news editing, programming, scripting. Excellent musical background. Top production. Single, available middle February. Herb Gottschalk, 5034 Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer—All phases, play-by-play sports, experienced. Ed Silver, 4342 Drexel Blvd., Chicago, Ill.

I'm interested in night deejaying. Staff and deejay experience. Excellent reference. Have smooth show in mind, do any type. Box 209a, BROADCASTING.

Top announcer, 5 years experience, capable in all phases. Single, 25 years old, college graduate. Box 211a, BROADCASTING.

Sports announcer. Nine years experience. AM, TV. Play-by-play. Box 208a, BROADCASTING.

Qualified announcer with station experience and own singing programs. Highest recommendations. Will travel anywhere. Box 216a, BROADCASTING.

Announcer—25, single, 2 years college, veteran, sincere, well trained and ambitious, desires opportunity. Disc and details available. Box 215a, BROADCASTING.

Experience is the best teacher. I've received a year of instruction from experience. A year of well-rounded staff announcing, DJ, remotes, news, audience participation. Seeking advancement east of Mississippi. Position west with opportunities, acceptable. Write Box 220a, BROADCASTING.

Announcer—28, two years experience with network affiliate. Good commercial and all-round staff man. Presently employed. Desire change, midwest only. Disc upon request. Box 214a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, all phases. Strong news and commercials. Bachelor of Speech Degree. Experience WVAH, Hines, Ill. Disc on request. Write Howard Myles, 2353 E. 70th St., Chicago 49, Ill. Phone, Dorchester 3-9227.

Experienced announcer of one year, disc shows, MC, news, etc. High school graduate, six months radio school, one year in the field, good references available. Presently employed in 250 watt North Dakota station. Ambitious and ready for a larger market. If interested, disc will follow. Vet of WW2. C'mon, write, I'm waiting to hear from you. Box 121a, BROADCASTING.

Experienced announcer who can follow directions. Proficient in news, disc shows with emphasis on commercials. Commendable references. Has comb and toothbrush. $60.00. Disc, photo upon request. Box 184a, BROADCASTING.

Veteran with car and first class license available immediately. Send telegram. Box 187a, BROADCASTING.

Sportcaster — one of southwest's top men, now employed executive capacity small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm looking for carries sports year-round. With leading 50 kw station prior present position. Prefer salary plus talent basis, but will talk terms. Personal interview anywhere in southwest. Disc and top references elsewhere. Available March 15. Box 185a, BROADCASTING.

Announcer—21, single. One year experience 250 watt Mutual. All phases announcing. Disc and photo on request. Not a drifter. Presently employed. Will travel. Box 186a, BROADCASTING.

Texas, Oklahoma, Missouri stations — Sports announcer. Presently employed in the largest market in the southwest. Desire location with year-round sports play-by-play. Thoroughly experienced in all major sports. Well-rounded experience in special newscasts and staff-announcing. Detailed information and audition disc on request. Box 194a, BROADCASTING.

Staff announcer, four years experience, strong on news and commercials, married. 30, college grad seeks permanency. Paul Barnett, 299 Concord Street, Manchester, New Hampshire.

Technical

First phone — Engineer, veteran, 28, married. Three months experience. Midwest preferred. Available immediately. Earl Davis, 1004 Mill Street, Henderson, Kentucky.

Combination man, married, 26, 2½ years experience, first phone, first telegraph, present job 2 years, prefer north Texas or southern Oklahoma. Require $65.00. Available two weeks. Box 177a, BROADCASTING.

Operator—first phone, 18 months experience including construction, turntable, remote, recording, console knowledge. Service and civilian radio schools. Northeast area only. Box 174a, BROADCASTING.

Experienced chief engineer — wants more engineering and less announcing. Veteran, 29, single, reliable. Will travel for permanent job. Will do news, sports, play-by-play. Best references. $80 minimum. Two weeks notice. Box 170a, BROADCASTING.

First phone engineer, desires position with future in broadcast station. Two years instructing experience. Some xmtr. experience and can also do part-time announcing if desired. Can produce good references. Box 165a, BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Desire position. Have 1st class telephone license. Experienced. Active ham, ten years. Delbert King, 122 N. 65 Place, Birmingham, Ala. Phone 59-2311.

Engineer, 1st phone, experience. Graduate P.A.C. Southeastern states preferred. Box 218a, BROADCASTING.

Situations Wanted (Cont'd)

Available immediately, transmitter operator. Wide experience broadcast equipment. Want transmitter job, most anywhere. Age 30. Single. What's your requirements? Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer—1st phone, single, age 27, car, will travel. No broadcast experience. Box 210a, BROADCASTING.

Engineer, age 22, single and have car. Transmitter, studio and remote experience with 250 watt station. Desire position in middlewest with no announcing. Box 182a, BROADCASTING.

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Young man 20, with first phone. Have just completed 8½ months radio training. Inexperienced but willing to learn. Can do part time announcing. Box 190a, BROADCASTING.

First class engineer—Four years experience—AM and FM xmtrs, remotes, recordings, maintenance and installations. Single, sober. Available immediately. Lock Box 816, St. Louis, Mo.

Broadcast engineer desires position with station local to New York area. Graduate in radio communications. No experience. Hold 1st class phone, Class A. Amateur (W2SDH). Box 195a, BROADCASTING.

Radio Operator-First phone, 2nd telegraph. Available for broadcast or communications. Single, 20, trained at Melville and RCA Institutes. High speed code and ham experience. Box 203a, BROADCASTING.

Production-Programming, others

Commercial program director - announcer. Idea man with knowhow to wrap up attractive saleable program and spot package. Responsible executive now working in major market. Not seeking a come-at-once position but looking for a permanent assignment at a good salary in return for a hard hitting family man with many years of radio experience. Box 88a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Woman foreign news commentator, writer and speaker experience in public service. Trained in broadcasting. Wishes position in radio station. Has lived in England on continent and Far East. Box 205, BROADCASTING.

Production director—Young (27), married and has experience with three networks. Available now for permanent work. Reply Box 204a, BROADCASTING.

Program director employed but looking for station far-sighted outlook. Good announcer, news, disc shows, traffic, continuity. Degree Electrical Engineering, first phone. Four years two stations. Hard worker, married, 28. Minimum $85. Virginia preferred. Box 193a, BROADCASTING.

Situations Wanted (Cont'd)

Educational director, special events, news. Either coast. Proverbs 20; 6. Box 213a, BROADCASTING.

Man, administrative ability, publications, radio broadcasting. Write good selling copy, newcasts, humor. Desire Florida climate. $5000 year minimum. Particulars, photo. Box 192a, BROADCASTING.

Television

Television producers, programmers and directors — Chicago. Reliable young lady assistant with ten years radio and recent New York TV experience. Box 173a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, audience participation, interview, news and disc shows, wants to get started in TV. Can go anywhere in the country. Available immediately. Would also be interested in AM job with a TV future. Box 162a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years extensive radio experience. Salary secondary to position providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

For Sale

Stations

For sale—Control or minority interest in network affiliate. Very desirable western city. Box 179a, BROADCASTING.

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

New England 1000 watt daytime station—$35,000. Exclusive in community of 60,000 with fifteen hundred businesses. Box 191a, BROADCASTING.

Equipment, Etc.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set. 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—Western Electric 335-El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

For sale—Complete 3kw General Electric FM equipment in good condition, used only year. Anxious move, reasonable price. State Journal, Topeka, Kansas.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of ⅝ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost $795.00. Make offer. Box 22a, BROADCASTING.

For Sale (Cont'd)

For sale—Scott dynamic noise suppressor 910-C. Includes tubes and remote control resistor. Gray finish. Almost new. $75.00. Write WLAD, Danbury, Connecticut.

For sale—One new unused Presto 6N recorder in floor cabinet. Cost $700. Reason for sale, duplication of order. Best offer takes. WLTC, Gastonia, N. C.

Help Wanted

Salesmen

$8,000.00 REWARD

FOR RIGHT MAN

If you are between 30 and 45, own an auto and are willing to travel west coast, there's a position opening about March 5th with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commissions. Executive will train you in territory. Send references, experience, and photo

BOX 207a, BROADCASTING

Technical

Chief radio engineer—Large midwestern educational institution is expanding its radio broadcasting facilities. It is in the market for a chief engineer who can head up the technical staff necessary for the installation and operation of a 10 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include in their letters complete outlines of their educational backgrounds and experience, personal history and salary expected. Write

BOX 109a, BROADCASTING.

Situations Wanted

Announcers

EXPERT AM-TV
SPORTCASTER
AVAILABLE

Desires position with station having strong sports schedule, preferably with TV operation or plans. Nine years experience, established reputation play-by-play all sports, now handling complete TV sports schedule. Present employers future sports plans doubtful. College education, extensive news, special events background. Finest references.

BOX 212a, BROADCASTING

NEWSCASTER, REPORTER

I want to work for a progressive, metropolitan station as a newscaster/reporter. Presently, network newswriter. Formerly, newswriter for 50 kw midwest station; newscaster, reporter, special events for 36 kw community station; public relations. Excellent references. Pleasant, authoritative voice. College graduate. Married. Box 217a, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

BARGAIN!

Writer-announcer-newsman desires change. Experienced all phases of radio both network and independent. Competent-congenial-family man — Minimum $4.000.

BOX 206A, BROADCASTING

Program manager in major eastern market seeks new connection. Legitimate reason for change. Two years with present management, fourteen years in radio including four in NY as director of topflite network shows. Thirty-four years old, married, dependable. Thorough knowledge of music. Excellent references. Box 557, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

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Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

TRAFFIC CONTROL

New System Installed at WALA Mobile

TO PROVIDE a ready reference and control center for the programming of WALA Mobile, Ala., the station has installed a new traffic control board. Through a system of movable cards and colored tabs all essential information is available at a glance.

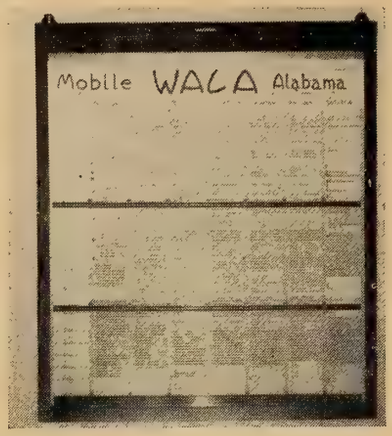
The chart board in the traffic department gives a weekly index of all scheduled programs as well as showing availabilities.

Called a "Sched-U-Graph," the set-up was designed by Remington Rand.

The board includes 100 pockets arranged in eight rows. The first row at the left carries the time schedule, the other seven rows carry the daily schedules.

Cards are staggered so only the name of the program shows at the top. Vital statistics are carried on the remainder of the card, such information as sponsor, starting and expiration dates.

Four different card colors are used to denote different program classifications. To the left of each



The "Sched-U-Graph" at WALA Mobile.

* * *

card and at the end of a broadcast period, colored signals are used to denote spot availabilities.

Wanted to Buy

WILL BUY

Construction Permit and/or Small Station

Eastern Market preferred

Financially responsible and competent principals

BOX 160a, BROADCASTING

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

'BE-BOP' ABROAD

Block to Air Show on 'Voice'

SEEKING to improve diplomatic relations among the countries of the world, WNEW New York disc jockey Martin Block is scheduled to beam his *Make Believe Ballroom* to foreign audiences sometime this month. Through the State Department's "Voice of America," the disc jockey ambassador hopes to bring American culture to the far corners of the earth, creating a new world, dedicated to "be-bop" and "schmaltz"—or peace at any price.

Undaunted by the triviality of language barriers, the irrepressible Mr. Block is currently cramming up on a half-dozen or so foreign tongues, including algebra. Aided and abetted by genuine linguists, Mr. Block will do the opening, introduction and sign-off in various languages, spelled phonetically. Program, with comprehensive backgrounds supplied to create foreign understanding of America's Dorsey, Goodman and Lombardo, etc., will follow its domestic format.

PANEL ON BMB

Audience Data Discussed

BMB audience data, their significance and their proper use, were discussed Monday by a six-man panel at a luncheon meeting of the market research group of the New York chapter of American Marketing Assn.

In the absence of Cort Langley, assistant to the president of BMB, called out of town on business, the panel discussed BMB's similarities and differences from engineering measurements of station coverage, program rating service, measurements of program popularity and Audit Bureau of Circulation's measurements of the average number of purchasers of newspapers and magazines.

Edward B. MacDonald, chairman of the market research group, presided at the luncheon held at the Sheraton Hotel, New York. Panel members were: J. F. Kurie, ANA vice president; Frank B. Kemp, assistant media director, Compton Adv.; W. H. Mullen, director, Magazine Adv. Bureau; Howard C. Haupt, account executive, ANPA Bureau of Advertising; H. M. Beville Jr., NBC director of research; Paul R. Benson, MBS assistant director of research.

TRANSIT FM

WWDC-FM Reports Sale

MORE THAN 35% of all available time was sold when WWDC-FM Washington began its transit-casts, Ben Strouse, general manager of the Capital outlet, revealed last week.

Time was purchased by 14 advertisers, both national and local, when broadcasts to 20 FM-equipped busses of the Capital Transit Co. began Feb. 10, Mr. Strouse said. Seven different agencies placed one account each.

Accelerated installations have been inspired by initial advertiser and listener reaction. One hundred busses will be equipped with receivers by April 1 and 500 vehicles by the end of the year, Mr. Strouse announced. Eventually all of the company's busses and street cars will carry the sets, according to present plans.

The Next

RADIO SALES TRAINING SCHOOL

Columbus, Ohio — Feb. 24 • 25 • 26

Make reservations now.

Statements from last month's school:

"Now I have a definite plan of selling . . ."
Marshall True, Comm. Mgr.
WIBV, Belleville, Ill.

"This school is the best sales training I've ever had . . ."
Harley West, Jr., Comm. Mgr.
WABJ, Adrian, Mich.

". . . training and inspiration. I recommend it to others."
Paul Bonham, WKBZ,
Muskegon, Mich.

"This sales training will improve my sales."
Ed Clinton, WKBZ,
Muskegon, Mich.

Write to **The FRED A. PALMER CO.** Box 108 Worthington, Ohio

Radio Consultants

MANAGEMENT and OPERATION

• **RARE OPPORTUNITY** •

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

WISCONSIN BILL

Censorship, Says 'Journal'

A BILL to prohibit stations from broadcasting "any story, description or account of deeds of bloodshed, lust or crime, other than as a current news event," was introduced in the Wisconsin state legislature Jan. 21 by Sen. Brown of Oshkosh. The bill (No. 93-S) is a proposed amendment to a present statute relating to obscene language, writings and moving pictures "tending to corrupt morals."

The bill was introduced at request of the Lutheran Ladies Assn. and has been referred to the committee on state and local government. One hearing on the bill has been held and a second one scheduled.

In an editorial in the Feb. 10 issue of the *Milwaukee Journal*, owner of WTMJ WTMJ-FM WTMJ-TV, the bill was classed as one more attempt "to get the legislature into the uncertain field of censorship." "The bill attempts to run around the constitutional guarantees of freedom of speech by exempting news broadcasts," the editorial stated.

"But the dodge surely would be clear to any court. The legislature would seem to be wasting its time if it is seriously considering this measure. In the case of radio, even those police powers that may be exercised are pre-empted by the Federal Communications Commission."

Regarding the effect such a bill would have on Wisconsin radio if it were enacted, the editorial stated:

At the first hearing at Madison, it was pointed out this would shut the door on the broadcasting of most of Shakespeare's plays. Shakespearean tragedies are full of pretty bloody stuff. Yet every high school student in the state studies one or more of them . . . A great many Bible stories would seem to be tabooed. Many of our best historical dramas would be out the window . . We could not hear the story of the assassination of President Lincoln, Garfield and McKinley.

In fact, what would be left for the Wisconsin radio listener but music? Oh, yes, and the soap operas. Even those might be out, depending on how wide a definition was placed on the word "lust."

. . . The people of Wisconsin surely realize that censorship is a sign not of progress but of decadence. It is a way, not to promote democracy—but to end it.

Radio Ups Savings

FIRST Federal Savings and Loan Assn., Kenmore, N. Y., reports an 80% increase in the number of its Christmas Savings Club accounts as a result of using radio. For several weeks before Christmas the bank used opening and closing commercials on a news roundup three times a week 11:50 a.m.-12 noon on WXRA Kenmore, a 1 kw daytimer on 1080 kc. Number of accounts jumped from 850 to 1,560, Leonard Rautenberg, loan company's president, said.



FIRST Chicago Marine Reserve of the of the Year award goes to Jim Hurlbut (l), WMAQ (NBC) Chicago's reporter - at - large for "outstanding achievements in the field of radio broadcasting." Award, presented by Lt. Col. John M. Bathum, commanding officer of the Marine Reserve's 9th Infantry Division, was made also for Mr. Hurlbut's "development of an unusual form of radio news reporting and exceptionally keen interpretation of local news."

BUSINESS-LABOR

KJR Backs Roundtable

A STEERING committee of seven men, representing management, labor and the public, has been established in the State of Washington to work toward formation of a permanent industrial roundtable group. Periodically the group will meet to consider business and labor problems of the Pacific Northwest.

Plan is an outgrowth of 13-week series, *Out of the Fog*, originated by KJR Seattle and broadcast also on five other stations throughout the state [BROADCASTING, Dec. 27, 1948].

The steering committee will set up a roundtable group of eighteen persons, with six each from labor, management and the general public, and with six alternates for each category. The total group is expected to meet monthly, and to report periodically to the public.

Majority of the labor and management representatives who appeared on *Out of the Fog* when the series was aired from Sept. 9 to Dec. 2, 1948, have been actively working toward continuing the roundtable.

Findings and recommendations will be brought to the listening public through a monthly program to be produced by KJR and broadcast also by KIT Yakima, KGA Spokane, KVAN Vancouver, KWLK Longview and KXRO Aberdeen. The new program is planned for a half hour, but station officials have indicated that if an hour is needed for the monthly report, it will be made available.

WMCT(TV) Memphis has signed for Telenews-INS daily and weekly newsreels, which will be sponsored by local General Electric dealers.

News

JAMES DAY, director of public affairs and education for KNBC and NBC's San Francisco office, is taking a leave of absence from his post for two-year tour of duty with Allied Occupation forces in Japan. He will serve as radio information specialist with Radio Unit of the staff of Supreme Commander of Allies in the Pacific. He will work with 12 other American radio specialists in supervising operation of the two networks of Broadcast Corp. of Japan. **WILLIAM MINETTE**, KNBC staff news writer for past two years, has been promoted to succeed Mr. Day, and **HARVEY SACHS**, formerly news editor of KTIL Tillamook, Ore., has joined KNBC's news staff to replace Mr. Minette.

CLAIR SHADWELL has joined WGTM Wilson, N. C., as farm service director. Mr. Shadwell has served in all phases of radio since 1926, and his most recent post was as farm broadcaster in Columbia, S. C.



Mr. Shadwell

NED RYAN, former news editor of WHEN (TV) Syracuse, N. Y., has been appointed director of special events for the station. Mr. Ryan will also supervise studio announcers and schedule announcer assignments for remote telecasts.

Lanphier Reelected

CHARLES J. LANPHIER was reelected president of Wisconsin Broadcasting System, licensee of WFOX Milwaukee, at the annual stockholders' meeting. Mr. Lanphier is WFOX's manager. Others elected were: Thad Wasielewski, Milwaukee attorney and former Congressman, vice president; Robert Tehan, chairman of Democratic State Committee, treasurer, and Stanley H. Nastal, member of the board of directors and secretary. WFOX is a 250 w daytimer on 860 kc.

JAMES A. McCULLA has joined KMPC Hollywood as news editor. Mr. McCulla was formerly announcer-producer with KSO Des Moines, and before that announcer with WLW Cincinnati. In addition to his duties as news editor, he will do five weekly quarter-hour newscast.

JULIAN PIERCEFIELD has been appointed sports director of WCSI (FM) Columbus, Ind.

HOLMES ALEXANDER, Washington columnist, has joined WFBR Baltimore, where he will conduct a series of news programs with **LOU CORBIN**, WFBR newscaster.

JIM HURLBUT, WMAQ Chicago's reporter-at-large, has been appointed an honorary member of the Chicago Patrolmen's Club and the Chicago Police Sergeant's Assn. in recognition of his efforts "to credit good police work." He has been asked to be guest of honor at the annual banquet of the police sergeants Feb. 23 in the Morrison Hotel.

RUSS PARK, assistant farm program director at WLS Chicago for three years, is retiring to manage a family farm near Mechanicsburg, Ill., where he will raise grain and livestock.

PROBE AUTHORITY

Asked for House IFCC

AUTHORITY for the House Interstate and Foreign Commerce Committee to conduct investigations relating to matters coming within the committee's jurisdiction, is sought in a resolution introduced Feb. 14 by Rep. Robert T. Secrest (D-Ohio).

Purpose of the measure (HRes 100) is to eliminate the necessity of seeking House approval for investigations each time the Committee decides to launch a probe into matters coming within its jurisdiction. The bill has been referred to the House Rules Committee.

Although the strongest reason for introduction of the measure was believed to have been to insure jurisdiction over petroleum matters, the resolution would also cover communications. Rep. Robert Crosser (D-Ohio), chairman of the House Commerce Committee, introduced a similar resolution (HRes 107) Feb. 16.

long established

Western Network Station

One of the oldest western radio facilities located in a most desirable western market.

This is a long established, firmly entrenched property that has a valuable network affiliation. The excellent earnings are impressive and have maintained a consistent growth over a period of years. This station is definitely in the conservative investment category on the basis of its earnings record and low price to earnings ratio. Price $300,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Production



BYRON PAUL, studio and cameraman for the past two years at CBS-TV, has been promoted to the network's program department as a director, effective Feb. 20. Mr. Paul was also a CBS-TV laboratory technician for two years.

PAUL KNIGHT, formerly with WMAR-TV Baltimore as producer-director assigned to its mobile unit, has joined KFI-TV Los Angeles as director of remote programming. He replaces **ROBERT LIVINGSTONE**, recently appointed producer - director on station's studio production staff.



Mr. Knight

ZENAS SEARS, Atlanta disc jockey, has joined WGST Atlanta, as featured disc m. c.

HUGO DI SILVA, formerly with WLW Cincinnati, has joined announcing staff of KXXX Colby, Kan.

PAUL C. LOUTHER has been appointed program director of WVET Rochester, N. Y.

KATHRYN BRADY, formerly of the WLS Chicago school time and education department, succeeds **JOHN DRAKE** as continuity chief. Mr. Drake, new promotion department assistant, replaces **WARREN MIDDLETON**, who joins KMOX St. Louis.

JACK LAZARE, formerly on announcing staffs of WQXR and WNYC New York, has joined WOR New York, as announcer-producer. Mr. Lazare is currently announcing for "Voice of America," and expects to continue these duties along with his WOR assignments.

NORMAN BARRY, NBC Chicago commentator, has been awarded first place among the network's announcers in annual H. P. Davis Memorial Award competition. Mr. Barry was cited for his work on *R.F.D. America* and for an ad lib commentary during a cow-milking contest on the program recently.

WILLIAM T. JOHNSON, ABC producer, replaced **TED TOLL** as producer of ABC *Starring Kay Star*. Mr. Toll is devoting full time to production of ABC *Kay Kyser Show*.

MIKE FIDLER has joined KBOW Butte, Mont., as chief announcer. He is a former actor and writer.

MARY HARTLINE, band leader on ABC-TV's *Super Circus* televised from Chicago, has been chosen "Miss Television of 1949" by Phi Gamma Delta fraternity at the U. of Michigan.

BOB HOPE has been appointed honorary radio chairman for the 16th annual Easter Seal Campaign to be conducted by the National Society for Crippled Children and Adults from St. Patrick's Day to Easter Sunday.

GEORGE HALL, formerly of CKGB Timmins, Ont., has joined announcing staff of CFCH North Bay, Ont.

ESTHER HOTTON, formerly with WKOW Madison, Wis., has been appointed women's director for WEXT Milwaukee.

BILL BAILEY has resigned from WOWO Ft. Wayne, Ind., to join WLS Chicago's announcing staff. Mr. Bailey is known to midwest audiences for his work in the transcribed *Practical Land Use* series sponsored by Keystone Wire & Steel Corp.

BOB MOON, m.c. on Don Lee *Ladies First*, temporarily replaces **RICHARD WEBB** on KTSL (TV) Los Angeles weekly *Richard Webb's Hobby Shop*. Mr. Webb left to take leading role in forthcoming play "Elgie's Woman."

ART LINKLETTER, m.c. of ABC *G.E. House Party*, has started "How We Met" department in *True Love and Romance* magazine adapted from the feature on his radio program.

BILL EDWARDSEN has joined the announcing staff at WNLK Norwalk, Conn.

WALT TURNER, formerly with WWVA Wheeling, W. Va., has joined announcing staff of WABB, AM and FM, Mobile, Ala.

JESSE FRENCH has been appointed program director of CKGB Timmins, Ont., moving from CFCH North Bay, Ont.

JACK POLLIE, program director of CKWS Kingston, Ont., was elected to the vocational committee of the Kingston Board of Education.

GORDON WILLIAMSON, producer-director at WTTG (TV) Washington, and Joanne Wright have announced their marriage.

LEE FENECY and **RUTH BRADLEY** have joined program department of WOW Omaha, Neb.

NORAH ADAMSON, WBZ-TV Boston film editor, and Frederick W. Yardley, have announced their marriage.

JIMMY O'HANLON, writer of MBS *George O'Hanlon Show*, is the father of a boy, Tarrance.

JIM BUTLER, program director at WVLN Olney, Ill., and Joan Allie have anounced their engagement.

'Commercial' Sermon

SOME improvements, like public address systems in churches, have a way of sneaking up on people. At least parishioners of Fort Wayne's First Presbyterian Church think so. The church installed a new public address system and, to overcome distortion, placed 20 speakers beneath pews. When Rev. Edward Coller mounted the pulpit, speaker volume was turned up and a musical serenade permeated the pews. Listeners, who may have ascribed it to church improvements or a new kind of FM, were soon set straight. Midway through the sermon, news bulletins and a commercial followed. But the pastor continued, unaware he was competing with a WANE Sunday broadcast. System was picking up and amplifying WANE's signal—because of a technical fluke and lack of an arrester device.

CANADIAN RADIO manufacturers plan to produce 12,700 television receivers this year, according to M. Brownlee, executive secretary of the Canadian Radio Manufacturers Assn., Toronto.

TV IN COLLEGES

Poole Cites Its Potential

TELEVISION'S potential for colleges is discussed by Dr. Lynn D. Poole, director of public relations at the Johns Hopkins U., Baltimore, in the January issue of *College Public Relations*, monthly publication of the American College Public Relations Assn.

". . . as public relations directors," says Dr. Poole, "we must examine this new medium and be ready to become an integral part of it." And he tells why: "Because already television has millions of devotees, has proved itself to be a powerful means for transmission of information, a dramatic vehicle for moulding public opinion—and it can be a vital instrument in expanding culture and general education."

Television is a medium through which every type of college activity can be illustrated, Dr. Poole points out. He tells his public relations colleagues that "whether we have a local television station already in operation, or whether the nearest station is 500 miles away, it behooves each of us to think seriously on what the program possibilities are for us in our public relations activities."

Dr. Poole's article, entitled "Television—The New Challenge," also summarizes television activities at Johns Hopkins to date. Cover layout of the magazine presents five pictures illustrating these activities.

'Julius Caesar'

NBC will telecast the entire production of Shakespeare's "Julius Caesar" Sunday, April 3, through facilities of WNBW (TV) Washington. Socony-Vacuum Oil Co., New York, will sponsor the show that is to be carried by coaxial cable to the 14 interconnected cities. Production will be staged in authentic Elizabethan style by the Masquers of Amherst College performing in the playhouse of the Folger Shakespeare Memorial Library.





MOBILIZATION

Standby Plan Studied

TENTATIVE proposals for development of a stand-by mobilization plan for the communications industry were discussed Friday at a meeting of an industry advisory committee assisting the National Security Resources Board.

The communications advisory committee meeting was the first in a series of conferences between government officials and industry advisory committees.

R. A. Lumpkin, president of the Illinois Consolidated Telegraph Co., was slated to present the report of the informal task group assigned to make a preliminary study of means to mobilize the communications industry in the event of a national emergency. Recommendations for formal plans to submit to NSRB were also anticipated, in addition to appointment of similar task groups to consider phases of the industry's capacities and formulation of reporting and appeals forms for use in an emergency.

The agenda included reports from industry representatives on four main subjects: (1) World War II—the situation at the beginning and wartime events; (2) situation at the end of World War I; (3) postwar events and present situation, and (4) outlook for the future—war or peace.

Leighton H. Peebles, assistant director of NSRB's Office of Production and expert in communications mobilization planning, presided over the session.

Among the government officials invited to attend were Wayne Coy, FCC chairman; Rear Adm. Earl E. Stone, chief of naval communications; Maj. Gen. Francis L. Antenbrandt, director of U. S. Air Force communications; Maj. Gen. S. B. Akin, Chief Signal Officer, U. S. Army; Commdr. W. H. Kreamer, USN, of the Joint Communications and Electronics Committee, and a representative of the Dept. of State.

Advisory committee members, all from telephone or telegraph companies, include H. T. Killingsworth, general manager of AT&T's long lines department, and K. S. McHugh, vice president of AT&T.

CONTRACT COSTS

Munitions Board Revises

REGULATIONS covering contract cost principles in the Armed Services Procurement Regulation have been tightened through revisions developed by the Army, Navy and Air Force in cooperation with the Munitions Board.

Section 15 of the regulation, dealing with types of allowable costs in supply and research contracts with commercial organizations, research contracts with non-profit institutions and construction contracts, has been revised.

Portions of the section pertaining to the allowability of advertising costs have been modified to permit advertising in trade and technical journals only under supply and research contracts with commercial organizations, provided that it does not offer specific products for sale.

Advertising must be placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry, the national military establishment announced.

The effective date of the section was changed from Feb. 1, 1949 to March 1, 1949. Charity and community benefit donations are not now allowable as contract costs. The changes were in addition to those previously made in Section 15 [BROADCASTING, Dec. 20, 1948].

E. Rawls Hampton

EDWIN RAWLS HAMPTON, 65, a member of the WFAS White Plains, N. Y., staff, died Feb. 7 in an upstate New York hospital. Mr. Hampton entered radio in the mid-twenties after a stage career. He was born in Marshalville, Ga., on Aug. 20, 1883. Burial was in the family plot at Gainesville, Fla.

We Like Meadville—

It's a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience **but a buying audience!** WMGW spent advertising dollars always result in direct sales gains for you. For further information contact . . .

WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.



VIEWING oil painting of WFAS WFAS-FM White Plains, N. Y., transmitter plant by Julius Geilenkirchen (r), engineer at the stations, is Frank A. Seitz, WFAS WFAS-FM managing director. Mr. Geilenkirchen, who took up painting while in a Veterans Administration hospital last summer fighting a "bug" he brought back from three years' Army service in the Pacific, is now working on an interior of the transmitter house.

A. U. COURSE

Limited to Professionals

WORKINGMAN's workshop in television production is now being held by WMAL-TV Washington and the American U. there. The limited class of 20 pupils is confined to professionals in radio and allied fields.

Started Jan. 15, the workshop is being held Saturday afternoons for 15 weeks in the studios of WMAL-TV with Arthur Weld, WMAL-TV production manager, as instructor. It provides practical experience in television techniques through actual participation in various types of productions and programs.

Emphasis is being placed upon use of TV in adult education, public service and government information. Observation of transmitter, remote pickup and mobile operations is also included.

Among those enrolled are:

Larry Beckerman, WTOP Washington producer-director; William Bailey, Navy Dept.; Gertrude Broderick, radio education specialist, U. S. Office of Education; Charles Batson, NAB Television Report director; Herrin Culver, head of visual information section, Soil Conservation Service, Agriculture Dept.; Franklin Fitzgerald, assistant to Mr. Culver; Larry Frommer, WTOP production manager; Verne Hansen, WTOP announcer.

Elinor Lee, WTOP director of women's activities; Lansing Lindquist, program director of WOL Washington; Hazel Markel, WTOP public relations director; Tom Noone, television information specialist, Agriculture Dept.; Dana Reynolds, head of radio service, Agriculture Dept.; Ben Rogers, Veterans Administration television producer.

Ed Scoville, WTOP director of special events; Hernandao Silva, VA television and radio information specialist; Maynard Speece, television researcher, Agriculture Dept.; Mary Taylor, director, division of reports, Children's Bureau, Labor Dept.; Julia Warner, WINX Washington producer; Lynn Wilson, WINX writer-producer; Bill Wood, radio liaison officer, State Dept.

FILMS FOR VIDEO

Released by United World

UNITED WORLD FILMS is releasing films for video on a regular monthly schedule, its television department has announced. Films, most of them never before offered to video stations, are made available to TV stations at specified rental terms and under an agreement permitting stations to purchase as many programs as desired.

Lewis Blumberg, sales manager of United World's television department, said the first six months' program will include the following:

Children's features, 13 films of 20 to 60 minutes each, made for J. Arthur Rank's children's film programs; two series, five and six reels each; 13 "Stranger than Fiction" episodes; a sports package of 11 to 13 reels featuring Babe Ruth and other sports personalities; series of British "Secrets of Life" films on animal and plant life interspersed with humorous narration; "Atomic Physics" presented in four parts and featuring such leading scientists as Albert Einstein; the Julian Huxley science series on biology; two series of travel films and a football series to be utilized by stations on sponsored football programs for showing during half-time intermission.

KNAK to 1 kw

A POWER increase to 1 kw has been announced by KNAK Salt Lake City, Utah. The station moved Feb. 12 to 1280 kc when the power change took place. Non-directional for daytime operation, the station uses 500 w directional at night. Operation formerly was on 1400 kc with 250 w.



Technical



HARRIET GEORGE has been promoted to position of daytime technical director at WAAM (TV) Baltimore. Miss George continues her duties as assistant to **HERB CAHAN**, operations manager, in addition to her new post.

PRECISION APPARATUS Co., Elmhurst, L. I., N. Y., has announced new wide-range sweep signal generator, known as Series E-400, which offers wide and narrow band sweep selection for positive FM and TV alignment and service.

HAROLD L. POWELL, engineer on ABC *Zeke Manners* and *Bride and Groom* show, is the father of a girl.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced production of an improved vacuum-tube voltmeter for measuring voltage in electronic and other low-energy circuits where minimum current drain is desirable. Designated as type AA-1, new instrument has a calibrated range of 0.001 volt to 300 volts at all frequencies from 10 cycles to 1.5 megacycles. It also is graduated in decibels, covering range of −52 to +52 decibels from a reference level of 1 milliwatt at 600 ohms. A ten-position push-button switch permits any working range to be selected instantly without passing through intermediate ranges.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

VIDEO KNOW-HOW
New Ideas Needed, Says Hutchinson

TELEVISION programs won't improve until television executives know what they are doing, according to Thomas H. Hutchinson, technical director of television, School of Radio Technique, and author of *Here Is Television*. Mr. Hutchinson last Tuesday addressed the luncheon meeting of the Advertising Women of New York at the Hotel Astor.

"Too many dramatic programs are drawing from the same sources, namely, successful stage plays," said Mr. Hutchinson, "and sponsors are busily vying with each other to obtain the same programs." As a result, he noted, comedians, for instance, "play switch," being seen on one sponsor's show one week, and on another's the following week.

"Television needs new ideas and new talent," he said, "and it's not necessary to have big names and unlimited budgets to succeed in the new field."

Richard Hodgeson, Paramount Picture's technical director of television, outlined the four-faceted video program engaged in by motion pictures as: Films for television, television broadcasting, bringing television into the theatre for large screens, and using television as an advertising medium to promote motion pictures.

Video Effectiveness

Predicting a minimum of 115 television stations by 1950, J. T. Baral Jr., merchandise manager of Philco Corp., Philadelphia, television division, proclaimed video advertising ten times as effective as radio advertising. He also pointed out, that in preparation for the still further growth of video, Philco had trained "more servicemen than all other manufacturers put together."

About color television, Mr. Baral said, "On the basis of the highest technical information, I predict that it will take three or four years to develop tubes with sufficient power, and transmitters to carry that power, to perfect color television."

George Moskovics, CBS-TV director of sales development, told the ad women that while equipment for television broadcast was pretty much the same, and that technical perfection was within reach of all, excellence in programming was the most important goal for which to strive in selling merchandise via video.

RCA CONSOLE
Has Centralized Features

A. R. HOPKINS, manager of RCA Broadcast Equipment Sales, has announced development of a universal transmitter control console, capable of providing centralized control of all mixing and primary switching operations for AM, FM, and television transmitters.

Up to nine different types of "blocks" or sections may be bolted together in various combinations to form a console capable of satisfying the requirements of one or more transmitters of any type. The basic unit of the console consists of an audio control turret and an r-f control turret mounted on two desk-type sections with removable end pieces.

Other available units are a 90-degree desk section, a television control console, a complete turret with blank panel, and a 45-degree wing turret with blank panel.

The audio turret of the FM console contains all mixing and switching facilities for up to six inputs, a seven-position selector switch for monitoring all important circuits, and individual bridging pads for equalizing the level of the various signal sources.

HIGHWAY WARNING
System Planned in Nebraska

NEBRASKA stations have started action to set up a unified, efficient and fast highway reporting system for use by all stations in the state. Soren Munkhof, news director at WOW Omaha, suggested the plan at a meeting of Nebraska Associated Press radio stations in North Platte. He reported on a similar operation set up in Iowa through the cooperations of the news editors association, state highway department, state patrol and weather bureau.

The project will be handled by a committtee composed of William Newens, KOIL Omaha manager, chairman; Mr. Munkhof; Harry Peck, KFOR Lincoln manager; Bud Neble, KFAB Omaha news director, and Ed Makiesky, bureau manager of AP in Omaha. The committee is to meet with representatives of the Nebraska highway commission and safety patrol and representatives of the U. S. Weather Bureau stations located at Omaha and Lincoln.

UN TOMB URGED
Smith's Idea Considered

SUGGESTION for the creation of a United Nations Unknown Soldier's Tomb was submitted to Trygve Lie, UN secretary-general, late last month by Arthur J. Smith, manager of WNAX Sioux City-Yankton, S. D.

A United Press release Feb. 8 reports, according to Mr. Smith, that Mr. Lie has sent the proposal to Wallace Harrison, UN New York architect supervising construction of the UN permanent capital. Mr. Lie has received scores of suggestions, the UP report stated, "but this one, a high UN official said, has impressed UN officials more than others."

Mr. Smith sent a detailed outline of his proposal to Mr. Lie, suggesting that the tomb "should be strategically located so that all delegates and representatives of the nations assembled would consistently pass the hallowed shrine." In selecting the body to be honored, Mr. Smith proposed that unidentified bodies from the theatres of the war should be assembled and one selected by secret lot. He concluded "I feel that the undying symbol created by the United Nations Unknown Soldier's Tomb would be worth any problems that occurred in establishing it."

Turntable



CHARLES MICHELSON Inc., New York, has announced that during week ending Feb. 11, six new markets had contracted for its *Blackstone, The Magic Detective*, quarter-hour transcribed series. New stations are: WHTB Talladega, Ala.; WRBC Jackson, Miss.; WWRL Woodside, L. I., N. Y.; WHAL Shelbyville, Tenn.; WHLF South Boston, Va., and WNBF Binghamton, N. Y.

FREDERIC W. ZIV Co., Cincinnati, has announced that KRKO Everett, Wash., has contracted for six of its transcribed shows. Also announced was KOMO Seattle's purchase of the *Wayne King Show*. All contracts are for 52 weeks.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Johnstone-Montei

I COULDN'T STAY AWAY FROM YOU

On Records: Frankie Carle—Col. 38354; Ella Fitzgerald—Dec. 24562; Bob Chester—Collegiate*.

On Transcriptions: Men of Manhattan—NBC Thesaurus; Rene Durant—Standard; Russ Morgan—World; Buddy Weed—Associated; Jan Garber—Capitol; Dean Hudson—Lang-Worth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 18, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



Plaque which Alfred P. Sloan winners will receive in April.

* * *

SLOAN AWARDS

Board Picks 10 March 29

RECIPIENTS of ten Alfred P. Sloan radio awards for outstanding public service in the field of highway safety will be chosen at a meeting of the board of judges in Washington, D. C. March 29. The 1948 awards are open to regional, local and clear channel stations, and national and regional networks.

Decorative bronze plaques will be presented some time in April by Alfred P. Sloan Jr., chairman of the Sloan Foundation and chairman of the board of General Motors Corp. The ceremonies will be aired on a nation-wide network. Board of judges includes Kenneth G. Bartlett, radio department head, Syracuse U.; Ned H. Dearborn, president, National Safety Council, and others.

Closing date for entries is March 1. All types of commercial and sustaining programs promoting traffic safety are eligible. Networks and stations should submit entries direct to Automotive Safety Foundation, 700 Hill Bldg., Washington 6 D. C., which is administering the radio award program. Entries in the form of statements should include program description, presentation method, and ascertainable results.

LIONEL HAMPTON made his television debut last month over WAVE-TV Louisville, Ky. Mr. Hampton and his orchestra debuted on station's *Club Ebony*.

WILLIAM KOSTKA has resigned as director of information for United States Brewers Foundation and will open public relations office in Denver early in March. He formerly was publicity director of NBC, vice president of Institute of Public Relations and managing editor of *Look* magazine.

EDWARD (Bill) REICHE, for the past three years eastern editor of *Popular Mechanics* magazine, has joined the department of information staff at RCA, New York.

BMI CANADA Ltd., Toronto, is expanding its operations, and has opened an office at Montreal primarily to cater to the Franch-language field. Office is at 1502 St. Catherine St. West, with **MARGUERIE JACQUES** as office manager, and **CLYDE MOON** in charge of radio liaison.

ELBERT HALING, former publicity-continuity director of WBAP-WFAA Fort Worth-Dallas, has been appointed continuity director of the Institute of Radio Broadcasting, Dallas.

Equipment

WILLIAM W. BOYNE has been elected vice president of Zenith Radio Corp. of New York.

ROGER M. WISE, authority on electron tubes, and his group of tube engineers are joining technical staff of Philco Corp., Philadelphia. **WILLIAM BALDERSTON,** president, made the announcement for Philco, which is acquiring the assets of Roger M. Wise Inc.

MOTOROLA Inc., Chicago radio and television equipment manufacturer, has announced the appointment of **A. C. SAYLAND** as chief engineer of Motorola Consulting Service, with headquarters in Washington, D. C. Mr. Sayland, formerly with Federal Television and Radio Corp, will handle FCC licensing procedures, assisting in filing of applications for CP's and licenses by Motorola customers, and dealing with problems of frequency allocation from engineering viewpoint.

G. W. DeSOUSA has been appointed staff assistant to **J. M. LANG,** division manager of the General Electric Co.'s tube division at Schenectady, N. Y. Other new GE appointments include: **O. K. LINDLEY** as assistant sales manager, communications products, for the specialty division at Electronics Park, Syracuse, N. Y., and **GRADY L. ROARK** as New York district manager for the company's electronics department.

Allied Arts



GENERAL ELECTRIC Co., Special Products Division, Schenectady, N. Y., has announced production of a new model wide range power supply apparatus which features a continuously variable voltage output from 500 to 50,000 volts. Apparatus is designed for laboratory applications where a variable voltage at low current is required.

CHARLES P. BAXTER, formerly controller of the department, has been appointed to newly created post of assistant general manager of the RCA-Victor home instrument department, according to **HENRY G. BAKER,** general manager. Mr. Baxter will assist Mr. Baker in the administration of sales, engineering, design, purchasing and manufacturing operations, including factories in Camden, N. J.; Pulaski, Va.; Bloomington, Monticello and Indianapolis, Ind. **GEORGE K. BRYANT,** formerly general plant accountant for the department, will succeed Mr. Baxter as controller.

Television

SAM E. HUNSAKER, former radio writer for N. W. Ayer & Son and originator of the George Gallup show on CBS-TV last autumn, has joined newly formed TELEscoops, New York, producer of television packages.

RENZO CESANA has joined **JOHN MASTERSON, JOHN REDDY,** and **JOHN NELSON,** producers of ABC *Bride and Groom,* as head of new television production department. Mr. Cesana was formerly producer of ABC *Ladies Be Seated* and operator of his own Hollywood agency.

VAN CAR PRODUCTIONS, subsidiary television package organization of Van Diver & Carlyle, New York advertising agency, has purchased exclusive video rights to *Friar's Frolics,* weekly one-hour variety show created by the Friar's Club. The revue features stars of movies, radio, Broadway and opera working with directors, writers and production men. Show is said to be drawing interested glances from several heavy advertisers, and early sponsorship is expected. The Friar's sold rights to their *Frolics* to help raise funds with which to build an anticipated new clubhouse.

TELESPOTS Inc., New York, has announced sale of one of its series of 13 open-end, one-minute spot television filmed commercials. Series, *Better Living,* featuring household decoration hints, is one of five such filmed groups produced by Telespots for regional sponsorship by local advertisers. *Better Living* was purchased by Seven Santini Brothers (moving and storage), New York, who also purchased time for the programs on WPIX New York. Sale of film was completed on rental agreement covering 35% of the time charges for a 13-week period. Contract to produce sponsor's copy bracketing open-end spots was also awarded to Telespots.

WALTER WHITE Jr., President of Commodore Productions & Artists Inc., Los Angeles, and **SHIRLEY THOMAS,** vice president of firm, will be married tomorrow (Feb. 22) in Hollywood.

DON McNAMARA, television director of Telefilm Inc., Hollywood, is confined to his home with broken right leg suffered recently when skiing at Yosemite Valley, Calif.

TAX REPEAL

Asked on Line Facilities

TWO MORE bills to repeal the wartime taxes on telegraph, telephone, radio and cable facilities were introduced last week in the House of Representatives.

Both measures, HR 2657 by Rep. Mike Mansfield (D-Mont.), and HR 2651 by Rep. Edgar A. Jonas (R-Ill.), also proposed the repeal of excise taxes on various other articles. The measures have been referred, as in the case of similar bills previously introduced, to the House Ways and Means Committee.

Mrs. Margaret Hart Nelson
Olian Advertising Company
St. Louis, Missouri.

Dear Maggie:

"My stars" said Uncle bathless algy, "Hit's gettin' t'be so's a man ain't got no reason a'tall fer not bathin'. Walkin' down th' street t'other day when one 'o' them WCHS fellers pops out, sez "Whatchername" an' hands me a box o' SURF. I put some in th' rain barr'l an fer I know'd it I w'uz z standin' knee deep in suds. First time I took a bath since I wuz caught out in th' rain 17 years ago Groun' hawg day. Mighty fine stuff—that SURF. Mighty fine promotion —I sez . . . a real WCHS job. — as always.



Yrs.

Algy.

WCHS

Charleston, W. Va.

*Returning to the Network**

WLS NATIONAL BARN DANCE

*ABC, 9:00 TO 9.30 P.M. C.S.T. SATURDAYS FOR PHILLIPS PETROLEUM COMPANY

Represented by JOHN BLAIR & CO.

50,000 Watts — ABC Affiliate

WLS CHICAGO 7

The PRAIRIE FARMER STATION

Promotion



A CERTIFICATE of membership in its "Pioneer Television Club" is KPIX (TV) San Francisco's acknowledgement for its listeners' cooperation in sending in reception reports. Within the dotted line, cut-out area of the wallet-size souvenir card, the name of the person sending in a reception report was hand-written, bestowing membership in the club. To further personalize the acknowledgements, the mailings were addressed in long hand.

'Granny Be-Bop'

TOM MOORE, emcee of ABC's *Ladies Be Seated* (five-a-week, 2 to 2:30 p.m. CST) began a nation-wide search last week for the "Granny Be-Bop" queen. Three singi g grandmothers compete daily, and each Friday the week's winners challenge each other for a weekly title. During the week of March 14, the five weekly winners will compete for the grand title. Sponsors of the variety show are the Quaker Oats Co. and the Toni Co.

It's a World in Itself

"THE MID-AMERICA market served by 50,000-watt KMOX (St. Louis) is a world in itself. And not a small one at that!" That is the introduction to KMOX's latest promotion piece featuring area maps which show coverage, products, markets all done with green, white and black illustrations. The text of the booklet also includes facts and figures pertinent to the illustrations.

Public Service Report

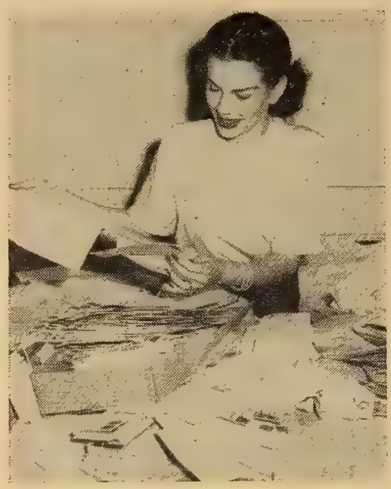
WTAR Norfolk, Va., has distributed its "1948 Annual Public Service Report." Report lists all announcements and programs which the station had devoted to civic, religious, educational, local and national drives which were in the public interest. It gives a total of 7,976 announcements and 4,217 programs, a total of 1,128½ hours of time for 1948.

CPN Booklet Issued

COLUMBIA PACIFIC NETWORK has distributed a booklet outlining the whys and wherefores of radio on the Pacific Coast. Information includes network's coverage area; its programming; news services; its program promotion and its music service.

Additional Information

BECAUSE 6,450 people in WNAC-TV Boston's televiewing area desired additional advance information as to program schedules, the station is now distributing weekly program schedules. The offer of schedules was made only on WNAC-TV. In a promotion release the station broke down the requests as follows: 5,729 from Massachusetts; 7 from Connecticut; 11 from Maine; 324 from New Hampshire, and 382 from Rhode Island. Also included in the release was a map of the area, and a sample program schedule.



WAIST-deep in a kangaroo's fan mail is pretty Kay Blossom, WFAA Dallas staffer. Object of all 14,000 letters is a new kangaroo character on station's *Daddy Ringtail* children's show about "humanized" monkeys. Young letter writers are sending in names for the kangaroo. Prize to the winner is a new bicycle.

Personnel

FRANK MURPHY has been appointed guest relations manager at ABC's Central Division, replacing **HENRY SCHAEFER** who is now night service manager in Chicago.

HOWARD C. CLARK, former sales and promotion representative for M. W. Houck & Brother, New York food brokers, has joined WOR New York as an assistant to **JOSEPH CREAMER,** director of advertising and promotion.

ROBERT J. JOHNSTON, formerly salesman on CKLW Windsor-Detroit, has been appointed promotion manager of the station.

DICK KOSTER has resigned as publicity director of WFIL and WFIL-TV Philadelphia to take over as director of public relations for the Federation for Railway Progress in Washington.

RALPH GENTLES, KXOK St. Louis, public relations department, is the father of a boy, Robert James.

WANDER CASE

FTC Hears More Testimony

FURTHER testimony was placed before the Federal Trade Commission in support of the government's complaint charging Wander Co. with dissemination of false advertisements (including radio) on behalf of its product, Ovaltine. The hearing was continued to March 1 at Durham, N. C.

Testimony before FTC Trial Examiner Abner E. Lipscomb began last Monday and was taken over a four-day period. It dealt with the scientific issues involved, generally relating to the therapeutic qualities claimed by Wander Co. for its product. Three doctors testified: Dr. E. C. Albritton, head of the physiological and biological department, George Washington U's Medical School; Dr. E. N. Nelson, head of the vitamin division, Food and Drug Administration, and Dr. C. R. Hardman, Washington practitioner, also associated with George Washington U.

All offered opinions tending to discredit Wander's claims and support the allegations of R. P. Bellinger, government attorney.

REALM PRODUCTIONS

Incorporates in S. F.

FORMAL articles of incorporation indicating a capitalization of $50,000 have been filed in Sacramento by Realm Television Productions Inc., with Stanley Rubin as president.

Other officers are Louis Lantz and Sobey Martin, vice presidents; Norman Elzer, treasurer, and Morris Coppersmith, secretary and general counsel. Realm is co-producer, with Marshall Grant Productions, of the series of American Tobacco Co. films to be titled *Your Show Time.*

First 26 films are in current production at Hal Roach studios, with Messrs. Rubin and Lantz serving as producer-writer and Mr. Martin sharing producer-director assignments with Charles Haas of Marshall Grant Productions. Mr. Elzer represents both companies as general manager.

WPOR GETS IN

How? Just Ask Mr. Citrin

WPOR Portland, Me., already has won a reputation for making its listening area "WPOR-conscious," and Murray M. Citrin, Hotel Wadsworth, Portland, thinks he knows one of the reasons.

In a letter to Murray Carpenter, WPOR manager, Mr. Citrin wrote:

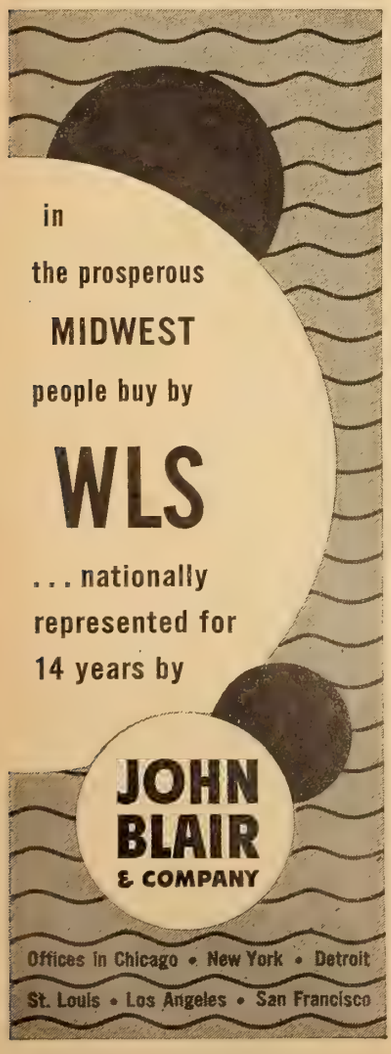
"Yesterday I took a new spool of recording wire, inserted it into my Webster wire recorder and proceeded to make a recording of the children talking and playing. After about 15 minutes of recording, I rewound the spool and started to play back the recording. My eyes popped out of my head when I heard the deep-throated tones of an organ accompanying the jabbering of my children's voices! This lasted for several minutes, and then I heard . . . 'This is WPOR, Portland's favorite station.' "

Dumfounded over how WPOR "was able to come into my house uninvited," Mr. Citrin decided to call the station. He relates that an engineer at WPOR's transmitter "explained to me that a small particle of dust evidently became lodged somewhere in the set, probably in the magnetic recording head, and was acting exactly like one of the old-time crystal sets, by picking up your [WPOR's] broadcasts so that they were being recorded on the wire."

"Isn't it amazing," says Mr. Citrin, "the way WPOR manages to get into people's homes?"

Educational FM

AGREEMENT between KMUS-FM Muskogee, Okla., and KWGS Tulsa, U. of Tulsa station, has been completed whereby KMUS-FM will carry the university's *Schoolroom of the Air* features. Through the broadcasts, listeners who are enrolled in certain subjects may receive full university credit. Facilities of KMUS (AM) are being used to publicize the KMUS-FM feature, according to Virgil Evans, manager of both stations. The FM outlet has just started program tests with new power of 10 kw.





FMA SESSION

Speakers, Agenda Given

PARTIAL list of speakers and subjects for FM Assn.'s Time Sales Clinic in New York April 1 was announced last week by FMA President William E. Ware. The clinic will be held at the Hotel Commodore.

Generally titled "What's What in FM," the one-day session will cover such subjects as listener characteristics and growth of FM audience; case history report on programming from individual FM station operators, and sales results of special cooperative campaigns with dealers, manufacturers and advertisers.

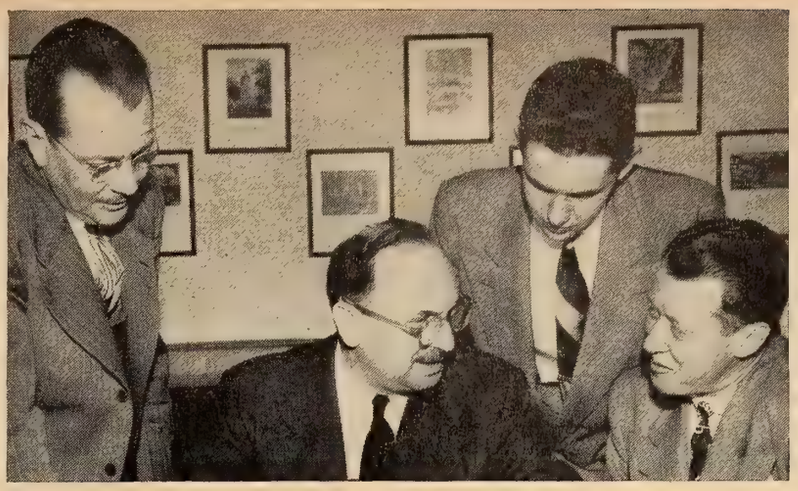
Everett Dillard, president of Continental FM Network and WASH (FM) Washington, D. C., will analyze lastest available figures on set production and estimated total number of receivers in use. A report on the current nation-wide, dealer-station set merchandising program will be delivered by Ted Leitzell, public relations director, Zenith Radio Corp., Chicago.

Programming-sales techniques—what advertisers can expect from FM stations and FM's role in advertising market plans—will be discussed by Herbert Georges, vice president and general manager of WHEB-WFMI-FM Portsmouth, N. H. Other speakers and subjects will be announced at a later date, FMA said.

Purpose of the meeting is "to bring advertisers, agency people, broadcasters, set dealers and other interested parties up to date on the progress of FM," according to Mr. Ware.

WOIC Daytime TV

WOIC (TV) Washington will start daytime programming today (Feb. 21), inaugurating three daily CBS TV programs from 12:45 to 2 p.m. Station is second in D. C. to enter TV daytime field in the past five weeks. Additions include network's *Warren Hull Show, Vanity Fair* and film shorts. In addition WOIC will carry *Earth We Live By*, a CBS TV film agricultural program.



STATION, sponsor and agency representatives complete arrangements for the big television contract for Gimbel Bros., Philadelphia. Store will sponsor *Gimbel's Television Breakfast Carnival* 10-11 a.m. (EST), Mon.-Sat. (excluding Wed.), on WFIL-TV Philadelphia Feb. 28-March 26. Details are discussed by (l to r) Kenneth W. Stowman, television sales manager of WFIL-TV; David Arons, publicity director, Gimbel's; Howard Enders, manager, Robert J. Enders Advertising's Philadelphia office, and Donald S. Kellett, WFIL-TV administrative assistant in charge of television.

STANDARD BRANDS

Appoints Compton Adv.

STANDARD BRANDS, New York, has appointed Compton Adv., New York, to handle the advertising campaign for its Tender Leaf Tea, Tender Leaf Tea Balls and Instant Leaf Tea, effective April 15. The billing of the account is said to be approximately $1½ million.

Standard Brands had been handled by J. Walter Thompson Co. for the past 15 years. The agency, however, will retain the Fleischman's Yeast and Chase & Sanborn products of the company.

Standard Brands has used radio consistently for the last decade but dropped two of its network shows last year, Fred Allen now sponsored by Ford, and Edgar Bergen. Its third network show, *One Man's Family* on NBC, which has been sponsored by the firm for the past ten years, was also dropped this month. The advertiser was one of the first to use an hour-long show on television when it sponsored *The Hour Glass* on NBC-TV last season.

Future radio and television plans have not been revealed as yet by Compton.

EFFECTIVE NEWS

Henle Presents Views

EFFECTIVE presentation of news on television is still something to shoot for, according to Ray Henle, editor-in-chief of *Sunoco 3-Star Extra* (NBC, Mon.-Fri., 6:45 p.m., EST). Mr. Henle presented his views on television news during a discussion of the effect of television on standard radio news broadcasting at a meeting of the National League of American Pen Women in Washington Feb. 6.

Mr. Henle said: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who for 15 minutes merely reads a radio script; nor will crude still pictures and unrelated news shots fill the bill. . . . TV will have to provide the means of making news live. So far no one has come up with the right answer." In radio and TV, said Mr. Henle, "trained newsmen who know what news is and who know how to measure the important from the unimportant and the interesting and entertaining from the drab and colorless will find that their superior judgment and experience will continue to pay off."

RADIO STUDENTS of U. of Virginia, Charlottesville, and associated Mary Washington College, Fredericksburg, Va., visited New York radio and television studios this month on special tour conducted by Mildred Sollenberger, MWC radio director.

EQUIPMENT MEET

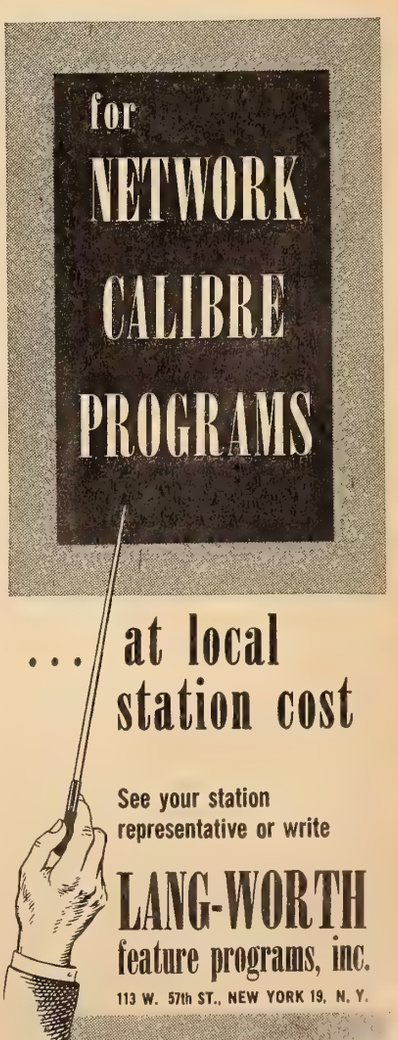
Three-Day Session at GE

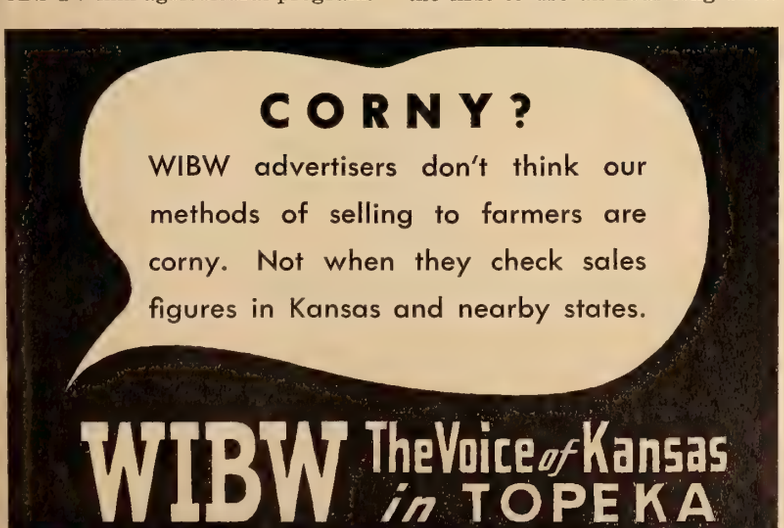
RADIO communication equipment sales should reach $23.5 million in 1949, according to E. H. Vogel, manager of marketing for the General Electric Co.'s Electronics Dept. Mr. Vogel made his prediction during a three-day conference of radio communication specialists led by Nat Gada, GE product manager for radio communication equipment, at Electronics Park, Syracuse, N. Y.

Reporting a probable expansion in new installations of 28%, Mr. Vogel told the group that the greatest purchasers would be police departments, utilities, taxicab companies, the petroleum industry and forestry groups. Largest buyer is expected to be police departments who, according to the market analysis, will spend $6 million.

Humor Award Urged

ADVISORY Board of the Pulitzer Committee has been petitioned by the National Laugh Foundation to add a prize for humor in literature to its present awards. The Foundation, which devotes itself to the discovery and development of "creative funmakers," contends a category should be set aside similar to those for poetry, fiction, non-fiction, plays and news. National Laugh Week begins April 1.





FCC Actions

(Continued from page 71)

February 17 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Granted CP new Class A FM station; issued CPs in lieu previous cond. to three FM outlets.

Assignment of License

KORN Fremont, Neb.—Granted assignment of license from Inland Bcstg. Co. to Walker Newspapers Inc. for $22,000.

AM—1580 kc

Leslie Goodaker tr/as The Princeton Bcstg Co., Princeton, Ky.—Granted CP new AM station 1580 kc 250 w D; estimated cost $7,998 exclusive of studio construction.

AM—1520 kc

Thomas E. Danson tr/as Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted CP new AM station 1520 kc 1 kw D, 250 w N unl. DA; engineering cond.; estimated cost $32,555.

Hearing Designated

KAFY Bakersfield, Calif.—Designated for hearing application to change from 1490 kc 250 w unl. to 550 kc 1 kw unl. DA-N in consolidated proceeding with applications of Patrick G. Smith and Redlands Bcstg. Co. and made KFMB San Diego party to proceeding.

Petition Denied

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Denied petition for reconsideration and grant of application for new station 1450 kc 250 w unl.

Petition Dismissed

WBNY Buffalo, N. Y. — Adopted memorandum opinion and order dismissing petition seeking reconsideration of Commission's action in granting application of Dunkirk Bcstg. Corp. for new station 1410 kc 500 w unl.

Requests Denied

WINN Louisville, Ky.—Denied requests that Commission (1) withhold action on application of Mid-American Bcstg. Corp. for license for WKLO Louisville pending determination of court proceedings, or (2) designate same for hearing. "Any license which may be granted," advised Commission by letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court makes a determination adverse to Mid-America Bcstg. Corp., or any other determination requiring further proceedings."

WSKB McComb, Miss.—Denied request to commence program tests on 1250 kc with 1 kw D, instead of authorized 5 kw D since "to grant this request would be contrary to the policy of not permitting program tests with facilities other than those authorized by a construction permit except in emergency circumstances."

Waiver Granted

WMOA Marietta, Ohio — Granted waiver of Sect. 3.30(a) of rules to permit WMOA to continue to identify itself as Marietta station pending establishment of main studio in that city (Studio now located at trans. site, Williamstown, W. Va.).

Action Deferred

KLAC KLAC-TV Los Angeles and KYA San Francisco—Deferred action on application for consent to transfer control of KLAC KLAC-TV and KYA from Dorothy S. Thackrey to Warner Bros. Pictures Inc. pending examination of qualifications of proposed transferee in light of decision of Supreme Court in U. S. v. Paramount Pictures Inc., 68 S. Ct. 915.

AM—930 kc

WPAT Paterson, N. J., and WFMD Frederick, Md.—On petition, removed from hearing docket, applications of WPAT to increase power to 5 kw unl. and WFMD to increase power to 1 kw unl., DA-N, and granted both applications subject to engineering cond.

AM—1540 kc

WPTR Albany, N. Y.—Granted mod. CP to increase power from 10 to 50 kw and change DA, without prejudice to any action which Commission may ultimately take upon application for license now pending before Commission, or filed in connection with this application in light of May 3, 1948, decision of Supreme Court in Schine Chain Theaters Inc., et al v. U. S. 334 U.S. 110 (Comr. Jones dissented).

AM—1380 kc

WAMS Wilmington, Del.—Upon petition for reconsideration and grant of application removed from hearing docket and granted mod. license to permit operation unl. (except for those hours after local sunset at Wilmington, during which station WAWZ Zarepath, N. J. operates), using 1 kw. (Comr. Jones dissented).

Box Score

SUMMARY TO FEBRUARY 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,932	1,886	244	...	464	266
FM Stations	710	262	660	30*	85	28
TV Stations	57	7	116	...	316	181

* 11 on the air.

TV APPLICATIONS

Charleston, W. Va.—Joe L. Smith Jr. Inc., Channel 2 (54-60 mc), ERP 19.5 kw visual, 9.5 kw aural, antenna height above average terrain 184 ft.; estimated cost $235,000, first year operating cost $124,700, revenue $80,000. Applicant is licensee of WKNA Charleston and WJLS Beckley, W. Va. Filed Feb. 14.

Springfield, Ill.—WCVS Inc., Channel 19 (192-198 mc), ERP 2.48 kw visual, 1.24 kw aural, antenna height above average terrain 423 ft.; estimated cost $131,580, first year operating cost $75,000, revenue $50,000. Applicant is licensee of WCVS-AM-FM there. Filed Feb. 17.

Wilmington, Del.—Wilmington Tri-State Broadcasting Co. Inc., Channel 7 (174-180 mc), ERP 1 kw visual, 600 w aural, antenna height above average terrain 300 ft. (Requests facilities of WDEL-TV; see story page 67); estimated cost $141,205, first year operating cost $180,000, revenue $150,000. Appliant is licensee of WAMS-AM-FM Wilmington. Filed Feb. 16.

AM APPLICATIONS

Danville, Ill.—Vermilion Broadcasting Corp., 1240 kc, 250 w, unlimited; estimated cost $25,000. Principals: Gilbert E. Metzger, president-treasurer and one-third owner of WITZ Jasper, Ind., president 24.8%; Ralph Rouse, attorney, vice president 0.6%; Louis O. Mitzlaff, vice president and one-third owner of WITZ, vice president 24.8%; John B. Caraway Jr., vice president and 49.9% owner Electronics Research Inc., Evansville, Ind., and one-third owner Engineering Services Inc., maker of FM antennas for Collins Radio Co., vice president 24.8%; and John R. Ax, secretary and one-third owner WITZ, secretary-treasurer 24.8%. Filed Feb. 16.

Richfield, Wash.—Yakima Broadcasting Corp., 900 kc, 1 kw, daytime; estimated cost $15,850. Applicant is licensee of KYAK Yakima, Wash. Firm is owned one-third each by the following: Tom Olsen, owner-manager KGY Olympia, Wash., secretary-treasuser; J. Elroy McCaw, 50% owner KELA Centralia, Wash., and KPOA Honolulu, vice president, and Robert S. McCaw, 50% owner KXRN Renton, Wash., president. Filed Feb. 14.

Sitka, Alaska—Baranof Enterprises Inc., 1400 kc, 250 w, unlimited; estimated cost $14,954.45. Principals: Clarence R. Rands, local businessman, president; Afton M. Coon, owner photographic studio, vice president, and Charles L. Buck, employe Alaska Communication System, secretary-treasurer. Each owns 30 shares of total 106 shares common issued to 15 stockholders. Eight stockholders hold 29 shares preferred stock. Filed Feb. 15.

Wasco, Calif.—E. J. Peters d/b as Maple Leaf Broadcasting Co., 1050 kc, 250 w, daytime; estimated cost $21,010.50. Applicant is grower-packer-shipper of farm produce and cotton ginning. Filed Feb. 15.

1950 Plan

(Continued from page 29)

on a coast-to-coast broadcast of the Jefferson-Jackson Victory Dinner program over the combined facilities of the four major networks and the Continental FM Network from 10:30-11 p.m. (EST) Feb. 24.

Mr. Barkley will speak from San Francisco and the President from Washington.

Full television coverage will be given. The Midwest will receive telecasts via coaxial cable.

GOP leaders are also concentrating their efforts on radio.

Ed Ingle, radio director of the Republican National Committee, revealed this month [BROADCASTING, Feb. 7] that radio would serve as "the spearhead of a revitalized fighting force."

Congressional leaders of the Republican party had announced plans for a giant public relations project, designed to advise voters of the activities of GOP legislators [BROADCASTING, Feb. 7].

Minority Leader Joseph W. Martin Jr. announced appointment Feb. 14 of members of the Congressional committee to supervise the job.

Members are Rep. Martin, chairman; and Reps. Leonard W. Hall (N. Y.), James C. Auchincloss (N. J.), Charles A. Halleck (Ind.), Clarence J. Brown (Ohio), Harris Ellsworth (Ore.), Francis Cass (S. D.), Ben F. Jensen (Iowa) and James Caleb Boggs (Del.).

Rep. Martin emphasized that "there was no disposition on the part of the committee to come into conflict with the other established committees. It wants to work in close harmony with the national and Senatorial committee, and, of course, would dove-tail its work with the Republican Congressional Campaign Committee."

Appointment of a radio-television subcommittee is held likely.

ROLF KALTENBORN

Joins Dad as Research Asst.

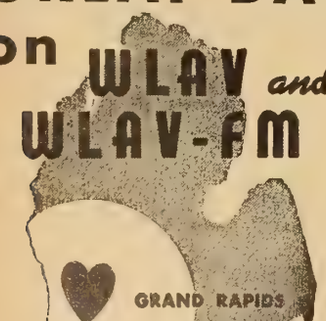
DR. ROLF KALTENBORN, son of NBC commentator H. V. Kaltenborn, arrived in New York last Thursday to accept a post with his dad as his research assistant.

Dr. Kaltenborn recently abandoned temporarily his subscription radio project because of patent difficulty. For several years he taught political science at Yale, and recently returned from a tour of England where he studied that country's present Socialist government.

Nelson at Boston

THE Feb. 16 meeting of the Radio Executives Club of Boston featured Linnea Nelson, chief timebuyer at J. Walter Thompson Co., New York. Miss Nelson's topic was "The Selling Force of Radio."

IT'S A
GREAT DAY
on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV FM
Power Plus Perfection

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Super Radio Survey

(Continued from page 26)

formation two years ago.

Chairman of the council will be a man of recognized public stature and independent thought, to be selected by council members. A working committee would cooperate in finding solutions for common broadcast problems.

Among council objectives are development of sounder methods for licensing; quicker ways of solving international allocations problems; mutual understanding between the FCC and licensees.

Practical Laboratory

To a considerable extent the council will serve as a proving grounds, or practical laboratory, avoiding political, economic and social enterprises. As a result of its mutual-aid setup it will bring valuable by-products in the form of lessened efforts by official agencies to get into broadcast activities beyond their authority or knowledge; avoid allocations mistakes by the FCC; provide for advance review of proposed FCC policies before actual decision or announcement.

High praise was voted the Inter-American Assn. of Broadcasters for its efforts to promote private broadcasting and resist government operation of radio. IAAB was praised for its work and the board pledged its continuing support. Text of a resolution adopted on the final day of the board meeting follows:

The board endorses the courageous work of the Inter-American Assn. of Broadcasters in the interests of free radio, in the establishment of national broadcasting associations in the various countries of the Americas and the promotion and encouragement of the free enterprise system of broadcasting in this hemisphere.

Earlier the board had voted to fight efforts to set up broadcast stations under government ownership, with special reference to the insular government station in Puerto Rico.

Judge Miller, now serving under an Oct. 1, 1945-Sept. 30, 1950 contract with an added 1950-1955 advisory role, was granted a one-year extension by mutual agreement. This one-year pact, at $50,000 a year and expenses as at present, will absorb the first year of the 1950-1955 agreement under which he serves as legal advisor at $12,500 a year. Furthermore, he is to get a year's notice of any change in the arrangement.

The membership drive is to be a concentrated campaign. In charge will be C. E. Arney Jr., secretary-treasurer, and Mr. Richards. It is designed to help NAB expand its services and possibly reduce individual station dues.

The board voted to submit the Breen anti-code amendment to the membership with an explanatory statement. Similar action was taken last November but a committee named to write an explanatory statement to accompany the referendum ballot couldn't agree on what to say. The amendment was presented last May by Edward Breen, KVFD Fort Dodge, Iowa, but passed over by the board because it wasn't received 30 days before the Los Angeles board meeting. It would remove the board's power to write standards of practice from the by-laws.

What will happen if the membership approves the amendment is anybody's guess. The board was vested with code-writing power when it adopted the code at Los Angeles last May but its power in case the Breen amendment is approved becomes a touchy legal matter.

The board voted to submit to the membership an amendment proposed by William B. Smullin, KIEM Eureka, Calif., District 15 director. The amendment would prevent directors from serving more than two consecutive terms. In voting, the board made it plain that it was opposed to Mr. Smullin's idea. The vote was 19 to 2.

Picture of the international allocations problem was given the board by Forney Rankin, NAB international adviser to President Miller, along with Goar Mestre, owner of CMQ Havana, president of Inter-American Assn. of Broadcasters, and Emilio Azcarraga, XEW-XEQ Mexico City and theatre owner, IAAB vice president.

Mr. Mestre appeared before the board in connection with a series of visits he is making to Western Hemisphere nations in the interest of promoting hemispheric freedom of radio. He plans to visit Puerto Rico, Venezuela and Colombia, and will attend the third NARBA in Canada as an IAAB observer.

Mr. Azcarraga will attend the Canadian sessions as IAAB vice president and possibly as a Mexican delegation observer. He may accompany Mr. Mestre on one or two of the trips to other nations.

Warnings Heard

The board heard their account of IAAB efforts to preserve free radio and their warning that the activity must be pushed or governments gradually will take over. Efforts of the Peron regime in Argentina to conduct radio propaganda in Cuba were reviewed [BROADCASTING, Feb. 14].

Mr. Rankin told of efforts of the International High-Frequency Conference in Mexico City to reach an agreement and urged firm action by U. S. broadcasters in preparing for the next NARBA with its critical effects on all broadcasting.

The board took the international problems under advisement.

Judge Miller named a committee to study allocation matters. An allocation committee consists of T. A. M. Craven, engineering consultant; Everett Dillard, WASH Washington; Calvin J. Smith, KFAC Los Angeles; G. Richard Shafto, WIS Columbia, S. C.; H. W. Slavick, WMC Memphis.

Members of the IAAB policy committee are Messrs. McCollough, Arnoux, Nunn, Hanna and Breen.

Dr. Kenneth H. Baker, now directing BMB's 1949 research project on loan from NAB, said the 650,000 ballots for the second study will go into the mails March 1, predicting final reports will be ready for subscribers by mid-October.

Agreement to name a five-man committee to discuss the whole role of NAB in audience measurement was in line with resolutions adopted at three district meetings last summer.

Text of the board's BMB resolution is as follows:

The board resolves that the president of the NAB shall name a five-member board committee to study NAB's role in the future structure and status of a radio audience measurement organization to meet today's competitive and research problems; and that the committee is to report back to the board at its April meeting in Chicago with specific recommendations.

Approval was given a plan to revamp completely the present NAB reports to the membership. Instead of the present *NAB Reports*, the association will publish weekly summaries of its news releases to the trade and general press. It will supplement these with a series of member service bulletins.

The plan was presented to the board by Mr. Arnoux as chairman of a special committee which studied the matter in January. Other members were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. The idea is expected to save 23% of the printing budget, or about $12,000 annually.

All departmental bulletins will be financed out of a common fund but departments will be restricted to the share they may receive. The idea originally was conceived by Mr. Richards. James Dawson, director of information, will be in charge of the project, to be known as NAB Member Service.

The board endorsed a plan to re-

(Continued on page 85)

BMB 1949 STUDY

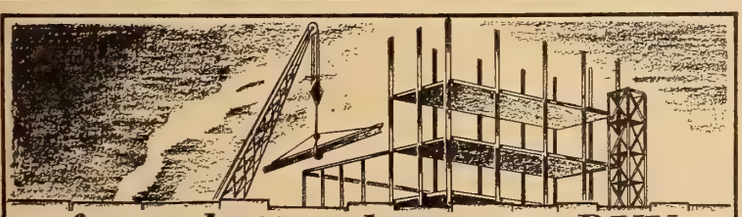
To Use Magazine's Figures

BROADCAST Measurement Bureau announced last week that it would use for its 1949 study the population estimates of *Sales Management* magazine.

The figures are estimates of county and city populations as of last Jan. 1.

Dr. Kenneth H. Baker, NAB director of research who is on loan to BMB, said that BMB would apply its own estimates of radio ownership to the *Sales Managament* population estimates.

The decision to use the magazine's figures, rather than for BMB to do its own estimating, was based on economy grounds, it was speculated.



for a better-than-ever BUY

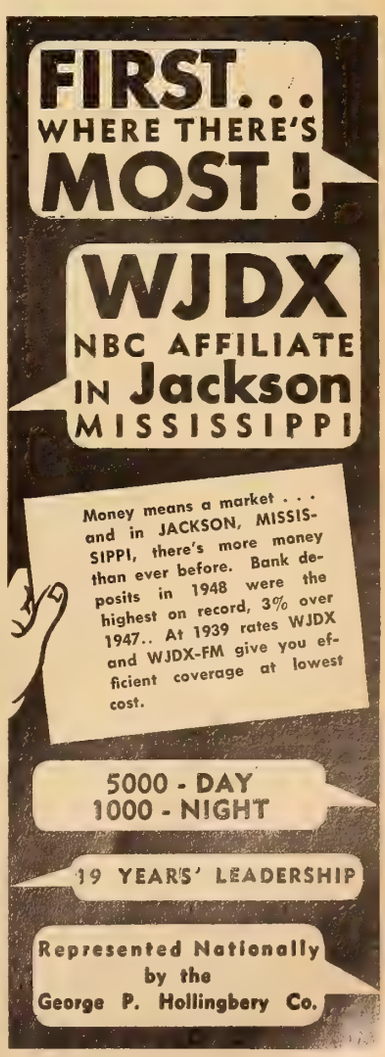
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED



On All Accounts

(Continued from page 10)

the next five years, he worked on such shows as "Olsen & Johnson," *Adventures of Sherlock Holmes, Lum 'n' Abner, Cavalcade of Hits, Kay Kyser Show* and *Bob Crosby Show.*

Foote, Cone & Belding beckoned in 1941 and Arnold left NBC to join the agency in Hollywood as producer of the Kay Kyser show. During the next four years there he produced such shows as Johnny Mercer Show, Hedda Hopper and Charlotte Greenwood show.

In 1945 when people were starting to talk about "some crazy thing called television," the agency got on the bandwagon and appointed Arnold Maguire West Coast director of television.

In 1948 he was in on a "first" when FC&B's client, Union Oil Co., sponsored a half-hour before and after the first telecast of the Rose Bowl Game in Pasadena on KTLA Los Angeles.

Since then he has produced for Union Oil telecasts of Santa Anita Races, Icecapades, and various other Los Angeles sports events on KTLA. He is currently producing a weekly two-minute animated television film series, *Milford Muddle*, for Security National Bank, Los Angeles, on KTTV there. He is also planning another quarter-hour television show for the same firm.

In addition he is working on television plans for seven other Los Angeles firms—B. B. Pen Co., Cole of California, S & W Foods, Southern Pacific Railroad, California Fruit Growers Exchange, Lockheed Aircraft, and All-Year Club of Southern California.

The one permanent advantage of Arnold's stage career was a dancer in the show, Evelyn Draper, who in 1934 became Mrs. Maguire. Mr. and Mrs. M. and one daughter, Susan, 16, currently enjoy a six-room home and quarter-acre in San Fernando Valley.

Not much of a club man, Arnold is a member of the Hollywood Advertising Club and Academy of Television Arts & Sciences.

His active hobbies are golf and tennis. He confesses he's never broken 109 in the former. His most recent hobby however is sitting in his office waiting to see if anyone is going to fall through the large hole in the ceiling. Gap is a result of ceiling being chopped through by firemen to let smoke out during recent fire which drove two of his fellow-executives out of their offices. The fire, caused by a short circuit, occurred shortly after the agency had moved into its new Hollywood headquarters.

Television business is still going on as usual, reports Arnold, although in "charcoal-broiled offices."



HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 221
CHICAGO 10 ILLINOIS.
Please send me your full 30 days service without cost or obligation.
Name.....
Address.....
City..... State.....
Station.....

ALBANY SUCCESS

WABY Signs $100,000

SINCE the acquisition of Eugene P. Weil as its sales and promotion manager last Oct. 1, WABY Albany, N. Y., reports that approximately $100,000 in contracts have been signed. During a recent week Mr. Weil reports contracts signed total better than $30,000

Among the new business brought in by Mr. Weil: A 52-week contract



Mr. Weil (l) with Jerry Bess, advertising director of Sawdon Advertising Co., New York, agency for Robert Hall Clothes.

with Robert Hall Clothes; a contract covering the Eastern League Albany Senators baseball games, from Tobin Packing Co.; a contract from W. M. Whitney & Co., department store, for a consistent schedule of spots; a 15-minute, five-a-week schedule for Griffin Shoe Polish, and a contract from Yager Pontiac Co. of Albany for 15 minutes preceding the baseball games and five minutes after.

CHICAGO MEETING

CTC to See Nielsen Device

A. C. NIELSEN, president of the A. C. Nielsen marketing research firm, Chicago, is planning to introduce a new video audience measurement device at the Chicago Television Council's national television conference March 7-9.

No details of the machine will be divulged before that time, according to James Stirton, council president and general manager of ABC's Central Division.

Appearing with Mr. Nielsen will be Dr. Sidney Roslow, president of The Pulse Inc. C. E. Hooper has been asked to attend also, Mr. Stirton said. Between 45 and 50 video experts from networks, stations and agencies are expected to address a minimum of 250 persons, he added.

CTC is mailing 5,500 brochures and invitations to agencies, advertisers, TV stations now on the air and others planning to begin operations. Schools and colleges with actual or prospective video courses also will be invited to send representatives, Mr. Stirton said.

Three-day session will be held at the Palmer House, where 400 rooms have been reserved. Registration fee for council members is $22.50, for non-members, $27.50. The organization is making a combination offer of membership in the council and the conference fee for $30.

$10,000 RESULTS

Attributed to WXYZ-TV

BUSINESS totaling $10,000 in two weeks directly attributed to television has been reported to WXYZ-TV Detroit (ABC) by Sid Caswell, general manager of the General Electric Supply Corp., same city.

GE has been sponsoring participation spots on *Charm Kitchen* twice weekly since November, but made the offer resulting in $10,000 worth of business three weeks ago for the first time. Viewers were told they could write in requesting a GE dealer to visit their homes and draw plans for complete GE kitchens. Mail response resulted in this high volume of sales, Mr. Caswell reports.

As a result, his firm has renewed participation in the Edythe Fern Melrose show for 13 more weeks, from Feb 21.

Golden Gloves on TV

FOUR major events in the 22nd annual Golden Gloves boxing tournament will be telecast by WGN-TV from the Chicago Stadium and fed to the Midwest and eastern CBS-TV network, under sponsorship of the R. J. Reynolds Tobacco Co. (Camel cigarettes). Telecasts, slated for Feb. 21 and 22, March 4 and May 18, begin at 8:30 p.m. (CST). Jack Brickhouse, WGN sports service manager, will give the commentary.

'Do as I Do . . .'

WIRL Peoria, Ill. is apparently a firm believer in the value of radio as an advertising medium—even to the extent of plugging its shows on other radio stations. Robert B. Jones, its manager, has signed a 52-week contract with WSIV Pekin for its sign-off spot to advertise WIRL nighttime programs. The move, according to Mr. Jones, was calculated to gain more listeners—for WIRL, that is, since WSIV is a daytimer.

NEW PACKAGES

Hile-Damroth Produces Six

HILE-DAMROTH Inc., New York, producers of video commercials, has announced completion of six new package shows, available immediately.

They are: *The Munro Leaf Clubhouse*, juvenile feature with Munro Leaf, creator of *Ferdinand the Bull; Say Can You See*, visual quiz show, featuring Jay Jackson; *Curtain Going Up*, dramatic half-hour of plays by Percival Wilde, with author's introduction; *Tell Me Another*, anecdotes starring New York *Herald Tribune* sports editor Bob Cooke; *Budget Planning the Menu*, conducted by Frank Wetherell, U. of Connecticut director of dining halls; *Opera as You Like It*, with Carol Longone and guest stars.

Hile-Damroth produces video commercials for such companies as RCA-Victor and Jell-O.

Ahrens Elected

CHARLES E. AHRENS, Central Division radio news editor of UP, was elected president of the Chicago Radio Correspondents Assn. at the group's February meeting. Other officers — Spencer Allen, WGN-TV, vice-president; Richard Elliott, WCFL, secretary; Donald McGibeny, WAIT, treasurer, and Julian Bentley, WBBM, and James Hurlbut, WMAQ, members of the executive board. Mr. Ahrens succeeds Ervin Louis of WLS, who automatically becomes an executive board member.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

LA. ASSN.

Session Held in New Orleans

SEARCH for new sources of revenue to meet higher operating costs and to permit broadened public service programming marked a meeting of the Louisiana Assn. of Broadcasters held Wednesday and Thursday at the Roosevelt Hotel, New Orleans. J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president, was in the chair.

NAB President Justin Miller, first speaker, lauded work of the association as an example of what state groups can achieve. He outlined the scope of NAB activities and reviewed actions by the NAB board (see story, page 25).

Robert K. Richards, NAB director of public relations and publications, explained public relations work of the association and called for support of the "courageous effort" of Judge Miller on behalf of freedom of speech. NAB will publish a directory of U. S. Senators and Representatives for use of broadcasters, he declared, and in cooperation with the Radio Correspondents Assn. will issue a bulletin titled "Congressmen Are People."

Richard P. Doherty, NAB director of employe-employer relations, gave an earthy resume of the labor situation along with a discussion of pending labor legislation in Congress.

Carl Haverlin, president of BMI, termed the organization a bulwark of protection against high ASCAP fees, citing the recent ASCAP renewal at the same rate, and said BMI will provide similar protection for television.

At the Wednesday afternoon meeting Michael R. Hanna, WHCU Ithaca, N. Y., NAB District 2 director, warned that the idea of government radio ownership is spreading rapidly, with the United States being hemmed in by this concept. He opposed a proposal to set up a worldwide radio network, which would mean the building of a powerful transmitter in the middle of the United States. Mr. Hanna urged station managers to make their stations strong forces in their communities.

"There's a lot of money in the woods we are overlooking," Mr. Hanna said, explaining increased income will permit better service. He said the tune-in must be increased by better programming and personnel. His station is located in a community of 25,000, he said, but is a TV applicant.

Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large for small stations, urged members to become more active in NAB and the state association and to keep directors posted on their views concerning broadcast problems. He told of NAB services and said dues can be reduced and there can be better service if stations will bring others into the NAB fold.

Mr. McCollough said WGAL is about to go on the air with TV, and expects to be in the black. He told of steps taken to keep down costs, such as triplexing of AM, FM and TV on one antenna. He reviewed plans of the NAB Dept. of Broadcast Advertising to increase its sales aids for stations.

Dr. George A. Mayorall, co-manager of WJMR New Orleans, said AM station patterns are being hemmed in, with programming and public services now far out of proportion to the limited facilities available to transmit them. He felt FM should have been sold to the public as an improved technical service; predicted FM sets will be cheaper; advised use of FM transmitters for relay purposes; criticized the FCC for making "serious engineering mistakes" in putting powerful FM stations on the same frequency; declared FM signals reach long distances, 165 miles and more, "Norton's law notwithstanding."

Everett Dillard, WASH(FM) Washington, NAB director-at-large for FM(B) stations, said sound broadcasting is AM and FM. With the AM band hurt by crowding, he said AM daytime service has improved but is deteriorating at night due to interference. He questioned if the present rate of AM set production will maintain the AM audience inasmuch as half the production consists of parttime listening equipment (auto and portable sets).

Hugh B. Terry, KLZ Denver, NAB District 14 director, said he likes to feel the whole program structure of KLZ is in the public interest. "We program with special purpose," he said, telling how the station gets advisory help from civic, business and other groups in its programming. Many local problems, many of them delicate, are treated frankly and effectively with the aid of advisory groups, he said.

Registered at the Louisiana meeting were:

J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president; Henry B. Clay, KWKH Shreveport, LAB vice president; Paul H. Goldman, KSYL Alexandria, LAB treasurer; Willard L. Cobb, KALB Alexandria; Robert D. Swezey, Edgar B. Stern Jr., Ralph Steedle, WDSU New Orleans; Charles L. Planchard, KWCJ Natchitoches; Preston McGraw, United Press; George Mayorall, Stanley W. Ray Jr., WJMR New Orleans; W. Eugene Jones, KSLO Opelousas; Forest Curnett, WIHL Hammond; H. F. Wehrmann, WTPS New Orleans; W. H. Dick, KPDR Alexandria; E. Radcliffe Anderson, H. V. Anderson, KLOU Lake Charles; James E. Gordon, WNOE New Orleans; Charles C. Carlson, WJBW New Orleans; Edgar Sheen, WDSU New Orleans; Robert W. Dunn, KNOE Monroe; Tom E. Gibbons, WAFB Baton Rouge; Cecil K. Beaver, Francis Edwards, KTBS Shreveport; Kenneth Whitaker, KRUS Ruston; George Phillip Martin, KROF Abbeville; G. T. Owen, H. W. Bumpas, WCLA Baton Rouge; Hugh M. Smith, WLAU Laurel, Miss., president, Mississippi Broadcasters Assn.; Sol Taishoff, J. Frank Beatty, BROADCASTING; W. H. Summerville, WWL New Orleans; Harold Wheelehan, T. J. Fontelieu, WSMB New Orleans; Roy Schwarz, Fitzgerald Adv. Agency, New Orleans; J. D. Bloom, WWL New Orleans; Ralph Steetle, WLSU(FM) Baton Rouge.

Television Appraisal

Roy Schwarz, head of the creative department of Fitzgerald Advertising Agency, New Orleans, and its expert on TV, kicked off the closing session Thursday with an agency man's appraisal of the video medium, largely from the local angle. Basing his penetrating observations on this study of the national field as well as from Fitzgerald's experience in placement of programs on WDSU-TV, New Orleans' only TV outlet, Mr. Schwarz touched off a discussion as to the ultimate place of the local sound broadcaster and of the local advertiser in TV.

He emphasized that TV is a demonstrating medium, and that as such it is ideal for the retail advertiser.

Locally, TV must build programs economically, Mr. Schwarz said. He urged special training for producers and announcers because of the vastly different techniques.

In the ensuing discussion, led by Edgar B. Stern Jr., president of WDSU AM-FM-TV, and Verne Anderson, consulting engineer and co-owner of WLOU Lake Charles, costs of station installation and operation predominated. Mr. Stern said the physical equipment investment in WDSU-TV, which was installed as economically as thought possible, ran $350,000.

Henry Clay, general manager of KWKH Shreveport, questioned the economic feasibility of a TV station in 100,000 markets.

A. D. Willard Jr., NAB executive vice president, commended LAB for its far-sighted work. He said there now are about 30 state associations working hand-in-hand with the NAB. Mr. Willard reiterated previous statements that aural broadcasting is, and will remain, the "greatest means of mass communications in the world."

Mr. Willard on behalf of the LAB, presented to James E. Gordon, general manager of WNOE New Orleans, a framed hand engrossed scroll, expressing the thanks of Louisiana broadcasters for his "splendid leadership in forming the association" nearly two years ago. Mr. Noe was LAB's first president.

Henry W. Slavick, WMC Memphis, Sixth District director, in brief remarks, commended LAB and pointed out that a resolution unanimously adopted at the last LAB meeting looking toward an industry owned audience measurement organization, had been approved by the NAB board.

Don Petty, NAB general counsel, wound up the meeting with an off-the-record discussion of radio's myriad legal and legislative problems.

JUDGE MILLER

Says TV Will Help Radio

TELEVISION'S rapid growth will bring increasing enjoyment of AM and FM broadcasting rather than retard their growth, Judge Justin Miller, NAB president, told the New Orleans Rotary Club at its luncheon last Thursday. He recalled that broadcasting had upset the forecasts two decades ago when it started the phonograph and music industries to new heights instead of destroying them.

Judge Miller told the Rotarians how broadcasting has assumed professional status alongside law and medicine, with standards of conduct self-regulated as in other professions. He went into the practical problems facing broadcasters in domestic and international affairs and outlined new technical developments.

NAB board members were guests at the luncheon. Gilmore N. Nunn, WLAP Lexington, Ky., was presented a book, *Old Creole Days*, by the club. He accepted on behalf of the board.

Carlson Denial Upheld

FCC'S DENIAL of Charles C. Carlson's application for license renewal for WJBW New Orleans, on grounds that repeated violations of FCC rules and standards "demonstrated his unfitness," as a licensee [BROADCASTING, May 3, Nov. 22, 1948], was upheld by the U. S. Court of Appeals for the District of Columbia last week. In denying renewal to WJBW, the Commission awarded the facilities —1230 kc, 250 w, fulltime—to Mr. Carlson's divorced wife, Mrs. Louise C. Carlson, competing applicant.

Super Radio Survey

(Continued from page 83)

organize the Assn. of Women Broadcasters as a department within NAB. The AWB board had voted overwhelmingly in favor of the idea and it now goes to the AWB convention March 10-12 in Chicago. Funds were appropriated to make the plan affective, including advisory sessions of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Attending the New Orleans board session were:

President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel, all for the administrative staff; Kenneth H. Baker, research director; Richard P. Doherty, employe-employer relations director; Robert K. Richards, director of public relations; Ella Nelson, secretary to Mr. Arney.

Directors attending were: Harold E. Fellows, WEEI Boston; Michael R. Hanna, WHCU Ithaca, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry P. Johnston, WSGN Birmingham; H. W. Slavick, WMC Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, Ia.; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KRLD Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Paul W. Morency, WTIC Hartford; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KVFD Fort Dodge, Ia.; Everett L. Dillard, WASH Washington-KOZY Kansas City.

Willard Egolf, WBCC-FM Bethesda Md., and Harry Bannister, WWJ Detroit, did not attend.

At Deadline...

SCRIPPS-HOWARD ASKS REHEARING FOR CLEVELAND

SCRIPPS-HOWARD Radio filed petition with FCC seeking rehearing of Jan. 28 final decision granting 1300 kc, 5 kw at Cleveland to Cleveland Broadcasting Inc. (WERE-FM) and asking stay or recall of construction permit pending settlement [BROADCASTING, Jan. 31].

Scripps-Howard charged Commission erred in finding greater ownership-management integration for Cleveland Broadcasting, failed to make proper comparative findings in its decision, improperly concluded grant of Cleveland Broadcasting would effect greater diversification of mass media of communication, wrongly found neither application to have better program plans than competitor, disregarded superior radio experience of Scripps-Howard and unjustly found that more efficient use of 1300 kc proposed by Scripps-Howard to be outweighed by other considerations.

January ruling was second decision. First, two years ago, was later set aside for further hearing.

LIFT 'FREEZE,' EXPAND TV SERVICE, RMA URGES

EXPANDED TV service plan and prompt lifting of "freeze" on TV grants urged before FCC Friday by Radio Mfrs. Assn. committee headed by President Max F. Balcom. Program would continue "expanding service for those receivers now in the hands of the public" and provide a "maximum amount of television service at the earliest possible time." Present use of 12 VHF channels should be expanded, and future UHF service and stations should have minimum of overlap with VHF areas, RMA said.

Recommendations were:

(1) Where practical . . . utilize 12 VHF channels in those areas with stations operating or under construction; extend their use to other areas as soon as possible; (2) utilize . . . UHF channels for monochrome TV so that cities without any or few VHF channels can have competitive service; (3) arrange assignments so VHF and UHF provide minimum overlap; (4) release VHF allocation plan for use at once to permit establishment of further VHF stations . . . propagation data now available for VHF is adequate for preparation of such plan; (5) provide that same standards be used for monochrome telecision in UHF as employed in VHF.

INDIANAPOLIS TV STATION IS PURCHASED BY WIRE

PURCHASE by WIRE Indianapolis of William H. Block Co.'s television station WUTV that city for $37,758.37 reported in application filed with FCC. Earlier in week granted deletion of its FM station WMHC, Block firm said in transfer request it "has decided not to continue its TV activities and desires to recover only its out of pocket expenses."

Commission Friday denied WUTV petition for continuance of hearing, scheduled March 21, on request for extension of completion date to June. WUTV granted CP for Channel 3 (60-66 mc) in October 1946. WUTV has had several completion date extensions. Last December it was denied extension of special authority to make equipment tests, first granted May 1947.

WIRE is chiefly owned by Eugene C. Pulliam, broadcaster-publisher. WIRE estimated construction cost would be $273,725, first year's operating cost $250,000 and revenue $120,000.

Block cited following breakdown of WUTV expenses: Salary of engineer, $11,869.33; engineer's helper, $1,164.08; travel, $1,832.66; studio rent, $7,120; telephone (toll), $83.38; equipment, supplies and miscellaneous, $13,205.68; legal fees, $1,616.24; consulting engineering fees, $427; rental of test equipment, $440.

EXPRESS PUBLISHING CO. FILES BID FOR KTSA

EXPRESS Publishing Co., licensee KYFM (FM) San Antonio and publisher of San Antonio *Express* and *News*, filed application with FCC offering to match Cowboy Star Gene Autry's $450,000 bid for KTSA San Antonio [BROADCASTING, Nov. 29, Dec. 27, 1948]. Application filed under FCC's Avco rule through Washington law firm of Loucks, Zias, Young & Jansky.

KTSA is one of three stations involved in pending transfers by which 15-year-old station ownership of O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will be dissolved. Others: KRGV Weslaco and KANS Wichita. Mr. Autry owns KOOL Phoenix, minority interest in KOWL Santa Monica. Express Publishing headed by Frank G. Huntress. KTSA, CBS affiliate on 550 kc with 5 kw, would be managed by Charles D. Lutz, general manager of KYSM, if acquired by Express Publishing.

THEATRE TV IN PHILADELPHIA

COMMERCIAL television show will emanate from Philadelphia motion picture house during regular performance at Roosevelt Theatre in suburban Frankford Tuesday night, March 1, when *Telekids* is telecast from stage, 7:30-7:45 p.m. on WPTZ. Show will rotate among three Paramount theatres in Philadelphia area. Other two theatres are Nixon and Tower. Weatherguard Mfg. Co., Philadelphia (aluminum doors and storm windows), will sponsor *Telekids* for 39 weeks. Fien & Schwerin, Philadelphia, is agency.

NBC ADDS WGAL-TV, WDEL-TV

ADDITION of WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., to NBC's list of television network affiliates announced Friday. WGAL-TV begins operation on Channel 4 April 1 and WDEL-TV on Channel 7 May 15. Total NBC TV affiliates now 33.

TRENDS NOTED BY FMA IN PRELIMINARY STUDY

PRELIMINARY survey of current FM status disclosed today (Monday) by FM Assn. Following trends were indicated: Production of sets with FM has reached new all-time peak while output of AM-only sets has slumped heavily; FM and TV present a challenge which may change home entertainment habits of millions; potential FM station audience increased 35% during 1948 while AM potential dropped 28.5%.

Figures tabulated are incomplete but overall picture will be made public for first time April 1 in New York at FMA Time Sales Clinic. Everett Dillard, president, FM Continental Network, will explain survey (early FMA story, page 81).

TV SET OUTPUT DROPS; FM PRODUCTION INCREASES

RADIO and TV set production by member companies declined seasonably in January, Radio Mfrs. Assn. reported today (Monday). Drop in television sets was only moderate, RMA said. TV receiver production totaled 121,238, with weekly average of 30,130 sets, approximating level for last November.

Overall set production—radio and TV—dipped below million for first time since last summer, with members reporting manufacture of 709,633 radio receivers of all types, of which 147,733 were FM-AM or FM sets. January's weekly FM production rate was 21% above average weekly rate last year, RMA reported.

SOUTH DAKOTA LIBEL LAW

SOUTH DAKOTA stations will be protected against libel suits resulting from defamatory remarks carried over their facilities if it can be shown they tried to prevent such defamation, under new law signed Friday by Gov. George T. Mickelson. Exemption applies only if speakers are not associated with stations.

Closed Circuit

(Continued from page 4)

plans will not be decided until early spring. Meanwhile Liggett & Myers (Chesterfield) is conferring with CBS and Mr. Crosby for sponsorship next fall.

FM BROADCASTERS and certain manufacturers are exploring development of average-priced TV-FM combination (using new metal tube) which could give FM transmission much-needed adrenalin shot. It's reported that FM circuit can be added to TV receiver for less than $2, manufacturer's price.

CBS has suspended indefinitely plans to add to Hollywood studio and office facilities because of "unreasonably high construction costs."

LONG-RANGE thinkers in international telecommunications already are contemplating international interchange of TV programs. Knottiest problem of moment is how to relay and synchronize our system with that of British, which uses different line and frame standards, for both transmission and reception.

WHO will be radio's legislative representative on Capitol Hill in pursuance of NAB board action last week creating that post? Names mentioned in closed board sessions as possibility include: Lucien Hilmer, former FCC assistant general counsel for broadcasting, who a decade ago served on Senate Interstate Commerce Committee staff; former GOP Rep. Everett M. Dirksen of Illinois, and former Chairman Clarence F. Lea of House Interstate Commerce Committee, both ex-Congressmen voluntarily retired at last session. Appointment rests with NAB President Justin Miller.

WHAM Rochester TV adjunct, to be known as WHTM, expects to hit air with test pattern in late March or early April. Target date for regular commercial operation (including network) is seen in mid-June.



and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light

This messenger *delivers a million words a minute*

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication . . . and reproduced *in facsimile.*

This was Ultrafax in action—a super-fast television communications system developed at RCA Laboratories. Reproductions of *any* mail—personal, business, or military . . . including police descriptions, fingerprints, bank drafts, government records, military maps—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away, the pictures appear on a picture tube and are photographed. Negatives, by a new photographic process, are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds . . . a letter in the twinkling of an eye.

Science at work . . .

Ultrafax is but *one* of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

FEBRUARY 28, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

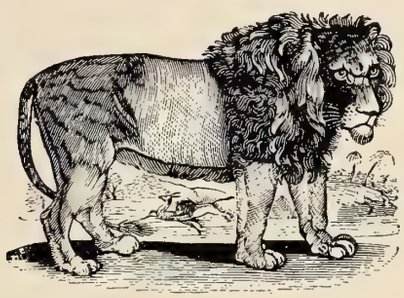
TELECASTING

IT MAY NOT HAVE OCCURRED TO YOU, but



WOR is like a great sale

for WOR attracts more families, during the day and during the night, than any other station in the United States.

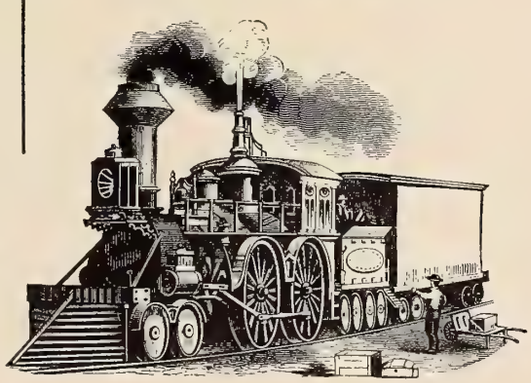


WOR is like a lion

You see, it continues to be the *first* major station in New York when it comes to carrying the majority of the highest-rated local programs.

WOR is like a locomotive

because, year in and year out, WOR pulls more than a million letters from people in 47 of the country's 48 states.



NOTE — no matter how you measure WOR's effectiveness, and we heartily recommend *any* method, WOR gets you *there* fastest, at less cost and with greater results.

– heard by the most people where the most people are

WOR

COMING! WOR-Mutual's magnificent new television station, WOR-TV, channel 9. Watch for it.

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR





One WLS market broadcast made these folks $200!

IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noontime poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning . . . the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them . . . the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

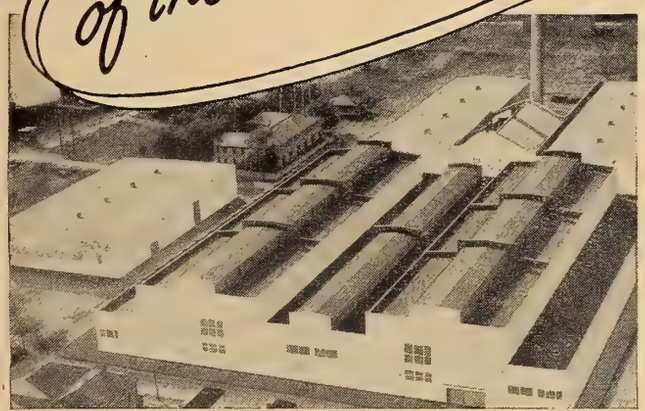
890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

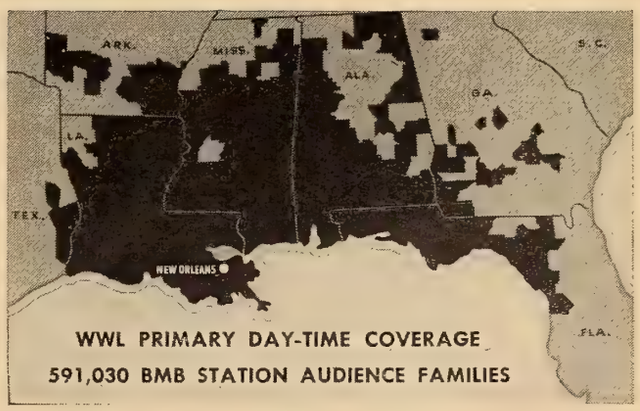


3 Beauties of the Deep South

1. THREE OAKS PLANTATION, near New Orleans, Louisiana—a gracious, imposing home of the 1840 period. Located on the property of the American Sugar Refinery, it may be visited with the company's permission.



2. GULF SHIPSIDE STORAGE WAREHOUSE Recent $2,000,000 addition to New Orleans' extensive port facilities. Port ranks second in United States in tonnage—first in efficiency. That's another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city!

50,000 WATTS · CLEAR CHANNEL · CBS AFFILIATE

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Represented nationally by The Katz Agency, Inc.

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Closed Circuit

G. A. RICHARDS' bid for personal appearance before FCC in lieu of scheduled March 16 hearing on charges that he ordered news-slanting (story, page 30) got prompt attention of Commission in private sessions Friday. Dropping of scheduled hearing, at Los Angeles, seemed unlikely, however.

BIGGEST representation plum on West Coast to develop in many months grabbed by Free & Peters—KRON-TV San Francisco. Assigned to Channel 4, station is owned by Chronicle Publishing Co. and will affiliate with NBC, when it takes to air early this summer. Contract negotiated by H. Preston Peters with George T. Cameron, *Chronicle* president. Charles Thieriot is manager. Station is sixth in TV to be aligned by F&P.

FLETCHER WILEY, general manager of CBS Housewives Protective League, has terminated contract and sold his remaining stock to network. He will continue to serve as network consultant but will no longer be concerned with day-to-day operations.

SRO sign may be hoisted over Radio Executives Club session in New York March 10. There's great excitement over appearance of former President Herbert Hoover, whose elder statesman status has won him new acclaim. When HH was in office, he got radio regulation under way. It marks his first appearance before radio aggregation since he left White House in 1933. And he's now top billing everywhere.

PRESIDENT TRUMAN showing more than cursory interest in radio legislative-regulatory situation, particularly what he regards as "monopoly" aspects stressed in recent Senate subcommittee interim report which dealt mainly with clear channel high power issue. He has covered situation recently with his friend and erstwhile Senate colleague, Burton K. Wheeler, now in Washington law practice.

WHETHER FCC reorganizes in panels or not (and it hasn't yet given up ghost on plan) it's practically sure-fire bet that Comr. E. M. Webster will seek and procure reappointment to FCC for full seven-year term prior to expiration of his current commission June 30. Previously Commodore Webster, whose forte is safety and special services, indicated he wouldn't care about reappointment if he couldn't specialize in that field. It's known now that Chairman Wayne Coy is pressing for Webster reappointment as world's foremost authority in his chosen sphere.

PRESSURE still heard against use of average daily listening figures in next BMB survey due to fear statistics would have to be stretched in many counties. Results from 650,000 sample (cards go in mail Tuesday) deemed adequate for three breakdowns of weekly audiences.

(Continued on page 70)

Upcoming

Feb. 28: WHAS Louisville transfer and TV extension hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.
March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.

(Other Upcomings on page 49)

Bulletins

SIDNEY N. STROTZ, NBC administrative vice president, to be permanently headquartered on West Coast, pointing up future importance of Hollywood in television, according to network. He was named to post last May and assigned to job of reorganizing network's TV operations, dividing time between New York and Hollywood.

NET INCOME of ABC and subsidiaries for year ended Dec. 31, 1948, after federal income taxes was $468,676 compared to $1,520,756 in 1947. Gross income for 1948 amounted to $54,047,043, compared to $52,922,884 for 1947. Decrease in net earnings attributed to TV expansion.

FIRST NBC TAPE BROADCASTS

FIRST network commercial tape program over NBC will be aired this week when Screen Director's Guild version of "Command Decision" is broadcast March 4. Al Jolson also announced his program will go on tape starting with March 10 broadcast in Midwest and West.

Business Briefly

LEVER RENEWAL ● Lever Bros., Cambridge, Mass. (Spry) March 21 renews for 52 weeks CBS' *Aunt Jenny*, Mon.-Fri., 12:15-12:30 p.m. Agency, Ruthrauff & Ryan, New York.

TONI TV SERIES ● Toni Co., Chicago (home permanents), has purchased 9-9:30 p.m. Thursday segment on CBS TV network for new series to start in mid-May. Program format undecided. Agency, Foote, Cone & Belding, Chicago.

SIX NEW DIRECTORS ELECTED TO NAB BOARD

SIX new directors will take seats on NAB board during convention week in Chicago. Final count of ballots released Friday by Ernst & Ernst, accountants, shows 2,098 ballots returned of 2,750 mailed out in February.

Results of directors-at-large voting:

Large Stations—Howard Lane, WJJD Chicago, re-elected; James D. Shouse, WLW Cincinnati, who has served on board in past, replaces Paul W. Morency, WTIC Hartford.

Medium Stations—G. Richard Shafto, WIS Columbia, S. C., re-elected; Kenyon Brown, KWFT Wichita Falls, for T. A. M. Craven.

Small Stations—Clair R. McCollough, WGAL Lancaster, Pa., re-elected; Merrill Lindsey, WSOY Decatur, Ill., for Edward Breen, KVFD Fort Dodge, Ia.

FM Stations—Frank U. Fletcher, WARL (FM) Arlington, Va., Class A, for Willard Egolf. WBCC-FM Bethesda, Md.; Everett Dillard, KOZY Kansas City, Class B, re-elected.

District Directors (odd districts only):

1, Harold Fellows, WEEI Boston, re-elected; 3, George D. Coleman, WGBI Scranton, Pa., re-elected; 5, Allen M. Woodall, WDAK Columbus, Ga., for Henry P. Johnston, WSGN Birmingham; 7, Gilmore N. Nunn, WLAP Lexington, Ky., re-elected; 9, Charles C. Caley, WMBD Peoria, re-elected last summer; 11, John F. Meagher, KYSM Mankato, Minn., re-elected; 13, C. W. Rembert, KRLD Dallas, re-elected; 15, Glenn Shaw, KLX Oakland, for William B. Smullin, KIEM Eureka, Calif.; 17, Harry R. Spence, KXRO Aberdeen, Wash., re-elected.

FCC Favors Extensive Probe of Networks

NEED for "comprehensive network investigation" has long been felt by FCC, Commission said Friday in 17-page report replying to queries raised by Sen. Ed C. Johnson (D-Colo.), chairman of Senate Interstate Commerce Committee.

Most of questions and replies related to television—whose development, Sen. Johnson wrote, "involves a fundamental policy question to be decided by the Congress." He asked FCC's views as aid to committee in preparing legislative recommendations.

FCC desire for network probe revealed in answer to question on whether Commission was considering means of preventing monopoly in broadcast equipment and program fields. After reviewing FCC's anti-trust authority, current patent probe, and multiple-ownership rules, Commission said:

No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigaton is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . . It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly.

FCC letter, sent by Chairman Wayne Coy, said Commission would be warranted in refusing renewal of license of network-owned station "if a network compelled its affiliates to violate the network regulations." But Commission felt "this is clumsy."

With Comr. Frieda Hennock dissenting, Commission declined to suggest law requiring TV set makers to notify buyers of possible obsolescence. Majority felt "no such rule can be drawn."

FCC conceded that to open up UHF television band under standards different from those in VHF would mean "fairly slow" development of UHF. Result would be pressure on FCC "to make a nationwide television system out of

(Continued on page 70)

DON'T BUY LISTENERS BY THE POUND



"Low cost per 1000" is a better measure!

Naturally, the lower the cost per 1000, the better!

A perfect example of *low cost per 1000 coverage* is KCMO, Kansas City's most powerful station. It brings you listeners at a *low cost per 1000* because of . . . a powerful, far-reaching signal . . . warm, Mid-America styled programming that people like to listen to . . . and *reasonable* time rates! Inside KCMO's measured ½ mv. area are 5,435,091 potential listeners . . . in 213 farm and factory rich counties. If you follow the rule of *low cost per 1000* . . . . you'll buy KCMO in Mid-America!

ONE does it in Mid-America

ONE station

ONE rate card

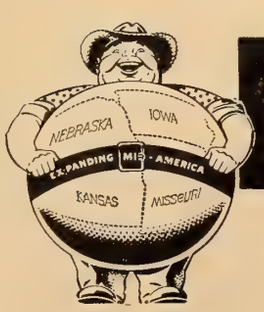
ONE spot on the dial

ONE set of call letters

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS ***NIGHT***
—810 kc.

National Representative: John E. Pearson Company



KCMO

and KCFM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America



He Mows Dull Moments With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down."

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get at the facts behind the news. Whether farming in Maryland or tilling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

BROADCASTING
TELECASTING
*

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First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Bruce Robertson, *Senior Associate Editor.*
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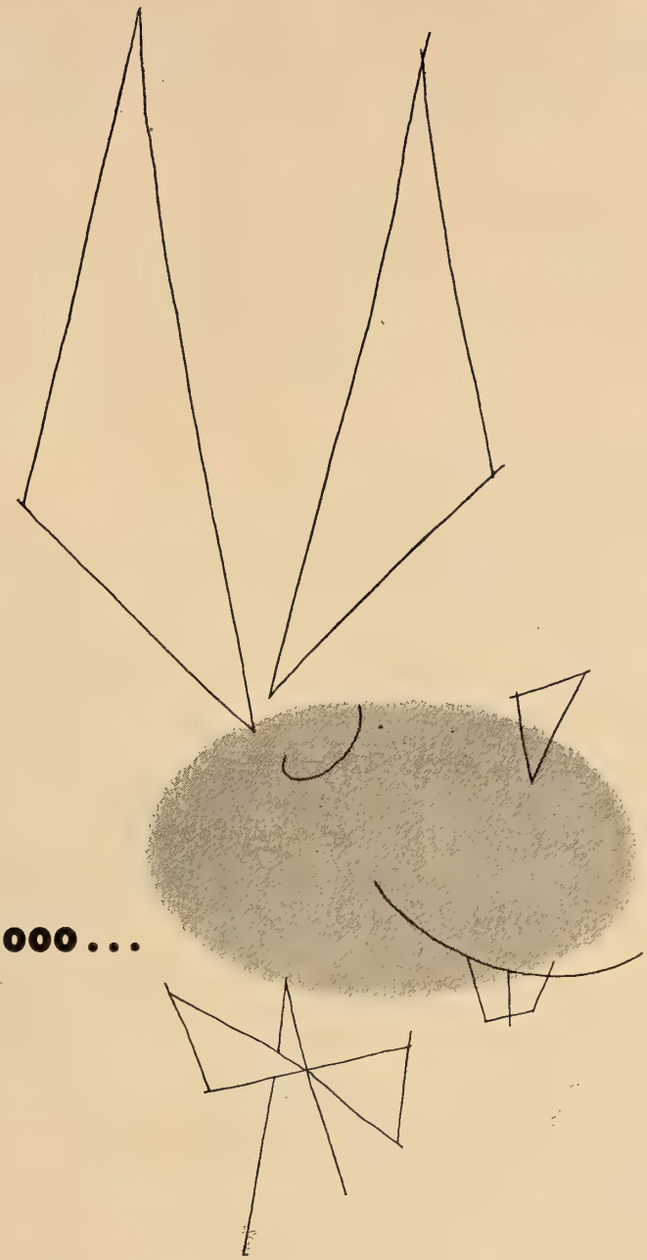
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David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



100 GETS YOU A 1000 . . .

That's the pay-off stations are getting from Capitol's Transcription Library—and more! Want to know how? Fill out the coupon and we'll rush you the information.

Capitol TRANSCRIPTIONS

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B228
Hollywood 28, California

FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

World's first super-power

all three... use RCA 50-kw's



SUPER-POWER FM STATION WTMJ-FM, MILWAUKEE. Operates an RCA BTF-50A FM transmitter in conjunction with a high-gain antenna. Total effective radiated power, 349 kw—on 93.3 Mc!



SUPER-POWER FM STATION WBRC-FM, BIRMINGHAM. Operates a type BTF-50A FM transmitter in conjunction with an RCA 8-section Pylon—880 feet above average terrain. Total effective radiated power, 546 kw—on 102.5 Mc!



SUPER-POWER FM STATION WMCF, MEMPHIS. Operates an RCA BTF-50A FM transmitter in conjunction with an RCA 4-section Pylon antenna mounted on a 750 foot tower. Total effective radiated power, 260 kw—on 99.7 Mc!



THESE PIONEER STATIONS are making FM service over wide areas a PRACTICAL REALITY —*with the world's first commercial 50-kw FM transmitter, the RCA BTF-50A!*

This is the transmitter that makes it possible to link 50 kilowatts of FM power to a high-gain Pylon antenna *and deliver up to 600 kilowatts of effective radiated power*—enough radiated power to serve primary areas out to 200 miles radius from mountain elevations.

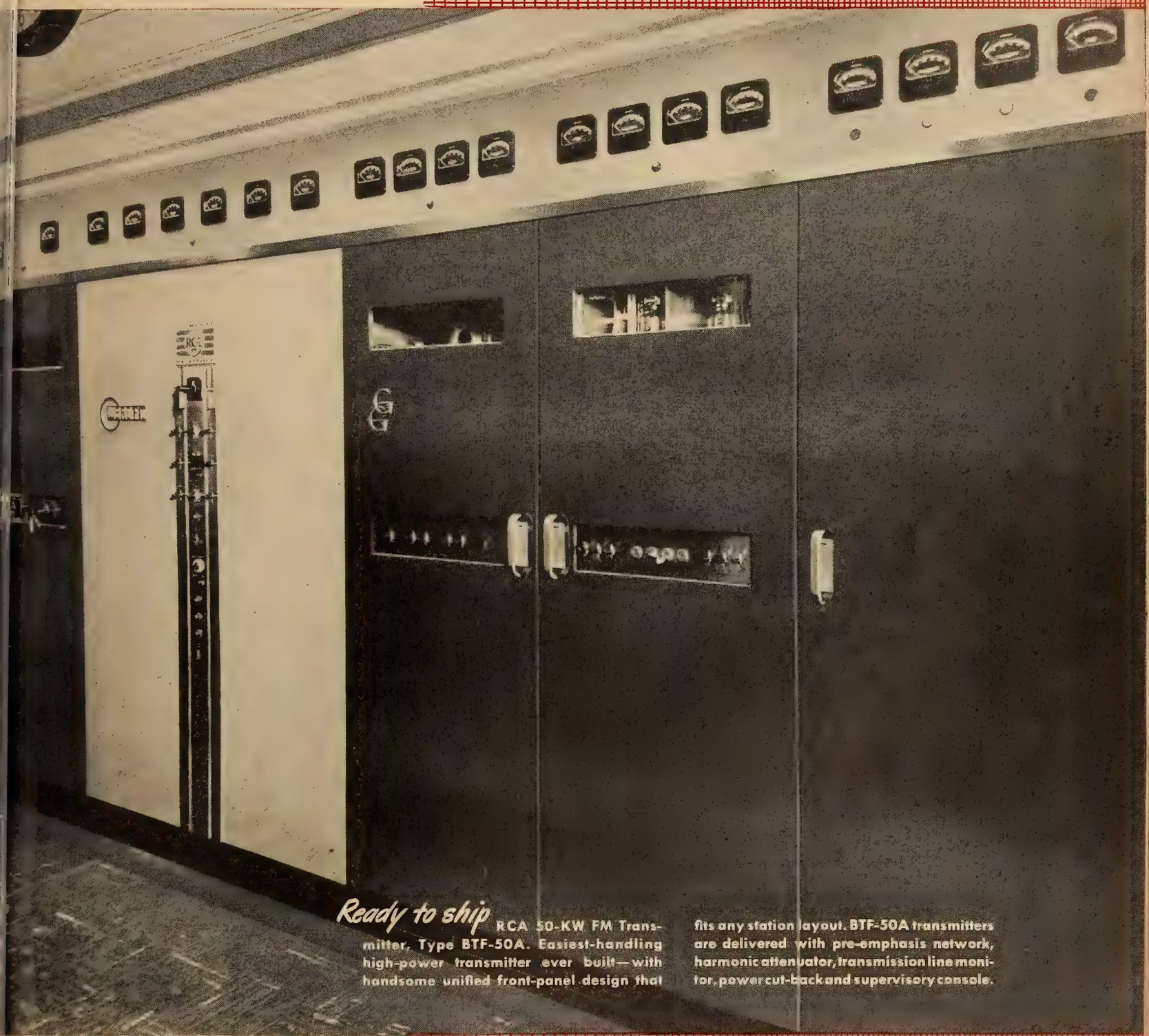
Here are some of the transmitter features:

50,000 watts output on any specified frequency in the 88-108 Mc band. Grounded-Grid amplifiers and simplified single-end r-f circuits (all class C) for extreme stability and easy tuning. Direct FM to give high-fidelity FM simply and directly (less than 1% output distortion over the range of 30-15,000 c.p.s.). Only 43 tubes in the entire transmitter—and emergency operation may be maintained with only 24 tubes. *Only 16 different tube types all told.* One high-voltage supply for all high-power needs. Hi-lo power switching for emergency 8-kw operation. Complete air-cooling . . . using two independently-operated blowers.

• • •

Type BTF-50A . . . *immediately available from stock* . . . can be used with an RCA FM Pylon to improve your station coverage *materially.* For the facts, see your RCA Broadcast Sales Engineer. Or write Dept. **19BD,** RCA Engineering Products, Camden, N. J.

FM's . . .



Ready to ship RCA 50-KW FM Transmitter, Type BTF-50A. Easiest-handling high-power transmitter ever built—with handsome unified front-panel design that fits any station layout. BTF-50A transmitters are delivered with pre-emphasis network, harmonic attenuator, transmission line monitor, power cut-back and supervisory console.

Transmitter photo by courtesy
WBRC-FM, Birmingham, Alabama.

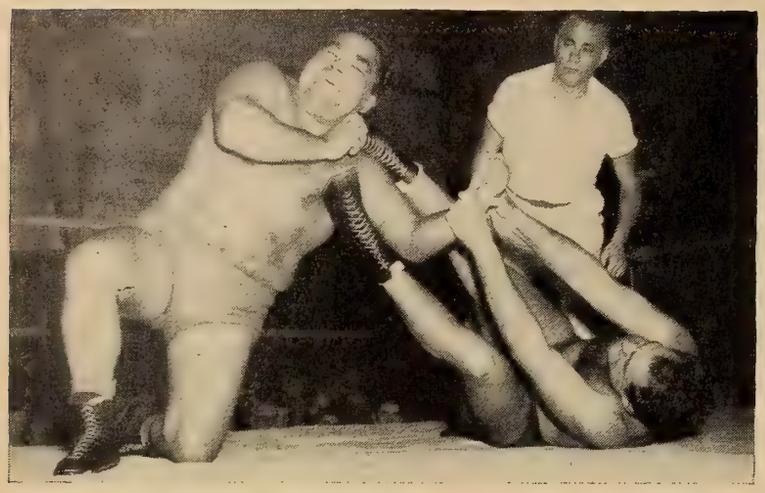
BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

ON THE WASHINGTON SCREEN



WRESTLING FROM TURNER'S ARENA—the most popular sports show on the Washington Screen! A recent poll by **Teleguide** Magazine showed the wrestling matches over WMAL-TV to be the "number one" favorite of television sports enthusiasts in the Nation's Capital. Above, two very popular wrestlers, Chief Little Wolf and Dutch Schweigert, find themselves in an awkward and painful situation.



JIM GIBBONS VOTED WASHINGTON'S FAVORITE television sports announcer in the poll conducted by **Teleguide** Magazine. Jim, undoubtedly Washington's busiest sportscaster, is shown here at ringside bringing all the wrestling thrills and excitement to televiewers.



THE LADY WRESTLERS TAKE OVER! The audience is on its feet many times when the men go into action but when the women take over —the very roof shakes! At intermission Jim Gibbons interviews two top performers, June Byers and Dot Dodson.



The SINCLAIR Refining Company has combined forces with WMAL-TV to bring added impact to this outstanding feature — sponsoring one-half of the wrestling matches every Wednesday. The other half is open for sponsorship!

WMAL **WMAL–TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies



ROBERT CARLEY, formerly with Cecil & Presbrey, New York, as a vice president, joins executive staff of Donahue & Coe, New York. He was also formerly with BBDO, New York, and before that with NBC.

ALLY S. NELSON, formerly with E. I. duPont Co., and a graduate of the Television Workshop, New York, joins Fuller & Smith & Ross, Cleveland, in the film department to work specifically on production of television films.

CYRIL J. MULLEN, director of radio copywriting at Needham, Louis & Brorby, Chicago, named chief of visual copy department. He has worked at Dancer-Fitzgerald-Sample, Chicago, and Pedlar & Ryan, New York.



Mr. Mullen

LEE MORSE RICH, former executive with the AAAA and director of media for the past two years with Albert Frank-Guenther Law, New York, joins William H. Weintraub & Co., also New York, as media director.

MILTON GUTTENPLAN, former copy and planning director at Kal, Ehrlich & Merrick, Washington, appointed account executive at Emil Mogul Co., New York.

GILBERT J. SUPPLE, formerly with Peter Hilton Inc., New York, joins radio commercial writing staff of McCann-Erickson, New York.

GORDON F. BUCK, research executive for past three years at Foote, Cone & Belding, Chicago, appointed assistant to **FAIRFAX M. CONE,** board chairman.

LECHE & LECHE, Dallas, opens branch office in Houston at 1810 Travis St., under management of **GRAHAM B. BOONE Jr.,** recently elected vice president.

FRED M. JORDAN joins Erwin, Wasey & Co., Los Angeles, as executive vice president. Until recently Mr. Jordan was executive vice president and Pacific Coast manager in Los Angeles office of Buchanan & Co., which position he had held for 16 years. In new capacity, Mr. Jordan will head Erwin, Wasey Los Angeles operations.

ERIK ISGRIG joins Young & Rubicam, Chicago, as account executive, after working at Sorenson & Co.

HELEN ENNIS joins copy department of Biow Co., San Francisco.

JAMES STAPLES, former account executive with Ruthrauff & Ryan, Los Angeles, joins Leo Burnett Co., same city.

FRED R. JONES, formerly with Ruthrauff & Ryan, Los Angeles, joins Abbott Kimball of Calif., same city, as copy chief. Another addition to agency is **R. O. HIMEL Jr.,** formerly with Modglin Co., as comptroller.

JOHN MESSLER, formerly with Foote, Cone & Belding, San Francisco, joins copy department of BBDO, same city.

LARRY PENDLETON of Larry Pendleton & Assoc., Los Angeles, has purchased Packard & Packard, same city. Accounts and personnel of latter agency incorporated into other firm under its name. Headquarters are at 1250 Wilshire Blvd. Telephone: Trinity 8557. **JACK PACKARD** remains with agency as account executive. Firm retains its other office at 139 North Maryland Ave., Glendale.

ERNEST L. HEITKAMP, writer on Chicago *Herald-American* for 27 years, joins Morris F. Swaney Agency, Chicago, as account executive.

JAMES DEAN, former account executive with McCarty Co., Los Angeles, joins Ralph Yambert Organization, that city, in same capacity.

GARDNER A. PHINNEY, formerly with *Washington Post,* joins Courtland D. Ferguson Inc.'s Washington office as account executive.

C. L. (Ted) BAUM, former vice president of Short & Baum Adv., Portland, Ore., joins The McCarty Co., Los Angeles, as account executive.

BERNE ABELEW, former production manager for Biow Co., San Francisco, joins Abbott Kimball Co., same city, in the same capacity.

ZOLA VINCENT, a former editor of *Parents'* magazine, joins Brisacher, Wheeler & Staff, San Francisco, as home economics director.

JOHN S. EMMART, former sales promotion manager for Roma Wines, and **ERWIN H. KLAUS,** formerly with Dana Jones Co., Los Angeles, join Buchanan & Co., San Francisco.

How to raise customers on New England farms



Whoever accuses Yankee farmers
of chronic sales-resistance
should have his bean examined.

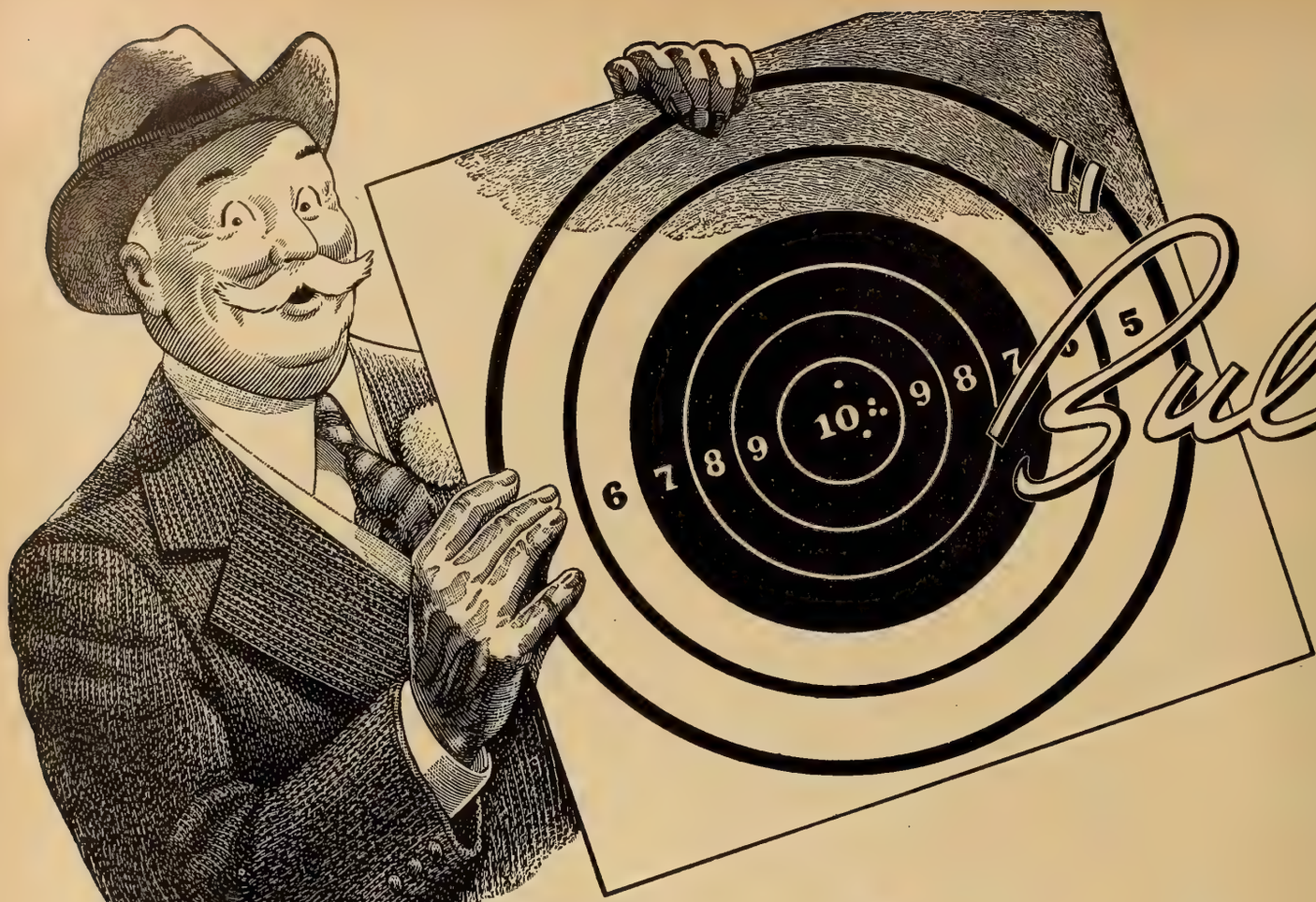
In a single 2-week period
(in December, of all months)
WBZ's *New England Farm Hour*
(6:00 to 7:00, 6 mornings a week)
drew 1,650 replies to 3 offers.

And of the 3 offers,
2 required dollar bills!

So don't call the Yankee farmer
a cold customer.
He should be at the top of your list!
So should the station
that sells *more* things.
to *most* New Englanders,
in city and country alike:
WBZ in Boston town!

WBZ Boston's 50,000 Watt NBC Affiliate
(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	Minneapolis-St. Paul	WTCN-TV
Fort Worth-Dallas	WBAP-TV	New York	WPIX
Louisville	WAVE-TV	St. Louis	KSD-TV

-Eye Radio"

FUNCTIONAL RADIO

WE have no complaint with "prestige" advertising, or with "institutional" advertising, or with any other kind. But best of all we like the functional kind of advertising that gets in and helps solve specific sales problems.

So far as radio is concerned, Bull's-Eye Radio (National Spot) is the *one truly functional kind of advertising.* It doesn't have to speak with the same voice, or with the same sales message, to the entire nation. No matter what the problem, national spot can meet it directly, without generalizations about local sales advantages, or anything else.

Free & Peters helped pioneer this functional type of radio in 1932, and we've worked at it intensely ever since. We believe we know all its strong points as well as its weak ones, and we'll be glad to tell you all we know. How about *now*?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO



Everyone's Contented In The Piedmont . . .

From proud bovine beauties to hustling textile tycoons, there's a feeling of well being in the WSPA Piedmont area. Healthy, contented cows feast on the good, green grass of this fertile country. Well-pleased dairy farmers brag about their average of 1,765 gallons of rich, nutritious milk daily—justly boastful of their share in the 226 million dollar income that farmers draw from this land of plenty.

People in Spartanburg County are a busy lot. But, we're satisfied. Super-abundant natural resources reward efforts most satisfactorily. Rural and urban enterprise combine pleasantly to balance our billion-dollar economy.

It's a happy thought that when Piedmont people go to market they're backed by a budget to the merry tune of $1,054,811,000.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.



CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

New Business



ROBERT HALL CLOTHES, New York, through its agency Sawdon Adv. Co., Feb. 21 started use of daily quarter-hour programs, announcements and chain breaks on WCKY and WCPO, both Cincinnati. It is special two-week intensive institution advertising campaign promoting move of one of firm's salesrooms to new locaton. After two-week campaign, year-round promotional advertising of equal intensity will be instituted.

AIR KING PRODUCTS Co. Inc., New York (television and radio sets and wire recorders), appoints Joseph Katz Co., New York, to handle its advertising. Agency currently surveying and studying field to investigate possibilities of "advertising TV by TV." Radio also being studied as possible medium.

DUNCAN COFFEE Co., Houston, Tex., appoints Leche & Leche, Dallas, to handle $1 million advertising account. Radio to be used.

PACIFIC CHEESE Div., Borden Co. (dairy products) begins 13-week TV campaign on four Los Angeles stations—KNBH KTSL KTLA KTTV. Campaign to be expanded March 1 to include spots and participation shows on AM stations in San Francisco and Portland. Agency: Young & Rubicam, San Francisco.

EDIBLE OIL INSTITUTE Inc., New York, (formed by group of oil packers to protect industry against packers who dilute or misrepresent products), appoints Gunn-Mears Agency, New York, to handle advertising campaign. Spot radio will be used in major eastern cities to launch campaign, with both English and foreign-language stations to be used.

WINE ADVISORY BOARD, New York, representing California Wine Growers, joins the *Dione Lucas' Cooking Program,* CBS-TV, Thurs., 8-8:30 p.m. in participating sponsorship. Contract signed through J. Walter Thompson Co., New York. Other sponsor, **SCOTT PAPER Co.,** Chester, Pa.

BRISTOL-MYERS Co., New York (Ipana toothpaste), effective March 29 will sponsor television puppet show *Lucky Pup* on CBS-TV in New York only on Tuesdays and Thursdays. Program aired Mondays through Saturdays 6:30-6:45 p.m. Agency: Doherty, Clifford & Shenfield, New York.

STANDARD OIL OF INDIANA to sponsor broadcasts of Golden Gloves Chicagoland finals and international bouts March 4 and May 28 on WGN Chicago, and state high school basketball tournaments on WIRE Indianapolis and KGLO Mason City, Iowa. Firm also renews 10 news and sports shows on WBBM Chicago, KOA Denver, WWJ and WJR Detroit, KCMO and WDAF Kansas City, WTMJ Milwaukee, WOW Omaha and KFBI Wichita.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), expands sponsorship of *Quiz Kids,* telecast Tuesdays, 8-8:30 p.m. (CST) on WNBQ (NBC) Chicago, to WWJ-TV Detroit and WNBK Cleveland, March 1. AM show is aired on NBC Sundays, 3-3:30 p.m. (CST). Agency: Wade Adv., Chicago.

Network Accounts • • •

COLGATE-PALMOLIVE-PEET Co., New York (Halo shampoo), March 14 starts five weekly quarter-hour audience participation series *Your Stand-in* on 10 CBS California network stations, Mondays through Fridays, 4:15-4:30 p.m. (PST). Contract for 52 weeks. Agency: Sherman & Marquette, New York.

UNION OIL Co., of Calif., Los Angeles, cancels *Fleetwood Lawton* newscasts on all Don Lee and four Arizona stations effective April 22. Agency: Foote, Cone & Belding, Los Angeles.

MAGNOLIA PETROLEUM Co. to sponsor Texas high school basketball playoffs over Texas State Network March 5 and 12. Agency: Ratcliffe Adv., Dallas.

MILLER BREWING Co., Milwaukee, begins sponsorship of half-hour weekly show starring Lawrence Welk, June 6 for 13 weeks on minimum of 20 ABC midwest stations. Mr. Welk will broadcast from cities in which he will tour. Agency: Klau, Van Pietersom, Dunlap & Assoc., Milwaukee.

Adpeople • • •

WILLIAM V. SHAFTNER, formerly with Pacific American Steamship Assn., joins Wine Growers Guild, Guild wine, Lodi, Calif., as advertising and public relations director.

EMMANUEL KATZ, vice president and sales manager of San-Nap-Pak Mfg. Co., New York, for past 15 years, elected president and a director of company. Announcement came from **LOWELL M. BIRRELL,** chairman of the board. Mr. Katz directs company's advertising and merchandising program.

THAT LOCAL PITCH GETS 'EM





RAY MOFFETT
"Musical Clock", 6:00-9:00 A.M.



BETTIE McCALL
"Your Friendly Neighbor"
10:00-10:15 A.M.

Take HAL VICTOR, for instance---the wagster of the keyboard. He knows Baltimore and Baltimore knows Hal. His fifteen minute strip at 5:30 P.M. is completely wacky---but it's bright and fresh and full of original material---and the talk of the town. Then there's RAY MOFFETT and BETTIE MCCALL, solid citizens with a solid following and a list of "success stories" a yard long.

When your product needs a good local pitch, these "local folks" can do you a lot of good. *Your Raymer representative can tell you more.*

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

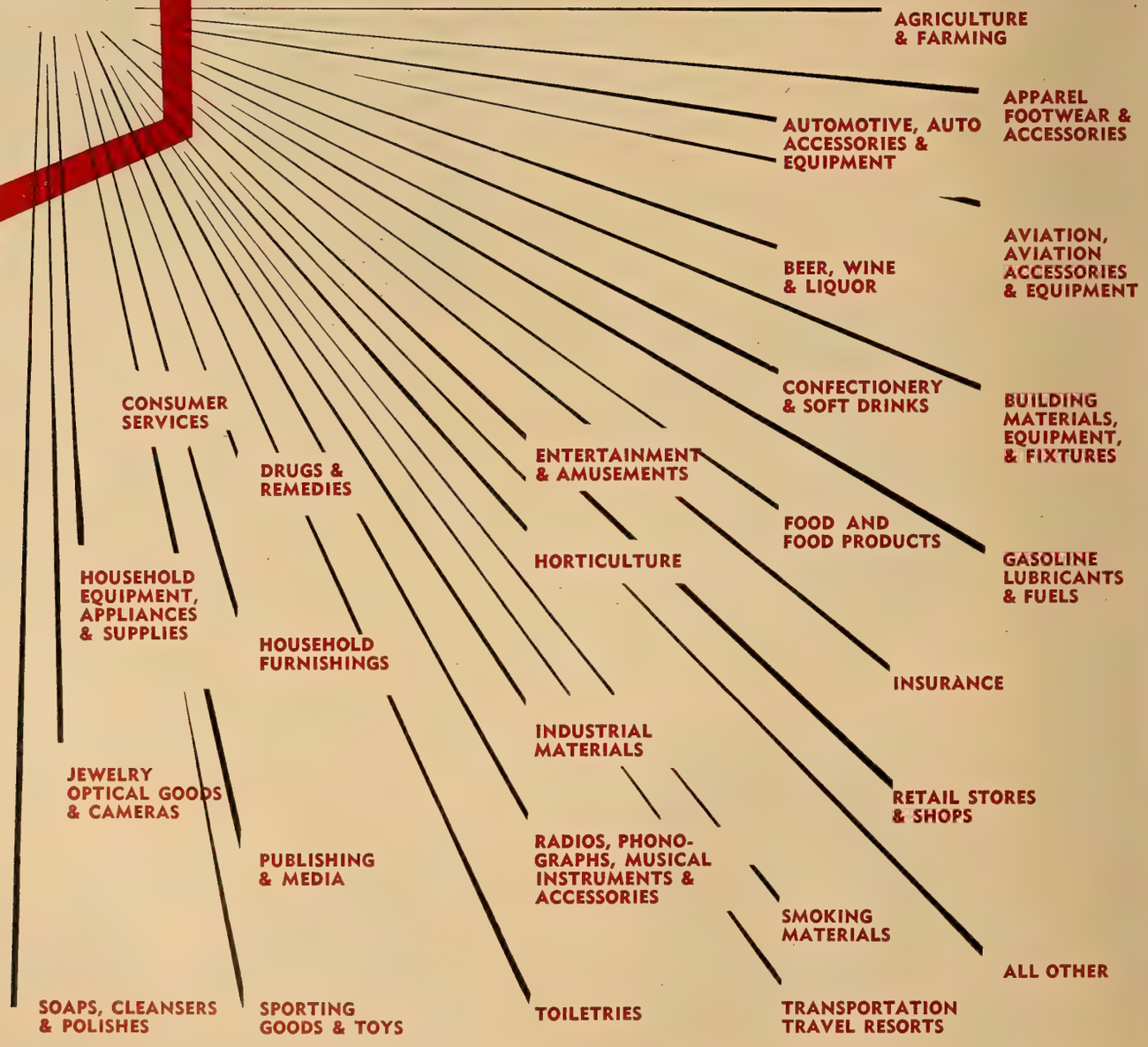
a BROADCASTING

FIRST

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

April 11th

. . . 1948 SPOT and



1949 NAB CONVENTION

- 18,000 CIRCULATION
- REGULAR RATES AND SIZES
- DEADLINE MARCH 21, 1949

Who Spends What... Where... and How?

NETWORK PRODUCT ANALYSIS

AN EXCLUSIVE BROADCASTING COPYRIGHTED FEATURE

National (and regional) spot sales in 1948 nudged the charmed $100 million level for the first time.

Who spent what, where . . . and how?

BROADCASTING will supply these answers in its NAB Convention issue, April 11. It's the key to sound radio buying—an insight into what others are doing.

For the first time network and national spot billings of $239 million will be broken down into 27 product groups—a survey that will help the nation's agencies and advertisers to plan more effective spot schedules.

And that's not all.

The spot survey will supplement BROADCASTING'S network commodity analysis inaugurated in 1947, and which goes into its third edition in the 1949 NAB Convention issue.

And even that's not all:

The convention issue will include:

- Transcription trends and developments
- TV film syndication; Best Sellers; Costs
- Full Coverage AAAA April Convention.
- Plus features built around NAB convention.

For the alert agency and advertiser, the NAB Convention issue is a Thesaurus of vital time-buying facts never before available in one volume. For the alert broadcaster (for anyone with anything to sell in Radio-TV) the NAB convention issue is a MUST—dollar for dollar the best advertising value of 1949.

Guaranteed circulation: 18,000 (2500 above paid subscription minimum) to meet expected extra copy demands. Deadline is March 21. Regular rates and sizes prevail. Write, wire or call (collect) today.



ISSUE APRIL 11th

BROADCASTING
TELECASTING

The Newsweekly of Radio and Television

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Ad Council Thanks

EDITOR, BROADCASTING:

At the last meeting of the board, the directors unanimously voted that the [The Advertising] Council express its very sincere thanks for the recent and valuable contribution of space given to our American Economic System Campaign by BROADCASTING. As in the past, we are deeply grateful for the continuing support rendered by magazines throughout the country who, to date, have played such an important role in The Advertising Council's activities.

All members of our board are well aware that the outstanding cooperation on the part of your publication and others was primarily responsible for getting this important program off to a flying start. Likewise, they are aware that as a result of these efforts, millions are being informed of certain important and basic facts concerning our unique economic system and what makes it function.

It is our hope that national advertisers will continue to use liberally the medium of magazines in the task of helping to create a better understanding of our system during the critical times that lie ahead. We feel certain that you join us in the belief that it is imperative that more Americans understand the operation of the system under which we live and of which we are all beneficiaries.

Again, we wish to take this opportunity to thank you, personally, for your timely and generous help.

T. S. Repplier
President
The Advertising Council
New York.

* * *

'Top of My List'

EDITOR, BROADCASTING:

. . . The excellent job [Respects, BROADCASTING, Jan. 17] . . . is nothing more than could be expected from BROADCASTING. Since my first NAB convention at the Sherman Hotel, Chicago, in 1936, it has been at the top of my list in the trade publications field.

J. Neil Reagan
McCann-Erickson
Hollywood

* * *

'Most Informative'

EDITOR, BROADCASTING:

. . . I . . . continue reading BROADCASTING diligently as I have done in the past. It's a most informative publication.

Jane McKendry
Needham, Louis & Brorby
Chicago

* * *

Quick Results

EDITOR, BROADCASTING:

Within a few days after the release of the 1949 YEARBOOK, we received several inquiries about our service. Since this is the only official listing this organization has had as yet, we think this is another example of the tremendous value of BROADCASTING and its publications.

Len Segall
General Manager
Sels Productions
Chicago

* * *

Zenith (cont'd)

EDITOR, BROADCASTING:

Thanks for your adroitness in publishing the Kobak article directly following the criticism of Zenith FM ad. Mr. Webb evidently fails to recall that there is only one WEFM in the United States and our coverage is under 150 miles and our advertising of this station is confined to Chicago. May I have permission to reprint with credit your article on the Zenith ad and the following article by Kobak on the Code? I thoroughly enjoyed Mr. Webb's comments because of their inconsistencies.

E. F. McDonald Jr.
President
Zenith Radio Corp.
Chicago

[EDITOR'S NOTE: Commdr. McDonald's telegram refers to a story [BROADCASTING, Feb. 21] on a Zenith ad for its FM station WEFM. The ad was criticized by Maurice B. Mitchell, NAB director of broadcast advertising, and Frank V. Webb, general manager of KFH Wichita, Kan., for its implied criticism of commercial radio. A speech on NAB Code observance by Edgar Kobak, MBS president, was reported on the same page. Further editorial comment on page 38].

* * *

Good Service

EDITOR, BROADCASTING:

How do you guys do it? I never realized BROADCASTING went to press on Fridays until I was in your office last week. It's [BROADCASTING] on my desk every Monday . . . which is phenomenal mail service. P.S. You're doing a swell job for the whole industry.

Bill Grove
KFBC
Cheyenne, Wyo.

Ready Made to
Start Selling For Your Client

Bill Gordon's
"1340 CLUB"

4:45 p.m. to 5 p.m. CST Segment
Mondays thru Saturdays

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
7.2	6.5	3.1	1.6	1.1	1.1

Source: Hooper Continuous Measurement

WHHM
Independent - - but Not Aloof
Memphis, Tennessee

Member Association of Independent Metropolitan Stations

Patt McDonald, manager
FORJOE & CO., representatives

Report on Good Taste

EDITOR, BROADCASTING:

I am enclosing an advertisement which appeared in the *Washington Daily News* . . . Feb. 2, page 20 which might be cited in evidence in any future discussion of comparative good taste in newspaper and radio advertising. I don't believe any radio station, under any circumstance, would accept such copy. I don't want to victimize the

ADVERTISEMENT

BOWEL CLEANING POWER OF INNER-AID MEDICINE

One man recently took INNER AID three days and said afterward that he never would have believed his body contained so much filthy substance. He says his stomach, intestines, bowels and whole system were so thoroughly cleansed that his constant headaches came to an end, several pimply skin eruptions on his face dried up overnight, and even the rheumatic pains in his knee disappeared. At present he is an altogether different man, feeling fine in every way.

INNER-AID contains 12 Great Herbs; they cleanse bowels, clear gas from stomach, act on sluggish liver and kidneys. Miserable people soon feel different all over. So don't go on suffering! Get INNER-AID. Sold by all drug stores.

The ad in question.

Washington Daily News as a particularly horrible, example, but after all it has a circulation of more than 100,000 in the Nation's Capital, so newspaper defenders could hardly brush off this particular advertisement as being taken from a non-representative country weekly.

C. M. Keller
Manager, Newsroom
WRC Washington

* * *

Stock Quotation

EDITOR, BROADCASTING:

. . . It might be of reader interest if BROADCASTING published weekly quotations of radio stocks sold on the stock exchange, curb exchange, and over-the-counter markets.

Among those which might be included are: RCA (National Broadcasting Co.); Columbia Broadcasting System; WJR, The Goodwill Station; American Broadcasting Co.; Baltimore Radio Show; Monumental Radio Co.; and similar listed issues.

Figures could be obtained as of the close of trading each Friday preceding the date of publication of BROADCASTING.

Raymond Adams
P. O. Box 633
Radford, Va.

[Editor's Note: The more active radio stock closing prices are published widely in daily papers. Since BROADCASTING publishes once a week it seems we would run a poor second to our daily cousins on this service. We have innate horror of being second.]

* * *

Where Is Television?

EDITOR, BROADCASTING:

If figures don't lie, I can believe anything now. According to a bulletin which I received in the mail today, the AM potential audience decreased 28.5% in 1948 and the FM potential audience increased 35% due to the fact that 1,590,000 FM sets were sold in 1948 and *only* eight times as many AM sets were sold. Where does television fit into this picture?

I have been predicting for some time that in less than ten years television would cause blind commercial radio to become virtually extinct. However, you can pay your money and take your choice now. Figures can prove that television is a dead duck already. Or, if you prefer television, just assume that FM and AM stations no longer exist.

Julian F. Skinnell
Operations Manager
WLBR Lebanon, Pa.

Recalls Radio Days

EDITOR, BROADCASTING:

. . . From 1934 to 1940 I was director of public relations for the Crosley Corp. and had an important part in establishing good will between the newspapers and radio in regard to newscasts. It was through my efforts that it was agreed to permit the baseball games of the Cincinnati Reds to be broadcast on the radio, with radio stations WSAI, Crosley owned, and WCPO owned by the *Cincinnati Post*, broadcasting the games. Red Barber was assigned by WSAI to do the broadcasting for that station and Harry Hartman for WCPO . . .

James W. Beckman
Real Estate Broker
Cincinnati

Appreciative Mother

AN ASHEVILLE, N. C., mother, Mrs. W. Roy Mozingo, wrote WWNC Asheville to explain how one of her three sons thought listeners had to pay stations for programs and to express her thanks for the free entertainment radio gives. Mrs. Mozingo was discussing some household bills, she said, when one of the boys, five years old, asked, "Mother, how much is your bill for radio programs?" "It made me think," Mrs. Mozingo commented, "why I do not have to pay at all for the delightful radio programs. And what a privilege it is to . . . hear your fine programs and have the cultural and educational advantages [radio] gives my . . . sons."



BY TRANSRADIO PRESS
"Radio's Own News Service"

On March 1, 1934, Transradio sent out its first dispatches to radio clients.

That day marked the beginning of the end of restrictions aimed at the control of news on the radio and the birth of Radio's Own News Service. Transradio has steadfastly maintained the quality and integrity of its news report; its guiding formula: **DIRECT** coverage for radio.

Transradio has expanded to a two-wire operation and now offers DOUBLE service to radio—a **complete general news wire,** with special Washington coverage, PLUS **an all-Sports teletype service** . . . . both fast, complete, accurate, independent!

Transradio has scored many firsts. **First** to speed up teletype delivery; **first** to bring down news service costs by winning a reduction in rates for news wire and teletype facilities; **first** in the fight to win complete recognition of radio newsmen in Washington and elsewhere.

We pledge ourselves to the principle that radio should have a completely independent source of news. We are ready to help solve your news problems, to do so at a moderate cost. **For more information, write or wire.**

TRANSRADIO PRESS SERVICE INC.
521 FIFTH AVE.
NEW YORK CITY

Remember the story about . . .

Manhattan Island



that grew into the



World's Greatest City

The phenomenal growth of New York City is not unlike the growth of W-W-D-C in Washington. It started out small and then it grew —and grew—until today it's the red-hot buy in this rich market. Your sales message over W-W-D-C will get quick, profitable results. Call in your Forjoe man and get the whole story today

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

Feature of the Week

THE MAYOR of Odessa, Tex., an oil boomtown on the western range, proclaimed Feb. 12 as "KECK Day," and handed Ben Nedow, owner of the 1 kw daytime station, a parchment which read:

"Radio Station KECK has earned an enviable place in the commercial and civic life of Odessa and the Permian Basin during the time it has been on the air.

"It has contributed much toward drawing together the peoples of this area in a mutual feeling of high purpose for the continued progress of the world's greatest oil center.

". . . I further call upon the listening public of Odessa to observe KECK Day with appropriate listening."

Civic leaders joined in saluting Mr. Nedow in a special broadcast, and for the first time he spoke into the mike on his own station.

Mr. Nedow's accent was not a local one, for as radioman and citizen, his story is unusual. Born in western Poland 43 years ago, he came to the United States when he was 16. With a smattering of business training obtained at B. Altman's, New York ("I did a little of everything"), he opened a furniture store in Odessa.



L to r, standing: Mr. Nedow, Mayor A. P. Brown, of Odessa, and Roy Elsner, KECK announcer; seated, John Vacca, station's chief announcer.

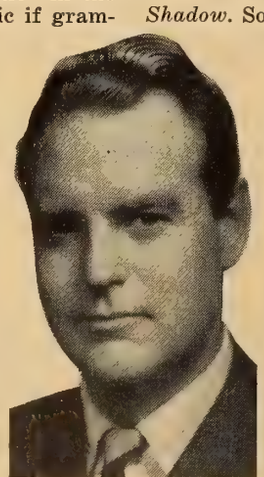
Today, his People's Furniture

(Continued on page 54)

On All Accounts

IN THE SPRING of '46, the records reveal, Willson (Bill) Tuttle was named vice president in charge of radio and television for Ruthrauff & Ryan, New York. Rumor is he shook hands all around.

The latter item was probably the most newsworthy fact of the occasion, for, while his election was somewhat foreordained by his service and talent, Bill Tuttle—in the phrase of an enthusiastic if grammatically casual admirer—"is the least hand-shakingest fellow I've ever seen in this business."



BILL

But down-to-earth Bill Tuttle once had his day with the stars. Portraying the lead in a Blackfriars production at the U. of Chicago in 1932, the handsome collegian was seen and signed by a Hollywood talent scout for Fox films.

A year with Fox convinced Bill that he would never supplant "Silver" (a name bigger than "Trigger" in those days), so he came east, but with an Oscar. However his Oscar had a surname, and it was Serlin. He appeared in several Broadway productions for the producer, but one day, after serving an apprenticeship at a Fitzpatrick Travelogue in a 42nd Street theatre, Bill felt qualified to apply for and secure a job with a travel bureau as cruise conductor on a voyage to Bombay.

After exhausting India and Europe he returned to New York in the spring of '37 to join WOR as staff announcer, director, and later, nighttime manager.

Two years later he joined Ruthrauff & Ryan as a freelance director and handled the directorial chores on *Big Sister* and *The Shadow*. Soon afterwards he joined the agency's staff as director and producer in charge of Canadian operations. In 1941 he was named head of daytime operations for R & R.

He left the agency in '42 for one year when he was associated with A & S Lyons, theatrical agents, in charge of the New York office. When he returned to R & R in '43 he was placed in command of talent and new program development. Three years later he was named vice president in charge of radio and television.

In his present position he supervises *Amos 'n' Andy*, Lionel Barrymore in *Mayor of the Town*, Gene Autry, *Aunt Jenny* and *The Shadow*, as well as the Canadian spot business for Pepsodent and Lipton, and programs for Lifebuoy,

(Continued on page 57)

for profitable selling—

INVESTIGATE

WDEL WILMINGTON DEL.

WGAL LANCASTER PENNA.

WKBO HARRISBURG PENNA.

WORK YORK PENNA.

WRAW READING PENNA.

WEST EASTON PENNA.

Represented by

NBC AFFILIATES

ROBERT MEEKER ASSOCIATES

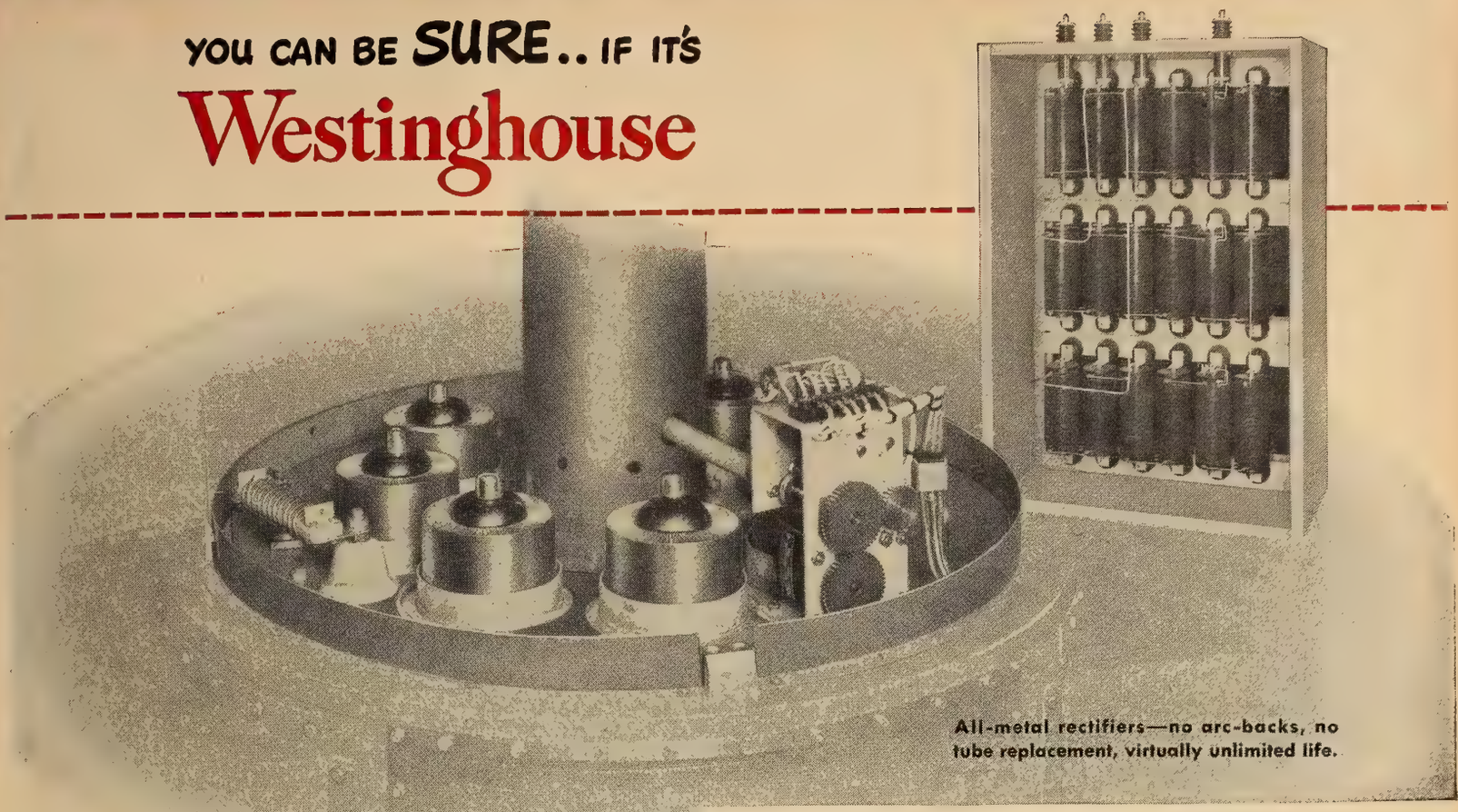
New York • Chicago

San Francisco • Los Angeles

STEINMAN STATIONS

YOU CAN BE **SURE**.. IF IT'S

Westinghouse



All-metal rectifiers—no arc-backs, no tube replacement, virtually unlimited life.

CUT COSTS 4 WAYS...

with the Revolutionary "SYMMETRON"*

Every major operating cost, *plus* installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. **TUBES:** Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!
2. **POWER:** High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.
3. **INSTALLATION:** Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.
4. **RECTIFIER:** Dependable, long-life, metallic main rectifier eliminates high-voltage, mercury-vapor tubes. Saves on tube replacement and outages.

Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02168

*Trademark

Westinghouse

FIRST IN BROADCASTING

to better serve Greater Miami...



Keeping pace with the fast-growing South Florida area* WQAM -- Miami's First Station -- has installed entirely new facilities–complete from studio controls to transmitter tower...New studios in Miami's most modern office building...The latest and finest General Electric transmitting equipment,-both AM and FM...A new 400-foot non-directional tower located in the population center of Greater Miami...all combine to make WQAM the strongest, clearest voice in South Florida. Too, program and audience measurements show WQAM with the highest "Hooper" in its 27-year history, and the lowest cost per listener in this thriving year-round market.

**Greater Miami and 15 surrounding counties.*

Miami's First Station

WQAM

W Q A M · F M

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 9 WASHINGTON, D. C., FEBRUARY 28, 1949 $7.00 A YEAR—25c A COPY

AVCO CONFUSION

Transfer Headaches Are Compounded

By RUFUS CRATER

MAJOR CHANGES in FCC's procedure for handling broadcast applications—including repeal of the Avco Rule—were proposed by the Commission last Wednesday. The proposal would require advertising of most broadcast applications and establish 90-day cut-off dates for mutually exclusive requests.

The competitive bidding which marks the Avco Rule on station sales would be abolished. But the rule's advertising principle would be extended to commercial AM, FM and TV applications for new stations and renewals; changes in frequency, power, hours of operation or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases.

The advertising, intended to make sure that the listeners get a chance to be heard on local radio applications, could be by radio and newspaper, or by newspaper alone, in the applicant's discretion.

It would start when the applicant is notified his application has been accepted and would last for three weeks—twice a week in a locally circulated newspaper, or once a week by newspaper and once a week via a local station (between 8 a.m. and 10 p.m.).

90 Days to File

Would-be applicants would have 90 days (starting with the date of the first advertisement) in which to file mutually exclusive applications. Those filed after the 90-day period would be dismissed and could not be refiled until the original application was denied or dropped, or, if granted, until the grantee applied for renewal of license or for changes in facilities under certain conditions.

Copies of advertised applications would have to be made available for local examination.

The Commission invited comments on its proposals until April 4 and said it would call for oral argument if the comments warrant, even though this was not required. The "substantial nature" of the changes prompted the desire to get industry's views in advance, the FCC explained.

The rules would apply to applications filed after the effective date, which wasn't indicated, but the 90-day cut-off provision would also be applicable to pending cases.

★

The latter would start advertising when the rule became effective, but the Commission would proceed with processing and act on them before the end of the 90-day period if possible.

A proposal to dismiss all applications that are inconsistent with FCC rules, the Communications Act, or international treaties—subject to hearing if requested—would apply to all applications pending when the rules go into effect.

Renewal Procedure

Renewal applications filed after the effective date would be subject to the new renewal procedure only in the case of licenses due to expire on and after a certain date in 1949, yet to be specified.

Comr. Robert F. Jones opposed the cut-off procedure, and Comr. Rosel H. Hyde favored issuance of the proposed rules "only for the purpose of obtaining comments and views of interested persons on this subject as a possible means of dealing with the large backlog of cases pending before the Commission." Comrs. George E. Sterling and Frieda B. Hennock did not participate.

FCC made clear that it intends to repeal the Avco Rule if its new proposals are adopted. Thus would end the 3½-year-old and frequently attacked policy of inviting public bids on stations up for sale. The bidding procedure would apply to all transfer cases filed before the new rules are adopted, however.

Rule Exemptions

Thereafter, transfers would be advertised but no competing bids accepted. Only exception to the advertising procedure would be transfers from individuals to corporations, or vice versa, where there is no change of control and "no substantial changes" in ownership, and involuntary transfers in death cases. These are currently exempt from the Avco Rule.

The 90-day cutoff would apply not only to mutually exclusive applications, but also to (1) petitions to amend the rules if amendment would adversely affect a pending application, and (2) applications which would cause interference within the normally protected contour contemplated by a pending applicant, or which would suffer such

(Continued on page 44)

It's This Way . . .

PRIVATE radio lawyers were jumping when FCC released its proposal to adopt new procedural rules and establish cut-off dates for mutually exclusive applications (story, this page). The proposal anticipated repeal of the Avco Rule permitting public bidding on stations up for sale. This would be accomplished, FCC's announcement said, by repealing Rules 1.321 (b) through (e). Only trouble, radio lawyers reported, is that bidding procedure is set up in 1.321 (a). Top-level FCC officials quieted the tempest with assurances that the Commission didn't mean precisely what it said: What it meant was that the bidding procedure would be abolished, regardless of what it said.

NBC WAR COUNCIL

Group to Plan Strategy

REPRESENTATIVES of 170 NBC affiliates will gather at Chicago's Stevens Hotel today and tomorrow to be briefed by top executives on future NBC plans in the growing competition of radio and television.

At NBC headquarters in New York last week it was reported that every network affiliate would be represented at the special meeting which was called at the insistence of the network's Stations Planning and Advisory Committee.

SPAC urged that in view of the avid interest of the stations in NBC's plans to cope with mounting competition the unusual two-day session was needed.

Outline of Policies

Niles Trammell, NBC president, will begin the briefing today (Feb. 28) with an outline of the policies which NBC will follow in meeting the future bereft of many of its veteran programs and stars. Mr. Trammell is expected to propose a basic policy trimmed down to fighting weight.

Among encumbrances which NBC will abandon will be its former stand against giveaways and against the broadcast of crime programs at hours when children are listening.

Mr. Trammell, it is believed, will advise the stations that in the knock-down battles ahead the network cannot afford to be restricted by binding rules which, in NBC's opinion, have proved to serve no ethical purpose.

He is expected also to advise the affiliates that NBC has earmarked a substantial sum of money for the development and exploitation of new programs. He will say, it is reported, that NBC is prepared to match CBS dollar-for-dollar in program building, but is not willing to invest all these funds in a few parcels.

NBC, rather, will seek to build comparatively low-budget shows, within easier reach of advertisers. Although NBC is not selling radio short, it is aware that AM networks are at or near the peak of their economics, Mr. Trammell will reportedly say. Its intention therefore is to build low-cost but popular radio shows which can be made into television properties.

After Mr. Trammell's talk, Charles R. Denny, NBC executive vice president, will unroll the NBC battle maps.

Mr. Denny will discuss the instrumentation of the policies. He is expected to unveil for the affiliates the list of prospective programs which the network has put into development since the CBS

(Continued on page 45)

Monthly TELECASTING Insert Follows Page 50

RCA, NBC REPORT *Network Grosses $70 Million*

NET EARNINGS of Radio Corporation of America in 1948 amounted to $24,022,047, $5,252,490 more than the $18,769,557 figure in 1947. The earnings were equivalent to $1.50 per share of common stock as compared with $1.12 per share the year before.

These figures were disclosed in the RCA 29th annual report released today by Brig. Gen. David Sarnoff, chairman of the board.



Gen. Sarnoff

Referring to NBC the report pointed out that the network maintained it's position as "America's No. 1 network" and stated that the 1948 revenue was the highest in its 22-year history.

RCA net earnings or profit was 6.7% of the gross income in 1948, compared with 6% in 1947. Total gross income from all sources amounted to $357,617,231, representing an increase of $43,593,659 over the $314,023,572 in 1947.

About 19.8% of the $357,617,231 came from operations of NBC. That subsidiary contributed $70,949,218 as compared with $65,690,991 in 1947, an increase of $5,259,217.

An increase in RCA dividend from 30¢ a share to 50¢, amounting to $6,928,522, was declared on Dec. 3, 1948. Regular dividends of $3,152,800 were paid to preferred stockholders. During the ten-year period, dividends paid to stockholders amounted to $65,074,717, or 53.4% of net profits after taxes. During the same ten-year period the net worth increased by $60,144,748 and now is $127,277,253.

Total earned surplus on December 31, 1948, amounted to $79,499,479, an increase of $13,940,725 over earned surplus at the end of 1947.

Assets of RCA and its domestic subsidiaries were $248,224,472, compared with $216,195,964 in 1947.

In the RCA division, which is the manufacturing unit of RCA the number of employes increased to a postwar high of 30,911 in December. Total RCA personnel numbered 41,791 representing an increase of 1,470 over 1947.

In the report, mailed to 206,193 stockholders, Gen. Sarnoff said:

"The year 1948 was a period of new achievement for the Radio Corporation of America in every phase of radio as a science, art and industry. Progress in television was particularly outstanding. The enthusiam of the American people for this new art has justified the years of pioneering as a service to the public."

Other highlights:

NBC—In 1948 total revenue from sales of network and station time was highest in its history. Indicating the growth of its television operations the report said that in January 1948, 33% of NBC video hours were sponsored. By the end of the year 63% were sponsored. "Every standard of appraisal demonstrates the constantly increasing effective use of television as an advertising medium," it was said.

RCA-Victor Division — All-time high volume of radio electronic products was produced in 1948. The inability to manufacture enough television sets in 1948 to meet demand probably will continue through 1949. Sales of the tube department reached an all-time high.

RCA Laboratories Division—Ultrafax development in 1948 was such that the day is foreseen when through television and ultrafax a radio newspaper may be delivered through the air into every home equipped with a television set, said the report. Ultrafax could deliver the equivalent of 40 tons of mail coast-to-coast in a single day. New and improved circuits and electron tubes and other materials were developed for AM, FM and TV receivers. New antennas were developed for radio and television.

RCA Exhibition Hall, New York —Interest in radio is such that more than two million visitors have been attracted to this display at Radio City, New York.

Warman Named

BRYAN (Dave) WARMAN, formerly with J. M. Mathes Inc., New York, as an account executive, has been appointed executive vice president of Warman & Co., Buffalo, it was announced by his brother, Robert B. Warman, president of the agency. While with J. M. Mathes, Mr. Warman handled many prominent national accounts in the automotive, building, drug, textile and packaging fields. He has supervised a variety of accounts in all important media, including motion pictures, radio and television.

LLOYD GRIFFIN
Becomes F&P Stockholder

LLOYD GRIFFIN, head of Midwest operations for Free & Peters, national radio and television station representative, has become a stockholder in the firm, H. Preston Peters, president, announced last week.



Mr. Griffin

Mr. Griffin, who headquarters in Chicago, has been with Free & Peters four years. He previously was radio director of Knox Reeves Advertising. During the war he managed OWI operations in India. Other stockholders of Free & Peters are James L. Free, founder; Russel Woodward, executive vice president with headquarters in New York, and Mr. Peters.

SMITH DAVIS
Forms Small Station Div.

CREATION of a new department which will devote itself exclusively to the smaller radio and publication fields, was announced in Philadelphia last Tuesday by Smith Davis Corp., national station and newspaper broker.

Known as the Small Properties Division, the new service is designed to bring together buyers and sellers of small radio and newspaper properties.

The department "will provide a concentration of effort on such properties, which heretofore has been impossible, according to Albert Zugsmith, executive vice president of the firm. Alvin Freemount will direct the division, which will be located in the Philadelphia branch office, 317 S. 16th St. Larger properties will continue to be handled at the main office in New York City.

CBS GROSS *$366,579 Under Year Ago For '48 4th Quarter*

COLUMBIA Broadcasting System Inc. had a total revenue of $19,229,632 for the quarter ending Jan. 1, 1949, an increase of $3,457,969 over the previous quarter but a drop of $366,579 over the similar period a year ago.

Figures for the most recent quarter were made public last week in a report to the Securities and Exchange Commission.

The report listed gross sales less discounts, returns and allowances at $5,162,594. Operating revenues less discounts and commissions were put at $14,067,038. At the network, it was said that operating revenues means income from sales of time and other services in connection with network activities, whereas gross sales is largely income from subsidiary interests such as Columbia Records Inc.

Summary of the current quarterly report and of quarterly reports of the past year follow:

QUARTER ENDED JAN. 1, 1949	
Gross sales less discounts, returns and allowances	$ 5,162,594
Operating revenues less discounts and commissions	14,067,038
Total	$19,229,632

QUARTER ENDED JAN. 3, 1948	
Gross sales less discounts, returns and allowances	$19,596,211
*Operating revenues less discounts and commissions	
Total	$19,596,211

QUARTER ENDED APRIL 3, 1948	
Gross sales less discounts, returns and allowances	$ 5,826,583
Operating revenues less discounts and commissions	12,850,180
Total	$18,676,763

QUARTER ENDED JULY 3, 1948	
Gross sales less discounts, returns and allowances	$ 3,001,883
Operating revenues less discounts and commissions	13,084,880
Total	$16,086,763

QUARTER ENDED OCT. 2, 1948	
Gross sales less discounts, returns and allowances	$ 4,504,117
Operating revenues less discounts and commissions	$11,267,546
Total	$15,771,663

* All revenues in this report, including gross sales and operating revenues were included in "Gross sales less discounts, returns and allowances."



Drawn for BROADCASTING by Sid Hix

"Due to circumstances beyond our control, the program originally scheduled will not be broadcast. . . ."

HANDS OFF

Managers Fear Federal Censors, TRENDS Finds

By ROBERT B. LUCE

MAJOR SHIFT in station manager opinion on legislative matters, apparently a result of a cloudy economic climate, was recorded in the 17th BROADCASTING TRENDS survey of radio executive opinion. The poll was conducted by BROADCASTING'S Research Department.

The results:

- Broadcasters are increasingly fearful of monopoly in the radio art, and the majority favor government-enforced regulation of the ownership of stations.
- They are more than ever convinced, however, that government should have no hand in policing, regulating, or otherwise censoring program content.

Increasing economic pressure on the individual broadcaster has perhaps made him more anxious to avoid any legislative limitation on his commercial time sales, the length of commercial announcements, or the ratio of his station to network time. The same factors may be at the root of the expressed opinion that there should be a limitation of monopoly in radio station ownership.

A similar legislative poll of station manager opinion was taken in May 1947, thus it is possible to discover the shifts in radio executive thinking on legislative matters. The 1949 poll, as in the case of the 1947 poll, covered a representative cross-section of AM station managers and owners throughout the country. About 12% of all station managers responded—67% of the sample. The results of the 1949 and 1947 surveys are given for comparative purposes. (Table I)

The survey also showed a remarkable split in opinion on the clear channel issue. About half those polled felt that clear channels should be maintained. Of those who felt that they should be maintained, there was little sentiment for power in excess of 50 kw.

New Legislation Needed

Approximately four out of five broadcasters felt there should be new radio legislation in this session of Congress, and more than half the broadcasters felt Congress, not FCC, should tackle the clear channel issue.

On the need for new radio legislation, a conclusive 78% favored a 1949 model to replace the vintage '27 law under which broadcasters are now doing business. However, 15% felt that the present law is adequate, as compared with 9% in 1947. (Table II)

Many of those who said the present law was adequate felt that any new legislation might prove worse than the present law; and that sleeping dogs should be left to their slumbers.

Practically all broadcasters oppose legislation giving government power to regulate the ratio of commercial to sustaining programs, the length and content of commercial announcements, and the ratio of time that should be devoted to programs on controversial issues. (Table II)

A minority of 15% felt that there should be some control of the ratio of network to station time, and only one-fourth felt that giveaway programs should be eliminated by government fiat.

In the poll taken by BROADCASTING in 1947, the percent of broadcasters who were willing to submit to more stringent programming control was slightly higher than in 1949.

Clearly, sentiment on the whole is 80 to 90% against any such regulation.

The broadcasters were less emphatic, but certainly definite in their opposition to the ownership of large groups of stations by a single owner. About three-fourths of those polled indicated they would like to see limitation of the number of stations one owner may own.

Slim majorities of 52% and 51% respectively indicated they would like to see a similar limitation of ownership by newspapers and persons with other primary investments. This, too, reflects to an extent an economic fear of "squeeze" by well-financed corporations entering broadcasting, a field which is noted for the high percentage of small and independent owners.

Broadcasters were more fearful of monopoly than in the previous poll of a year and a half ago. The comparisons are shown in the tabulated results in Table I. In 1947 only 58% felt there should be limitation on the number of stations one owner may own, and only a third of all broadcasters polled felt that there should be limitation on newspaper ownership of stations.

There has been a sizable increase in the proportion of stations owned by newspapers since the end of the war, and it may be this manifestation of increasing publisher-broadcaster ownership that is responsible for the change in sentiment on this point.

Too Many Stations?

Many broadcasters commented on the increasing numbers of stations being granted by FCC and expressed the opinion that there should be some economic limit to new station construction. "The economic conditions should be taken into consideration before licensing more radio stations in a given community than can survive. Every community has its limit in advertising dollars," one southern broadcaster said.

The comment was repeated in several instances.

Clear Channel Sentiment

If the clear channel issue were to be settled according to the wishes of 50% of the broadcasters, clear channels would be maintained. But the vote was close—44% were of the opinion that clear channels should be broken down. Whatever the decision, 56% said Congress should be the group to make a decision, while 44% felt that FCC should do the job. (Table III)

Of those who said that clear channels should be maintained, the sentiment was 85% for the present 50 kw ceiling on power. A scant 6% indicated that the FCC should grant power in excess of that limit.

Again, there was a fear of bigness in a field which is largely characterized by smaller operations. One broadcaster said: "I voted for limit of clear channels to 50 kw and for limits on station ownership because I feel that the

(Continued on page 43)

What the Broadcasters Told TRENDS

Table I
Provisions of a New Radio Law

Should the new law governing radio broadcasting provide for:	YES 1949	YES 1947	NO 1949	NO 1947	Don't Know or No Answer 1949	Don't Know or No Answer 1947
PROGRAMMING						
1. The establishment of a required ratio of commercial to sustaining programs?	6%	10%	91%	84%	3%	6%
2. Regulation of length and content of commercial announcements?	6	14	91	81	3	5
3. The allotment of a specified percentage of time to be devoted to programs on controversial issues?	6	10	90	84	4	6
4. The elimination of money giveaway programs?	23	16	74	73	3	11
5. The establishment of a required ratio of network to station time?	15	15	81	78	4	7
FINANCIAL & OWNERSHIP						
6. A formula to fix the price at which a station can be sold	4	6	95	90	1	4
7. The filing of annual financial statements	44	33	49	61	7	6
8. The limitation of the number of stations one licensee may own	74	58	24	33	2	9
9. Limitation of station ownership by newspapers?	52	36	45	58	3	6
10. Rules governing station ownership by licensees with other primary interests?	51	37	42	54	7	9
11. Rules governing multiple station ownership in the same area of different types of outlets (AM, FM & TV)?	31	*	42	*	27	*
FCC OPERATION						
12. Limitation of time, from the day an action is filed, within which a decision must be returned on any case before the FCC?	77	76	15	12	8	12
13. Rotation of the FCC chairmanship	48	50	32	25	20	25
14. Separation of the FCC into panels; one for broadcast, one for common carrier, one for special and safety services?	72	85	13	3	15	12

* No similar question in 1947 poll.

Table II
A New Radio Law?

	YES 1949	YES 1947	NO 1949	NO 1947	Don't Know or No Answer 1949	Don't Know or No Answer 1947
Do you believe that Congress should enact a new law governing radio broadcasting	78%	80%	15%	9%	7%	11%

Table III
The Clear Channel Issue*

Should Congress or the FCC determine the high power, clear channel issue?	Congress 56%	FCC 44%
Should the determination be to maintain clear channels?	Yes 50%	No 44%
If yes, should maximum power be retained at 50 kw?	85	11
Power in excess of 50 kw?	6	86
		Don't Know 6%
		4
		8

* These questions not included in 1947 poll

Table IV
Future of FCC*

Continue as an independent agency	84%
Transfer to a government department with cabinet status	8
Combine with other agencies	8

* These questions not included in 1947 poll

STORM SERVICE

Radio Does Outstanding Job

WESTERN station personnel last week breathed sighs of relief for the first time since Jan. 2 as improved weather conditions brought tapering off in one of radio's most gigantic public service projects.

Since the beginning of the record breaking winter storms, stations throughout the area have performed yeoman's service. Spectacular accomplishments by individual stations have become the rule rather than the exception.

Last week the Army discontinued its "Operation Snowbound" in almost all stricken areas except for parts of North Dakota.

By Thursday, most of the main roads in the hardest-hit states—Nebraska, Wyoming and South Dakota—had been cleared, and station news and special events crews were recalled from remote assignments. Because of space limitations, only a relatively few of the many stations who contributed to radio's performance can be mentioned here.

E. S. (Bud) Neble, news director of KFAB Omaha, telephoned BROADCASTING that the snow level now is about 24 inches, compared with drifts of 15 to 20 feet three weeks ago. Only five Nebraska counties are still snowblocked, he reported.

Mr. Neble accompanied Maj. Gen. Lewis A. Pick, chief of "Operation Snowbound," on a 1,000-mile reconaissance flight Feb. 7. Late in January, he and Al Bates, studio supervisor, drove KFAB's station wagon 230 miles northwest to O'Neill and Stuart, where they set up headquarters at newspaper offices of the *O'Neill Frontier*. They made several broadcasts via a battery-powered FM and shortwave set.

Followed Bulldozers

For two days and two nights Messrs. Neble and Bates followed bulldozers through 15 and 20 foot snowdrifts recording interviews. Back in Omaha, a recap of the entire trip was aired, with a recording made for use by Gen. Pick. Still watching and reporting the blizzard, KFAB is now mapping plans for coverage of the forthcoming flood scene in the area.

After the first blizzard, KFAB newsmen recorded on-the-spot happenings from haylift planes. They also recorded a phone conversation with the mayor of Gordon, Neb., where 500 Indians were marooned.

Even before the situation was declared a national emergency, the WOW Omaha farm director, Mal Hansen, was making transcribed telephone calls to the isolated sections. As the situation become critical, a special crew, consisting of Mr. Hansen, Harold Storm and Cy Hagrman, was dispatched into the snowbound area.

Teaming up with the 10th Air Force, they covered almost 4,000 miles in an effort to keep the listeners posted as to the progress and success of the dropping of food, fuel, medicine and hay. In many cases the broadcast crew also became "hay-pushers," shoving the commodities out of the planes. The crew also worked with rescue units using helicopters.

Tom Barnes, sales manager of WDAY Fargo, N. D., said his station, although 100 miles "from the worst of it," sent out special events crews. Newsmen accompanied a National Guard haylift operation to snowbound Minot, 280 miles northwest.

* * *



KFXD Nampa, Ida., interviews Don Walters (third from l), reclamation engineer at Anderson Dam, after snowslides had demolished five homes and imperiled community of 500 persons in a canyon 1,000 feet below the dam. Snow-blocked roads had isolated the community for eight days before snowslides hit. Interview was conducted on rim of canyon Feb. 12 about 24 hours before roads were cleared. L to r: Ed Hurt, KFXD co-owner and chief engineer; Shirl Black, station's program director, Mr. Walters and three members of road-clearing crew.

KOLT Scotts Bluff, Neb., compiled lists of missing persons and broadcast until they were found. Bill Keene, sports announcer at KBOL Boulder, Col., interviewed Scotts Bluff residents visiting in Cheyenne from KFBC Cheyenne studios by arrangement with KOLT.

KOLT chartered a ski-equipped plane to rush aid for the sick and needy, rescuing on the first mission a couple stranded in a car two nights and a day at temperatures of zero to 10 below. The station scheduled hour-long news and special information roundups, and arranged for baby food and supplies to be flown to Gordon.

Farmers in the WGHL Billings, Mont., listening area relied on radio for weather reports and news. Their personal requests were broadcast by shortwave.

When the blizzard hit Utah and the state highway patrol's transmitter for its KUHP burned, KDYL Salt Lake City rushed emergency facilities to both city and state police to keep communications alive. Permission had recently been granted KDYL to install a direct line into the police dispatcher's desk for broadcasting emergency bulletins. Scheduled programs were interrupted frequently to air police warnings and directions to motorists, directly from the dispatcher's office.

KWGB, daytime outlet in Good-

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540 KC LIMIT

1 kw Maximum Suggested

A PROPOSAL "in general" to limit U. S. use of 540 kc to not more than 1 kw and to forbid its use altogether within 25 miles of some 224 specified government installations was advanced by FCC last week.

The plan was released, accompanied by requests for comment by March 28, "for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S."

Agreement Sought

Actual consideration of the use of the new broadcast frequency in this country, the Commission emphasized, cannot be undertaken until after the North American Regional Broadcast Conference scheduled for Canada in September. International agreement on use of the new channel is to be sought at that time.

The 25-mile, 1 kw policy is designed to protect operations in the 510-535 mc region, which under the proposal would be assigned to War and Navy mobile stations. Broadcasters on 540 kc also would be required to protect the 500 kc international distress frequency.

Power restrictions on 540 kc have been generally expected, in view of the wide-coverage characteristics of the channel [CLOSED CIRCUIT].

The Commission's proposal came at a time when Mexico which is already using 540 kc with about 5 kw, proposes to employ 150 kc eventually, and is resisting U. S. protests that the frequency should not, under the Atlantic City agreement which made it a broadcast channel, be put into service until after the NARBA conference in September [BROADCASTING, Oct. 25, 1948; Jan. 10].

In releasing its plan, the Commission proposed:

In the U.S., assignments to broadcasting stations for the use of frequency 540 kc will be made only on the condition that no harmful interference is caused to the mobile service operating in the band 510-535 kc, and on the further condition that no harmful interference is caused to the operation of auto alarms and other uses of the frequency 500 kc.

Insofar as concerns interference to stations in the band 510-535 kc, each application for the use of 540 kc will be reviewed with respect to interference which may be caused to the mobile service in the band 510-535 kc and to the uses of the frequency 500 kc, and the essential condition which must be met in each instance will be that, on an engineering basis, the power, location and antenna characteristics of the proposed broadcasting station will not cause harmful interference to these services.

In general, broadcasting stations on 540 kc with power of 1 kw or less and located more than 25 miles from the locations specified in Attachment C [list, below] may be presumed not to cause harmful interference to the mobile service in the band 510-535 kc; and, in general, broadcasting stations on 540 kc which do not produce a ground-wave field intensity in excess of 375 microvolts per meter and a 10% sky-wave field intensity in excess of 265 microvolts at any point along any seacoast adjacent to any body of water where the frequency 500 kc may be employed by the mobile service, may be presumed not to cause harmful interference to the use of 500 kc.

(For purposes of this plan, the term "seacoast" includes the shoreline of any bay, inlet, strait or sound frequented by ship stations authorized to operate on 500 kc.)

The plan was released in con-

(Continued on page 41)

READY FOR CHICAGO

NAB Agenda Includes Atomic Revelation

By J. FRANK BEATTY

EIGHT-DAY NAB Convention Week program, April 6-13, followed by a scheduled two-day board meeting, will be marked by the most events and the most delegates of any of the past 26 industry meetings, plus an "important" address on atomic energy.

With headquarters at the Stevens Hotel, Chicago, the convention will consist of three separate meetings. The four-day Engineering Conference will open Wednesday, April 6, and run through Saturday (see complete agenda, page 48). The Unaffiliated Stations session will be held all day Sunday (see separate story of Unaffiliated Stations Executive Committee, this page).

The Management Conference will open Monday, April 11, at 12 noon with FCC Chairman Wayne Coy scheduled as speaker. General management meetings will be held in the Eighth Street Theatre, connected to the hotel, but all luncheons will be held in the Stevens. Committee meetings will be held at 9:30 a.m. Monday.

Insertion of atomic energy into the agenda of the Engineering Conference is of "outstanding importance," according to Royal V. Howard, NAB engineering director. The speaker will be Dr. Lincoln R. Thiesmeyer, executive assistant to the director of Brookhaven National Laboratory, Patchogue, L. I., one of the Atomic Energy Commission's regional centers for nuclear energy research. His topic is "Atomic Energy Is Here for Good."



Dr. Thiesmeyer

The talk on Friday is expected to cover use of atomic energy in industry and other peacetime applications. Much of the current nuclear research is known to be along practical industrial lines. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research and Development.

New to NAB conventions will be the night meeting to be held Monday. This session will be confined to an FM panel discussion to be programmed by the NAB FM Executive Committee. Management meetings will close Wednesday noon.

Television will be given close attention during convention week, especially at the engineering meetings where perhaps two-thirds of the papers deal with video developments.

On the other hand the management agenda places TV on the final morning though visual matters are expected to come up frequently during general discussions. The convention is scheduled to adjourn at noon Wednesday but if delegate interest in the subject justifies, the meetings can be continued into the afternoon.

In line with general industry thinking, the first general session Monday afternoon will be a workshop devoted to sales. Answers will be sought to problems created by growing intra-industry competition, including TV; increased pressure from promotion-minded printed media and what the association is doing about it. Ways of increasing business will be dramatically demonstrated.

Tuesday's program will include a morning discussion of public relations matters on the management level. Its scope will be broad. The Tuesday luncheon speaker has not been announced.

International Matters

The Tuesday afternoon agenda includes a discussion of the increasingly crtical problems centered on international developments along with BMB, BMI and adoption of resolutions.

Annual industry banquet will be held Tuesday night, preceded by a reception. Following custom there will be no speeches. Entertainment will be furnished by Carl Haverlin, BMI president, with the aid of network program directors.

Judge Miller is not scheduled for a formal convention address since his annual report to the members will be printed. He will preside at most of the management sessions and will introduce Chairman Coy at the opening luncheon.

Registration fee for the entire Management Conference will be $32.50 ($30 if paid by March 18). This includes two luncheons and the reception-banquet. Fee for the Engineering Conference, including two luncheons and reception, is $17.50. The unaffiliated stations Sunday meeting carries a $5 registration, which includes luncheon, the NAB board having specified that the meeting be self-supporting.

Monday Registration

Registration for ladies will be $7.50, including a Monday luncheon, ice show and a pre-Easter style show staged by Marshall Field. Visits to Chicago stations are being planned for the ladies.

The annual exposition of broadcast equipment and services will open Thursday, April 7, under direction of Arthur C. Stringer, NAB staff director. Heavy equipment will be displayed in the 30,000-foot Stevens Exposition Hall beneath the main lobby. Light equipment and services will be exhibited in sample rooms on the fifth and sixth floors. One hundred rooms have been reserved. The exposition will close Tuesday evening.

Judging by advance word from some of the exhibitors, the exposition will introduce new developments in many technical fields, ranging from transmitters and antennas to studio equipment and recording techniques.

Well over half the papers to be read at the Engineering Conference will deal with TV in various aspects, though some of the video topics are tied in with AM or FM, or both. One facsimile paper is scheduled along with several on magnetic recording.

Active in planning the Engineering Conference have been Royal V. Howard and Neal McNaughten, director and assistant director of the NAB Engineering Dept. They have been working with the NAB engineering executive committee. Dr. William L. Everitt, U. of Illinois, who directed the annual NAB engineering meetings at Ohio State U. before the war, has been aiding in the planning and will deliver an address at the April 7 luncheon.

Engineering Roundtable

Annual FCC-industry engineering roundtable will close the formal meetings of the conference. It is slated for 10:45 Saturday morning. Appearing for the Commission will be a group of six high officials, led by John A. Willoughby, acting chief engineer. Topping the industry panel is A. James Ebel, WMBD Peoria, chairman of the NAB engineering executive committee.

Engineer delegates will tour the Hallicrafters Co. plant Wednesday afternoon. Arrangements were made through Charles J. Nesbitt, advertising manager. Hallicrafters

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INDEPENDENTS

First Session Convention Week

THREE-PLY program designed to strengthen the position of independent stations in the industry will feature the first Unaffiliated Stations Conference to be held Sunday, April 10 during NAB convention week at the Stevens Hotel, Chicago (see convention story, this page).

Sales, public service and programming will head the agenda, with specialists on each topic to take part in a workshop session. No formal speeches are scheduled aside from a big-name luncheon guest.

Specialized Selling

With a new competitive era approaching, the independents will talk over plans for a system of specialized selling, according to Ted Cott, WNEW New York, chairman of the NAB Nonaffiliated Stations Executive Committee. Independents would be grouped according to their program specialties such as sports, music and other types.

In the public service and programming fields, Benjamin Cohen, assistant secretary general, United Nations, is expected to offer a plan for exclusive UN programming on independent stations.

Convention plans were discussed by the NAB committee at a meeting held Thursday and Friday. A new member of the committee attended for the first time, Ben Strouse of WWDC Washington. David Baylor, WJMO Cleveland, has resigned.

The committee pointed out that the Sunday session in Chicago is the only one which non-member stations are permitted to attend. It will be open to all stations.

A resolution adopted by the committee asked the NAB management actively to promote and sell the independent conference to both members and non-members. It pointed out that the independents will have a chance to observe NAB's interest in their problems and the services designed to aid stations in their operations.

Among topics discussed at the committee's meeting were proprietary rights, phonograph records, baseball play-by-play services and the proposed new FCC Avco rule.

Now in operation, the committee was informed, is its plan for cooperation in major public service campaigns of the Advertising Council. The council now makes available to the independent stations services and materials similar to those provided the four networks, advertisers and agencies. The committee in adopting the plan last year had surveyed some 400 independents and had found them anxious to cooperate.

A working committee will be announced soon to maintain liaison with the council. This group will consist of members from New York, Chicago and Los Angeles. It will guide development of high-calibre programs of the public interest type designed specifically for independent stations.

The committee will provide packets tailored to needs of independents, mailing through NAB.

Members attending the meeting last week, besides Messrs. Cott and Strouse, were Melvin Drake, WDGY Minneapolis; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis; Lawrence W. McDowell, KFOX Long Beach, Calif.; Pete Schloss, WWSW Pittsburgh; Howard Lane, WJJD Chicago, board liaison member.

RADIO: NO. 1 PASTIME

Roper Makes Report in 'Fortune'

RADIO listening is now Americans' favorite leisure activity while movie-going and book-reading are on the decline, according to a *Fortune* magazine survey by Elmo Roper.

Only interruption to the trend toward more radio listening which *Fortune* observed was that in the 3% of the persons polled who had both radio and television sets, half said they were listening to the radio less.

Of those having both kinds of receivers, 13% nevertheless said they were listening to the radio more.

Fortune presented a list of 14 activities to persons who had in the preceding three months listened to the radio, seen a movie, read a book or magazine story and then asked them: "Which two or three of the things on this list do you really enjoy doing most in your spare time?"

Replies showed that 51% of the men liked most to listen to the radio while 54% of the women expressed that preference.

Second place for the men was watching sports events, with 26% of them giving that preference. Visiting with friends and participating in outdoor sports followed with 23% while playing cards and going to the movies claimed 20%. Reading books followed with 18% and reading magazines was next with 15%.

Women's second preference was needlework (36%) and their other top choices were: Visiting with friends, 34%; reading books, 26%; going to movies, 21%; reading magazines, 19%.

"Listening to the radio is the great common denominator," *Fortune* observed.

Summary of Replies

The following table summarizes the replies to four questions put in the survey. Comparing the present product in each category with that of two or three years ago, respondents felt there are:

	Radio Programs	Movies	Books	Magazine Stories
More good ones	39%	23%	26%	30%
Same	33%	30%	37%	47%
Fewer good ones	20%	38%	22%	12%
No opinion	8%	9%	15%	11%

Fortune also inquired into listeners' preferences and was apparently amazed at the answers it received.

"Surprisingly enough," said the magazine, "the much-maligned 'soap opera' does not lead the list of programs to be avoided. It shares this dubious distinction with the mystery, detective, horror brand of show."

Fortune found unpopularity of the latter was due primarily to the women's vote, while among the men thrillers held only third place on list of programs to be tuned out.

More men than women liked their favorite program to be humorous or full of action; more women than men liked programs they thought of as artistically satisfying, inspiring, or romantic.

A question directed to radio dislikes developed this list of programs listeners would rather not hear:

	% Total	% Men	% Women
Mystery, detective, horror	24	14	33
Soap operas—daytime serial	22	24	20
Musical programs	16	17	15
Comedy or variety shows	7	5	8
Quiz programs and give away programs	10	11	9
All other	23	24	22
Express no opinion	26	30	22

For listeners as a whole, the top five expressions, chosen to describe favorite radio programs are "humorous," "cleverly done," "full of action," "true to life," "exciting." *Fortune* observed that these five expressions also are at the top of the list describing favored movies.

"Apparently they are the basic ingredients of successful mass entertainment in the U. S.," said *Fortune*.

Seeks Tastes

Fortune also tried to get at reading tastes by offering them a list of eight possible plots for stories. It found the murder story was the most popular story with men but among the least popular with women.

"The results of this survey 'must be depressing' to anyone looking for the sure-fire formula for books, movies or radio," *Fortune* commented.

The conclusion, if any, is that U. S. taste is healthily divergent and that no publisher or producer can afford to put all his eggs in one basket.

Breakdown of radio listening questions:

Question (asked only of those who have listened to the radio within three months): Do you spend more, less, or about the same amount of time listening to the radio this fall as compared to two or three years ago?

	% Total	Those Who Attended % Grade School	% High School	% College
More	31	31	33	28
Same	39	42	40	35
Less	24	17	23	34
Uncertain	1	1	1	1

Question (if "less" above): Why are you spending less time listening to the radio nowadays?

Too busy, have to do other things	63%
Don't like the programs	18%
Not interested, prefer doing other things	10%
All other reasons	13%
Express no opinion	2%

DEAR EDITOR:

An 'Open Mike' Letter From Justin Miller

EDITOR: BROADCASTING:

In your editorial "Forgotten Job," in the Feb. 14 issue of BROADCASTING, the following paragraph appears:

> The NAB does not have full-time executives engaged in either legislative or regulatory contact. There never has been an NAB function more basic. The NAB board considers reorganization this week at New Orleans. Its first act should be to reassign one or more of its most talented and persuasive staff executives to legislative liaison. If reassignment isn't feasible or (for reasons not evident to us) is undesirable, then there should be new appointments. The time for shilly-shallying on the "lobbying" issue expired long ago.

Let me refer, particularly, to the words in parenthesis, "for reasons not evident to us," and then list a few reasons:

(1.) It is frequently difficult for NAB to take a position with respect to proposed legislation, because of conflict of interest between its different members. The example of clear-channel, high-power-limitation proposals is a striking one; the international implications which are becoming more and more apparent, quit apart from considerations of immediate interest to present licensees. The result in such cases is that NAB is damned if it does and damned if it doesn't. As you know, I have been criticized for taking too strong a position in connection with freedom of radio—an issue with respect to which, resolutions of endorsement have been adopted over and over again by our members—and at the same time, have been criticized by the same broadcasters for not taking a partisan position with respect to the clear-channel, high-power-limitation issue—upon which NAB and its several districts have repeatedly declined to take a position.



Mr. Miller

(2.) You know, of course, that the recently adopted anti-lobbying law has not yet received judicial interpretation. Several of its provisions are ambiguous and have been given Department of Justice interpretations which may or may not be upheld by the Courts. In the meantime, trade associations must proceed with great caution because of the following reasons.

(3.) If an association engages in lobbying activities—as an association or through its "full-time executives"—without registering under the law, it may be subjected to prosecution by the Department of Justice. If it registers the association itself, or its "full-time executives," it may jeopardize the funds of the association as well as of its members, for the following reasons.

Tax Factor

(4.) Trade associations enjoy a tax-exempt status because of reasons—as yet more or less undefined and nebulous—concerning the services which they perform in the public interest. This tax-exempt status may be lost by conduct inconsistent with these concepts. One of the tests of inconsistent conduct, which has been applied in several recent cases, is whether such associations are engaged in lobbying activities merely incidental to their major purposes, or are engaged in more extensive lobbying. The question then arises whether registering such an association as a lobbyist, or registering its "full-time executives," constitutes an admission of "too much lobbying."

(5.) Loss of tax-exempt status may have serious tax repercussions, not only upon the funds of trade associations, but upon allowances for tax deduction purposes of contributions made to such associations.

(6.) It is not necessary to tell anyone who is familiar with the Washington scene that an effective lobbyist or legislative representative must be able to spend practically his whole time at such work and be available for immediate action in Washington. Obviously, the executives of NAB who are called upon to attend Board meetings, District meetings, and meetings of collateral organizations at frequent intervals and at various places throughout the United States—as well as carry on heavy executive duties in the headquarters office—cannot be available when required and cannot devote the necessary time to the work.

These, then, are some of the "reasons not evident" referred to in your editorial. As you comment in your Feb. 21 issue, the NAB Board of Directors gave very careful consideration to the problem at its recent meeting in New Orleans and reached the conclusion that the best way to approach the subject is by appointing a legislative or governmental representative, who will serve NAB in the same manner as a lawyer serves a client. This will provide the necessary contact, of which your editorial speaks; at the same time, freeing full-time executives for their proper work and eliminating the uncertainty which might result from confusing executive work with lobbying work.

I am pleased that you are now more satisfied with NAB's policy with respect to lobbying, and I hope this letter may explain—not only to you, but to your many readers throughout the country, who are our members and friends—some of the reasons which have motivated the Directors and management of NAB.

/s/ Justin Miller



YOUNG WINNERS of "Voice of Democracy" contest meet President Truman at White House. L to r: George Morgan Jr., Hutchinson, Kan.; Kerron Johnson, St. Paul; President Truman; Charles Kuralt, Charlotte, N. C.; Richard Caves, Everett, Ohio.

* * *

'VOD' WINNERS

Feted in Washington Last Week

FOUR American youths who spoke with greatest eloquence in the second "Voice of Democracy" contest last week were honored by official Washington and presented with their scholarship awards.

Week-long festivities included visits at historic shrines as well as inspection of democratic government in operation at the Nation's Capital. Promoting the contest are three organizations—NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, with support of the U. S. Office of Education.

The four boys and their participating NAB member stations were: Richard Caves, Everett, Ohio (WAKR, WHKK Akron); Charles Kuralt, Charlotte, N. C. (WAYS WBT WGIV WSOC Charlotte); George Morgan Jr., Hutchinson, Kan. (KWBW Hutchinson); Kerron Johnson, St. Paul (WMIN KSTP St. Paul-Minneapolis).

Heading the Monday program was a White House visit. President Truman congratulated the four young men and said he was happy they had written and spoken so well on the important subject of democracy. Newsreel and still photographers recorded the event. The Monday program included visits to the House and Senate. They listened to tributes from the House floor as their home Congressmen read their winning broadcast scripts into the *Congressional Record*. Guide during the Capitol tour was John Edward, ABC newsman.

Murrow Features Them

The story of the four young winners was narrated on CBS at 7:45 p.m. Monday by Edward R. Murrow, who sent them sets of his record album, "I Can Hear It Now."

Trips to Mt. Vernon and other shrines were included in Tuesday's program. At luncheon they were entertained at the National Press Club by Sol Taishoff, editor and publisher of BROADCASTING. Among guests at the luncheon were Wayne Coy, FCC chairman, and Justin Miller, NAB president.

Chairman Coy said the government has been a contributor to freedom of radio, "furthering the cause of democracy in the United States and the world." Judge Miller told the youths their contest activity was as important as their classroom studies. Tuesday evening they appeared on Mr. Edwards' *Youth Asks the Government* program on ABC network.



PRESENTATION of awards to "Voice of Democracy" winners at Statler luncheon in Washington was made by Atty. Gen. Tom C. Clark (center). Presiding at luncheon was Beverly Burbage (r), vice president, U. S. Junior C. of C. Sen. Clyde M. Reed (R-Kan., l), was guest at head table.

High spot of the week was the awards luncheon at the Statler Hotel Wednesday at which Attorney General Tom C. Clark presented them with $500 scholarships and certificates. The luncheon was attended by FCC members and others high in official circles. Welcoming the winners and guests was Beverly Burbage, Junior Chamber vice president, who presented Morgan Beatty, NBC, m. c. of NBC's broadcast covering the presentation.

Attorney General Clark gave the awards to the youths, congratulating each and interviewing them on their plans for the future. Mr. Burbage paid tribute to Robert K. Richards, NAB director of public relations and publications, chairman of the Voice of Democracy Committee and originator of the idea. Mr. Burbage recalled that 20,000 had entered the contest in 1947 and 250,000 in 1948. He also singled out for praise James D. Secrest, RMA; James Dawson and Ben Miller, NAB; Robert H. Richards, of the Junior Chamber; Dr. Kerry Smith, U. S. Office of Education.

Wednesday night the boys were guests at a Junior Chamber dinner held at the Mayflower Hotel, with national officers and the local chapter participating. They were presented with pen-pencil sets.

Thursday the boys went to historic Williamsburg, Va., where they repeated their winning talks in the old capitol where Patrick Henry delivered his "If this be treason" speech. Gov. William M. Tuck, of Virginia, was scheduled as featured speaker at a dinner in Williamsburg Inn where they were honor guests. WRVA Richmond, Va., carried the proceedings.

National judges of the contest, who chose the final winners after local and state competitions, were Margaret Culkin Banning, novelist; Attorney General Clark; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, vice president of the *Houston Post*, operating KPRC; Eric Johnston, president, Motion Picture Assn. of America; Francis Perkins, member, Civil Service Commission; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of the National Education Assn.; James Stewart, actor.

The youths' addresses were scheduled on the "Voice of America" at the request of George V. Allen, Assistant Secretary of State.

FELTIS DEFENDS

Hits 'High Pressure' Charges

DEFENDING his administration of BMB, Hugh Feltis, Bureau president, Wednesday denied before members of the Chicago Radio Management Club that he is a "high pressure salesman," as charged in some quarters. He ridiculed reports that he has written letters or delivered speeches of a "threatening nature" to advertisers and agencies.

"BMB has been a great partnership," he declared. "Neither advertisers nor agencies have needed any inducing. They want what we have to offer."

Mr. Feltis likened BMB's popularity to that of a "referee," or a "doctor who says you're overweight . . . and you know it's true—but you don't like to agree with him." He observed that even U. S. census figures stir up controversies.

The second industry coverage study is on schedule, despite curtailment of BMB's staff, he said. Forecasting a total of 1,000 subscribers, he anticipated that $100,000 needed by May 1 will be raised by asking subscribers to pay up for the remainder of 1949.

Mr. Feltis stressed the importance of field work by asserting that "no one can sit in an ivory tower on Park Avenue and blueprint such a broad project." He said his own experience in working close with the industry has been "very worthwhile."

Expressing the hope that broadcasters will not return to the "claims, counter claims and fantastic measurements" of bygone days, he predicted that other mediums soon will question whether the broadcasting industry has the capacity to set up its own bureau, as other industries have done.

Mr. Feltis said BMB's executive committee has made no commitments beyond the current study.

SALES RECORD

Mueller Credits Radio

SALES of C. F. Mueller Co. (macaroni, spaghetti, and egg noodles) during 1948 reached the highest point in the history of this 82-year-old company, according to C. Frederick Mueller, executive vice president and general manager.

Mr. Mueller pointed out at a recent sales meeting that Mueller's maintains its position of leadership by an intensive high-powered advertising program, spearheaded by consistent use of daytime radio. Every week, 60 quarter-hour radio programs bring convincing sales messages into millions of homes, he said. This hard-hitting campaign is backed by heavy consumer and trade magazine schedules.

Mr. Mueller said that the present sales peak has been reached after more than 15 years of consistent sales gains. He emphasized that these increases were not due to a sudden sales spurt that might level off but represent a steady climb in consumer acceptance.

The reputation of these products was built, according to Mr. Mueller, by 25 years of constant, year-in-year-out advertising.

Duane Jones Co., New York, is the agency handling Mueller.

Hooper Subscribers

ADDITIONAL subscribers to U. S. Hooperatings as announced by C. E. Hooper Inc. are Doherty, Clifford & Shenfield, Ellington & Co., William Esty & Co., and Geyer, Newell & Granger. Frigidaire division of General Motors subscribed to program Hooperatings, effective with February report.

RICHARDS

Admits Some Error; Asks to Be Heard

G. A. RICHARDS, charged with instructing employes to slant newscasts, conceded to FCC last week that "portions" of the charges were true, but said no slanting actually resulted, and asked for an opportunity to be heard by the Commissioners personally.

The chief owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit said he "sincerely regrets these shortcoming of the past" and "requests an opportunity to offer personally to the Commission his assurance that they will not recur."

Additionally, Mr. Richards requested "the advice and aid of the Commission as to any and all actions he should take to assure against even a complaint of bias in the future."

He asked that the hearing scheduled by the Commission for March 16 be delayed and that he be allowed to appear personally before the Commission *en banc* or a member or members of the agency. He felt this course would materially shorten the proceedings, possibly making the scheduled hearing unnecessary.

Mr. Richards' statement and request were presented in an affidavit filed Thursday.

It said he "admits that he has in the past issued instructions to various employes of the stations which could have resulted in slanting of the news, but so far as [he] knows never did so."

The charges were filed against him by the Radio News Club of Hollywood and led to an FCC staff probe calling for a hearing. The charges claimed he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups [BROADCASTING, Nov. 15, 1948]. Evidence gathered by the Commission staff included documents attributed to him along with seven affidavits of former employes.

In his petition, Mr. Richards said that "with respect to all documents written or bearing notations by him . . . so far as he now knows all said documents and notations are genuine." Consequently he felt no other oral testimony would be necessary to present the evidence and that the scheduled hearing would not be necessary from that standpoint.

Admits to 'Portions'

He said he admits the truth of "portions" of statements submitted by present and former officers and employes, "so far as he has knowledge of them." He thought "the same will be the case" of other documents which FCC's law department may hold but to which he does not have access. As to portions whose truth he may not admit, he felt FCC would find them "irrelevant or of doubtful value."

Mr. Richards cited his 11-year illness of coronary thrombosis. The resultant confinement, he said, made him "impatient and impulsive, so that, on many occasions, he expressed himself in an extreme or exaggerated manner."

He told the Commission he had long been convinced that both Communism and Fascism "presented a very real menace to our country."

Now, he said, he "realizes that some persons and groups have abused his fear of Communism to their own ends, misleading him to believe that many of the leaders of minority groups were Communists or fellow-travelers and that some leaders of liberal thought were merely fronting for Communism."

He said he thought in the past that much of the news carried on his own and other stations was slanted "in favor of ideas or persons who were either unconsciously or consciously permitting Communism to engulf our country." The result was that he had "felt it his public duty to counteract this trend," he asserted.

Mr. Richards said the officials of his stations were "aware of the effect of his confinement and his tendency toward exaggeration" and that they knew he meant for them to carry out specific instructions only if they conformed to standards of good taste and impartiality.

He reiterated that a study conducted by E. Z. Dimitman, former executive editor of the *Philadelphia Inquirer* and the *Chicago Sun*, demonstrated that broadcasts on his stations have been "unbiased and impartial."

Pendency of the case, he said, "has already caused irreparable and substantial injury" to all three stations, their stockholders and employes "due to the injurious, biased and unfair publicity which has been given to them." He contended the injury "would become critical once a hearing is convened in Los Angeles."

He said he thought his "admissions, explanations and sincere assurances will convince the Commission that no further hearing is necessary." But if FCC should feel there should be one, after hearing his personal testimony, then he asked that it be held in Washington at the FCC's convenience.

Mr. Richards told FCC he had had no opportunity to "admit, answer or explain the charges against him," except as provided through the Commission's written request for a statement. Since FCC chose to call a hearing rather than institute revocation proceedings, he said, "it is assumed that the Commission is primarily interested" in whether he will assure "impartial and unbiased presentation of news" in the future.

He maintained that "all networks and their affiliates" have slanted news for the past 20 years, via newscasters and commentators, and that FCC therefore has "by tacit acceptance condoned partial, biased and even untruthful presentation of the news."

Counsel for Mr. Richards as indicated on the petition were Burton K. Wheeler, former Senator from Montana; Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis; Horace Lohnes and Clair Stout of Dow, Lohnes & Albertson, also of Washington; R. Russell Egan, of Mr. Caldwell's office, and Edward K. Wheeler, who is associated with the former Senator, his father, in the Washington firm of Wheeler & Wheeler.



U. S. STEEL's *Theatre Guild on the Air* served as a kick-off in Washington, D. C., for annual Red Cross fund campaign. Discussing WMAL-ABC network show are, l to r: (seated)—Kenneth H. Berkeley, vice president and general manager of WMAL, and John Munhall, U. S. Steel's Washington representative; (standing)—Ben B. Baylor Jr., assistant general manager and director of sales for WMAL; George Fleming, ABC publicity, New York; James McGarry, BBDO, New York; and James Hagen, U. S. Steel, New York. Meeting was held in Evening Star Broadcasting Co. offices in Washington.

MEEKER ELECTED

Vice President of NARSR

ROBERT D. C. MEEKER, president of Robert Meeker Assoc., New York station representative firm, has been elected vice president of the National Assn. of Radio Station Representatives, to succeed Adam J. Young Jr.

Mr. Young, whose resignation was presented to the NARSR board of directors last Monday, will continue to be active in the group, although pressure of increasing business activities of his own firm, Adam J. Young Jr., New York, necessitated his resignation from office in the association.

His career in advertising was launched at McKesson & Robbins, New York, after which he was associated with a number of metropolitan Sunday newspapers.

Working for some time with Pedlar & Ryan, New York, in research and merchandising, he joined the Office of Strategic Services at the outbreak of World War II, later serving with the U. S. Marine Corps as a lieutenant.

At war's end, Mr. Meeker joined the Radio Advertising Co., New York, which he subsequently purchased in 1946, changing its name to that which it now bears, Robert Meeker Assoc.



WATCHING the waxing of his "Kiss Me Kate" score by Columbia Records is Cole Porter (seated) who discusses the operation with Frank Stanton (r), CBS president, and Edward Wallerstein, chairman of Columbia Records.

Harold Frasher

FUNERAL was held Friday for Harold Frasher, 50, treasurer and director of KARM Fresno, Calif., who died Feb. 23. Mr. Frasher was part owner of KROY Sacramento. Death was attributed to uremic poisoning resulting from internal injuries suffered in an automobile accident Feb. 19. He is survived by his wife, Isabelle, a son and four brothers.

FCC BUDGET

Subcommittee Testimony Slated for March 3

FCC representatives are scheduled tentatively to appear March 3 before the Independent Offices subcommittee of the House Appropriations Committee to testify on President Truman's recommendations for the Commission's 1949-50 budget.



Mr. Coy

Chairman Wayne Coy will head the FCC delegation and be its principal witness. He will be assisted on details by the other Commissioners (except Paul A. Walker, who left last week for Puerto Rico to conduct a renewal hearing for WPAB Ponce and a revocation proceeding involving WIBS Santurce, and George E. Sterling, who is attending the Mexico City International High Frequency Broadcasting Conference). FCC's bureau heads and several division chiefs are also slated to be on hand.

The appropriations subcommittee is headed by Rep. Albert Thomas (D-Tex.). Spokesmen said the March 3 date is tentative, subject to change according to progress made on hearings scheduled before that time.

The Commission, under a proposal contained in the President's budget message to the 81st Congress last January [BROADCASTING, Jan. 17], would be given $6,634,000 for the fiscal year starting July 1, 1949.

FCC's new proposed budget is higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be. The current year's appropriation was $6,351,000 but this is yet to be supplemented by approximately $367,000 to meet salary increases voted during the last session of the Congress.

Although the new recommended appropriation would be $84,000 less than this year's anticipated expenditures, observers felt it constituted a minor triumph for the Commission. The new figure was higher than the one reportedly set by the Budget Bureau in its original recommendations [BROADCASTING, Nov. 29, 1948].

The new proposed budget would provide for a maximum of 1,382 permanent employes with salaries totaling $5,614,582. A total of 902 employes, having an aggregate income of $3,666,237, would be in Washington and 480, whose salaries total $1,948,345, would be in the field.

FCC is currently operating under an appropriation which allows a maximum of 1,407 employes, drawing a total of $5,659,732 in salaries. Of this number 918 are Washington employes with a $3,670,931 payroll and 487 field workers with total of $1,988,801.



FIRST radio award made by South Central Assn., Chicago, is given Homer Heck (r), NBC Central Division production manager and director of WMAQ Chicago's *Destination Freedom*, by John M. Ragland, group's executive director. Program earned commendation for its "splendid contribution toward the advance of democracy."

RECRUIT BUDGET

Briefing Session Is Set

A BRIEFING session on the military recruiting advertising account for 1950 estimated at $3 million will be held in Washington March 7.

More than 40 agencies, billing more than $10 million or more in 1948 are eligible to bid for the account, which under government regulations is annually renegotiated. Currently the account totals more than $4 million. This is divided almost equally between radio, newspapers, and magazines, according to military authorities. Gardner Advertising Co., St. Louis, holds the current account. For several years previous to 1948, it was held by N. W. Ayer & Son.

The amount of radio to be used in the new account will depend upon the actual amount of the budget and the recommendations of the agency appointed to handle the account, according to Col. Fay O. Dice, chief of the publicity branch of Procurement Services Division.

Agencies wishing to compete for the new account have been asked to communicate with Maj. Gen. Thomas J. Hanley Jr., chief of the Military Personnel Procurement Services Division.

WHAS SALE

Crosley Broadcasting Corp. Only Bidder Left

CROSLEY Broadcasting Corp. was left the only bidder in the $1,925,000 sale of the WHAS Louisville properties last week as Fort Industry Co. dropped out of the contest.

Comedian Bob Hope, who also had been competing for the station, announced his withdrawal a few days earlier [BROADCASTING, Feb. 21].

Fort Industry, asking FCC Monday to dismiss its application, attributed its decision to a desire to concentrate on television and improvement of AM properties, plus "nationwide economic changes and trends."

The Commission took no formal action immediately, but authorities thought it would stick to its plans to hold a hearing, even though there is no competition. One of the issues for the competitive proceeding was to determine the amount of signal overlap between WHAS and Crosley's WLW Cincinnati, in light of FCC's multiple-ownership rules.

This hearing had been slated to open today (Feb. 28), but with the first two days to be devoted to the WHAS request for additional time to complete its television station. Under this time-table, testimony on the transfer would begin Wednesday (March 2). FCC Examiner Leo Resnick has been named to preside.

Fort Industry's petition, filed by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, cited four main reasons for withdrawing: (1) desire to "proceed expeditiously" with completion of WJBK-TV Detroit, WSPD-TV Toledo, and WAGA-TV Atlanta; (2) desire to start work on video stations in Miami and Wheeling as soon as applications are granted; (3) desire to "permit management to place emphasis" on current program for improvement of certain of Fort Industry's seven AM stations, and (4) nationwide economic changes since the bid for WHAS was filed.

The petition said Fort Industry had made "satisfactory arrangements" for a loan looking to the purchase of the WHAS properties, but added:

As a result of its analysis of probable trends in the economic picture nationally, it, the Fort Industry Co., does not consider that it will be discharging effectively its obligation of public interest, convenience, and necessity in those cities in which it now operates radio facilities if the assumption of the burden which would be incurred by the acquisition of WHAS Inc. would, in any manner, handicap the Fort Industry Co. in continuing to operate effectively and adequately those radio stations for which it presently has either licenses or construction permits.

Mr. Hope also petitioned FCC for dismissal of his application. Although he gave no reason, he had told the Commission earlier that he would have to withdraw unless the Feb. 28 hearing date were postponed to give him, in view of other commitments, additional time to prepare.

The hearing on the WHAS request for additional time to complete WHAS-TV raises a question of the company's diligence in proceeding with construction.

WHAS, 1-A clear-channel station on 840 kc, and its associated FM and TV properties are owned by the *Courier Journal* and *Louisville Times*, headed by Barry Bingham.

UNION SERIES

Offered for Local Use

A SERIES of 13 transcribed weekly radio programs, paid for by the United Hatters, Cap and Millinery Workers Union (AFL), has been produced for sponsorship by business organizations on local radio stations only. The programs were previewed by Secretary of Labor Maurice Tobin in formal ceremonies Feb. 24.

Titled *Turning Points*, the package series features Hollywood and Broadway talent in dramatizations of famous people and events. Series was written and produced by Emanuel Demby, formerly with the Biow Co. Program supervisor is Nathan Zatkin. Other shows are in production.

The discs are divided into three parts: Actual drama, one-minute testimonials by the stars, and voices of persons associated with the events dramatized. The testimonials, appearing midway through the discs, convey a message on behalf of union label goods. The records are open-end, leaving room for the local advertiser.

MERCER

Heads NBC Radio Recording

DONALD J. MERCER, manager of the Thesaurus and sales branch of NBC's radio recording division, has been appointed director of the division, John H. MacDonald, administrative vice president in charge of finance, announced last week.



Mr. Mercer

Mr. Mercer succeeds Robert W. Friedheim, who is resigning March 1, to join World Broadcasting System, New York, a Frederic Ziv Inc. affiliate, as sales manager.

Mr. Mercer joined NBC as a page in 1934. He was promoted three years later to the sales promotion department. In 1941 he undertook similar work for the radio recording division. He served as a captain in field artillery during the war.

Mr. Friedheim joined NBC as a sales representative for the radio recording division in 1937, was appointed manager of the division in 1946, and director last year.

Prior to his NBC association Mr. Friedheim was assistant manager of WMBH Joplin, Mo. He also was with the *Joplin Globe* and *News Herald*.

CO-OP ADVERTISING

Small Station Can Profit

By WILLIAM R. MASON
Dept. of Advertising, School of Journalism, State U. of Iowa

INTENSIVE STUDY of manufacturer-retailer cooperative advertising indicates that it is the smaller station that can profit most from cooperative advertising. The station with low wattage, whose coverage area most closely approximates the retail trading area of the city, will profit most from the increased recognition being afforded radio by manufacturers through cooperative advertising.

Many manufacturers who had previously relied on retail cooperation in newspapers for their local point-of-sale identifying copy are now realizing that time on the local radio station, providing its power is not too great, is worth attention as a medium for cooperative advertising.

These conclusions are from a survey now nearing completion at the State U. of Iowa.

There are several reasons why the local radio station is gaining increased recognition as a medium for cooperative advertising. The following are those most mentioned by manufacturers in response to inquiries. (These reasons, incidentally, might well constitute the key selling points in the time salesman's presentation.)

Business of Broadcasting

One of a Series

The first is the realization that there is little "lost" circulation as there well might be in a newspaper due to out-of-trading area subscription lists, delivery failures, etc.

Second, most manufacturers of nationally advertised products don't like to allot all their advertising allowance to one medium. They would rather see the money spent in different media. Local radio offers the diversification that they like at a rate that isn't prohibitive.

Third, and most important, the set-up of radio advertising, the 13, 26, and 52-week package arrangement, is conducive to continuity in a retailer's advertising which most manufacturers feel is very important. This package arrangement also simplifies and facilitates ordering, control, and billing.

Of particular interest were the findings obtained from a survey of radio station commercial managers regarding their opinions of and policies toward manufacturer-retailer cooperative advertising. Before giving any figures, it should be stated that the survey didn't attempt to obtain the attitudes of the large metropolitan stations with powerful signals, but rather, the smaller stations with only local coverages. It is felt that a representative cross-section of these smaller stations was achieved.

The smaller station commercial managers indicated that as much as 25% of the total time purchased on their stations was paid for through some sort of manufacturer-retailer arrangement. It was also noted that up to 35% of time purchased by local retailers was paid for in a similar manner.

As might be surmised, there was an inverse relationship between the amount of cooperative advertising on a station and the wattage of the station. This was due undoubtedly to the average retailer's realization that the powerful clear channel station's signal carries to points well outside his trading territory and that time purchased on such a station cannot possibly yield a maximum return to him.

An average for the sample of stations of time purchased through cooperative advertising arrangements would approximate 8% of total time sold. More important from the smaller station's standpoint is the fluctuation in evidence. On some small outlets dealer cooperative timebuying accounted for 25% of time sales, on others it was as low as .01%.

This fluctuation would seem to indicate that:

(1) Some stations either are not aware of the increased advertising potential of almost every retailer in their listening areas.

(2) Many manufacturers' advertising allowances are either not being used at all or are being channeled into cooperative newspaper advertising. (This conclusion can be drawn because of Sections 2 (d) and (e) of the Robinson-Patman Act which permit cooperative advertising only when it is offered without discrimination.)

(3) Some stations are not availing themselves of the opportunity afforded by cooperative advertising, and consequently, are not selling as much time as they might.

It is to the local station's advantage to ascertain which retailers in its listening area handle merchandise upon which manufacturers' advertising allowances are offered and to determine if each individual merchant is aware of these allowances.

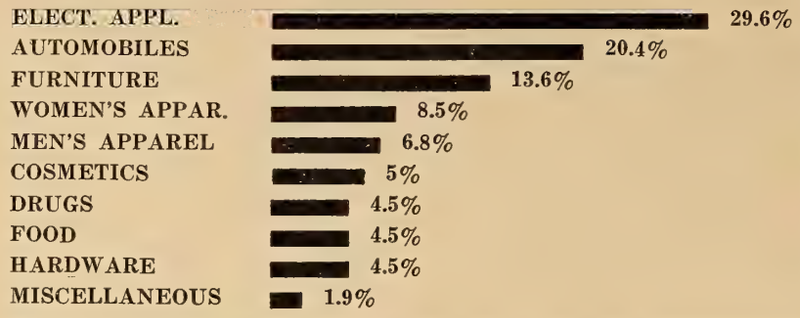
It is only in this manner that the local station will be able to exploit fully the opportunity afforded by cooperative advertising. Helpful in this respect is the recent pamphlet prepared by the NAB Broadcast Advertising Dept. entitled, *Dealer-Cooperative Radio Advertising.*

With regard to the second conclusion drawn above, the study revealed that it is only in rare instances that retailers utilize all the funds that are made available to them on a percentage or unit basis of their purchases from the cooperating manufacturers. The majority of cooperating companies reporting claimed that usually *between 10% and 30% of the fund allotted to cooperative advertising is not used.*

With the approach of a buyers' market and the consequent increased desire of the manufacturer of nationally advertised products to identify his local dealer, the time would seem to be ripe for an aggressive selling effort on the part of that medium which wishes to

(Continued on page 47)

Cooperative Advertising By Product Groups



CLARK CHIEF ENGR.?

Leads FCC Candidates

RALPH L. CLARK, director of the Programs Division in the Secretariat of the Research & Development Board, was reported last week to be in the forefront of candidates for appointment as chief engineer of the FCC.



Mr. Clark

Formerly with the Commission and later in consulting practice in Washington, he would take the post which John A. Willoughby, senior assistant chief engineer, has held on an acting basis since George E. Sterling moved up from chief engineer to Commissioner in January a year ago [BROADCASTING, Jan. 5, 1948].

Mr. Clark's name has been under consideration by top-level officials within the Commission but has not been formally brought before the full Commission, it was understood. Authorities said the date when he would join the Commission, if appointed, would depend upon when he could secure a release from the Research & Development Board. Associates understood that he also would like to take a month's leave before moving to the new post.

Mr. Clark, 40, has been associated with radio since his student days at Michigan State College, where he operated the school's WKAR East Lansing. He received his degree in electrical engineering and physics at the college in 1930.

In July of the same year he joined the Detroit district office of the Radio Division, Dept. of Commerce, which later was taken over by the Federal Radio Commission and its successor, FCC. He went to FCC headquarters in Washington as assistant to the chief of the field section in 1935. The following spring he transferred to the Engineering Dept.'s broadcast section.

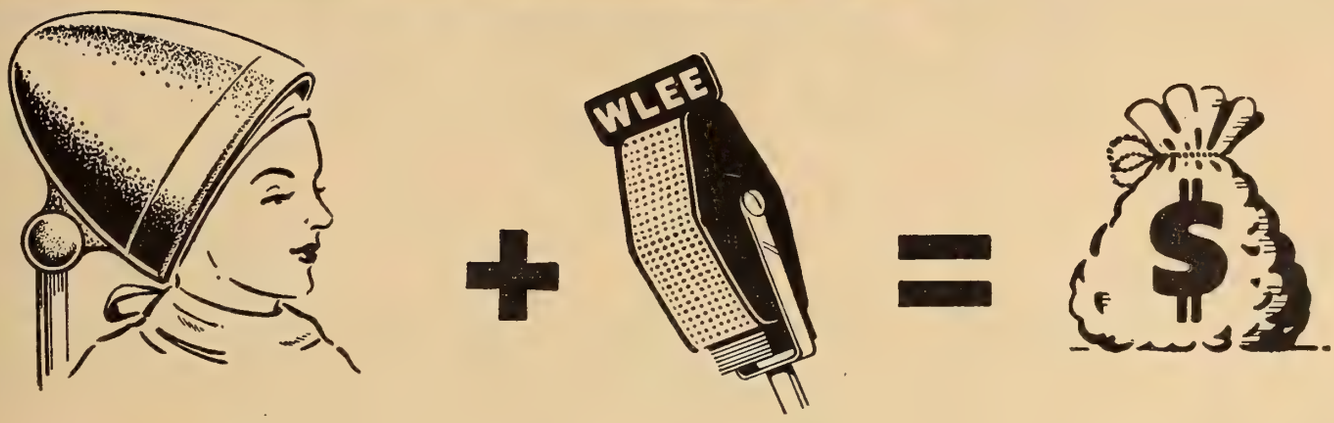
He had an active part in the 1941 North American reallocations, and also the U. S. reallocations, under the North American Regional Broadcasting Agreement.

With Andrew D. Ring, then FCC assistant chief engineer in charge of broadcasting, he resigned in 1941 to form the consulting engineering firm of Ring & Clark. Shortly after Pearl Harbor he went on leave to serve the Navy as a civilian engineer, was commissioned a lieutenant in June 1942, and became head of the Countermeasures Section, Electronic Group, Bureau of Aeronautics.

In that post he was associated with the development of countermeasures in the electronics field throughout the war, was active in Joint Chiefs of Staff work with respect to countermeasures, and worked closely with the Radio Research Lab at Boston. He also assisted in establishing the Airborne Instruments Lab as a separate organization under Navy sponsorship.

Mr. Clark left the Navy with rank of commander in July 1946 to accept new duties with the Joint Research & Development Board (later the Research & Development Board) upon its establishment by agreement of the Secretaries of War and Navy.

Success story:



One of the beauty shops in Richmond is a regular advertiser over WLEE. They sponsor six 10-minute programs each week.

Recently they featured a particular permanent wave for a full week. Result: *85% of all the women who came into the shop that week specified the wave advertised on WLEE.*

That's the kind of quick, immediate results that Richmond merchants get from WLEE. And that's the reason more and more of them are now using WLEE.

Smart national advertisers are following these local merchants because they know that WLEE is the station in Richmond that produces *low-cost results*. If you're not already on the list, call in your Forjoe man and get the whole WLEE story.

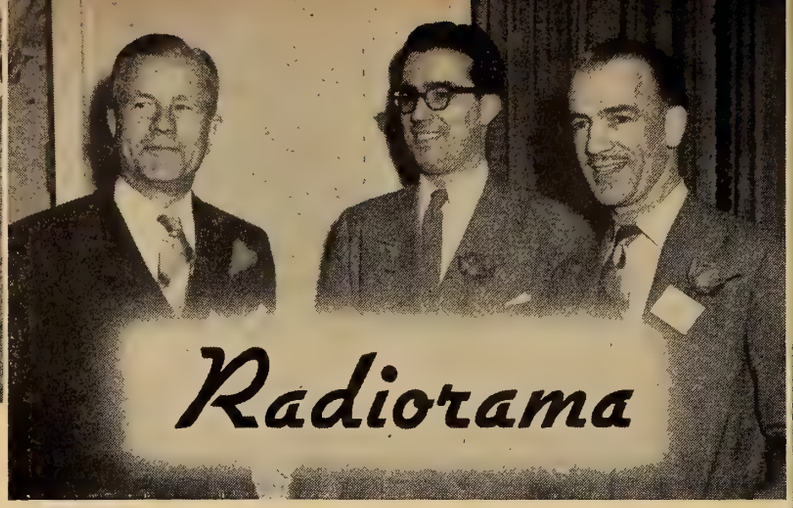
WLEE **Mutual in Richmond**

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

Radiorama



GOOD wishes to Paul Nielson (r), WGN Chicago commentator who leaves for State Dept. post in Batavia, are extended by Leslie Nichols (l), his successor, and Robert Hurleigh, news director.



WHEN 14 executives of Radio Sales, headed by Herbert Carlborg (l), eastern sales mgr., and Carl Burkland (r), general sales mgr., attended two day indoctrination course at WEEI Boston Feb. 14-15, they were welcomed by Wilbur Edwards, assistant general manager. In addition to work at the station, the group took a trip around Boston and surrounding territory.



COMPLETION of fifth tower for WHAY New Britain is attended by (l to r) Max Kirshnit, director; Hillis Holt, chief engineer and secretary; Larry Edwardson, president and general manager, and Leo Gaffney, treasurer.



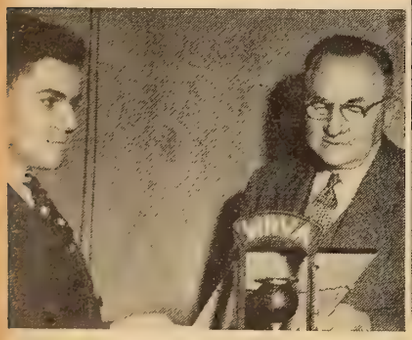
DISTINGUISHED service plaque from VFW is presented to G. A. Richards (r), chairman of the board of WJR Detroit, WGAR Cleveland and KMPC Hollywood, by Michigan VFW Commander Otho Beaudoin.



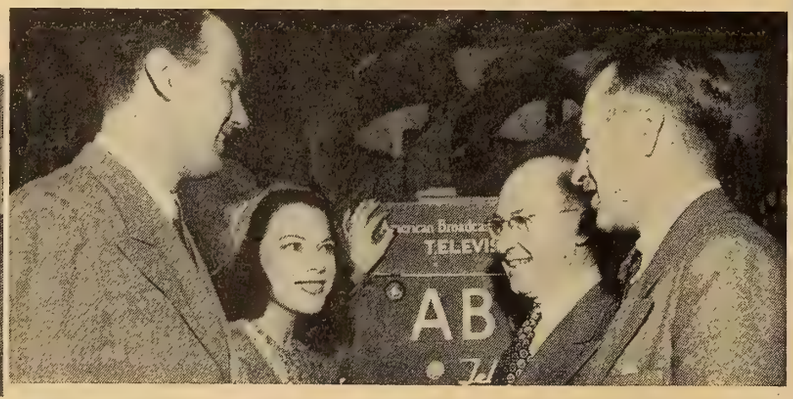
NEW YORK station officials attending farewell party for Arthur Hull Hayes (l), new CBS v.p. in charge of San Francisco office, included (l to r) Seymour Siegel, WNYC manager; John Hogan, WQXR president, and Elliott Sanger, WQXR general manager.



EXCLUSIVE Washington contract for Richard Ullman Inc.'s commercial jingle library is drawn by (l to r) Marvin Kempner, Ullman v.p.; Herman Paris, WWDC Washington general sales manager, and Ben Strouse, WWDC general manager.



"APPRECIATION Award" from Richmond Jaycees to C. T. Lucy (r), WRVA Richmond gen. mgr., is made by Herndon Jaffreys, state director of the Richmond Jaycees.



IREENE Wicker, the "Singing Lady," discusses first Kellogg telecast Feb. 13 with (l to r) F. M. Thrower, ABC v.p. in charge of sales; J. J. Keenan, New York branch sales mgr. of Kellogg, and Orville Chase, Kellogg account representative at N. W. Ayer, agency.

WIP Philadelphia listeners learn of the transit strike end from Mike Quill (second, l), TWU president, as Ed Wallis (l) and Jerry Mahoney (r) handled the WIP broadcast.

DALE Renault (l), Detroit chairman, American Cancer Society, presents "Service Award" to Edwin Wheeler, WWJ Detroit assistant general manager.

SCHEDULE of Chicago Cubs home baseball games to be sponsored by Goebel Brewing Co. on WENR-TV (ABC) Chicago is checked by (l to r) Roy McLaughlin, WENR-TV manager; E. J. Anderson, Goebel president, and James Riddell, WXYZ Detroit manager.









You can't cover California's Bonanza Beeline without on-the-spot radio

Radio stations, like washing machines, have their limitations. Especially if you count on outside stations to cover *inland* California and western Nevada. Because this Beeline market—well removed from the coast—is an *independent* market. And Beeliners naturally find their favorite listening on their own *local* stations.

So to stake *your* claim in the Bonanza Beeline—where gross buying power is 3¼ Billion . . . and total annual retail sales top San Francisco's and Portland's combined †—you need the five BEELINE stations.

Together, these on-the-spot stations blanket the Beeline. Individually, each is a strong local favorite. Take KMJ Fresno, for instance. It recently Hoopered *two times higher* than the next closest station for the Sunday through Saturday 6 PM - 10 PM period. Ask Raymer for more on the BEELINE.

† *Sales Management's 1948 Copyrighted Survey*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

THE LATEST WCKY STORY

BABY CHICKS BY THE THOUSANDS—

WCKY'S JAMBOREE SELLS THEM!

Black's Hatcheries of Columbia, South Carolina, using 15 minutes each night in the WCKY Jamboree, has received 3,500 orders a week, each letter containing an order for 100 or more baby chicks. Read what Mr. Kneece of Black Hatcheries says:

> *"I am overwhelmed. In all my experience in the baby chick business—in all my dealings with radio stations of every wattage where we have time from one minute spots to 45 minute programs, I've never had the experience of receiving 1,000 orders in one day. I feel like the hen that has just laid her first egg. You certainly have some radio station and your announcers are to be congratulated."*

THE JAMBOREE COVERS A RURAL MARKET
OF OVER 3,500,000 RADIO HOMES
IN TEN SOUTHERN STATES

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

The WCKY Jamboree is an ideal vehicle to reach the rural and small town Southern audience.

LOOK AT SOME OF THE OTHER SALES RESULTS ON THE JAMBOREE

MOUNTAIN VIEW NURSERIES of McMinnville, Tenn., selling a home orchard for $4.95, received 4,745 orders in January.

WESTERN STATIONERY CO. of Topeka, Kans., selling a sewing machine attachment for $1.00, received 4,859 orders in 3 weeks in January.

SOUTHERN FARMER MAGAZINE, received 16,462 subscriptions for $1.00 in January.

DO *YOU* have a rural or farm account?

Call collect
Tom Welstead
Eldorado 5-1127
New York City or
C. H. "Top" Topmiller
Cherry 6565 in Cincinnati

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

To Cuss Is Truman

PRESIDENT TRUMAN last week exercised his right of free speech, and with such pungency that his words may echo from the pulpits of the nation for months on end.

If his remarks before the Reserve Officers Assn. had been broadcast, every station which carried them (usually all four networks plus many independents hook up in tandem) could have been cited by the FCC for violation of the law, which prohibits "obscene, profane or indecent utterances" over the air. In the extreme, the FCC could invoke revocation proceedings.

Such action, of course, would be ridiculous. But the incident gives rise to interesting speculation. Suppose a station owner, in his private communications to his staff, used profanity—profanity that was never broadcast. Is he entitled, under our free speech precepts, to harbor such views? Or should his right to be a licensee be subject to question?

There is a case pending which raises this as one of the issues. There have been others.

There's another interesting question with a radio regulatory twist postulated by the President's off-the-cuff utterance about a radio commentator who, according to the Chief Executive, was descended from the dog world. The butt of his criticism was Drew Pearson, who contends he exercised his right of free speech in denouncing the President's military aide, Maj. Gen. Vaughan, because he accepted a decoration from Dictator Peron of Argentina.

Mr. Pearson is a principal applicant for the facilities of WBAL Baltimore in another hoary case pending before the FCC. In view of the President's utterances, and those of his distinguished predecessor (and remember HST was the overwhelming choice of the people last November), what will be the FCC's ultimate ruling in the Baltimore proceeding?

Just asking, that's all.

They Spoke for America

LAST WEEK four youthful voices spoke out for democracy. The lads who won the National Radio Week "Voice of Democracy" contests received their awards in a fitting setting in official Washington, and from the hands of Attorney General Clark, who has a passion for American youth.

Last year there were 25,000 contestants. Four young ladies of high school age won the awards. This year there were 250,000 entrants. Thus, in two short years the event has become a great national competition, destined to continue as long as we have democracy—and that, God willing, is forever.

Nothing more inspiring or wholesome for the cause of democracy could occur in these troubled days of iron curtains, atom bombs, and the showing of teeth across international boundaries.

All radio extends its good wishes to the four young men who spoke out so avidly for our American institutions. In the words of Atty. Gen. Clark, they are typical of our American youth. Their understanding of our proudest heritage left all who heard their voices with the feeling that democratic America will be in good hands in our next generation.

Old McD. Has a Chisel

FROM the beginning of radio, one of its most rugged individualists has been E. F. McDonald, president and founder of Zenith Radio Corp. He was the first president of the NAB and was instrumental in its formation in 1923. He owned one of Chicago's early AM stations, but dropped it. Since then, he has been embroiled in numerous controversies, both manufacturing and broadcasting.

Somewhere in Commdr. McDonald's antecedents must be the P. T. Barnum strain. He's a wily one at publicity. He doesn't seem to care how Zenith is mentioned just so it is. His chief lieutenants are artful in exploitation. Ted Leitzell, his publicity chief, has few peers.

In writing these lines we feel we're playing into Zenith's hands. Circumstances warrant the risk.

Commdr. McDonald, who, like all other radio manufacturers, thrives upon that which broadcasters transmit, is selling commercial radio short. He operates WEFM, an FM station in Chicago. He sells no advertising. But he advertises Zenith all day long. He boasts, in full-page ads in the Chicago newspapers, that WEFM has 40 seconds of silence between selections "instead of commercials." WEFM, in effect, is a radio house organ for Zenith.

Commdr. McDonald uses newspaper and magazine space too—paid space. It has been some years since he has paid for a national radio campaign. But Commdr. McDonald *gives away* Zeniths in prize contests conducted by other national sponsors. He practically invented the free ride, giveaway precursor.

In answer to the criticism of Frank V. Webb, general manager of KFH Wichita, who characterized the WEFM advertising as "a direct attack on all broadcasters everywhere," Commdr. McDonald argues that there is "only one WEFM" and that its advertising is "confined to Chicago." (See Open Mike, page 18.)

That's rather anemic for the tub-thumping Commdr. McDonald. If he's against commercial radio in Chicago, he must feel the same way about it in Kokomo or Walla Walla. Certainly his proposal for "Phonevision," his version of a quarter-in-the-slot TV, sans advertising sponsorship, isn't confined to Chicago. He plans tests in Lincoln, Neb.

Rather than mooch exploitation via publicity gimmicks and giveaways, we suggest Zenith would do well to use the front door and the rate card. RCA, Philco, GE, Westinghouse, Emerson, Motorola and Admiral, to name a few, currently are finding that radio advertising pays off double—in direct sales and in creating the programs that keep them sold.

Out-Avcoing Avco

IN PROPOSING to drop the inequitable auction sale aspects of its Avoc procedure, the FCC appears to have become entangled in its own bureaucratic red tape. Instead of reducing the FCC work-load, the suggested requirements, at first blush, would probably mean a tremendous upsurge in adversary proceedings, crack-pot complaints and Congressional oratory, because all new station grants, all renewals and all license modifications would have to be advertised on a variation of the "speak now, or forever hold you peace" vow. There are good features too, such as the cut-off date on filing of competitive applications, which should eliminate dilatory tactics. In the aggregate, however, the proposed rules would make every day a field day for the radio lawyer who would become as important to the station as its transmitter. And the public, alack, would be called upon to kick in more dough to sustain the FCC.

Our Respects To —



RAYMOND HENRY NORWEB

RAYMOND HENRY NORWEB is America's "Ambassador of Radio" in more than just the diplomatic sense of the title. He is the personification of an NAB press agent's wildest dreams—since it is his conviction that "a radio in every room" is totally inadequate.

At the age of 15 he was combing a crystal with a cat whisker to pick up the spark signals from the Great Lakes ore boats. A few years later, during the first World War, he was copying time signals from the Eiffel Tower. During that time he little realized that he was developing a hobby which was to become inextricably woven into his diplomatic career.

For it was Mr. Norweb who laid the ground work for the plenary sessions of the World High Frequency Broadcasting Conference in Mexico City, and until a back ailment interrupted his work, he was chairman of the U. S. delegation.

His enthusiasm for radio reached one of its highest peaks when he became this nation's Ambassador to Cuba in 1945. Ambassador Norweb's chief avocation was apparent to Embassy visitors.

The decorative Embassy residence was filled with radio sets and the roof tops festooned with antennas. Each room of the huge building had at least one set, his bedroom contained three, and some rooms had even more.

While conducting friends on tours of the building, Ambassador Norweb neglected to point out the lavish appointments and furnishings, so that he might devote more time to displaying his sets and comment on the latest electronic advancements.

Ambassador Norweb was born May 31, 1894, to Henry and Jeanne (Palmer) Norweb in Nottingham, England, near Sherwood Forest, the home of the legendary Robin Hood.

The family moved to this country when the young Norweb was but a few months old. They went first to Philadelphia and later moved to Lake Bluff, Ill., now the Great Lakes Naval Training Station. The next move was to Waukegan, Ill.

The family moved eastward and their son attended grade and high schools in that section of the counrty.

Mr. Norweb, after some preparatory work at Oberlin College, entered Harvard U., and majored in international law, a subject which was later to play a dominant role in his diplomatic career.

Even before his graduation from Harvard, *cum laude*, with an AB degree, in 1916, Mr.

(Continued on page 51)

Take The Guess Out of Buying with WOV's 5 Audited Audiences



WE MIGHT HAVE SAID "PEDIGREED" AUDIENCES instead of "Audited" Audiences. Basically, they mean the same—knowledge of who listeners are. That's exactly what WOV knows about each of 5 Audited Audiences...where listeners live and shop; what they earn, spend and buy; what they like and dislike—vital data on specific listening groups...the result of penetrating, accurate and continuing listener surveys. Audited Audiences, WOV's new and more intelligent approach to the sale of radio time are available to you upon request. Ask us for the facts that will help you to TAKE THE GUESS OUT OF BUYING.

WOV's Pantry Survey...new—accurate—informative, showing the sales acceptance of 365 items in 37 different classifications is now available to any advertiser or agency upon request.

☆ WAKE UP NEW YORK *with Max Cole*
☆ 1280 CLUB *with Fred Robbins*
☆ BAND PARADE *with Bill Williams*
☆ PRAIRIE STARS *with Rosalie Allen*
☆ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

There's

Pay Dirt

in the NEW 1949 GATES

SA-40 Console





The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed *pay dirt* for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials . . . all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this . . . plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.

Gates

RADIO COMPANY

QUINCY, ILLINOIS

AND

EASTERN ZONE

WARNER BUILDING

WASHINGTON 4, D.C.



540 kc Limit

(Continued from page 26)

nection with the forthcoming Fourth Inter-American Radio Conference, scheduled to start April 1 in Washington. This involves regional allocations between 10 and 4000 kc. Authorities said the 540 kc question would be considered from the standpoint of assuring protection to and from the sub-adjacent frequencies but that the job of spelling out details should be left to the various countries involved.

Harvey B. Otterman, associate chief of the Telecommunications Division, State Dept. Office of Transportation and Communications, is chief of planning for the April 1 conference. Sessions are expected to last till May 10 and are to be preceded by a meeting of aeronautical radio experts March 15. Gerald C. Gross, International Telecommunications Union, is to be secretary-general of the conference.

Following is the list of government installations—presumably military—which FCC proposed to protect by permitting, in general, no 540 kc broadcast station within 25 miles:

Location By STATE AND CITY

ALABAMA—Anniston, Birmingham, Mobile (Brookley), Montgomery (Gunter), Montgomery (Maxwell), Selma (Craig).

ARIZONA—Ajo (Williams Aux. 1), Chandler (Williams). Gila Bend (Williams, Aux. 4), Litchfield Park, Rittenhouse, Tucson (Davis-Monthan).

ARKANSAS—Walcott (Aux.).

CALIFORNIA—Alameda, Arcata, El Centro, El Toro, Fairfield (Fairfield Suisun), Inyokern, Long Beach, Los Alamitos, Merced (Castle), Miramar, Moffett Field, Monterey, Muroc, Oakland, Point Mugu, Ream Field, Riverside (March). Sacramento (Mather), Sacramento (McClellan), Santa Ana, San Bernardino, San Clements Island, San Diego, San Diego, San Francisco, San Rafael (Hamilton), Victorville.

COLORADO—Colorado Springs (Peterson), Denver (Lowry), Denver.

CONNECTICUT—None.

DELAWARE—Dover.

FLORIDA—Avon Park, Cecil Field, Jacksonville, Key West, Mayport, Miami, Miami (Int'n'l. Airport), Orlando, Panama City (Tyndell), Pensacola, St. Petersburg (Saufley Field), Tampa (McDill), Valparaiso (Eglin), Whiting Field, Miami.

GEORGIA—Albany (Turner), Atlanta, Columbus (Lawson), Glynco, Macon (Robins), Marietta, Valdosta (Moody), Vidalia (Vidalia-Lyons Aux.).

IDAHO—Mountain Home, Pocatello.

ILLINOIS—Belleville (Scott), Glenview, Rantoul (Chanute).

INDIANA — Columbus (Atterbury), Fort Wayne (Baer), Indianapolis (Stout).

IOWA—Sioux City.

KANSAS—Ft. Leavenworth (Sherman), Ft. Riley (Marshall), Kansas City (Fairfax), Salina (Smoky Hill), Topeka, Olathe.

KENTUCKY—Ft. Knox (Godman).

LOUISIANA—New Orleans, Shreveport (Barksdale).

MAINE—Bangor (Dow), Presque Isle.

MARYLAND—Aberdeen (Philips), Annapolis, Camp Springs (Andrews), Patuxent River.

MASSACHUSETTS—Bedford Airport, Chicopee Falls (Westover), Salem, South Weymouth, Squantum.

MICHIGAN—Grosse Isle, Kinross, Mt. Clemens (Selfridge), Oscoda, Raco, Traverse City.

MINNESOTA — Minneapolis (Wold-Chamberlain), Minneapolis.

MISSISSIPPI—Aberdeen (River Aux.), Biloxi (Keesler), Columbus, Jackson (Hawkins).

MISSOURI—St. Louis.

MONTANA—Great Falls.

NEBRASKA—Kearney, Omaha (Offutt).

NEVADA—Indian Springs, Las Vegas, Tonopah.

NEW HAMPSHIRE—Manchester (Grenier).

NEW JERSEY—Atlantic City, Cape May, Ft. Dix (Wrightstown, McGuire), Lakehurst, Newark (Municipal Airport).

NEW MEXICO—Alamogordo (Holloman), Albuquerque (Kirtland), Clovis, Hobbs, Roswell (Walker).

NEW YORK—Hempstead (Mitchell), Newburgh (Stewart), New York, Rome.

NORTH CAROLINA—Cherry Point, Eizabeth City, Weeksville, Ft. Bragg (Pope).

NORTH DAKOTA—None.

OHIO—Akron, Cleveland (Municipal Airport), Columbus (Lockbourne), Columbus, Dayton (Wright-Patterson, Fairfield-Dayton), Wilmington (Clinton).

OKLAHOMA—Enid, Oklahoma City (Tinker).

OREGON—Medford (Mun. Afld.), Tillamook.

PENNSYLVANIA—Coraopolis (Greater Pittsburgh Airport), Johnsville, Middletown (Olmstead), Philadelphia, Reading (Municipal Airport), Willow Grove.

RHODE ISLAND — Charlestown, Quonset Point.

SOUTH CAROLINA — Greenville, Myrtle Beach, North (North Aux), Sumter (Shaw).

SOUTH DAKOTA—Rapid City (Weaver).

TENNESSEE—Memphis (Municipal Airport), Memphis, Smyrna.

TEXAS—Austin (Bergstrom), Bryan, Corpus Christi, Dallas, Dallas (Hensley), Del Rio (Laughlin Aux.), El Paso (Biggs), Ft. Worth (Tarrant), Houston (Ellington), Lubbock, Marfa, Marion (Zeuhl Aux.), Pampa (Aux. 1 and 2), Prairie Hill (Aux.), Pyote, San Angelo (Goodfellow), San Antonio (Brooks), San Antonio (Kelly), San Antonio (Lackland), San Antonio (Randolph), San Marcos, Sequin (Aux.), Sherman (Perrin).

UTAH—Ogden (Hill), Wandover.

VERMONT—None.

VIRGINIA—Chincoteague, Dahlgren, Hampton (Langley), Norfolk, Oceana, Quantico, Richmond (Byrd).

WASHINGTON — Ephrata, Moses Lake (Moses), Port Angeles, Seattle, Spokane, Tacoma (Gray Aux.), Tacoma (McChord) Whidbey Island.

WEST VIRGINIA—None.

WISCONSIN—None.

WYOMING—Casper, Cheyenne (Ft. Francis E. Warren).

CANAL ZONE—Coco Solo.

DISTRICT OF COLUMBIA—Anacostia, Bolling, National Airport.

ALASKA—Dutch Harbor, Kodiak, Sitka.

HAWAII—Barbers Point, Maui.

OTHER—Canton Island, Guam, Guantanamo Bay (Cuba), Johnston Island, Midway Island, Palmyra Island, Portland Bight (Jamaica), St. Thomas (V.I.), Wake Island.

PUERTO RICO—Roosevelt Roads, San Juan.

DELETIONS

One TV, Six FM Quit

DELETION of WAGE-TV Syracuse, N.Y., the second TV permit to be surrendered this year, was reported approved by the FCC last week. Cancellation of six FM authorizations also has been announced.

Owned by WAGE Inc., WAGE-TV was dropped because of technological and economic uncertainties within the industry, the Commission was informed [BROADCASTING, Feb. 14]. The first TV deletion of 1949 was WVTL (TV) Utica, N.Y., dropped about a week earlier for similar reasons by the *Utica Observer-Dispatch*.

With the six new FM cancellations, the dropouts for that service totals 24 commercial outlets. The six are WMHC Indianapolis; KMED-FM Medford, Ore.; WFET Binghamton, N.Y.; KSEL-FM Lubbock, Tex.; KCRN Palo Alto, Calif., and WHIZ-FM Zanesville, Ohio.

Southeastern Ohio Broadcasting System Inc., which dropped WHIZ-FM, told the Commission that it had conducted a survey which showed "the enthusiasm of the general public for FM was waning and being replaced by a tremendous enthusiasm for television broadcasting." Firm, which is an AM operator also, cited in addition the high cost of FM plus the prospective higher costs of TV as reasons for its decision.

WHMC's Reason

WMHC, under permit to the William H. Block Co., was given up "in view of the uncertain future of FM broadcasting, the lack of experience of the William H. Block Co. in the broadcasting field, and the fact that it has no standard broadcast station or a qualified staff to help carry the burden of operation of the proposed station." The department store firm has sold its video station to WIRE Indianapolis, subject to FCC consent [BROADCASTING, Feb. 21].

KMED-FM, owned by Mrs. W. J. Virgin, told the Commission that its licensee "at this time finds it inconvenient and undesirable to construct an FM station." Mrs. Virgin recently determined not to sell her AM outlet, KMED, after a several-year effort complicated by the Commission's Avco procedure [BROADCASTING, Jan. 31].

The Binghamton Press Co. Inc. turned in its permit for WFET with the explanation that it did not wish to construct the proposed outlet. Likewise, KSEL-FM's owner, Lubbock Broadcasting Co., stated it did not wish to proceed at this time with FM. No reason was given by KCRN's owner, Cardinal Broadcasting Co.

HIGHEST local and spot billings in the history of WMAQ (NBC) Chicago were recorded in January, Oliver Morton, manager of the spot sales department, has announced. January totals were 31% above those of the same month in 1947.





OKLA. U. MEET

Additional Speakers Named

ADDITIONAL speakers and program details for the U. of Oklahoma's annual Radio Conference on Station Problems [BROADCASTING, Feb. 7] were announced last week. Conference is to be held at Oklahoma City and Norman March 3-5.

Jerome Sill, WMLO Milwaukee, author of *The Radio Station*, will address the dinner session Thursday evening in Memorial Union Bldg. on the university campus at Norman on "New Problems for Management."

The news clinic headed by Sid Pietzsch, WFAA Dallas, will follow the dinner. Speakers will include Erle Smith, KMBC Kansas City, "News, a Station Asset"; Bruce Palmer, WKY Oklahoma City, "News and the State," and Michael Griffin, WTAQ Green Bay, Wis., "Taboos in News."

Friday sessions devoted to station survival problems will be divided into two sections, one dealing with general problems and the other with the business approach to survival. One of the highlights will be an address by Maurice Mitchell, NAB director of broadcast advertising, on "Economic Aspects of Radio Advertising."

Other Speakers

Other speakers on the subject of survival, in addition to those previously announced in BROADCASTING, will be: Don Davis, WHB Kansas City, "Promotion as a Factor in Survival"; M. H. Bonebrake, KOCY KOCY-FM Oklahoma City, "Survival of Small Independents in a Changing World"; Dave Taylor, WFRL Freeport, Ill., "Selling Radio as a Factor in Survival," and Bill Hoover, KADA Ada, Okla., "Small Market Operations."

Delegates will return to Oklahoma City Friday evening for dinner at the Biltmore Hotel. Program will be sponsored by WKY, and a feature will be the announcement of continuity awards in six classifications by Tom Conroy of Tom Conroy Co., San Antonio. Entries are accepted from any station or agency employe. Classifications include: spot commercials for retail stores, spot commercials for local services, program tie-in copy for newscasts, program tie-in copy for music shows, disc m. c. commercial copy, and miscellaneous.

Saturday sessions on television and a Saturday luncheon sponsored by the Assn. for Education by Radio will be held at the Biltmore. Television speakers, besides those previously announced: J. Soulard Johnson, CBS Radio Sales, Chicago, "Sales in Television"; Beulah Zachary, WBKB (TV) Chicago, "Some TV Production Problems"; Kern Tips (tentative), Franke-Wilkinson-Schwetz & Tips, Houston, "The Place of Agencies in TV"; Carl Menser, WSUI (U. of Iowa station at Iowa City), "School Television Stations," and Capt. William C. Eddy (tentative), Television Assoc., Chicago, "General TV Operations." Carter Bradley, UP, will give a demonstration of television news service.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JAN. 16-22

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	36.0	+1.4
2	3	McGee & Molly	29.4	+0.4
3	2	Jack Benny	28.6	—2.9
4	4	Godfrey's Scouts	28.0	+1.2
5	6	Walter Winchell	26.4	+0.5
6	5	My Friend Irma	25.9	—1.1
7	7	Amos 'n' Andy	25.3	—1.1
8	8	Bob Hope	25.2	—0.2
9	30	Your FBI	24.8	+5.6
10	12	Mystery Theater	24.1	+1.0
11	15	Mr. Keen	23.8	+0.7
12	11	Mr. DA	23.6	+0.7
13	26	FBI, Peace, War	23.3	+2.2
14	20	Inner Sanctum	22.8	+1.8
15	37	The Fat Man	22.4	+3.7
16	33	Mr. and Mrs. North	22.4	+2.1
17	13	Duffy's Tavern	22.2	+0.2
18	16	Sam Spade	22.0	+0.4
19	14	People Are Funny	21.4	—0.8
20	25	Suspense	21.4	—0.2
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.8	+0.1
2	2	Beulah	17.0	+0.5
3	—	David Harding	15.3	—
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Girl Marries	12.9	0.0
2	2	Widder Brown	12.4	—0.2
3	5	Right to Happiness	12.4	+0.3
4	3	Backstage Wife	12.3	—0.7
5	4	Stella Dallas	12.0	—0.2
6	6	Pepper Young	12.0	—0.1
7	9	Godfrey (L & M)	12.0	+0.9
8	7	Portia Faces Life	11.9	+0.2
9	10	Ma Perkins (CBS)	11.4	+0.7
10	11	Our Gal Sunday	11.4	+1.2
11	13	Big Sister	11.3	+0.6
12	8	Lorenzo Jones	11.1	—0.2
13	19	Front Page Farrell	11.0	+1.2
14	12	Just Plain Bill	10.9	+0.7
15	21	Perry Mason	10.8	+1.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	17.2	+0.8
2	2	Quick as a Flash	14.8	—1.4
3	3	House of Mystery	14.5	+0.6
4	6	Stars Over Hollywood	14.2	+1.8
5	8	Grand Central Station	13.4	+1.2

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	28.0	+1.3
2	4	McGee & Molly	24.0	0.0
3	3	Walter Winchell	23.6	+0.3
4	2	Jack Benny	21.3	—4.1
5	5	My Friend Irma	21.1	—0.7
6	23	This is Your FBI	20.8	+4.7
7	7	Godfrey's Scouts	20.4	+1.2
8	6	Mr. DA	20.4	+1.1
9	10	Bob Hope	19.8	0.0
10	12	Mr. Keen	19.7	+0.2
11	19	FBI, Peace, War	19.2	+2.4
12	15	Mystery Theater	18.9	+0.6
13	8	Amos 'n' Andy	18.7	—0.6
14	24	The Fat Man	18.5	+3.0
15	9	People Are Funny	18.3	—0.8
16	27	Big Story	18.2	+2.7
17	16	Duffy's Tavern	18.0	+1.8
18	18	Suspense	17.7	0.0
19	22	Crime Photog.	17.3	—0.4
20	25	Big Town	16.9	+1.0
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	15.7	—0.2
2	2	Beulah	14.6	+0.4
3	—	David Harding	11.5	—
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Girl Marries	11.4	+0.2
2	2	Backstage Wife	11.3	—0.5
3	3	Widder Brown	11.2	+0.2
4	5	Right to Happiness	11.2	+0.3
5	4	Stella Dallas	10.9	—0.2
6	7	Pepper Young	10.6	—0.1
7	6	Portia Faces Life	10.6	+0.2
8	10	Ma Perkins (CBS)	10.5	+0.9
9	11	Our Gal Sunday	10.2	+1.1
10	12	Big Sister	9.8	+0.4
11	9	Godfrey (L & M)	9.7	+0.8
12	8	Lorenzo Jones	9.7	—0.3
13	19	Front Page Farrell	9.7	+1.2
14	15	Just Plain Bill	9.7	+1.1
15	20	Perry Mason	9.7	+1.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	13.8	—0.3
2	3	Stars Over Hollywood	11.5	+1.3
3	6	Grand Central Station	11.3	+1.1
4	4	The Shadow	11.1	+0.4
5	5	House of Mystery	10.9	+0.4

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Returns to B & D

CRAIG DAVIDSON has returned to Ball & Davidson as executive vice president in charge of the agency's new branch office in Los Angeles (Wilshire - LaBrea Bldg.). Mr. Davidson and the late John Ball founded the agency several years ago. Announcement of his appointment was made last week by Carl A. Salstrand, president, and Mark Schreiber, vice president of B & D, whose main office is in Denver. Mr. Davidson formerly was vice president of Compton Advertising, New York, where he launched the "Duz Does Everything" campaign for Procter & Gamble. From New York he went to Hollywood as general manager of Raymond R. Morgan Co., advertising agency.



Mr. Davidson

Available for Sales-Minded Sponsors

TV . . . THE NAME YOU WILL REMEMBER

Wm. Lang's 5-minute Biogs. Commercial-Economical-Fast Moving-Live-Merchandisable.

AM . . . THE WILLIAM LANG SHOW

With a terrific Network Record.

PEOPLE, PLACES AND THINGS

For Kids 6 to 16. Both 15 minutes, Five-a-week, Featuring Lang's Narrations

CLAUDE BARRERE
70 E. 45th St., New York 17

AD SESSION

Ohio State Meet Planned

THE FIFTH Advertising and Sales Promotion Conference and the Second Television Seminar operated by Ohio State U. will be held March 17-18 at Columbus. "Advertising in a Buyer's Market" is to be the theme of the seminar, according to Dr. Kenneth Dameron, general conference chairman.

The conference is to open Thursday (March 17) with a discussion of national advertising in a buyer's market. A luncheon session will deal with responsibilities of management and an early afternoon session is to deal with local advertising in a buyer's market.

The television seminar is to be held later Thursday afternoon. Participants in this seminar have been secured from networks, stations and Ohio advertisers.

Friday morning session will be in the nature of a clinic—being devoted to a review and discussion of the subjects covered Thursday. Session closes with a joint luncheon meeting Friday with the Columbus Advertising Club.

Co-sponsoring the two-day meeting are the Ohio Assn. of Broadcasters, Ohio Newspaper Assn., and all leading advertising clubs of Ohio.

WNOR MANAGER

Earl Harper Is Appointed

EARL HARPER, veteran of more than 20 years in radio circles, has been appointed general manager of WNOR Norfolk, Va., which begins operations about April 1, according to Louis H. Peterson, vice president and managing director of WNOR and also president and general manager of WSSV Petersburg, Va. WNOR, fulltime independent, will be on 1230 kc with 250 w. Permittee is Norfolk Broadcasting Corp.



Mr. Harper

Mr. Harper started in radio as a sports announcer at WDSU New Orleans in 1926. In 1929 he moved to Cleveland, continuing his sports work and serving as program and publicity director of WJAY WHK WGAR. Moving to New York in 1932, he handled Newark baseball broadcasts for 11 years and was heard on MBS and regional networks, and various New York stations.

In 1944 Mr. Harper returned to Cleveland as sports and special events director of WJW. He was appointed commercial manager of WFRP Savannah, Ga., in 1947, resigning last year to open the Walker Co.'s Atlanta branch.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced distribution of its new television-radio-phonograph console (Model 820). New model will retail for $695.

Hands Off!

(Continued from page 25)

power to influence public opinion is best distributed rather than concentrated in a few hands."

Another said: "The present pattern of radio broadcasting . . . has grown up with 50 kw maximum power; increases of a substantial nature for clear channel stations could completely disrupt this pattern."

Only last month Sen. Edwin C. Johnson (D-Colo.) said that this clear channel issue "must be determined by the lawmaking body" [BROADCASTING, Jan. 31]. In general, broadcasters agree with this sentiment. However, it can be seen that half of those polled disagree with the report by Sens. Charles N. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.) which urged the breakdown of clear channels. Sen. Johnson endorsed this report.

Opinions on FCC

Several broadcasters expressed the general hope that a new radio law would be more explicit in defining the exact functions of the FCC. As indicated by the response to the questionnaire, there was sentiment that the FCC should be limited to a "technical allocation" function, and that other matters should be left to the discretion of the individual broadcaster.

"Self regulation has made tremendous strides in ever phase of the broadcasting industry in the past few years," a New York broadcaster said. "Much credit goes to Justin Miller and his NAB for these obvious improvements. What has been achieved along these lines obviously is not appreciated in some political circles. Radio has come of age . . ."

Other broadcasters made comments which indicated that "on the whole FCC was not doing a bad job," but each qualified his approval with a request for a more tightly written act with no loopholes of interpretation.

FCC's Place in Government

In view of the Hoover Commission's reorganization plans for the executive branch of the government, broadcasters were asked whether or not FCC's position should be altered in any such shakeup. Eighty-four per cent felt that FCC should be continued as an independent agency; 8% felt that it should be placed in a department with cabinet status, such as the Dept. of Commerce, and another 8% felt that it should be combined with other business regulatory agencies such as the Federal Trade Commission or Interstate Commerce Commission. (Table IV)

On the operating policy of FCC, there was strong feeling for the separation of the work into panels, 72% approving the idea of having a broadcast division, a common carrier panel and a panel for special and safety services. About half felt that the chairmanship of the FCC should be rotated among the members of the commission. (Table I)

Greater speed in handing down decisions was urged upon the Commission. About three-fourths of the managers felt that there should be a specified limit in time from the day an action is filed, within which a decision must be returned.

In the financial area, station managers were 95% opposed to the fixing of a price at which stations were to be sold. It was the question which received the most unanimous "no" of all the possible regulatory suggestions contained in the survey. In the same connection, managers were split on the matter of reporting financial condition to the FCC. Nearly half (49%) were opposed, and 44% felt that such information should be reported.

There is a change in sentiment on this point from 1947's ballot—at that time a clear 61% majority were opposed to the idea.

The 65% response to a mail ballot used in this survey indicates the high level of broadcaster interest in these legislative matters. And the low percentage of "don't know" or "no answer" responses to questions indicates that broadcasters as a whole are well informed on legislative matters, and have thought through the issues involved.

The sample used represents an accurate cross section of stations by geographic location; class of station; city-size; and by network affiliation.

Ad Women's Dance

THE ANNUAL spring dinner and dance of Advertising Women of New York is to be held Friday, April 8, in the Grand Ballroom of New York's Hotel Astor, Mrs. Mary K. Heeren, chairman of the event, announced last week.

WIMA Set Aside

LICENSE of WIMA Lima, Ohio, was set aside by the FCC last week without prejudice to the station's continuing operations on program test basis. The Commission set aside the license, granted Jan. 31 for 1 kw on 1150 kc, in view of petition for reconsideration filed Feb. 9 by Sky Way Broadcasting Corp., losing competitor for the frequency at Columbus, Ohio [BROADCASTING, Oct. 27, 1948].

ABC Names Moore

BRYAN S. (DINTY) MOORE has been named to handle legal affairs for ABC Western Division for Lillick, Geary & McHose, Los Angeles, according to Frank Samuels, manager of ABC West Coast operations. He replaces Donn Tatum, resigned to become general counsel and assistant secretary of Don Lee Network [BROADCASTING, Feb. 7].

don't miss this MARKET
it's yours via WSIX





WSIX's 60 BMB counties more than cover Nashville's 51-county trade area. In this rich, farm - city - industrial market 1,321,400 people* spent $654,888,000 in retail outlets last year. Don't miss this important market. Sponsors report results year after year from WSIX.

Projected from Sales Management May, 1948

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Avco Confusion

(Continued from page 23)

interference themselves.

Amendments to applications would generally have to meet the same tests set for new applications.

If an application were advertised and then amended so as to change frequency, power, hours of operation, antenna pattern or station location involved, or to change control of the applicant, then the application would be given a new file number, taken out of the hearing docket if it had been set for hearing, and would have to be readvertised. Exceptions: Amendments to specify one FM or TV channel instead of another, provided the new channel is available in the allocation tables.

Renewal Applications

Renewal applications would be filed four months ahead of expiration of license, instead of the present two months.

Applications for the facilities of an existing or authorized station (or applications otherwise mutually exclusive with those of an existing or authorized outlet) could be filed only during the 90-day period following first advertisement of the existing station's renewal application, with this exception:

When an existing station applied for change in power, frequency, operating hours, antenna pattern, or station location, then a mutually exclusive applicant might enter the case within the 90-day period, provided his application were mutually exclusive with both present and proposed operations of the existing station.

Thereupon the licensee of the existing station would be required to make a choice: Either submit a renewal application within 60 days for comparative hearing with the mutually exclusive request, or dismiss his application for changes. If he chose dismissal, he could refile during the four months preceding expiration of his current license.

In the case of applications set for hearing, it would no longer be possible for an applicant to secure dismissal "without prejudice" during the 30 days preceding the scheduled hearing date. Until then, applicants could withdraw merely by notifying the Commission and the other parties to the hearing (at present, formal petition to dismiss is required in hearing cases).

After the 30th day before the scheduled hearing date, under the proposed rule, all dismissals—for whatever reason—would carry a proviso forbidding re-filing within 12 months.

The 30-day period would be counted from the first hearing date set by the Commission, in cases where hearings are set and later postponed.

No petition to amend would be accepted after issuance of a proposed decision in the case, except "an amendment involving removal of a named person in case of death, if such person holds a minority interest in the applicant."

Protection for Applicant

The proposed rules undertake to protect an original application against a prolonged chain of mutually exclusive requests.

To illustrate, FCC took the case of Applications A, B, and C. Application A was filed first. Application B, mutually exclusive, was filed during the prescribed 90-day period. Application C could then be filed during the 90 days after Application B, provided it was mutually exclusive with B but not with A. Thus FCC might be able to grant both A and C, but not both B and C.

TV and Class B FM applications, FCC said, would be considered mutually exclusive if they requested the same channel or if the number of applications for that area exceeded the number of channels available. The Commission has followed a similar policy in the past.

Where more than one applicant was seeking a given FM or TV channel but where other channels were available the Commission could, under the proposed regulations, make partial grants by assigning an applicant to a channel different from the one he requested.

Applications inconsistent with FCC's rules would be dismissed, subject to the right of the applicant to request, within 20 days, a hearing or oral argument on the question of inconsistency.

Time Limit

Petitions for rules changes which would adversely affect a pending application would have to be filed within the 90-day period following the first advertisement of the application involved.

If the Commission had held a rule-making proceeding and amended or refused to amend a rule, no further request to change that rule could be made within a year. Only exception would be where "a showing is made that due to changed conditions since the Commisison last acted, a waiver of the one-year provision should be granted."

The section on rules changes, however, would not alter FCC's present policy of requiring rule-making proceedings whenever changes in the TV or FM allocations tables are requested. Each area designated in the tables would be regarded as a separate case, "so that the [one-year] provision is applicable only if the Commission's action related to an assignment for the area is in question."

Thus, FCC explained:

If the Commission denies a petition for rule-making requesting that television channel X be removed from City B to City A, no petition for rule-making to move a channel from City B to City A will be eligible for filing for one year, even though the request may be to remove Channel Y or Channel Z from City B. However, a petition may be filed before the expiration of one year to remove a channel from City C to City A.

Until an applicant submitted proof of advertising, his application would not become available for processing. Proof would have to be submitted within one week after the last publication.

Generally, the advertisement would be carried in the community where the station is located or proposed. But, where the application proposed to move a station from one community to another, advertisement in both communities would be required.

Following is the text of the Commission's proposal with respect to the information to be included in the advertisement:

1. The name of the applicant or applicants. If the applicant is a partnership, the notice should contain the names of all partners. If the applicant is a corporation, the notice should contain the names of the stockholders (or stock subscribers), its officers and directors. If the corporation has more than fifteen stockholders (or stock subscribers) only the officers, directors and the fifteen principal stockholders (or stock subscribers) need be listed.

2. A description of the authorization requested in the application showing the type of station (e.g. standard, FM, or television), type of authorization (e.g. for new station, change in facilities, renewal of license, or transfer of license), and the frequency, power, hours of operation, and the specific location of the main studio and antenna where the antenna site must be specified in the application.

3. A statement that copies of the application are available for inspection at the Commission's offices in Washington, D. C., and at an address designated by the applicant within the community where the station is to be located.

4. A statement that any person having any information concerning the qualifications of the applicant or the operation of the station may communicate with the Commission.



'DEMOCRACIA' SOLD

Was Center of Clark Incident

SALE of the Argentine morning newspaper, *Democracia*, by Senora de Peron, to close and affluent associates of the Peron government, was reported in an Associated Press dispatch Feb. 18. The wife of Argentine President Juan D. Peron disposed of the newspaper last November, although the development came to light only this month.

Democracia, which almost without exception reflects the government party line and serves as its mouthpiece, will be remembered as the publication which last July emblazoned on its front page correspondent Herbert Clark's dispatch on the Inter-American Broadcasting Assn. assembly, as well as his personal letter to BROADCASTING's publisher.

The documents had been intercepted through a "providential circumstance" as proof that "North American capitalist monopolies" were intervening in Argentine affairs [BROADCASTING, July 26, 1948]. The U. S. State Dept. subsequently wrote finis to the BROADCASTING-Argentine incident.

New executives of the newspaper said there has been no change in editorial and operating policies. Its new president is Alberto A. Dodero, a close associate of the Perons and wealthy shipping magnate. Maj. Vicente C. Aloe, administrative secretary to President Peron, is vice president.

WMPS MOVES

Radio City Is New Home

MOVE by WMPS Memphis to new studio and office space in Radio Center is slated to take place today (Feb. 28). The new location features seven studios, including a theatre studio, and is reported to have cost a quarter of a million dollars.

In making the announcement, Harold R. Krelstein, vice president and general manager, termed the new facilities as among the most modern in the South. He said that another floor in the building would be designed to house the FM and television facilities of WMPS.

Although the new location is not finished as yet, the station reports that the move was necessitated at this time due to expiration of its lease in Columbian Towers. The formal opening is expected at the end of May or in early June.

WOODS APPEAL

Climaxes Heart Drive

ABC President Mark Woods, chairman of the public relations committee of the American Heart Assn., last Saturday climaxed the National Heart Campaign with an appeal for generous contributions to the $5 million fund to combat heart disease.

Closing a special all-star ABC broadcast, *Have a Heart*, Mr. Woods said "There is hope for a healthier future if we all get behind this campaign and help our doctors and scientists."

NIGHT SSA PLEA

Filed by Two Daytimers

TWO MORE daytime stations filed petitions with FCC last week seeking special service authorizations for nighttime operation on 730 kc. They were WLIN Merrill, Wis., and WTIK Durham, N. C., both assigned 1 kw daytime on that frequency.

Earlier such request was filed by WPIK Alexandria, Va., seeking SSA for 250 w night on 730 kc. WPIK presently is assigned 1 kw day on that channel [BROADCASTING, Feb. 21]. All three of the requests are linked with the Daytime Petitioners Assn. which seeks a hearing on Sec. 3.25 of FCC's rules precluding such proposed use of 730 kc and five other Mexican Class I-A channels.

Both WLIN and WTIK seek 250 w night power. WLIN is licensed to Alvin E. O'Konski and WTIK to Durham Broadcasting Co.

LOW-POWER FM

Asked for Church Groups

AUTHORITY for recognized religious groups to operate low-powered non-commercial FM stations on the same basis now provided for educational institutions was requested last week by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas.

They asked FCC to amend its rules to permit such operation in the 88-92 mc educational FM band or elsewhere in the FM spectrum, declaring that 10-w stations operated by churches could be invaluable in advancing community and religious life [CLOSED CIRCUIT, Feb. 14].

The Baptist General Convention of Texas, according to the petition, has been informed by some 180 associated churches that they are "definitely interested" in setting up low-power FM broadcasting units. These can be established at relatively low costs and would reach substantially all of the area represented by the respective church's memberships, FCC was told.

The petition, filed by Leonard H. Marks and Bernard Koteen of the Washington law firm of Cohn & Marks, contended that "there is now no effective demand for use of the FM spectrum set aside for non-commercial educational operation which would in any way justify reserving that band rather than permitting its use for the purpose, at least equally important as education, of religious broadcasting." About 52 educational stations are operating or authorized in the 88-92 mc band.

SPAC

(Continued from page 23)

raids began capturing some of NBC's biggest stars.

He is not expected to minimize the mention of the recent shift of International Harvester's *Harvest of Stars* to NBC from CBS or of the firm hope of NBC that it will entice U. S. Steel's *Theatre Guild of the Air* from ABC.

Mr. Denny reportedly will point out that NBC's program department, which has been busier than it has been for years, has examined hundreds of programs and has come up with a list of 50 or so of—"possibly acceptable" programs.

Whether Mr. Denny will have at hand the identities of the programs with which NBC will fill its Sunday evening schedule was not known.

So far no replacements have been announced for International Silver's *Ozzie & Harriet*, now heard 6:30-7 p.m. on NBC, which moves to CBS next fall; for Ford Motor Co.'s Fred Allen, at 8-8:30 p.m., when Mr. Allen quits radio, at least temporarily, at the end of his present season; or for Sterling Drug's *Manhattan Merry-Go-Round*, now heard 9-9:30 p.m., which is being dropped.

Three Hours to Fill

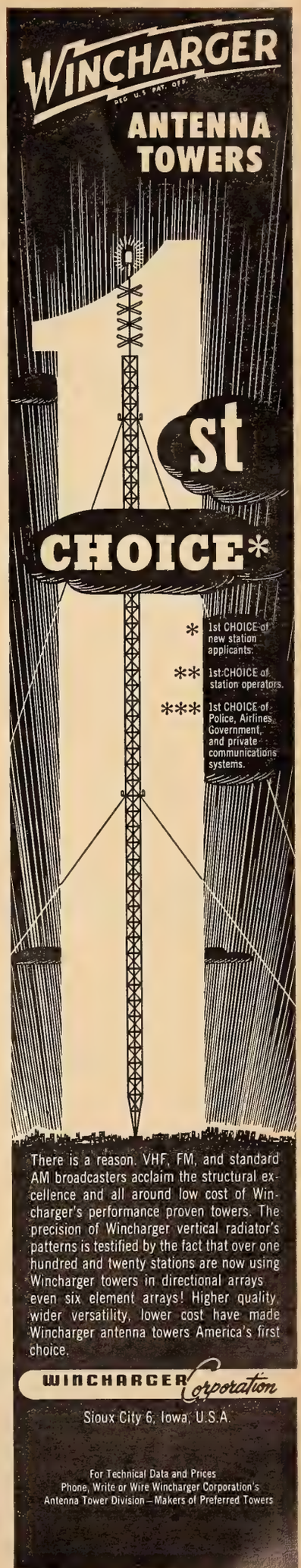
Since Philip Morris Co. is thought likely to move its *Horace Heidt Show*, now heard 7-7:30 p.m. opposite Jack Benny, in the near future, NBC will have the 6:30-9:30 p.m. time (except for the Phil Harris-Alice Faye program sponsored by Rexall) to fill.

Mr. Denny is expected to say that if negotiations with U. S. Steel reach fruition, the *Theatre Guild* will move into the 8:30-9 p.m. Sunday time, in which a sustainer is now heard. Or, that failing, the network may place Henry Morgan, with whom it recently signed a radio-television contract, in that period.

Mr. Denny will also remind affiliates that NBC has another comedy property it believes promising in the team of Dean Martin and Jerry Lewis. At least one sponsor is said to be seriously considering the team, and the principal difficulty delaying the Martin-Lewis debut is finding a suitable time for them.

Messrs. Trammell and Denny will address the Monday morning session of the affiliates. After lunch, a closed meeting of the stations will be held with network executives excluded. The Tuesday schedule will be devoted to television.

Top television executives of the network will discuss the network's video plans in the Tuesday morning session. A luncheon, at which Wayne Coy, FCC chairman, will be chief speaker, will follow. The afternoon session again will be a stations meeting followed by a meeting to which NBC executives are bidden in case stations have questions to ask.



FOR $ALES

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time

Represented by Hollingbery

Storm Service

(Continued from page 26)

land, Kan., was virtually the only contact that area had with the outside world during the height of the blizzard. When the storm became critical, KWGB contacted the FCC in Washington, via a local ham operator, and gained permission to continue broadcasting after the customary 4:30 p.m. sign-off.

The station carried transcribed and recorded music until 11 p.m., interspersed with frequent storm warnings and distress messages. After that time, a standby engineer was on duty at the transmitter throughout the night to take additional messages. KWGB's entire staff worked long hours overtime taking down messages from stranded travelers and airing distress pleas.

Staff members at KOTA Rapid City, S. D., went on a 24-hour working schedule during the first three-day blizzard that swept that section of the state. Announcers Harpo Horton, Harley Hanson, Ralph Gilquist and Dick Andrews kept up a constant broadcast of distress calls as they were phoned to the station.

When airplanes were finally able to take off on the third day, Harry S. Petersen, director of special events and sports, boarded one of the planes as a spotter and did much toward relief of stranded ranchers and farmers.

Ground distress signs for airplanes were broadcast at 15-minute intervals by KOTA, aiding greatly in the rescue effort.

Indiana listeners were given a first hand account of conditions in the blizzard area by Gordon Graham, news chief, WIBC Indianapolis, who flew with an emergency team of the 10th Air Force on its "Operation Haylift." On his five-day flight, Mr. Graham covered 3,600 miles over Nebraska, South Dakota, Wyoming and Colorado.

Sunny California also was given direct coverage of the disaster which had struck neighboring states. Sam Braly, newscaster at KSUE Susanville, Calif., went out on an "Operation Haylift" flight the second day of the event to describe the dropping of hay to livestock in eastern Nevada. Gerry Oliver, commercial manager, also covered part of the operation, flying from Susanville to Fallon, Nev., where he recorded an interview with the commanding officer of the operation.

After the recorded interviews were aired on KSUE, they were mailed to KWIN Ashland, Ore.; KOOS Coos Bay, Ore., and KEVR Everett, Wash.

Don Peach, farm director at KOA Denver, cooperated with the Colorado flying farmers to tell farm families what to do in emergencies. Advice from college and stock specialists in care of stock in the storm area was aired, as well as other information. Bill Day, newsroom chief, reported eyewitness accounts during the worst part of the blizzard.

A series of seven special broadcasts was aired by Mal Hansen, farm director at WOW Omaha, on his *Farm Service Reporter*. These included two from a haylift plane and one each from an Army operations office, a plane which dropped medical supplies and food, Red Cross offices in Norfolk which serviced 22 northwestern counties, a field near West Point with a relief doctor, the Norfolk hospital with messages to snow patients and a ski-plane which had been on 150 rescue missions.

Floods in New England

While the West and Midwest dug out from under a snow blanket, New England was struck by floods. North Adams, Mass., one of the hardest hit spots, received almost constant service from WMNB and its FM affiliate, WMFM.

All regular programs on the stations were cancelled during the emergency, giving way to details of the flood and a constant stream of official disaster relief announcements and emergency appeals. Staff members worked under terrific handicaps, wading through hip-deep water to open the station 2½ hours before regular sign-on time.

During most of the time, a foot of water covered the floors of the offices and studios. In the control room the water level was kept as low as possible by a bucket brigade of staff members, until electric pumps were obtained by air appeal. When the water in the control room flooded the audio circuits the station was forced off the air until a remote amplifier could be installed. WMFM remained on the air constantly, however.

WCNX Middletown, Conn., on the air less than a month, had the first test of its "flood proof" transmitter during the New England floods. The station was built with the idea of providing reliable service under flood conditions, according to Kenneth A. Bishop, chief engineer.

When the site for the transmitter was selected it was found that the maximum flood level recorded in that location was about 32 feet. As the ground elevation at the base of WCNX's tower is only five feet, the station was faced with a construction problem.

It was solved by installing a shunt fed antenna and mounting the antenna tuning equipment on a platform built on four telephone poles 35 feet above the ground. To locate the transmitter house above the maximum expected flood level it had to be built 600 feet from the tower. Tower lighting cables and coaxial feed line are suspended from a pole line which the engineers constructed.

Canadian Independents

ACTION to be taken by Canadian independently-owned broadcasting stations before the forthcoming Royal Commission on radio, television and cultural agencies of the government, is to be discussed at the March meeting of the directors of the Canadian Assn. of Broadcasters. Meeting will be held at the Chateau Frontenac, Quebec.

AIR TOLERANCE

White Lauds Broadcasters

BROADCASTING has done more to depict the Negro as a human being and an integral part of American life than motion pictures or the stage, according to Walter White, executive secretary of the National Assn. for the Advancement of Colored People.

Speaking at last Thursday's Radio Executive Club luncheon meeting at New York's Roosevelt Hotel, Mr. White cited the CBS *Open Letter* documentary on the 1943 Detroit race riots as an example of the fine efforts broadcasters have made in the education of the public for tolerance. The series won a Peabody award.

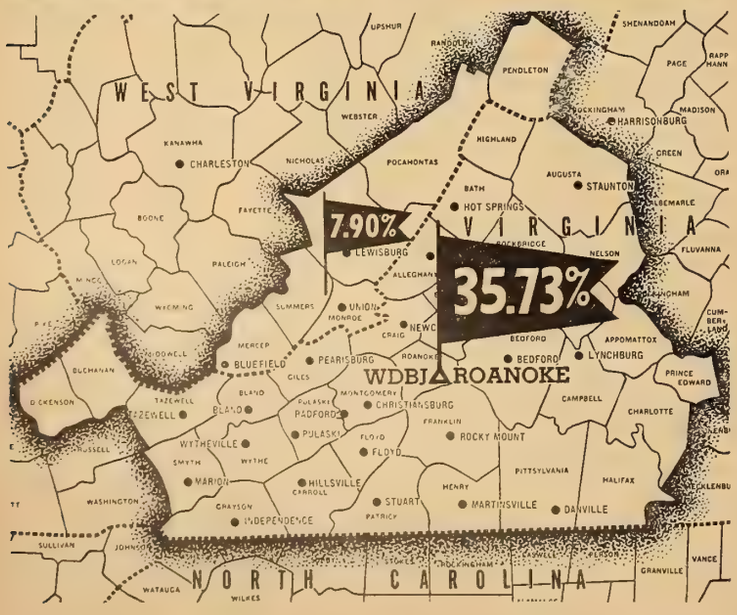
Radio should set the pattern in the practice of non-discrimination, rather than follow such patterns, Mr. White said. Steps in the right direction have already been taken by the industry, he mentioned, in the hiring of Negroes as actors, singers and writers. More can be done, he pointed out, in the hiring of commentators, news analysts, engineers and technicians in the field. He commended WAAT WAAT-TV and WATV Newark for their progress in that direction.

The Newark stations boast three Negro staff members, including a night engineer, an assistant television cameraman, and Bill Cook, staff announcer, who disc jockeys two hours daily, and pulls the highest Hooperating in the 12-1 and 1-2 p.m. time periods for northern New Jersey, according to Bill Greene, WAAT program manager.

Fast Time Bill

A BILL to authorize establishment of daylight saving time in the Washington, D. C. area, passed Feb. 10 by the Senate was referred Feb. 14 to the House Committee on the District of Columbia. The measure (S-135), authored by Sen. J. Howard McGrath (D-R.I.), would authorize the District's Commissioners to establish the fast time annually.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Co-op Advertising

(Continued from page 32)

garner a larger portion of the co-operative advertising dollar.

The study has revealed conclusively that the local radio station wants to be that medium. Eighty-seven per cent of the commercial managers surveyed felt that co-operative advertising offered an excellent opportunity to achieve a stronger position in the retail advertising picture, and warranted the additional work entailed in keeping accounts straight and in furnishing duplicate bills and transcriptions for manufacturers.

Type of Job

The study also indicated to some extent the type of job that time salesmen have cut out for themselves if they expect to make a strong bid for the cooperative advertising allowances available. Nearly half the radio station commercial managers felt that the average retailer was eager to participate in cooperative advertising arrangements and 54% felt that he had to be sold on it, either by the manufacturer or the medium salesman.

The study also revealed the types of manufactured goods advertised most commonly on the reporting stations through cooperative manufacturer - retailer arrangements. (See chart, page 32).

Electrical appliances and automobiles lead the list by far but there is a sufficient number of accounts in the furniture, hardware, men's and women's apparel, and cosmetics fields to warrant investigation by the local station into retailers' awareness of manufacturer advertising allowances.

Retail stores that are the most logical prospects are: Home appliance shops, automobile agencies, men's and women's clothing shops, particularly those catering to the carriage trade, department stores, and drug stores.

Newspaper Competition

Finally, the study indicated that when the local station moves into the thick of the fight for the cooperative advertising allowance, it assumes a position even more in direct competition with the local newspaper, the traditional cooperative advertising medium, than it has been in previously.

The average small retailer is prone to feel that the cost of radio advertising is prohibitive. The manufacturer's advertising allowance may well be the strongest weapon that the small local radio station has in assuming greater importance in retail advertising.

As the time salesmen can point out, the retailer only pays for a percentage of a proposed announcement or program time, the manufacturer paying for the remaining portion. This makes the medium of radio available to a far greater number of retailers. If the time salesman can convince the retailer of the advantages of radio as a medium for his cooperative advertising dollar, not only will he have brought new business to the station, but he will have also established business contacts with the advertising-minded retailers of his coverage area who are the logical prospects for time purchases of their own without manufacturer aid.

Cooperative manufacturer - retailer advertising seems to be an excellent means of achieving more retail accounts for the local station. Indeed, local radio seems to be a "natural" for cooperative advertising.

KMAC Denied

KMAC San Antonio's petition for reconsideration of FCC's taxicab radio grant to Yellow Cab & Baggage Co. [BROADCASTING, Aug. 16] has been dismissed by the Commission. The station claimed the taxicab radio antenna, to be located near KMAC's, would affect the KMAC directional pattern. FCC noted that KMAC failed to submit evidence and that the taxicab company had cited precautions taken to avoid interference and had submitted supporting measurements.

AT&T REPORT

WE 13.5% Above 1947

AT&T total assets reached $10,000,683,026 in 1948 and net income for the year was $222,415,868, a rise of $61,227,245 over the $161,188,623 reported for 1947.

Earnings on the common stock amounted to $9.86 a share, compared to $7.66 in 1947.

The figures were given out last week in the Bell System's annual report published in advance of the AT&T's 64th annual meeting April 20. President Le Roy A. Wilson said the system is "in financial good health" and stressed that it is to the advantage of the public that the company's earnings remain high to continue its services. The report reviewed AT&T advances in television in the past year and promised that more such developments are on their way.

Also made public was the Western Electric Co.'s annual report, which by virtue of its manufacturing for AT&T, had record sales of $1,132,972,000 in 1948, a 13.5% increase over 1947. Earnings amounted to $50,848,000 or 4.5c per dollar of sales. After paying dividends of $36,000,000, or $4 per share, there remained $14,848,000 of the year's earnings invested in the business. Assets of the company were $663,019,116, compared with $654,387,297 in 1947.

HELLMAN NAMED

To Represent NAEB

EDWIN HELLMAN, director of WOBE-FM Cleveland, has been appointed official representative of the National Assn. of Educational Broadcasters to the second national conference of the U. S. National Commission for UNESCO. Announcement of Mr. Hellman's appointment was made by Richard B. Hull, director of WOI Ames, Iowa, and president of the NAEB.

Mr. Hellman will attend the three-day UNESCO conference in Cleveland, March 31, April 1 and 2.

WSBT

—and only WSBT

—commands the

South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

AM · FM
TELEVISION
TOWERS



Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES PA.

AGENDA—THIRD ANNUAL NAB BROADCAST ENGINEERING CONFERENCE

April 6-9, Hotel Stevens, Chicago

WEDNESDAY, APRIL 6

10 a.m. Registration; Meeting, NAB Engineering Executive Committee.
2 p.m. Tour, Hallicrafters Plant.
6 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7

8 a.m. Registration
9 a.m. Presiding: A. James Ebel, WMBD Peoria, Ill., chairman, NAB engineering executive committee.
"A Method of Selecting an FM/TV Transmitting Site," E. S. Clammer, commercial engineer, Engineering Products Dept., RCA-Victor, Camden, N. J.
9:30 a.m. "The Practical Solutions of TV Installation Problems," Robin D. Compton, technical manager, WOIC (TV), Washington.
10 a.m. "Making and Analyzing TV and FM Field Intensity Measurements," George P. Adair, consultant, Washington.
10:45 a.m. "The Design, Development and Operation of a TV Mobile Unit," Willis I. McCord, manager, TV Specialties Dept., Allen B. DuMont Labs, Passaic, N. J.
11:15 a.m. "Operation of the Image Orthicon Camera," John H. Roe, Supervisor, TV systems engineering group, RCA-Victor, Camden, N. J.
11:45 a.m. "A 2,000 mc Television Relay Link," Martin Silver, project engineer, Federal Telecommunication Labs, Nutley, N. J.

LUNCHEON, 12:30 p.m.

Presiding: Royal V. Howard, director, NAB Dept. of Engineering.
Address of Welcome, Justin Miller, president, NAB.
"Engineering Education and the Broadcast Industry," Dr. William L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.

East End, Grand Ballroom, Hotel Stevens

2:15 p.m. Presiding: John H. DeWitt Jr., member, NAB engineering executive committee, president, WSM Nashville.
"AM, FM and TV Audio Measurements," Frank H. McIntosh, consultant, Washington.
2:45 p.m. "The NAB Recording & Reproducing Standards for Disc and Magnetic Recording," Robert M. Morris, radio facilities engineer, ABC.
3:15 p.m. "Magnetic Tape Recording & Reproducing," Dr. S. J. Begun, vice president, Brush Development Co., Cleveland.
3:45 p.m. "Properties of Magnetic Tape and Their Relation to Magnetic Recording," Reynolds Marchant, development engineer, Minnesota Mining & Mfg. Co., St. Paul.
4:15 p.m. "A New Portable Audio Amplifier for AM-FM-TV," William W. Dean, audio engineer, broadcast engineering section, General Electric Co., Syracuse.

FRIDAY, APRIL 8

9 a.m. Presiding: William B. Lodge, Network Adviser, NAB engineering executive committee, vice president in charge of general engineering, CBS.
"A Loop-Antenna System for Television Broadcasting," A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs, Nutley, N. J.
9:30 a.m. "A New and Low-Cost Television Transmitting Antenna," M. W. Scheldorf, engineer in charge of research, and Lawrence R. Krahe, engineer, both of Andrew Corp., Chicago.
10 a.m. "Design Problems in Triode and Tetrode Tubes for High-Frequency Operation," Dr. Howard Doolittle, development engineer, Machlett Labs, Springdale, Conn.
10:45 a.m. "Development, Design & Application of Superpower Frequency Modulation," J. E. Young, manager, broadcast transmitter engineering group, RCA-Victor, Camden, N. J.
11:15 a.m. "Automatic Selection of Broadcast Program Circuits," John A. Green, head, Robert D. Essig, engineer, Broadcast Engineering Dept., both of Collins Radio Co., Cedar Rapids, Ia.
11:45 a.m. "High-Voltage Metallic Rectifiers Applied to Broadcast Transmitters," Charles K. Hooper, advisory engineer, and Nelson B. Tharp, design engineer, both of Westinghouse Electric, Baltimore.

LUNCHEON, 12:30 p.m.

Presiding: Neal McNaughten, Assistant Director, NAB Dept. of Engineering.
"NAB's Broadcast Engineering Conference, Remarks by A. D. Willard Jr., executive vice president, NAB.
"Atomic Energy Is Here for Good," illustrated, Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Patchogue, Long Island, N. Y.
2:15 p.m. Presiding: J. R. Poppele, member, NAB engineering executive committee, vice president and chief engineer, WOR New York.
"Iconoscope Film Pickup Systems," Harry R. Smith, head of special projects group, TV transmitting equipment division, Allen B. DuMont Labs, Clifton, N. J.
2:45 p.m. "The Improved 16mm Synchrolite Projector," H. B. Fancher, television engineer, TV engineering section, General Electric Co., Syracuse.
3:15 p.m. "Kinescope Recording," Ralph V. Little Jr., supervisor, theatre TV engineering section, RCA-Victor, Camden, N. J.
4 p.m. "A Cathode Ray Tube Video Scanner," Roger D. Thompson, project engineer, transmitter division, Allen B. DuMont Labs, Clifton, N. J.
4:30 p.m. "General Purpose Television Studio Lighting," Richard Blount, engineer, Lamp Dept., General Electric Co., Cleveland.
5 p.m. "Television Receiving Antenna Design and Installation," Lewis Winner, editorial director, Bryan Davis Publishing Co., New York.

SATURDAY, APRIL 9

MORNING SESSION—9 a.m.
East End Grand Ballroom, Hotel Stevens

9 a.m. Presiding: Oscar C. Hirsch, member, NAB engineering executive committee, KFVS Cape Girardeau, Mo.
"Training of AM & FM Engineering Personnel for TV Operations," Whitney M. Baston, technical training director, NBC, New York.
9:30 a.m. "Recent Advances in Broadcast Facsimile," John V. L. Hogan, president, Radio Inventions, New York.
10 a.m. "A Progress Report on Ultra High Frequency Television," Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J.
10:45 a.m. FCC—Industry Roundtable, Royal V. Howard, NAB, moderator. For the Commission: John A. Willougby, acting chief engineer; Edward W. Allen Jr., chief, technical information division; James E. Barr, chief, standard broadcast division; Cyril M. Braum, chief, FM broadcast division; Edward W. Chapin, chief, laboratory division; Curtis B. Plummer, chief, TV broadcast division. For Industry: A. James Ebel, WMBD Peoria, chairman, NAB engineering executive committee; E. K. Jett, WMAR Baltimore; K. W. Pyle, KFBI Wichita; O. W. Towner, WHAS Louisville; E. M. Johnson, MBS; Frank Marx, ABC.
3 p.m. Tour of ABC and NBC Chicago Television Stations.
3 p.m. Open Meeting, NAB Recording & Reproducing Standards Committee.

Ready for Chicago

(Continued from page 27)

hosts will include President William Halligan along with Ray W. Durst, executive vice president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer, and Mr. Nesbitt.

Tour of ABC and NBC television plants in Chicago is scheduled Saturday at 3 p.m. At the same time an open meeting will be held by the NAB recording and reproducing standards committee, which started its standardization project eight years ago.

Overall convention arrangements were made by a board subcommittee of which Howard Lane, WJJD Chicago, is chairman.

KAPPELL NAMED
To AT&T Vice Presidency

AT&T last Wednesday announced the election of Frederick R. Kappell as vice president in charge of its Long Lines Dept. Mr. Kappell, who has been assistant vice president of the company since Jan. 1, succeeds Bartlett T. Miller, who takes charge of Bell System relations with the federal government departments, and relations with other communication firms including connecting telephone companies.

Mr. Kappell came to AT&T from the Northwestern Bell Telephone Co., where he had been vice president in charge of operations since 1942.

James A. Mahoney

JAMES A. MAHONEY, 55, one-third owner of WCYB Bristol, Va., was found dead in a room in a New Orleans hotel last Tuesday. His neck was broken and he had been badly beaten. The motive was apparently robbery, police said, although they believed the killer got less than $100. The wealthy Virginia bachelor, who owned much of the commercial property in Bristol, had been scheduled to board an airliner Tuesday morning for Yucatan, as part of a vacation of several months in Central American.

Serving
Fort Worth *AND* Dallas,
the South's richest single radio market.
WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS
AM - FM - TV
FREE & PETERS, Inc.
National Representatives

WKAX, KTAT

Okay on Transfers Asked

APPLICATIONS were tendered at FCC last week for approval of transfers of WKAX Birmingham, Ala., and KTAT Frederick, Okla.

Standard Broadcasting Co. Inc., new firm headed by Ralph M. Tanner, WKAX sales manager, buys WKAX for $50,000 from Courier Broadcasting Service Inc., licensee, which wishes to devote interest to WKAX-FM, now under construction. Courier president is Glenn V. Tingley.

In KTAT deal, Jack Oswalt, station's business manager, buys 25% interest for $4,000. Details of transfers follow:

KTAT Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co. to new partnership of same name and including three present partners plus newcomer, Jack W. Oswalt. Mr. Oswalt, business manager of KTAT, acquires 25% interest for $4,000 plus certain services. Others include: J. D. Jones Jr., 30%; Ronald W. Wheeler Jr., 30%; and Winston A. Jones, 15%. KTAT is assigned 250 w daytime on 1570 kc.

WKAX Birmingham, Ala.—Assignment of license from Courier Broadcasting Service Inc. to Standard Broadcasting Co. Inc. for $50,000. Courier wishes to divest itself of AM outlet so as to be able to "more properly operate WKAX-FM" now under construction. Principals in Standard Broadcasting: Ralph M. Tanner, WKAX sales manager, president 49%; Claude M. Tanner, farmer, vice president 8%; Mrs. Louise Tanner, secretary-treasurer 1%; Gene Fies, with Jefferson Corp., outdoor advertising, 25%. WKAX is assigned 1 kw daytime on 900 kc.

WJBW Extended

CHARLES C. CARLSON was granted extension of temporary license to April 1 by the FCC last week for continued operation of his WJBW New Orleans. The Commission granted in part his petition for extension of 90 days pending application in the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The Court of Appeals decision had upheld an earlier FCC ruling to deny renewal of license for WJBW on grounds Mr. Carlson had "demonstrated his unfitness" as a licensee through repeated violation of Commission standards and rules [BROADCASTING, Feb. 21].

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS — NOW!

IBA MEETING

Hold Springfield Session

THE ILLINOIS Broadcasters Assn. held its annual meeting at the Hotel Abraham Lincoln, Springfield, Feb. 18. New officers were elected and the group heard Prof. Fred Siebert, head of the School of Journalism, U. of Illinois, on the privilege law for newspaper and radio men.

Merrill Lindsay, WSOY Decatur, was re-elected president. Other officers are Harold Safford, WLS Chicago, vice president; Hale Bondurant, WJBC Bloomington, secretary-treasurer; Charles R. Cook, WJFP Herrin, director (for three years); Fred C. Mueller, WEEK Peoria, director (for one year). There are two hold-over directors, Arthur F. Harre, WJJD Chicago (until 1951), and Leslie C. Johnson, WHBF Rock Island (until 1950).

Prof. Siebert, who is one of the nation's experts on law as it affects radio and the press, gave a complete exposition of the pros and cons of the privilege law. After the discussion the membership authorized the IBA president to meet with the Illinois press groups' presidents to investigate any mutual interest in sponsorship of an Illinois law for the protection of news sources.

Two representatives of the Indiana Broadcasters Assn., Dan Park, WIRE Indianapolis, secretary-treasurer, and George Higgins, WISH Indianapolis, were present at the meeting. Oliver J. Keller, WTAX Springfield, and Harold L. Dewing, WCVS Springfield, were the hosts in charge of arrangements.

ACCEPTANCE

Air Comedy Hits New High

MOST comedy shows have "hit a new high in all-around family acceptability and decent broadcasting," college students agreed in the Oct. 17-Dec. 18 Radio Acceptance Poll conducted by the National Federation of Catholic College Students.

Most acceptable show, from a "good taste" standpoint, was *The Life of Riley*, which stars William Bendix. Jack Benny ran a close second. Conducted by the federation radio commission which headquarters at St. Joseph's College, Collegeville, Ind., the survey totaled a tabulation of 14,515 votes from 2,912 students in more than 100 colleges throughout the country.

"No one show audited in this two-month period was voted anything less than acceptable," according to John W. Lynch, chairman of the radio commission. Ranking ten shows, after the top two, were Fred Allen, Burns and Allen, Eddie Cantor, Red Skelton, Phil Harris, Charlie McCarthy, Bob Hope and *Duffy's Tavern*.

Upcoming

March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
March 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
March 7-9: Chicago Television Council national TV conference, Chicago.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.
March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.
March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.
March 17-19: CBC board of governors meeting, Ottawa.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

OREGON ASSN.

Elects Jacobs President

OREGON State Broadcasters Assn. elected Lee W. Jacobs, president of Inland Radio Inc. (KBKR Baker), president at its annual meeting Feb. 14 at Oregon State College. He succeeds Frank H. Loggan, president and general manager of KBND Bend.

Mr. Loggan, Frank H. Coffin, KGW Portland public relations director, and Mel Baldwin, KTIL Tillamook general manager, were named directors.

The association elected Bud Chandler, general manager of KFLW Klamath Falls, vice president, and Ted Cooke, program director of KOIN Portland, secretary-treasurer.

Hal Shade, KOOS Coos Bay station manager, led the roundtable discussions. A seminar on radio work for college students was directed by H. Quenton Cox, KGW Portland general manager; V. B. Kenworthy, president of Western Radio Corp. (KODL), The Dalles, and S. W. McCready, KUGN Eugene general manager.

State Sen. Robert Holmes, KAST Astoria, discussed state legislation pertinent to radio. The banquet speaker was Robert Priebe, KRSC-TV Seattle.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI



This is WSYRACUSE 570 kc – 5000 watts

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

D. C. SURVEY

Details Data on Viewers

CHARACTERISTICS of Washington viewers are detailed in a joint television survey conducted by three of the District's four TV stations—WNBW WMAL-TV WTTG—during the week Feb. 8-15 and released last Thursday. The Washington telephone directory was used as the basis for sampling and locating a random selection of TV homes, with 3,500 calls put through.

There are 35,850 sets in the area (indicated by projecting the percentage of TV sets located to the total number of telephone homes in the Washington area plus 4.6% for non-telephone homes). About 1,200 are in public places.

Other results of the study were these:

Number of persons per family averages 3.7 in TV homes, of which 2.8 are adults. 47% have children under 12, an average of 1.9 children in TV homes.

Average public place with TV set has a seating capacity of 42.5 persons.

Average length of ownership of TV sets in months: 7.6 in public places; 5.9 among families whose head is a manager, an official or professional man; 5.4 among families whose head is retired; 4.8 among white collar families, and 4.2 among families whose head is a craftsman or laborer.

TV set distribution by occupation: Managers, officials and professionals, 68%; clerical workers, 17%; laborers and craftsmen, 8%, and retired or unemployed, 7%.

According to the survey, about 63% of the 35,850 sets installed as of Feb. 15 have 10" tubes; 20% 12", 10% 7", 3% smaller, and the rest other screen sizes. 42% of the sets are located in northwest D. C.

AT&T TARIFF

Network Modifications Hit

SUSPENSION of the TV network tariff modifications proposed by American Telephone and Telegraph Co. is requested in joint petition filed with FCC last week by Television Broadcasters Assn., Allen B. DuMont Labs. and Philco Corp. and Philco Television Corp. The amended tariff becomes effective March 1 [BROADCASTING, Jan. 24].

Petitioners assert that the modifications "do not in any way correct the inequities and discriminations complained of by petitioners which have been the subject of hearings" already concluded [BROADCASTING, Dec. 6, 1948]. Principal dispute is over limitations on interconnection of private relay facilities with those of the telephone company. The January amendments set two categories of circumstances under which such interconnection would be permitted temporarily.

The petitions further request that a hearing be held to consider the lawfulness of the telephone company modifications, but that such hearing be deferred until a decision is given in the earlier proceeding. The dispute over interconnection was summarized by both the telephone company and the industry in proposed findings and conclusions recently filed with the Commission [BROADCASTING, Feb. 7].

UHF-VHF

More Space Seen In Spectrum

FCC was assured last week that a VHF-UHF television allocation plan can be worked out to provide at least four TV stations in most major markets and leave one-third to one-half of the present UHF television region open for future video developments.

This assurance came from the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Manufacturers Assn., which had been asked to study the TV problems.

The JTAC report also offered "four representative allocations plans" which, based on present VHF standards, would respectively provide for a minimum of two, three, four, and five stations in each of the 140 major markets.

Simultaneously JTAC recommended that FCC "reserve adequate space for a future color television system in a band above 900 mc and below 6000 mc." This recommendation was based on belief that "it may be found necessary to place the ultimate color television system higher in the frequency spectrum than 890 mc," currently the top limit of the UHF area assigned for video.

The report of the committee, submitted to FCC Chairman Wayne Coy by JTAC Chairman Philip F. Siling of the RCA Frequency Bureau, expressed belief that "it is not practical to assign VHF channels only to primary cities and UHF channels only to secondary cities."

The report maintained that "as more channels are made available for television, the demand for additional channels in the large metropolitan centers must be accommodated. Therefore, of necessity, both VHF and UHF channels will have to be employed in these cities."

The "representative allocations plans" submitted by JTAC were prepared by Raymond Simonds of the RCA Frequency Bureau. Two studies were offered for each of the four cases, one assuming the use of frequency synchronization on VHF channels alone and the other assuming synchronization on both VHF and UHF channels.

The following tabulations show the number of 6-mc UHF channels which would be required, and the number which would be left free for experimentation, if synchronization were employed on VHF only:

For minimum of two stations in each major market, 23 channels needed, 46 channels left; for at least three stations, 35 needed and 34 left; for at least four, 54 and 15; for at least five, 65 and 4.

If synchronization were employed on both VHF and UHF the allocation could be as follows, according to the JTAC report:

For at least two stations in each major market, 18 channels needed and 51 channels left; for at least three, 27 needed and 42 left; for at least four, 40 and 29; for at least five, 52 and 17.

It was pointed out that in both studies the number of stations specified for each market is the minimum and that "more than a minimum would be available for the great majority of these locations."

The allocations plans were based on 150-mile co-channel and 75-mile adjacent-channel separations for synchronous operations, and 210-mile co-channel and 105-mile adjacent-channel separations in the absence of synchronization. In a few cases, JTAC said, directional antennas would be necessary.

SEEK VIDEO

WRS, Field Apply

REQUEST for new rural television station on Channel 12 (204-210 mc) at Winchester, Va., was filed with FCC last week by Richard Field Lewis Jr., licensee of WINC (AM) and WRFL (FM) there.

Petition was filed concurrently seeking reallocation of Channel 12 from Fredericksburg, Va., to Winchester and indicating opposition would be entered to any proposed use of that facility by WTOP Washington, D. C. [BROADCASTING, May 31, 1948]. WTOP seeks reallocation of facility to Washington where it would use directional antenna.

Meanwhile, new television application also was filed last week at FCC by Westinghouse Radio Stations Inc. for Fort Wayne, Ind., where firm operates WOWO-AM-FM. Channel 2 (54-60 mc) is requested with effective radiated power of 15.07 kw visual and 7.5 kw aural. Westinghouse now is operating WBZ-TV Boston and has video requests pending at Pittsburgh and Portland, Ore. The proposed Fort Wayne video outlet would cost $310,000 to build and $260,000 to operate the first year. It would serve area of 4,000 sq. mi. and population in excess of 500,000.

The proposed Lewis station would be situated atop Signal Mt., 2,207 ft. elevation, and in line of sight and 60 miles west of Washington. About 85% of its programs would be retransmissions of Washington stations' programs, it was stated, and remaining 15% would be local. A network affiliation is planned. While the video signal would be retransmitted directly, the aural portion would be fed to Winchester from Washington by line. Minimum daily schedule would be 2-11 p.m., it was said.

The Winchester outlet has requested ERP of 31.5 kw visual and 15.75 kw aural. Antenna height would be 1,475 ft. above average terrain. Estimated cost of the station is $141,500, first year operating cost $35,000, expected revenve $75,000.

Mr. Lewis indicated the station would serve an area of 12,729 sq. mi. and population of 732,758, "the majority of whom are rural residents" who under existing allocations "may very well be forever foreclosed from receiving television service."

In addition to his Winchester radio interests, Mr. Lewis also is 60% owner of WFVA Fredericksburg.

WHIO-TV

On Air; Signs ABC

WHIO-TV Dayton, Ohio, has concluded affiliation negotiations with ABC, bringing the total number of ABC-TV stations to 22, including five video outlets owned and operated by the network.

WHIO-TV started operations Wednesday, Feb. 23, on Channel 13. Affiliation announcement was made by Ernest Lee Jahncke, ABC vice president in charge of stations, and J. Leonard Reinsch, managing director of the Cox Stations in Dayton, owners of the new TV operation.

CAMELS BOXING

Debuts on DuMont-WFIL-TV

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) last Monday began sponsorship of weekly Philadelphia boxing telecasts over the DuMont TV network, with WFIL-TV as the originating outlet [BROADCASTING, Feb. 21]. Commentary is handled by Tom Moorehead, WFIL sports director, from the Arena, city's sports center. Program is titled *Camel's Sports Caravan.*

Present at contract-signing ceremonies earlier were Peter A. Tyrrell, Arena's president and general manager, who signed contract; Roger W. Clipp, general manager of the *Philadelphia Inquirer* radio and TV stations; Charles White of William Esty & Co., Reynolds advertising agency; Leslie Arries, DuMont sports and special events director; William Cornish, DuMont account executive, and Kenneth W. Stowman, TV sales manager of WFIL and also a vice president of the Arena.

PHILADELPHIA HONOR

Conferred on WFIL, WFIL-TV

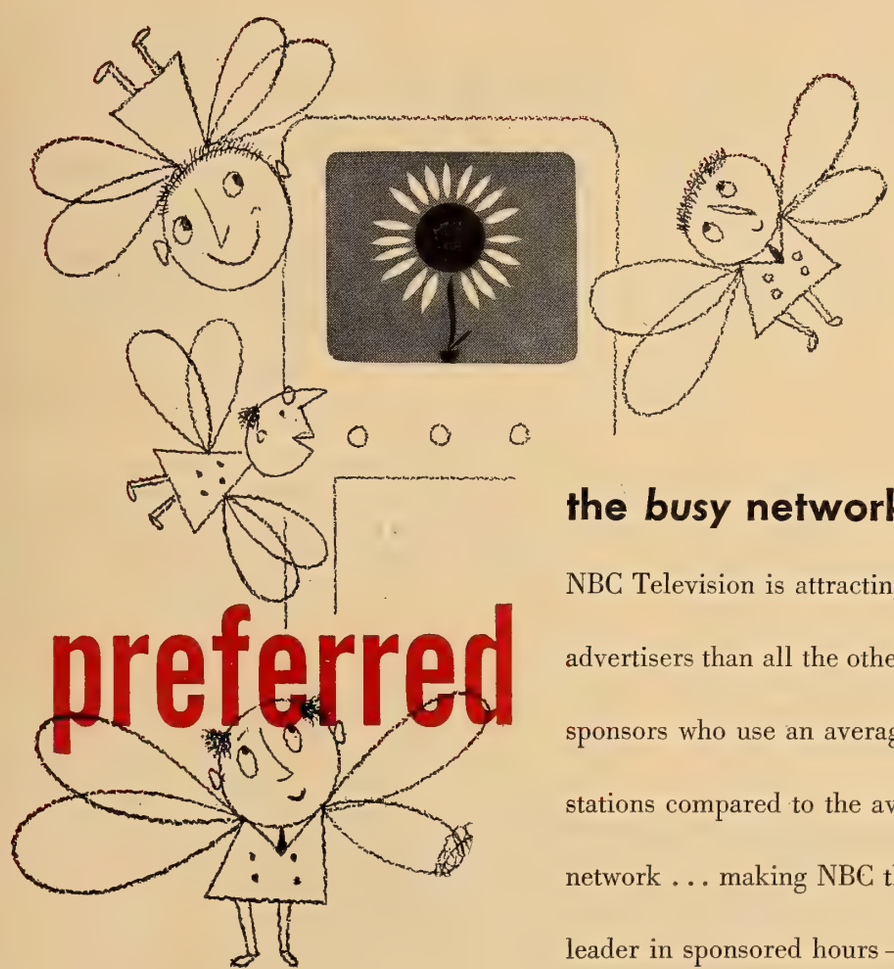
THIRD ANNUAL award of the Philadelphia Fellowship Commission was presented to WFIL and WFIL-TV, *The Philadelphia Inquirer* stations, on Feb. 23 for "efforts consciously designed to serve the highest principles of American democracy" and in recognition of "immeasurable" contributions for better relations among all faiths and races.

The WFIL stations were the unanimous choice of the committee, headed by Mrs. Anna McGarry, for their pioneering efforts in development of radio and TV programs.

FEBRUARY 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



preferred

the *busy* network

NBC Television is attracting more network advertisers than all the other networks combined... sponsors who use an average of 14 NBC stations compared to the average 8 on the second network . . . making NBC the far-and-away leader in sponsored hours — 3 times more than any competitor. Things are really humming on America's No. 1 Network.

NBC Television

THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

In Philadelphia Television, it's

WPTZ

Over 2nd Station by 91%

Over 3rd Station by 222%

ON January 8th, all three Philadelphia television stations made individual pickups of the Mummers' Parade. None of the stations is normally programmed at the time of the parade; preference for any one had to be predicated on technical superiority, program know-how or tuning habit.

During the period from 11:00 AM to 3:00 PM, when all three stations were on the air, a coincidental telephone survey made by an independent research organization* showed WPTZ to have *almost twice as large an audience* as the 2nd station and more than *three times as large an audience* as the 3rd station!

Moreover, sponsor identification on the WPTZ telecast was 73.8% compared to 65.3% on the 2nd station and 57.2% on the 3rd station.

It strikes us that this survey helps to put a price tag on the value of such intangibles as experience, facilities and that elusive factor called "tuning habit." And it certainly demonstrates that if you want to reach the Philadelphia television audience—second largest in the world—you'll do it at materially less cost per receiver over WPTZ.

If you'd like a copy of this survey or current availabilities on WPTZ, drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

**Patterson, Korchin & Company*

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

FEBRUARY 28, 1949

TELECASTING

HOLLYWOOD EYES TV

Film Studios Building Services

By DAVE GLICKMAN

WHAT are the Hollywood film studios doing about television?

Although the major film studios have "long range plans" for production of movies for television, small and large Hollywood independent producers have for sometime been active in the new medium.

Few have actual contracts for their products. Most of them are filming on speculation and it is estimated that some 150 production units in the area are "dabbling" in television.

Others have but recently set up shop with plans to do a dual job. Some are radio packagers who are adding TV film departments. There are others so new that a firm name and address are only evidence of their efforts.

On Assignment

There are a few who are filming on assignment from either networks, stations, advertising agencies or sponsors themselves. Some are building library services in preparation for the day when such films will have wide distribution. But most of the going concerns are doing work on "spec" with hopes of snagging a customer or two.

Consensus is that many of these companies which have struggled into existence during the past year will close shop for lack of sales of their low budget and poor quality product. Bigger and better financed outfits, assured of a guarantee of distribution, are the ones that will head the parade in the judgment of most advertising agency executives.

Among those actually in TV film production with product sold or leased to advertisers, stations or networks are Jerry Fairbanks Inc., Telefilm, Gene Lester Productions, Hayes-Parnell, IMPPRO, John Sutherland Productions, Marshall Grant-Realm Productions, Wilding Pictures Productions of Calif., Five Star Productions, Raphael G. Wolff Studios, Rockett Pictures, Pictorial Productions, Jam Handy Organization, Churchill-Wexler Productions, Eddie Albert Productions, United Productions of America, Simmel-Meservey, George Fox Co., Cine-Tel, Vitatone Film Productions, Bell International Pictures, Roland Reed Productions, Larry Finley Productions.

Many completed sample productions are being projected in Hollywood. A few are good, but advertising agency executives classify most of them as "poor quality," "inferior" and with cost "out of proportion." If a prospective sponsor likes the sample and is willing to finance series, the producer will roll in full production, they say.

Prices Vary

Price, of course, depends upon the "who" involved in the conception of any given series. Nature of the production itself likewise regulates price.

Further range in the price of proposed film production springs from the fact that some producers do not see fit to risk their reputations below a certain figure which they consider to be the minimum for quality production. Another factor of uncertainty results from absence of clear-cut salary scales by the several unions.

* * *

With formation of his Hal Roach Television Corp., Mr. Roach has switched 100% to TV film production. His schedule calls for 18 series of pictures for TV with a minimum of 13 films each. They will run 26 minutes each. He has already completed one each on the first series of six.

His studio setup represents a $6 million investment. At present the lot is a rental studio, with a number of TV as well as screen producers occupying space, but with the upsurge in activity, Hal Roach Television Corp. expects to take over the entire facilities.

Following in the foot-steps of his father, Hal Roach Jr. with Palmer T. Beaudette organized R & B Corp. to produce TV films and is reeling *Life With the Erwins.* It's a half-hour family show starring Stuart and June Erwin, and is first of three separate series that R & B will make.

IMPPRO made the 27-minute, 13-unit *Cases of Eddie Drake* for CBS. Production unit announced it will spend $1,500,000 in 1949 to make more TV pictures. Included is a musical for CBS.

Five Star Productions is making live, cartoon and combination commercials for various sponsors. The firm also developed three "animatic" TV shows for ABC which are available to advertisers through the network. They include *Guess Again,* 30-minute weekly cartoon quiz; *Artist In Crime,* 30-minute weekly comic strip mystery; and *Pot Luck,* home economic cartoon to be screened as part of a live program.

Marshall Grant-Realm Productions is shooting 26 stories from the classics for America Tobacco Co. (Lucky Strike cigarettes). Titled *Your Show Time,* each is 30 minutes in length. Production unit has also made some Philip Morris commercial shorts and with completion of the Lucky Strike TV series, will start work on a new series for an unnamed sponsor.

Telefilm has its 8½-minute *Roving Cameras* sponsored and unsponsored on stations throughout the country. Series is being sold for from $25 to $120 per show, depending upon TV sets in use in various markets.

The *Erskine Johnson in Hollywood* series, of which three audition samples are available, is being offered by Telefilm on a once weekly, 10- or 15-minute basis and

(Continued on page 14 of Insert)

* * *



TECHNICAL CREW of Marshall Grant-Realm Productions is ready to roll an "outdoor" scene from *Why Thomas Was Discharged* at Hal Roach Studios. The 30-minute production is 19th in American Tobacco Co. (Lucky Strike) *Your Show Time* series on NBC-TV.

JURISDICTION

IATSE, NABET Split on TV

NABET last week fired what it considered to be the opening shot in a battle with IATSE.

President John R. McDonnell of the National Assn. of Broadcast Engineers and Technicians released a statement in which he blamed IATSE for making labor peace impossible in the television industry.

Mr. McDonnell said that IATSE, whose fuller title is International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, AFL, made demands on NABET which prevented solution of the jurisdictional problems outstanding between the two unions. Said Mr. McDonnell:

"It is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."

NABET Province?

The demands, according to Mr. McDonnell, were in fields which NABET normally regards as in its province.

No counter comment was immediately available from IATSE officers, who had not yet received official notice of the NABET blast when contacted.

It was learned that among the demands was jurisdiction over all projectionists, film cameramen and workers, audio mixing men when a program is filmed and workers who dolly cameras.

History of the battle between the two unions traces immediately to an NLRB case which is pending, and which now has the jurisdictional hot potato. More remotely, the dispute begins with two incidents of last summer, the "Mr. Roberts" case and the "Palace Theatre" case.

In the "Mr. Roberts" case, which involved the CBS telecasting of the Broadway stage play, IATSE was about to have a jurisdictional tangle with International Brotherhood of Electrical Workers, AFL. That matter, however, was decided peaceably by IATSE and IBEW splitting 50-50 for the workers involved.

In August, there followed the "Palace Theatre" case, in which IATSE again sought a 50% jurisdiction over video cameras at the opening of WJZ-TV. In this case, NABET was involved. ABC had a contract with NABET, giving it jurisdiction over all technical equipment, including all the television cameras. ABC obtained a temporary injunction in federal district court in New York, restraining IATSE from interfering with WJZ-TV. This case is still pending.

It became apparent after these two cases that IATSE would seek at least a 50% jurisdiction in television matters wherever it could.

Later it was reported that IATSE and IBEW reached a jurisdictional settlement with major types of maintenance and repair work belonging to IBEW and minor maintenance and operation of equipment to IATSE [CLOSED CIRCUIT, Jan. 24]. This agreement has never been made public and on Wednesday when President Dick Walsh of IATSE was asked about it he refused comment.

Meanwhile, it became known that NABET was making efforts to reach an agreement with IBEW, whereby the two unions would participate in contract negotiations with the networks. This effort finally ended in the refusal of IBEW [BROADCASTING, Feb. 14]. NABET, however, said it was still willing to work for the common good of technicians in the radio field.

With all this in the background, the immediate dispute which led up to the NABET declaration of the past week was in the making. This involved television lighting workers on both ABC and NBC.

Locally in New York a temporary solution of the differences between the two unions was reached in December by which NABET had jurisdiction over supervisory employes while IATSE had jurisdiction over the men who actually place and rig lights.

But in the network cases, the disputes went to the NLRB, which in the last week of January postponed the NBC matter until March 16 so that NABET and IATSE could work out an agreement "out of court." The ABC case, it was expected, would have been controlled by the NBC decision.

NABET's executive board was then summoned to a week-long series of sessions in New York, with President McDonnell and Richard T. Parks coming from San Francisco; Edward Lynch from Rochester, New York, and John H. Hogan from Washington, D. C. Clarence Westover, national executive secretary, and Harry Hiller, national representative, also met with the board.

The NABET officers then sat down with IATSE officials and found, according to Mr. McDonnell, that IATSE's demands were in other fields than television lighting and in fields NABET considered its province. The IATSE position is that although television has great similarity to radio, which has been NABET's province, television also is "a show which is seen," and technicians staging such shows are in IATSE's province.

The statement authorized for release by Mr. McDonnell follows:

"The International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, A F of L, has made peace in the television industry impossible in the forseeable future by reason of the exorbitant demands made upon NABET."

The executve board of NABET has been in session this past week to deliberate current problems of television lighting as a result of a representation case before the NLRB, in which the IATSE is an intervenor. NABET has been fighting to maintain the radioman's position in the industry that he has developed.

The case, involving television lighting in network stations, was postponed Jan. 26 to permit officers of NABET and IATSE to meet and and seek a solution that would be acceptable to the industry and provide harmony between the unions concerned.

NABET officers met with the IATSE and discovered that in addition to the question of lighting in television, the IATSE now demands additional work that normally is in NABET's field of technical operation in television. President McDonnell said it is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere.

TELESPORTS

Crosley Files Papers To Promote Shows

FORMATION of Telesports Inc., to promote its own sports shows and potential amusement and educational activities, was announced last Tuesday by Crosley Broadcasting Corp. in Cincinnati. Incorporation papers have been filed for the new firm, with authorized capital of $100,000.



Mr. Dunville

Principals listed in incorporation papers are James D. Shouse, chairman and president of Crosley Broadcasting Corp.; Dwight Martin, vice president and assistant general manager, and Robert E. Dunville, vice president and general manager. Capitalization of the firm is on the basis of a maximum of 1,000 shares of stock with par value of $100 each.

Primarily, Telesports will seek to encourage the development of a broader range of athletic events, and to assure their availability for television, according to Mr. Dunville. No deal has been made on a site for the programs, but several are being considered, it was indicated.

Events promoted by Telesports would be available for telecasting on all Crosley TV stations—WLWT Cincinnati, now on the air, and WLWD Dayton and WLWC Columbus, scheduled to begin operation in March. They could also be used by other radio or video stations, with the management assigning rights as it desires. The move will augment rather than supplant sports TV shows now offered by WLWT, it was emphasized.

Under the terms of its charter, Telesports may also carry on broad activities in the amusement and education fields if it chooses. Charter also provides for activities ranging from play production and exhibitions to the handling of musical copyrights and publication of books.

KFI-TV HOURS

On Noon to 6 p.m. Daily

STARTING March 1, KFI-TV Los Angeles will become an all-daytime operation (noon to 6 p.m. daily), according to William B. Ryan, general manager.

Until now, the station has been programming about three hours nightly Wednesday through Sunday. Under the new setup, it will be on the air 42 hours weekly, in the daytime only.

KFI-TV is to issue a new rate card listing $150 as its hourly base rate. Other one time rates are: One-minute announcement — $20; five minutes—$30; quarter hour—$60; half hour—$90. Frequency discounts will break down as follows; 5% on 26 times; 10% on 52 times, and 25% on 468 times.

Programming Monday through Friday will be mostly on strip basis, Mr. Ryan explained, with emphasis upon news, audience participation, homemaking, public service and simple musical formats. More than 20 programs will be presented daily with emphasis on shows that require little or no camera rehearsal. Most programs will be available on a participating basis.

KGO-TV TEST

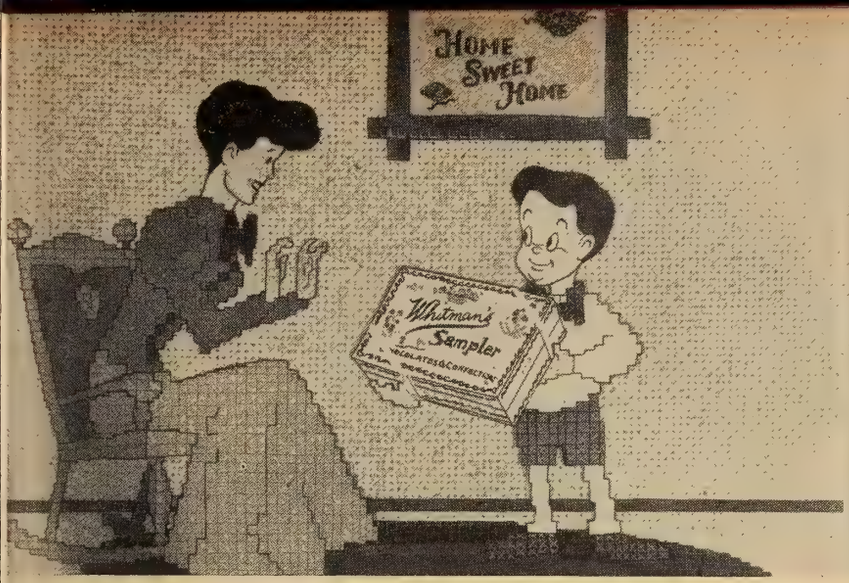
Programming Starts in May

KGO-TV, ABC outlet in San Francisco, second television station to begin operation in northern California (of five scheduled to go on the air), began regularly scheduled daily test patterns last week.

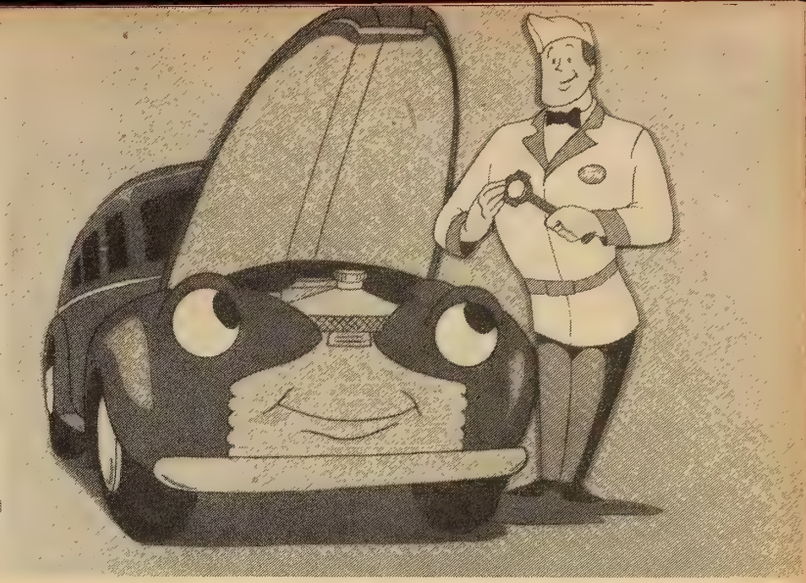


Mr. Grubb

Regular programming is not expected to begin until May, Gayle V. Grubb, general manager of KGO and KGO-TV, announced.



WHITMAN'S SAMPLER presented an opportune usage for "Sampler" cartoon animation, Five Star Productions said. Whitman's order was a "rush," and Five Star reported that it delivered script-to-screen in nine days on first film. Budget: Under $1,250.



FORD SERVICE films produced by Five Star Productions required full animation for best effect. Here, according to Five Star, cartoons could serve a "clean appearance," function live action could not. Budget: Under $1,500. Delivery schedule: 29 days.

* * * * * * * * *

FILM COMMERCIALS

Five Star Has Sales Formula

By HARRY WAYNE McMAHAN

"JUVENILE DELINQUENT" is a proper description of many a television commercial going out in the world to seek its fortune today.

Juvenile in construction and delinquent in sales power, such a TV spot is criminally neglectful of its duties to its advertising parentage and to the society it must serve.

Often conceived in dreamy-eyed unreality, these errant urchins are born into a very hard-hearted world, a world quick to laugh at their deformities and ridicule any lack of good breeding. So, before we toss these juvenile delinquents into jail let us consider what correctional measures might be judiciously applied.

The "don'ts" come first, always, unless you want an obstreperous "problem child."

Budget First

1. DON'T WRITE YOUR SCRIPT FIRST. Do set your budget first. Like buying a home for the expected child, you first must determine how much you can spend—then tell the architect your needs and specifications. Create the house to fit the budget. You may find you have to give up an extra room or two, but don't stint on the essentials—bedroom and nursery. That means consumer interest and practicality.

2. DON'T RISK UNTRIED PRODUCERS. Do demand sample screenings. See a few sample children before you adopt one or start your own propagation. Specifically, ask to see sample screenings or successful films in the budget range you have selected.

3. DON'T PRODUCE JUST ONE FILM. Do produce a series of 7 or 13. Large families have many advantages. So, a series avoids monotony on the screen, lowers production costs and properly develops a campaign for full cumulative sales value. Obviously, it costs a producer almost as much to gear up for one film as for a series, since talent and craftsmen are hired by minimum day or week.

4. DON'T "HOP ABOUT" FOR SUBJECTS. Do have definite format and theme. While we must avoid monotony, we still want all the children to look alike and bear a family resemblance. Smart repetition of a selling theme has an invaluable cumulative effect. This is the reasoning behind our "Safety Sign" series for Ford, "Sampler" cartoons for Whitman's "Let Visit America" for Coca-Cola and "Hollywood Mini-Tours" for Dr. Pepper.

5. DON'T TRY TO ADAPT RADIO COMMERCIALS. Do plan first the visual. Yes, little children should be seen and not heard. The impact of TV over AM is computed at 10-to-1. Why? The visual, supplemented by the aural. Note that word "supplemented." One picture —is still worth reams of chatter.

Let Salesmen Sell

6. DON'T USE "LIP-SYNC" DIALOGUE. Do use "off-screen" announcer. Actors are rarely adequate as salesmen; lip-sync slows action (and adds costs). Let your actors demonstrate—have a qualified commercial salesman to sell! Exception: In the "testimonial" type of commercial, use a forceful single line of dialogue from the star.

7. DON'T MAKE 'EM TOO LONG. Do stay within one minute. There is rarely any excuse for 1½ and 2-minute TV spots.

8. DON'T HAVE TOO MANY ACTORS. Do concentrate on 1 or 2. Too many actors in one film confuse. Where there is a single "key" model, the audience can then become ingratiated to a personality and a more personal sales job can be accomplished.

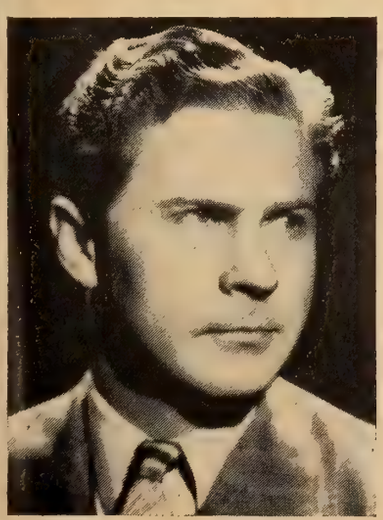
9. DON'T FIRE YOUR GUN TOO FAST. Do win audience interest. A good formula: allow the first one-fourth of your time to winning attention and interest—then start selling.

10. DON'T GO OVERBOARD ON NOVELTY. Do remember your objective. While it is important to "entertain" that initial interest, don't try to continue being so "cute" you forget to do your sales job. Cartoons are naturals for TV spots, but remember they are best for trademarks, trade characters and exaggerative demonstration. Beware of string puppets. Use caution with live comedy, the most difficult mood to present effectively in commercials.

11. DON'T FIGHT HASTY DEADLINES. Do allow ample production time. Rushing the normal gestation period is dangerous. Haste makes, in addition to waste, headaches and unnecessary overtime expense. Good films have been delivered in 2 weeks; 30 days is

(Continued on page 18 of Insert)

* * *



Mr. McMAHAN

HARRY WAYNE McMAHAN, executive producer of Five Star Productions of Hollywood, started in commercial short ad-film production in 1935 after a long and extensive seasoning in advertising agency, newspaper and radio production work. In 1939 he established U. S. Motion Pictures in Hollywood to specialize in commercial films for theatre distribution, later for TV. He has written and produced more than 1,000 films for Ford, Coca-Cola, Dr. Pepper, FTD, Whitman's Sampler and other accounts. Based on his experiences and his analysis of successful films, he evolved a "check-list" of 12 Don'ts and 12 Do's for his staff and clients. After recent speeches on this subject before the AAAA Pacific Council, AAW, Hollywood Ad Club and Dallas Ad League, we invited him to write this special story, with illustrations from Five Star films.



TYPICAL of live action ad films is the Dr. Pepper *Hollywood Mini-Tour* in which Columbia starlet Terry Moore is shown. The Five-Star series is available in both color and black-and-white. Each playlet starts on a short subject, develops commercial theme in first 20 seconds. Budget is under $800.



To make telev

Buying television time involves dozens of time-consuming details. To make the time buyer's task a less harried one, NBC Spot Sales has assembled a wealth of data. The information listed at the right on all NBC Spot represented stations is yours for a phone call.

Providing you with each of these 36 items is a basic service of the best-informed television representative in the industry, your NBC SPOT salesman.

Backed by the experience and know-how of the nation's first television network, utilizing the

NBC

representing television stations: WNBT—New York • WNBQ—Chicago • KNBH—Hollywood



ision buying easier

Television Buyer's Check List

MARKET INFORMATION

- ☐ television set circulation
- ☐ population in coverage area
- ☐ radio families in television area
- ☐ retail sales
- ☐ food and drug sales
- ☐ general merchandise sales
- ☐ effective buying income
- ☐ counties within coverage area
- ☐ estimated total television audience
- ☐ forecast of set installation

STATION INFORMATION

- ☐ program schedules
- ☐ availability lists
- ☐ rates
- ☐ ratings
- ☐ audience characteristics
- ☐ coverage maps
- ☐ competition's program schedules
- ☐ competition's rates
- ☐ studio equipment available
  (live and film studio equipment, cameras, etc.)

PROGRAM INFORMATION

- ☐ description of program format
- ☐ photographs of talent and set
- ☐ biographies of talent
- ☐ adjacencies
- ☐ competition
- ☐ type of audience
- ☐ ratings and surveys
- ☐ audience response stories
- ☐ success stories
- ☐ promotion and merchandising
- ☐ rates and contract terms

GENERAL TELEVISION INFORMATION

- ☐ audience surveys
- ☐ all U. S. television stations
- ☐ advertisers using television
- ☐ agencies handling television
- ☐ technical data
- ☐ film

superior facilities of NBC Programming and Production, Research and Engineering,—NBC SPOT SALES is your best source for all spot television information.

the nation's major television stations in the nation's major markets are represented by

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NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

WPTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond

'QUIZZICAL' TV?

Adoption of Giveaway Format Studied

By MARK GOODSON

EARLY THIS month at a Hollywood news conference, ABC President Mark Woods revealed [BROADCASTING, Feb. 7] that his network was considering telecasts of AM giveaway programs, like *Stop the Music*, to its TV affiliates. (ABC-TV already carries *Break the Bank* in the East and Midwest.) To Mark Goodson of David O. Alber Assoc., and radio people generally, a current $64 question may be: "What will happen to the prize program in television?" Mr. Goodson has analyzed some of the factors involved in adapting current AM quiz programs to television. Says Mr. Goodson: "Audience participation will have a place for itself in television"—if agencies and producers . . . "uncork the imagination and expend the sweat to satisfy TV's demanding terms."



Mr. GOODSON

PEOPLE who have seen the quiz show in AM radio pay off are now readying their own $64 question: "What will happen to the prize program in television?" Will people want to WATCH a quiz as they now are willing to listen to one? How drastically will present formats have to be reshuffled to fit the cameras? And—will this reshuffling so raise the costs of the quiz show that it will lose one of its most attractive traits, namely, its ability to sell goods at the lowest competitive rate?

The first temptation to an advertiser will be to solve the problem the easy way—by putting his going radio show right before the cameras.

He may not get much network opposition on this—since many executives involved in television operations have been trained in radio, and think instinctively of television as radio with pictures.

On the other side of the coin, he will find other key men in the TV set up (usually down the line a little in programming or scenic designing), trained in movies or stage, who will look over his quiz show sadly and cluck in dismay. "Impossible," will be their reaction—"unless you throw out everything and build from scratch."

The answer, of course, lies in a compromise based on the curiously obvious fact that while television is not radio, it is also not movies or theatre, either.

Through dint of some luck and considerable sweat we have, I think, found that compromise with *Winner Take All* (formerly carried by CBS-TV) in television—a show which has pulled down top ten Hooper and Pulse ratings for what may well be the lowest per point cost in television. We have continued to run *Winner Take All* in AM radio without trying to tie it to the TV show.

Formula for Show

What we have maintained and carried over—is the basic formula for the game.

Briefly, that game formula is this: Two contestants play opposite each other at the same time, competing for the same question. Each contestant is equipped with a bell or a buzzer. These signals he presses the instant he knows the answer—interrupting a question in the middle if he so desires.

If he is first and right, he wins a point. Three points captures him the round—and the right to whatever awards are in our Treasure Chest. Once he has won, he remains on as champion and takes on new challengers—until defeated—coming back show after show until the crown is knocked from his head.

This is the radio show—AND the TV formula. Let's see how we elaborated on that radio formula for television.

First—we built an interesting and functional set, one that could be used every week and that would offer us the greatest opportunities for movement and playing of our game. We did not try to imitate anybody's living room—or make it look like the inside of a stadium or a basketball pavillion.

Rather, we built an attractive, functional set, specifically designed for *Winner Take All* television. Then, we made the bell and buzzer signals of our contestants visual. When a contestant presses the buzzer—a sharp zigzag light flashes on right near his hand and when his opponent presses the bell—a bell shaped light clicks on, thus visualizing the sound effects.

We decided to free the m.c. of a podium and a script—and we've found that his ability to move freely over the stage has been helpful in giving *Winner Take All* a feeling of motion. Questions are popped out to the m.c. through a slot in the set—and these questions are printed on cards. We call this slot the "Brain Box"—and our m.c. openly refers to it as the fertile scource of all questions.

"Let's see what the Brain Box has for us now," he'll say, as he swings across the stage to the slot and the camera follows him. The Brain Box also gives us the chance, backstage, to introduce an element of control into the show.

In the average TV show—once the program starts, there is no way of communicating with the performers except by wild gestures which are too often either picked up on a stray camera or which distract the actors.

Most important of all—we determined to build our questions with the visual needs in mind. We decided that the poorest and least imaginative approach to a visual question was a still picture or drawing. Instead, we brought out two boxers and had them go into a sample bout in front of the cameras.

"Get set," our m.c. warned the contestants, "watch this little boxing match closely and sound your bell or buzzer the instant you spot any foul being committed."

Another question indicates how we bring the contestants out from behind their fixed positions to join the activity. We brought on three men, one dressed in the uniform of the French and Indian Wars, another in the uniform of the Spanish-American War, and the last in the uniform of World War I. Each man was carrying a gun—but the wrong gun for the war he fought in.

"Sound your signal," the m.c. said, "when you can come over and give the right gun to the right soldier."

The working out of this kind of act takes time, imagination, work, and money. Whereas on the *Winner Take All* daytime AM show, a writer, a research girl, and a secretary turn out 150 and more questions a week, in television it takes an idea man and assistant plus several conferences with our full staff to dream up eight to ten weekly questions.

And remember, in AM radio a question consists of words on paper.

In TV a question means actors (or boxers or magicians or jugglers or dancers) plus costumes, plus props, plus make-up, plus dialogue writing, plus rehearsal.

Costs? We have gotten away by the skin of our teeth with two hours rehearsal—but as our acts grow more complex this must increase. The price of the TV package has actually been kept *lower* than the AM package by dint of working out as many trade deals as possible and because fees in

(Continued on page 19 of Insert)

DIGEST OF TV PROGRAMS

Issued by Curtis Publishing Co.

A 49-PAGE DIGEST of television's progress, with information and statistics revised to Nov. 29, 1948, has been published in mimeographed form by the research department of Curtis Publishing Co., Philadelphia. Titled "The Television Industry," the study was prepared by Fred Bremier, market analyst in the department.

Theme of the study is that television will be a great industry. "It seems unlikely," says Mr. Bremier, "anything will occur to stop or slow it down except the industry's capacity to produce . . . more rapid growth is curtailed by inadequate production of station transmitting equipment and by slow development of network facilities. . . ."

The study notes that already the price trend on television receivers is down and that "so far the price of . . . receivers has been no deterrent in their purchase." It notes also that future improvements are unlikely to make present receivers obsolete.

Chapter headings include: "Television Arrived Commercially in 1947"; "Telecasting Station Progress"; "Television Channel Assignments"; "Television Network Transmission"; "Production of Television Receivers"; "Installation and Service"; "The Program Is Television"; "Television Progress of Interest to Movies"; "Building Commercials, a Specialized Business"; "Advertisers Sponsoring Television Programs"; "Television Program Costs Higher Than Radio"; "Status of Color Television"; "Circulation of Television" and "Forecasts on the Future of Television."

Included in a supplement following the main portion of the study are tables listing TV stations on the air and giving statistical data about them as of Dec. 31, 1946, Dec. 31, 1947, and Nov. 29, 1948; status of TV stations at the close of 1948; production of video receiving sets in 1947 and 1948 by months; types of receivers produced (table models, consoles, etc.); number of advertisers sponsoring TV programs and spot announcements in 1947 and 1948 by months; national advertisers who were early users of television; manufacturers of receiving sets sponsoring TV programs, and estimated number of receivers in transmission areas at the beginning of each month in 1948.



Sure, Television's amazing

–and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

SUNDAY

Super Circus L (E-M)	*Cartoon Telltales* L (E)	Kellogg Co. Singing Lady L (E-M)			*Sing-Copation* L (E-M)	*Hollywood Screen Tests* L (E-M)	*Acte* L
Scrapbook[2] L (E)	*Western Film* F (E)	*United Nations Case Book* L/F (E)		Ford Motor Co.[3] Ford Theater L (E)			G. Ridd L
	Film Shorts F (E)	*Ted Steele* L (E)	P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)				
				Textron The Hartmans L (E)		General Foods Corp. Author Meets Critics L(E) K(M)	General Lam L(E)

MONDAY

				News and Views L (E-M)	*Earl Wrightson* L (E-M)				*Ba* L
		Lucky Pup L (E-M) K (NI)		*Your Sports Special*[4] L (E)	*Places Please* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Philip Morris Tex & Jinx L (E-M)	Li Godfrey's
	Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	Co-Op Doorway to Fame L (E) K (NI)		*Manhattan Spotlight* L (E)	*Cafe de Paris* L (E)	*Newsweek Views the News* L (E-M)	*Photogra* L (E
Howdy Doody L(E-M)				RCA Kukla, Fran & Ollie L (E-M) K (NI)		*American Songs* L (E-M)	Reynolds News F (E-M)	*Song and Dance* L (E)	Chev. Di Chev. L

TUESDAY

				News and Views L (E-M)	*Film Shorts* F (E-M)	Participating Fashion Story L (E)		*Film Shorts* F (E)	
		Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Film Shorts* F (E)	*CBS TV News* L (E-M)	*Blues by Bargy* L(E) K(NI)	*Cross Question* L (E-M)	
	Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	*Swing into Sports* L (E-M) K (NI)		*Manhattan Spotlight* L (E)	*Alan Dale* L (E)	Century	*Fil*
Howdy Doody L (E-M)				RCA Kukla, Fran & Ollie L (E-M) K (NI)		*You Are an Artist* L(E) K(N1)	Reynolds News F (E-M)	Texas Co. Texas Star Theatre L (E-M)	

WEDNESDAY

				News and Views L (E-M)	*Child's World* L (E-M)				*Criti*
		Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Places, Please* L(E) K (NI)	*CBS TV News* L (E-M)	Masters of Magic L (E)	Liggett & Myers Tobacco Godfrey and His Friend L (E-M) K (NI)	
	Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	Co-Op Birthday Party L (E)		*Manhattan Spotlight* L (E)	*Cafe de Paris* L (E)	*Charade Quiz* L (E)	*Grad* L (E
Howdy Doody L (E-M)				RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Young Bwy.* L (E) K (NI)	Reynolds News F (E-M)		*Villa*

THURSDAY

				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)		*American Minstrels of 19* L (E-M)	
		Lucky Pup L (E-M)		*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Blues by Bargy* L(E) K (NI)	Scott Paper Co. Dione Lucas L (E)	
	Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	*Oky Doky Ranch* L (E)		*Manhattan Spotlight* L (E)	*Jack Eigen* L (E)	*Operation Success* L (E)	Whelan Hotel
Howdy Doody L (E-M)				RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Club 106* L (E)	Reynolds News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)	Swi Swi L (E)

FRIDAY

				News and Views L (E-M)	*Wren's Nest* L (E-M)			*Vaudeo Varieties* L (E-M)	
		Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Places, Please* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	*Adventures in Jazz* L (E)	
	Co-Op Small Fry Club L/F (E-M)	*Camera Headlines* L (E)	*Russ Hodges* L (E-M)	*Key to Missing* L (E) K (NI)		*Manhattan Spotlight* L (E)	*Cafe de Paris* L (E)	Admiral Corp. Broadway Revue L (E-M) K (NI)	
Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Mu. Merry-Go-Round* L(E) K(NI)	Reynolds News F (E-M)	Admiral Broadway Revue L (E-M) K (NI)	

SATURDAY

				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Feature Film* F (E)			*Quizzin* L
		Lucky Pup L (E-M)				*Quincy Howe* L (E-M)			
									Film F
	Playtime L (E-M)					*TV Screen Mag.* L (E) K (NI)		*Saturday Night Jamboree* L (E)	*Eddie* L

[illegible] Eastern Network of [illegible] Programs originate [illegible]

[illegible] Saturday at 4:30 p.m. CST presents [illegible]

Ford Theater once a month. Other Sunday CST program Studio One swaps [illegible] Fords at air time 7:30-8:30 p.m.

Edgeworth Tobacco Co. Sports-[illegible] Sun. F (E) 7:15 to 7:45.

NBC TV Newsreel F (E-M).

During March these programs will alternate with basketball games sponsored by R. J. Reynolds Tobacco Co.

CBS Daytime

Monday-through-Friday, [illegible] Warren Hull, L (E), 1:30-2 p.m. Fair, L (E-M).

DuMont Daytime

Monday-through-Friday, [illegible] p.m. and 2:30-3:30 p.m., following programs will be fed to East a[illegible]

ABC TV Players L (E-M)	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)		
Emerson Radio Toast of the Town L (E-M)[1]						
Philco Corp. TV Playhouse L(E-M)[1]		Disney Hats News F (E-M,NI) (to 10:10)	Bates Girl about Town L (E-M)	*Who Said That?* L (E)		
A.Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)					
General Foods Corp. Goldbergs L (E-M)	*People's Platform* L (E-M)					
Films F (E)		*Court of Current Issues* L (E-M) K (NI)				
Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)	Firestone Tire & Rubber Americana L (E) K (M)	Gillette Fights L (E)		*Newsreel* F (E)		
Co-Op nerica's Town Meeting L (E)	*Film Shorts* F (E)	Co-op Boxing (to midnite) L (E-M)				
Gulf Oil Corp. We the People L (E)	Electric Auto-Lite Suspense* L (E-M)	Household Fin. Bdct'g. with Barry* L (E)				
DuMont Labs School House L (E-M) K (NI)						
Procter & Gamble I'd Like to See L (E)	Motorola Believe It or Not L (E) K (NI)	*Wrestling* L (E-M)				
Film Shorts F (E)	*Feature Story* L (E)	Co-op Wrestling L (E-M)				
Whitehall Pharmacal Mary, Kay & Johnny L (E)	*Kobbs Korner* L (E) K (NI)	P. Ballentine & Son Tournament of Champs. L (E-M)				
Kraft Foods Co. TV Theatre L (E-M)		*Meet the Press* L (E)				
Feature Film F (E)		*On Trial* L (E-M)	Participating Club 7 L (E-M)			
R. J. Reynolds Tobacco Co. Basketball L (E)						
DuMont Labs Window on the World L (E-M) K (NI)						
Gulf Oil Corp. Gulf Road Show L (E)	Bigelow-Sanford Bigelow Show L (E-M) K (NI)	*Nature of Things* L (E)				
Bristol-Myers Break the Bank L (E-M)	Co-op Joe Hasel L (E-M)	*Alice Pearce* L (E-M)				
Science Review L (E)	*What's It Worth?* L (E)					
Fashions on Parade L (E)						
Bonafide Mills Stop Me If You've Heard This L (E)	American Tobacco Co. Your Show Time F (E-NI)	Gillette Fights L (E-M)		Lgt. & M.[5] Supper Club L (E-M)		
Stump the Authors L (E-M)	*Stand By for Crime* L (E-M)					
R. J. Reynolds Tobacco Co. Track Meet or Basketball L (E)						
Feature Film F (E)						
Basketball (to 11:15) L (E)						

DuMont affiliates on a Co-Op basis 10 a.m. Rumpus Room, 10:30 Welcome Neighbor, 11 Stan Shaw, 12 Amanda, 12:15 Sidewalks of New York, 12:30 Camera Headlines, 12:45 Girl, Piano Accordian, 1 Okay Mother (to 1:30), 2:30 Inside Photoplay, 3 Needle Shop, 3:15 Loner Speaking (to 3:30)

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 28, 1949
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IS TV COMING OF AGE?

TelePulse surveys for the week of January 3-9 (pre East-West cable) show that daytime programming is here to stay, and that there is a daytime TV audience.

Comparatively, the three TelePulse cities stack up as below:

	# ¼ hrs. of TV programming 12 Noon-12 Midnight	# ¼ hrs. of TV programming 12 Noon-5 PM	# TV Stations
New York	927	212	6
Philadelphia	663	211	3
Chicago	406	52	4

HIGHEST ¼ HOUR TV SETS-IN-USE
(12 Noon — 5 P.M.)

	Weekdays	Weekends
New York	16.1	22.7
Philadelphia	19.0	46.0
Chicago	15.0	39.0



You cannot afford to ignore this ever-growing slice of the TV pie!



For Other Telefacts, Ask The Pulse —
The 100% Yardstick of TV Measurement

THE PULSE, INCORPORATED
110 FULTON STREET
NEW YORK 7, N. Y.

Arthur Godfrey—star yarn-spinner and salesman for four different products—got a 97% correct sponsor-identification for Chesterfields on his first CBS-TV broadcast, highest ever recorded on any TV program. Once television plants a product or an idea in the mind it's not only there to stay but already hard at work for its sponsor.



CBS-TV

NOW OPERATING IN 30 MAJOR MARKETS



NEW long-range reception antenna, called a "Yagi-Beam," is being made available to the public, Harold R. Ellis, president of Roger Television, New York, announced last week. Mr. Ellis said the antenna will eliminate double and blurred images and other types of interference and permit strong reception of weak signals. Antenna was developed from work originally done by Prof. H. Yagi, Japanese scientist.

TELEVIEWING

KSTP-TV Area Report Made

AVERAGE tune in by Minneapolis-St. Paul television owners is 72.9%. This figure is reported by Gould, Brown & Sumney, Chicago, and is based on 9,300 sets in the area as reported on the NBC Research Television data chart.

The weekly average number viewing per home was 3.6 with the average television family numbering 4.0. Of these, 2.6 were adults.

At the time of the survey, which was completed Jan. 25, the average set owner viewed 12.5 hours a week after 6 p.m. KSTP-TV Minneapolis-St. Paul was then transmitting 19¾ hours a week at night, including test patterns.

Program types in order of preference were indicated as: Sports events, serials, movies, westerns, educational programs, news, marionettes, Sunday evening plays, plays, animal serials and art programs.

WTMJ-TV HOURS

Weekly Schedule Expanded

TEN hours of afternoon programming and five hours of dinner music will be added to the schedule of WTMJ-TV, *Milwaukee Journal* station, starting today (Monday), increasing its air hours to 45.

Expanded schedule includes Monday and Tuesday afternoon shows, only afternoons which station has not programmed in the past. Daily shows will begin at 2:30 p.m., Mondays through Fridays, and 3:30, Saturdays and Sundays.

VIDEO ROUNDTABLES

Reynolds Gives RFDs Agricultural Ideas

THE ADDITION of sight to sound broadcasting alone will not compensate for lack of "hard, solid thinking" on news and feature values of TV discussions. In fact, video will enjoy little more success than radio's 20 year effort to make "good oyster soup without oysters," according to the Agriculture Dept.'s radio service.

In its weekly newsletter to radio farm directors, the Office of Information's Dana Reynolds offers to RFDs, contemplating video programming for the first time, some simple ways of "boring in on TV without undue time and work."

Mr. Reynolds, radio and TV operations director, points out that discussion type formats can sometimes be adapted from AM and applied to agriculture interviews on television by the press conference method. He suggests that, "short of digging and leg work, one way to get fresh informational value into TV discussion is to time it to coincide with the issuance of important news releases and reports on research and economics." Certain agricultural books offer a take-off point for an *Author Meets Critic* type of show, Mr. Reynolds adds.

As for visual props, a movie (silent or with sound eliminated) is a good bet, either as a short sequence, or the nucleus of an entire show.

"With the movie as a prop (very literally speaking), one can take as much of an audience bow with his guests as he wants to . . . and then come up behind the movie with commentary," Mr. Reynolds reasons. Such a show helps an RFD break the ice TV-wise with minimum work, and also get acquainted with TV movie requirements and operations, he believes.

Radio farm directors can also serve as liaison with women's program personnel by calling their attention to pertinent USDA and land grant college information on canning, household equipment, recipes, food-buying and clothes-making. Mr. Reynolds tells RFDs that "whether you merely watch the women folks execute your ideas, or actually share the camera on the farm end of a consumer story, you get valuable TV experience."

Everything considered, proper attention to discussion shows adapted for TV may augur to give them some of the same appeal of a comparable piece in *Reader's Digest, Time* or *Saturday Evening Post*, according to Mr. Reynolds.

PROTESTANTS

Radio, TV Shows Planned

NEW RADIO and television programs to serve the interests of the Protestant churches will be inaugurated by the Protestant Radio Commission, it was announced last week by Dr. Paul C. Payne, vice president of the commission and general secretary of the Board of Christian Education, Presbyterian Church in the United States.

Two new program series will be introduced. One will feature half-hour concerts of church music by the Collegiate Chorale directed by Robert Shaw, and a second, mental health and pastoral counseling, produced in cooperation with the Commission on Mental Health of the Federal Council of Churches of Christ in America. The transcribed *All Aboard for Adventure*, which has proved popular with children and was formerly produced by the Joint Religious Radio Committee, will be continued by the Commission.

TV POLICY

To Be Discussed by CAB

POLICY on television is to be discussed at the March meeting of the board of directors, Canadian Assn. of Broadcasters, at Quebec City, March 7-9. Proposals of the Canadian Broadcasting Corp. for co-operative operation of TV stations at Montreal and Toronto are to be studied, and a possible alternative proposal is to be considered.

Under present CBC proposal private interests would put up the financing for the TV stations and CBC would do the programming with financial help from private stations.

Also to be discussed at the meeting will be finalization of plans for the annual CAB meeting in June, problems of rate structure, policy for the private stations for this year's NARBA meeting, and rate structure policies.

Albany's Center

TELEVISION set may prove to be Albany, N. Y.'s, solution for getting young people to attend church social functions regularly. The Rev. Clayton G. VanDeusen of Emanuel Lutheran Church in a guest appearance on WPTR Alban's *Behind the Pulpit* program last October expressed to H. W. Maschmeier, moderator of the show, a desire to find some means by which to attract his young people to church socials. Mr. Maschmeier immediately suggested establishing a television center in the church. During the first week in December, Albany's Emanual Lutheran Church inaugurated the first such church sponsored TV center in the Capital District, and one of the first of its kind in the country.



FIRST 80 feet of WLWC (TV) Columbus' 578 foot tower, designed and fabricated by International Derrick & Equipment Co., is hoisted into place. The Crosley Broadcasting Corp. station is assigned Channel 3 and expects to start operation by March 27.

STERLING VIDEO

Productions Firm Expands

EXPANSION of Sterling Television Productions, Chicago, into teletranscription and development of video production aids has been announced by Sterling C. Quinlan, promotion director of WBKB Chicago, Balaban & Katz TV station. Sterling Television is a wholly-owned subsidiary of B & K, organized a fortnight ago to develop and sell the multiscope [BROADCASTING, Feb. 14].

Teletranscription series will stress sports, beginning with the Chicago Racing Assn.'s midget auto races from Soldiers Field June 8. WBKB hopes to film and sell 18 races to video stations and agencies as open-end packages. The one-hour sight and sound films are expected to cost a station $200 or less, depending on the number of subscribers, Mr. Quinlan said.

THEATRE WING

To Offer Radio, TV Classes

THE SPRING session of the American Theatre Wing's professional training program gets under way March 7 with five courses offered in the television and radio division.

Courses will include television seminar, television laboratory, television station operation and management, radio acting, radio dramatic coaching.

Opportunity to write, direct and produce will be offered in the television laboratory, with practical work with cameras and equipment on two shows a week over closed-channel facilities of W2XJT, experimental TV station in Jamaica, L. I. Radio acting classes expect to use facilities of WINS and WOR New York.

Hollywood Eyes $ TV $

(Continued from page 3 of Insert)

at $2,000 and $2,500 per reel respectively. Telefilm also has a new five minute sports program in audition form. Rental is for from $15 to $75 per show, depending too on market sets.

Besides several series for NBC, Jerry Fairbanks Inc. has produced TV commercials for such advertisers as Eastern Air Lines and Camel cigarettes. Firm is also making 130 five-minute open-end animated shorts, *Crusader Rabbit*, and a 20-minute series, *Musical Journeys*, which will be distributed through its own organization. The NBC series includes *Public Prosecutor, Jackson & Jill, Quizology, Television Closeups* and *Going Places With Uncle George.*

Hayes-Parnell is packager of the ten-minute *Family Quiz* on KPIX San Francisco and KFI-TV Los Angeles (Bank of America). It's available for syndication in other markets outside of California.

New Shows

Packagers also have a 130-unit, 10-minute TV film, *TV Komics*, directed to children and available for one national sponsor. For syndication are also a series of one-minute time signal announcements, *Happy Hour Glass*, and *Looking at Football Through the Sports Glass*, a completed five-minute feature.

Hollywood sees television as a major consumer of films. Producers maintain that there is only one proven method by which a show can be planned, rehearsed, staged, edited, previewed and telecast with professional perfection. And that's via film. As the unchallenged film capital, producers feel that they possess the experience, production facilities and personnel trained to turn out a salable product. They further believe that eventually a minimum of 65% of programming will be on film.

As a result, many a film can has come off the shelf with contents being offered to TV. Being passed around on paper also are hundreds of ideas "which might make a television film series." In the embryonic stage too are scores of other productions. They are available in story board form with scripts, as well as in pilot or sample film.

Following briefly are activities of a few other production units in the area:

Apex Film Corp. made 24 Gillette Safety Razor Co. World Series TV commercials last summer and has just completed a new series for that same advertiser. Firm also is currently producing commercials for a couple of other unnamed sponsors.

Bud Abbott has set up a deal with Harrison Productions, television film makers, to produce a series of comedy shorts, both straight and musical. They'll be bannered Abbott Productions and will be shot on both 16mm and 35mm. Mr. Abbott will not appear in the films because of his Universal - International contract. Other well known comedians are being lined up.

Derwin Abrahams and Seymour Roth have completed a 12½-minute film in Western serial chapter format. Titled *Rainbow Radley*, pilot film stars Jimmy Lloyd, Peggy Stewart and Lee White.

Attwood Productions filmed *Spinwhizzer*, a 13-time series which is released to about 15 TV stations. Packaged also is a 13-time, 3½-minute short subject, *What's in a Name?*, licensed to stations at $13.50 a reel per showing.

Bell Activities

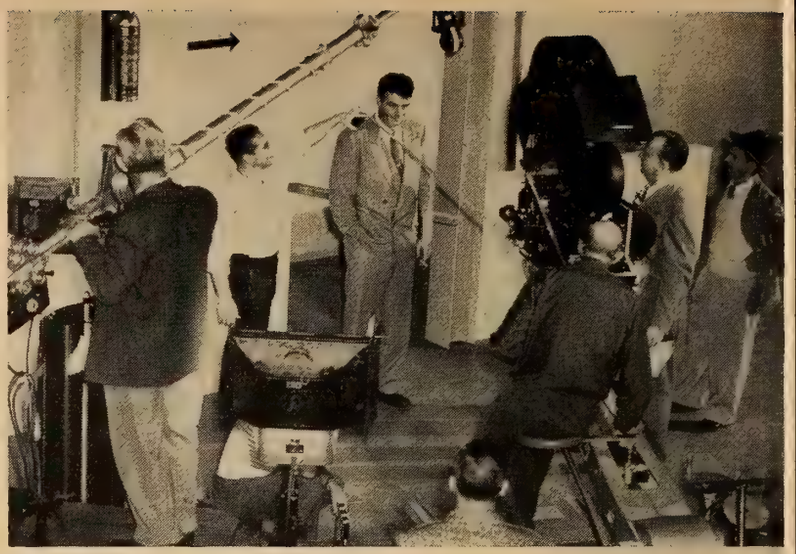
Bell International Pictures does TV program production and commercials by contract. Among properties available for television in sample are *Dark Venture* and *Retribution*, two psychological dramatic series, originally broadcast over AM stations of ABC a couple of years ago. Each completed show runs 30 minutes. First will be done in 60 stories. Latter will include 183 stories. In story board form are *Hollywood Harmony House*, a 15-minute light comedy romance, and *Sing With the Stars*, a community sing type show with "living room" audience as participants.

Cascade Pictures of California has a score of completed story board samples for advertising agency and sponsor consideration and pretests all products locally.

* * *



A DIRECTOR goes over lines with John Howard and Anne Gwynne as studio technicians of Jerry Fairbanks Inc. prepare to film a scene for *Public Prosecutor*, firm's first motion picture series to be shot especially for television.



CLEVELAND Indians' pitching ace, Gene Bearden, is featured in series of television spot announcements, filmed in Hollywood for Camel cigarettes by Jerry Fairbanks Inc. camera crew. Producer Fairbanks (second from r) is supervising.

* * *

Courneya Productions produces both live and film programs with TV shorts including the Los Angeles Open on golf; *Tennis by Contrast, Top Flite Tennis* and *Miss Troubles.*

Dudley Pictures Corp. made the 26-time, 10-minute *This Land of Ours* series now on NBC-TV, and is producing another titled *This World of Ours* for the network. Both are educational features.

Eclipse Productions, headed by Michael Colin, made a pilot film of a proposed TV whodunit series titled *Fireside Detective*, which would be available in 26 stories, at 27 minutes each. Sample was made on 16mm with use of 35mm sound equipment. Firm has a situation comedy, *Derby's Ringside Cafe*, in the making. It will also be 27 minutes in length and include 26 episodes.

Award Finalist

Emerson Films reeled the 17-minute *Christopher Columbus* picture selected as one of the six finalists for the "best film made in Hollywood" award of the Academy of Television Arts & Sciences.

Hollywood Television Productions, newly organized by Raymond Gross, is packaging *Tales From the Arabian Nights* for TV showing. Series will be tailored for 30-minute time slots, with John Oberg doing the scripts.

Gene Lester Productions, besides having made TV commercial shorts for Standard Oil Co. of Calif., Union Oil Co., and Famous Artists, has in production *Movietown Newsreel*, a 13-minute open-end series shot in sound.

Major Television Productions, recently organized by Leonard A. Harrison and Mickey Phillips, will make 30-minute TV films for between $7,000 and $7,500 per picture. Schedule calls for a TV series of musical and documentary mysteries, to be rolled on 35mm and reduced to 16mm.

Martin Murray Productions, in association with Harry Revel, songwriter, has turned out 19 2½-minute TV musical shorts titled *Murray's Movie Melodies* and has started producing a similar series in five- and ten-minute segments.

Pictorial Productions is making a series of one- and two-minute TV commercials for B-B Pen Co. Films will feature sports and entertainment personalities and other "names in the news." Pen company will spend $75,000 on TV commercials this year.

Norman L. Sper Productions has *The Barber of Sportsville* in production. The 12½-minute film will be in 52 stories.

Sentinel Productions has completed showcase samples of four 10- and 15-minute TV series of 13 stories each. They include fashions, puppets, factual subjects and a philosophical feature. Firm also makes open-end and to-order commercials.

Telemount Pictures, headed by Henry Donovan and Harry Redmont, has wound a complete series on speculation. Titled *Magic Lady*, the 13-unit series, reportedly cost Telemount $65,000 and was rolled on 16mm with 12 days of shooting.

Telepak, besides doing TV film production, is also acting as releasing organization for various other producers and has 16 packaged shows available. Included are five completed films. Remainder are on story board with accompanying script.

Tele Reels' Work

Tele Reels Production, recently set up by Jack Berne and Erle Waltman, has started production on a series of 13½-minute TV shorts, *Hollywood Hobbies*. Audition film is built around Richard Cromwell, motion picture actor, whose hobby is ceramics.

Tele-Tours Films is making a series of 10- and 27-minute travelog

shorts titled *Portrait of America.* Seven are completed, with pilot film titled *Gettysburg* having been recently telecast by KNBH (TV) Hollywood as a test.

Vallee Video Inc. has wound its first in a series of 15-minute TV cartoon films and is offering the five-weekly series to sponsors for $4,500 per week. Titled *Tele-Comics,* films consist of a quartet of three-minute cartoons, with another three minutes left open for commercials. Firm is reeling a series of 12-minute musical shorts starring Steve Gibson and his Red Caps. Available too is the 12½-minute human interest anecdote series *It Could Happen to You,* narrated by Rudy Vallee, and selling regionally at $1,750 per show.

Travel Talks Leased

James A. Fitzpatrick is leasing his "Traveltalks" for television, renting 52 pictures made six to eight years ago which have reverted back to him after exhausting MGM release dates. The two-reelers which represent a $500,000 production investment, are being re-recorded and reedited for telecasting.

Television Pictures Distributing Corp., headed by Toby Anguish, has closed a deal involving TV rights to 543 motion pictures, some released as recently as 1943. Deal also entails production of 1,000 or more shorts for television within a year. Included is a series of one-reel Westerns.

Louis Weiss & Co. has acquired rights to 24 Westerns and is renting them out to TV stations. Also available for telecasting are several oldtime, silent two-reel shorts to which musical background and sound effects will eventually be added. Weiss in addition is planning to make serials specifically for TV. First will be a mystery-detective format series with each episode running 12½ minutes.

Although saying little or nothing about what they plan to do in way of production, major film studios are keeping a close eye on television. Behind the scenes there is great activity and they all aim to be ready when the market develops further.

There is comprehensive planning on part of Warner Bros., Paramount, Universal - International, Columbia, 20th Century-Fox, and others. Nassour Bros., King Bros., David O. Selznick and Cecil B. DeMille have all announced intentions to produce motion pictures for the new medium.

U-I Documentaries

Universal-International, through its subsidiary, United World Films, New York, has produced television documentary subjects for industrial accounts and has a deal under way with another major unnamed advertiser. UWF, handling U. S. distribution of J. Arthur Rank products, has also leased 11 packages to TV stations. U-I has made some experimental pictures on its Universal City lot, and it is expected that before many months go by there will be much shifting of key television personnel to this West Coast studio.

20th Century-Fox, New York television department, is now offering advertising agencies and sponsors several of its own film packages, samples of which have been produced with aid of Movietone News technical staff. Firm has also commissioned March of Time to produce the 26 two-reel TV subjects based on General Dwight D. Eisenhower's book, *Crusade in Europe,* to be telecast over ABC-TV starting in March. 20th Century-Fox is also now in the business of distributing films for television, offering release deals for suitable shorts product.

Paramount is gearing itself to eventually service stations with films for television. Its entire output of shorts is being catalogued with a view toward possible future TV use.

WAAM PUBLIC SERVICE

Station Adapts UN Jingles to Television

SPECIAL UN jingles, originally prepared for radio by Ted Cott, vice president in charge of programming, WNEW New York, have been adapted to television by WAAM (TV) Baltimore. Station is telecasting one-minute spots once daily, using a series of five cartoon slides, as a public service feature.

The idea came to orthiconic light when Joel Chaseman, WAAM news editor, noticed trade reports that Mr. Cott had prepared a radio series. Mr. Chaseman wrote to WNEW and requested the record. He then worked out the details with Joe Corcoran, WAAM staff artist, who developed the idea for the slides. The WAAM news editor was planning to arrange a similar setup for Brotherhood Week, just concluded (Feb. 20-27).

* * *



* * *



Two of the many panels that visualize the jingle.

Spot opens with the WNEW special "Charter Song" disc and first slide showing UN world and a number of flags. Other illustrations include a soldier shown leaving home, a baby over whose head a dove of peace hovers, a family approaching "freedom home" and two hands clasped in friendship, with scale, flags and books in the background. Series opens and closes with UN and soldier cartoons.

Audio portion consists of pledges:

We are determined to make the United Nations an instrument to put an end to war . . .
We are determined succeeding generations will live to see the peace we're working for . . .
We reaffirm our faith in fundamental human rights, in equal rights for men and women . . .
We reaffirm our faith in justice and respect for law, in equal rights for every nation . . .
We are determined . . . to live to see the peace we're working for . . .

SALES POTENTIAL

'American' Surveys TV

A POTENTIAL television sales volume of $170 million in 1949 among readers of *The American Magazine* is predicted in a survey just released. Of those planning to buy a TV set this year, 47.5% expect to pay cash and the median price anticipated is $303.

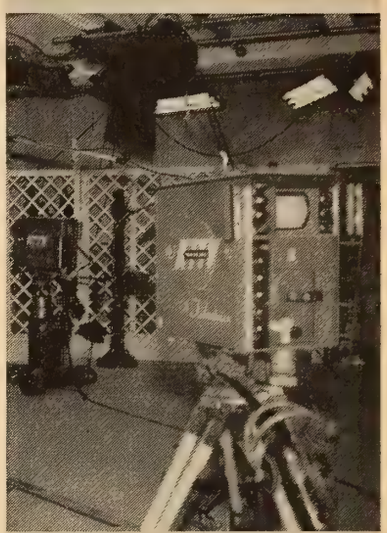
The information was compiled from questionnaires sent to 1,500 of *The American Magazine's* 2,500,000 subscribers. Names were taken at random according to geographical and city size pattern of the magazine's circulation. Of the questionnaires sent, 70.9% were used in compiling the information.

TV set ownership in homes surveyed was 3.2%, compared to the TBA estimated average of 2.1%. Of the non-set owners, 24.8% see complete video programs with 55.4% viewing in a friend's or relative's home. Viewing twice a week or more is done by 14% of these non-owners and 20.2% view once a week.

Intention to buy a set was indicated by 22.5%—54.4% indicated, however, they were still undecided. Of those planning to buy, 59.6% showed a brand preference and 64% have a definite idea as to what type set they desire. A 10-inch screen was preferred by 27.1% but 46.3% did not know as yet what screen size they would buy.

Of the 232 respondents who indicated they would not buy a television set this year, 52.6% said they could not afford a set and 45.7% felt it wise to wait for improvements which might be forthcoming.

KTTV USES OLESEN LIGHTS



Hollywood, Calif.—KTTV, one of the newest and best West Coast Video stations, has been equipped with Olesen TV lighting, according to Harry Witt, station manager.

Otto K. Olesen Co., with a background of many years in specialized lighting techniques, is now applying its knowledge to TV lighting problems. KFI-TV, as well as KTTV in Los Angeles, is using Olesen lights. So are WDSU-TV in New Orleans and KDYL-TV in Salt Lake City.

Send coupon now for complete information which can solve your TV lighting problems.

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.

Gentlemen: Please send me information on Olesen TV lighting.

Name_____

Firm_____

Address_____

Title_____

Telestatus



Lighting and Cameras

(Report 48)

By Dr. FRANK G. BACK

EVERY so often one of my televiewing friends—generally a layman whose main interest in television is what he sees on his receiver—will ask me questions that go something like this: "Why do my pictures sometimes seem fuzzy and out-of-focus?" Why are they sometimes washed out and weak?" "Why is it that the silk lapels on a man's tuxedo jacket often look gray?" "Why is it that many times when they shift from one camera to another the crispness of the picture fades?"

Those are typical of the questions that more and more televiewers are asking. And the questions show that, as the first novelty of owning a television set begins to wear off, Mr. Average Televiewer is inclined to get more and more critical of what he sees on his picture tube. He and his family begin to compare their television pictures with their old familiar entertainment friend—the movies.

Unfortunately, the comparison can be brutally harsh. However, it need not be quite as harsh as it often is. Good television pictures are the result of the careful handling of a host of "tremendous trifles." In failing to take care of the many "small" things the television technician fails and the quality of the received images suffer.

The Lesser Problems

In a way, a good many of us in television are still a little awed by the miracle of video ourselves. We have solved many of the major problems, but have paid little or no attention to the "minor" ones. The quotation marks are intentional, for many of the problems considered as minor are vitally important. They are TV's "tremendous trifles."

A good television image is born right in the studio. No receiver can add quality that isn't there. The basic ingredient of television —and of any picture-recording system, for that matter—is light. Yet, in many studios little attention has been given to illumination. In terms of the ultimate picture that is painted electronically on the end of the picture tube, light is more than just illumination as measured in foot-candles.

Qualities of Light

Light has definite qualities. It can be "hot" or it can be "cold." It can have color. And for best image results the light must be blended and balanced to match the light and color characteristics of the optical and electronic systems of the TV camera. A studio set that appears brightly and correctly lighted to the human eye, or to a light meter, may not necessarily appear adequate to the camera's eye.

Basically, the television camera consists of a lens system and an image orthicon, or TV pickup tube. Both have definite limitations where light is concerned. Lenses used on television cameras are not designed nor corrected for visible light plus infra-red light response. Some image orthicons have little or no response to infra-red; others do have infra-red response.

Infra-red illumination, such as that given off by incandescent lights not provided with heat filters, adds little to the total effective illumination in terms of actual pickup by cameras fitted with orthicons not sensitive to infra-red.

Still worse, if infra-red responsive orthicons are used, it adds confusion. Since the lenses are not infra-red corrected, the "hot" or infra-red light creates a sharp focus in one plane, the "cold" visible light a sharp focus in another. The best focus that can be had is at best a compromise between the two. In television, the oil-and-water rule applies to the use of both "hot" and "cold" lights. They cannot be mixed.

Fluorescent Lights

Experience has shown that, of the light sources now available, fluorescent lights give the best overall studio illumination. For highlights incandescent spots serve well, but must be equipped with heat filters. High-pressure mercury lamps and cadimium lamps also can be used for highlighting if desired.

There has been an unfortunate tendency among studio technicians and cameramen to reduce illumination almost to the minimum and shoot with their camera lenses wide open. This may be desirable from the point of view of the actors, but it certainly is most undesirable from the point of view of image clarity and crispness. This is particularly true when shooting close-ups. With a F/1.9 lens wide open it is perfectly possible to have an actor's eyes in crisp focus while the tip of his nose and his ears will be fuzzy and blurred.

For general all-around camera work, lenses should be used stopped down to at least F/8. This will give adequate depth of focus to allow for movement and depth in the scene itself. The important thing is to increase the overall illumination to the point where lenses can be stopped down. About 150 foot-candles of illumination should be considered the general minimum for normal studio work, with greater intensities being used for the highlights.

Recently, there has been considerable talk and speculation regarding the possibility of relying on infra-red illumination in the picking up of actual stage shows. Here again, the "no-mixing" rule with regard to infra-red and visible illumination under normal operating conditions still holds. It is perfectly possible to pick up and transmit a good image of a stage show illuminated by both infra-red and visible light, but all the visible light must be filtered out, lenses must be used that are infra-red corrected, and all cameras must be fitter with image orthicons responsive to infra-red light.

Even then the ultimate result will not be good. Stage settings, costumes and makeup will have to be altered for the infra-red illumination. Colors and materials have a habit of changing their appearances under infra-red lighting—the main reason for the odd grayish appearance of the silk lapels that adorn the m.c.'s tuxedo on most TV stage shows.

No, infra-red pickup is not the solution of the problem of telecasting stage shows, church services and similar remote programs where the light cannot be controlled. The answer lies in using image orthicons that have no infra-red response and high-quality, high-speed lenses that can be used wide open. In stage pickups the distances are great so that the depth of focus is more than adequate with the highest speed lens. A high-quality, high-speed lens plus a pickup tube that is not sensitive to infra-red will give good results under the poorest lighting conditions for long-range pickups.

In the studio, however, where

(Continued on page 18 of Insert)

TV SET figures reported to BROADCASTING during the past week:

Boston—45,120 as of Feb. 1, based on joint survey of leading distributors by WBZ-TV and WNAC-TV, both Boston.

Baltimore—40,677 as of Feb. 15, reported by Baltimore Television Circulation Committee.



FOR MORE than a quarter of a century, Vienna-born Dr. Frank G. Back has been solving complicated problems in light and optics. In 1928, when he first visited this country, he brought with him his "gastrophotos," a revolutionary peanut-sized camera that could easily be swallowed to take pictures inside a patient's stomach.

After returning to this country in 1939 and becoming a citizen, Dr. Back helped the Army, Navy, and Air Force solve many knotty optical problems. Then, in 1946, he announced the perfection of his now famous Zoomar lens, which allows video cameramen to "zoom," or shift, smoothly from a sharp overall view directly to an equally crisp close-up. He was given TBA award for outstanding technical development.

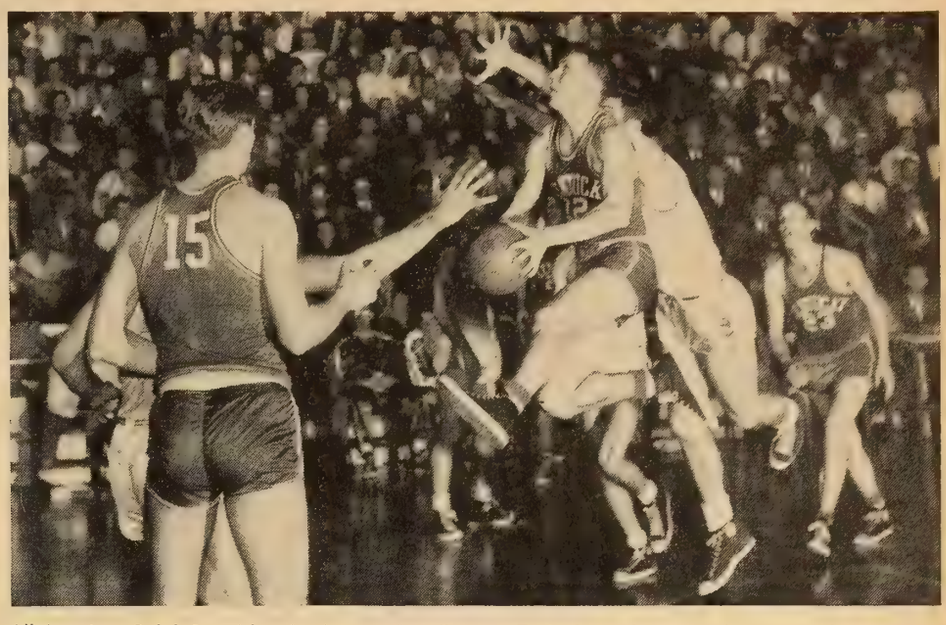
A few months ago, his company, The Zoomar Corp., announced another new television first—the Video Balowstar—a high-quality, high-speed lens that can "see" with no more illumination than that given off by a single candle at a distance of one foot!

Dr. Back examining the Video Balowstar

see? *Thousands did . . . on WSB-TV*



5 days weekly, youngsters howl with glee as Woody Willow and puppet pals play to tremendous juvenile audiences.



All-American Ralph Beard breaks clear against Georgia Tech. Score for Kentucky — score for WSB-TV!



Man stuff that women like — it's Perry's Kitchen. Good Show.



Atlanta Junior League's Speech School — children and all — visit "At Home with Elsbeth."

Better programming still sells more goods

JANUARY production as WSB-TV included 152 live shows, 25 of them by remote. An ambitious schedule for a station off the coaxial — but not unusual for WSB, which brought to its TV operation 27 years of radio experience and program know-how.

This knowledge of what a Georgia audience wants . . . *plus* the ability to deliver it . . . *plus* the prestige of being first with video in the deep South has solidified an audience enthusiasm and loyalty which time-buyers know how to evaluate.

We have some excellent program packages attractively priced. Ask any Petry man for details — he will be glad to tell you more about them.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM. AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Telestatus

(Continued from page 16 of Insert)

the light can be controlled, one of the most important details in the production of a good TV image is the use of blended lighting to match the light sensitivity characteristics of the image orthicons being used; another is to use image orthicons whose response characteristics roughly match when televising a multi-camera show. Unfortunately, image orthicons vary in their response to any given light source.

What can stations do about the illumination problem? The obvious solution is for each station to calibrate the camera tubes in stock and then always use tubes whose characteristics roughly match when televising any one multi-camera show.

It is not difficult to calibrate an image orthicon. It can be accomplished easily with nothing more than a pocket ruler, some strips of colored paper and standard studio and monitoring equipment.

The most important pickup tube calibration test is its relative sensitivity to light—but let's not forget that light has color and "heat" as well as intensity.

Since fluorescent lights probably provide the overall or key illumination in most TV studios, the tubes should be checked for their response to fluorescent illumination. To do this simply set up an assortment of fluorescent tubes vertically, ranging them through the various colors to daylight. Turn the lights on and focus your camera containing the tube to be tested on them. The oscilloscope on the monitor will tell the story. The relative light sensitivity of that particular image orthicon can be read directly from the "ups" and "downs" of the oscilloscope's pattern. There will be as many peaks or "ups" as there are light sources, and they will correspond from left to right.

The pocket rule gives the relative sensitivity of that particular tube to each of the fluorescent light sources. Each tube will vary, but this information, filed away with each tube, will provide the first important key to the problem of successfully matching tubes.

The same test performed in a slightly different way can be used to check a pickup tube's sensitivity to the illumination from incandescent lights. Since the source of light in an incandescent lamp is relatively small—optical experts call it a "point source"—we cannot set the lights up in a row as we did with the fluorescent lamps. Instead we must set up a target in the form of a white stick, or a white strip of paper pasted to a black background, and illuminate this target, in turn, with each of the types of incandescent lights we are using.

We can then focus our camera on the target, and by measuring the single peak formed on the monitor's oscilloscope for each source of light as it is turned on determine that particular image orthicon's sensitivity to each type of incandescent light. This information, again filed away with each tube, provides the second matching key.

Color Sensitivity

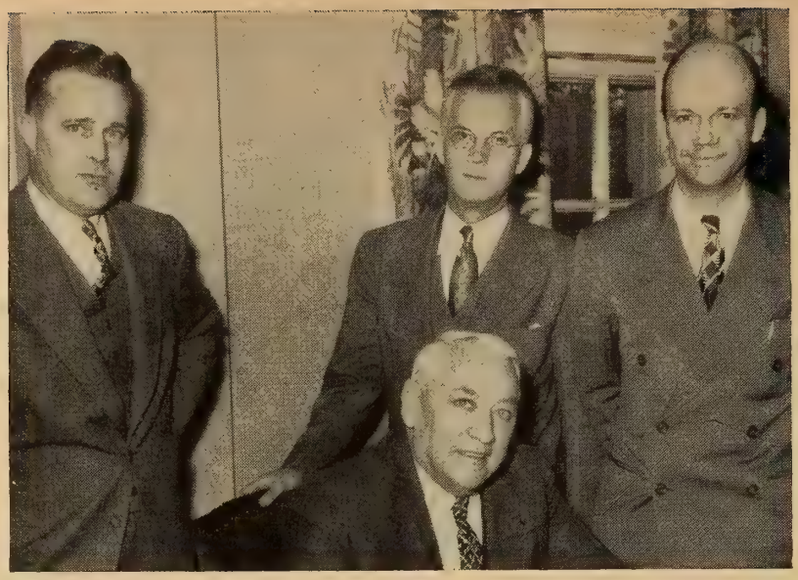
To calibrate a pickup tube for color sensitivity—the tube's ability to translate actual colors into the gray scale of the black and white image—it is necessary only to make up two simple color charts. Make one chart about four feet square; the other about the size of the viewing screen on the camera's monitor. The charts need be nothing more than strips of colored paper pasted on stiff cardboard. If you like, the strips can be placed in the general order of the spectrum—starting with the reds, going through the greens, yellows and blues, and ending up with deep purple. In any case, the colors on the two charts should be identical and arranged in the same order.

Set the larger of the two charts up vertically in front of your camera and illuminate it with a balanced combination of fluorescent and heat-filtered incandescent light matched to the tube under test. Focus your camera on the chart. By taking the smaller color chart and comparing it with the image on the monitor, you can make an adequate visual check of the color to black-and-white translating qualities of the tube being calibrated. This color-sensitivity information provides the third key to tube matching.

With these three easily obtained bits of information on hand, the television technician cannot only select image orthicons with comparable characteristics for use in his cameras for any one show, but he can control and balance the illumination to allow those tubes to operate at their best. With matched tubes and lighting blended to the average characteristics of the camera tubes, received images will approach a standard quality. There will be less change in image quality when program continuity and the necessary changes from closeups to long shots require pickup switches between cameras.

The basic choice of the type of image orthicon used for studio work is important too. For most studio pickups, where the illumination can be controlled, the camera tubes should be of the close-space type, the P5769, or the new experimental C73150. The new C73-150 has high sensitivity and a particularly low noise level. Lenses, too, play an important role in the over-all standardization of image quality.

All-around balance is vitally important to consistently good image quality. And that means balance all along the line—balance in illumination, balance in the choice of image orthicons, and balance in the lenses. Upset the balance in any one department and image quality immediately suffers.



WKRC-TV Cincinnati, scheduled to start experimental telecasts this week and to go commercial on April 4, completes agreement for sponsorship by Hudepohl Brewing Co., Cincinnati, of all WKRC-TV programs originating from Cincinnati Gardens, new sports arena. L to r, standing: John A. Hesselbrock, Hudepohl assistant manager; L. F. McCarthy, brewery's advertising manager, and Hulbert Taft Jr., WKRC-TV managing director; seated, Robert Schmidt, treasurer of Hudepohl.

VIDEO BOUT

Fights Not Hurt—Menendez

POOR attendance figures for Turner Arena boxing matches in Washington, D. C., are a reflection of back-sliding business conditions, especially in the sports and amusement fields, and are not caused by television. That view was expressed by Gabe Menendez, Arena matchmaker, in support of his belief that it's too early to determine video's effect on sport's gate receipts.

Mr. Menendez also announced that henceforth his top-notch fighters will receive 25% of existing television receipts (telecast rights) in addition to the usual 20% of attendance. He declined to reveal figures. (WMAL-TV carries the matches every Monday evening.) He said he thought the boxers were entitled to that percentage and "we're doing this on a voluntary basis." He indicated it was his intention to build better attractions at Turner's and adopt a wait-and-see attitude toward video.

The promoter conceded that Turner's boxing attendance had fallen short of pre-video days, but pointed out that other eastern enterprises were all having rough sailing. Baltimore matches, for example, aren't telecast, "but things are so bad there they're holding few shows—and it used to be a good fight town. . . . It seems to be general business conditions."

Film Commercials

(Continued from page 5 of Insert)

more normal, 90 days is desirable. Many producers give added discounts for such added time.

12. DON'T WAIT TO GET INTO TELEVISION. And the "Do" for that is: Do it now!

And there is the check-list. There are exceptions to probably every point but, by and large, we have found it has worked successfully on more than 1,200 theatre and TV ad-films in the last 10 years. It goes a long way in preventing "juvenile delinquents" and it certainly makes happier parents. And anyone who watches television commercials in their current reckless propagation can recognize the need for some such "birth control."

WICU (TV) ERIE

Starts Test Patterns Soon

WICU (TV) Erie, Pa., *The Erie Dispatch* television station, will be on the air soon with test patterns, Layman Cameron, general manager, announced last week. TV demonstrations in downtown Erie stores have been conducted by WICU since Feb. 19.

The station, which will operate on Channel 12 (204-210 mc), expects to have its modernistic building at 35th and State Sts., Erie, completed early in March, Mr. Cameron said.

The 300-ft. WICU tower is nearing completion, and DuMont engineers are installing latest television equipment. Station plans local programming as well as selected shows from four TV networks, NBC, ABC, CBS and DuMont, according to Mr. Cameron.

John W. Cook, resident of Erie since 1929, has been appointed WICU film editor and is now preparing the station's film schedules.

TELDISCO

Campaign Nets $100,000 Return

LAST November, Teldisco Inc., New Jersey, distributor of DuMont television receivers, had a problem. A rush of sales had forced its "home" models in short supply at a time when demand was rising through the top of the sales graph.

Complicating the situation was the fact that Teldisco had so saturated the bar market in New Jersey that demands for the oversized DuMont Club 20 model was promising to strike a plateau, leaving that set in comparatively ample supply.

Rising to the challenge of the situation Teldisco, under the guidance of its agency account executive, Elliott Nonas, utilized the ingenious alternative of promoting the bar sets for use in game rooms, auditoriums and special uses in the home.

Instinctively Mr. Nonas turned to television and WABD, DuMont video station, for that promotion. Within two weeks the Club 20 model was completely sold out with a net return of approximately $100,000.

The campaign was a cooperative venture with Teldisco joining with 35 of its New Jersey DuMont dealers in purchasing 40 quarter-hour daytime programs per week, one of the largest daytime transactions in television.

The shows featured such talent as Ralph Dumke, Stan Shaw, Vincent Lopez, Ted Steele and others, with commercial copy carefully integrated into the continuity.

Mr. Nonas, head of his own New York agency, has been handling Teldisco's advertising for the past year.

His current campaign for the company features a five-a-week program on WABD called *Johnny Olsen's Rumpus Room.* The format provides for two New Jersey DuMont dealers to be spotlighted each day. Commercials are woven into the entertainment portion of the audience participation show so that the studio audience actually takes part in the commercials.

For example, Johnny Olsen conducts a regular contest to discover which of two contestants can mention, in a given time, the greatest number of features of the DuMont telesets. Prizes are contributed by the spotlighted dealers of the day.

The Nonas agency is currently preparing an intensive campaign in aural radio to promote the sale of the International Harvester refrigerators and freezers, distributed exclusively now by Teldisco in northern New Jersey and Orange and Rutland counties in New York.

In commenting on the striking success achieved by Teldisco in television, Mr. Nonas observed, "A lot of agency folk are touting video as the sales medium of the future. I disagree with them. Television is the sales medium of the present."

TV RIGHTS

'Enlargement' of Radio Rights Says Baltimore Judge

CENTURY Athletic Club won its long drawn-out fight to telecast weekly boxing matches at Baltimore's Coliseum when a Circuit Court ruled Feb. 17 that television falls within the definition of broadcasting and entails the same rights.

The decision, handed down by Judge E. Paul Mason in Circuit Court No. 2, represented a victory over a New York partnership which owns the Coliseum. The Gotham firm had contended that the Athletic Club's lease does not specify television privileges by name, only broadcast rights. Television is a distinctly different and separate entertainment and communications medium, it had argued. The suit was lodged by the Century Club, with Lucy Ann Garvey and Avrum Rifman as counsel.

After defining the issue—whether the right to broadcast by radio includes the right to broadcast by television—Judge Mason gave several definitions of "broadcasting," which he admitted were unsatisfactory. He pointed out, however, that since transmission and reception are conducted "in the same manner . . . it would seem that radio bears a very close scientific relation to television."

Judge Mason observed that television may supplant radio and has made "serious inroads on the number of persons who several years ago numbered themselves as . . . regular radio listeners." He declared: "Television is, therefore, in direct competition with radio."

Interpreting telecast rights as an "extension or enlargement" of the club's right to radio broadcasting, the judge ruled that telecast rights in the tenant's hands "does not involve any inconsistency with the other things it is permitted to do under the lease . . . The tenant produces the boxing bouts . . ."

Text of Judge Mason's ruling in part:

> The right to televise may be inferred to belong to the tenant because it is an extension or enlargement of its (the tenant's) right to radio broadcasting and in its hands does not involve any inconsistency with the other things it is permitted to do under the lease.
>
> The tenant produces the boxing bouts. The televising of such bouts will not put the building and the premises under any greater servitude and is not inconsistent with the tenant's rights to broadcast by radio.
>
> The landlords or their predecessors drew the contract. Under the rule that no one who prepares a contract has included all his reservations, it must be construed most strongly against them.
>
> (The issue is) whether the right to broadcast by radio includes the right to broadcast by television.
>
> Since the transmission and the reception are conducted in the same manner, except that a higher frequency is used for television, it would seem that radio bears a very close scientific relation to television . . .
>
> The main difference between the two is the type of mechanism used to transform the sound into electrical impulses on the one hand, and the images into electrical impulses on the other, with the same variations on the receiving end of the broadcast.
>
> Such a construction of the contract could not possibly be what the parties intended . . . It is a fact that television may supplant radio and has at the present time made serious inroads on the number of persons who several years ago numbered themselves as members of the regular radio listeners.
>
> Television is, therefore, in direct competition with radio. Television was not commercially available in 1943, when the lease was executed.
>
> The plaintiff could not be expected to guard against something not in general use at that time.

FULTON LEWIS

Starting Simulcasts

FULTON LEWIS jr. added television to his current Mutual radio series Feb. 21 when he began a series of simulcasts over MBS and WOIC (TV) Washington, new Bamberger outlet [CLOSED CIRCUIT, Jan. 3]. The commentator has been signed for 52 weeks with options.

Mr. Lewis is heard five times weekly, 7-7:15 p.m., on more than 500 Mutual stations, and is sponsored as a co-op feature on some 325. Simulcasts originate from the studios of WOIC, with the TV version offered on a sustaining basis at the outset. He is retaining his present program format—opening, middle and closing commercial time slots coincide on both AM and TV. When Mr. Lewis travels his spot will be filled by substitute commentators, including Phelps Adams and Kenneth Crawford.

ONE WAY

Of Losing 248 Viewers

THE television feature, *Open House,* on WPTZ(TV) Philadelphia recently was directly responsible for 248 welders, riveters, pipefitters, piledrivers and other construction craftsmen from the local area signing up for an 18-month job in the Arabian desert.

The program, sponsored by the Corn Exchange National Bank, was not put on as a special effort to call out workers. It was merely due to Roy Neal making a routine interview. In the interview, John Shanahan, representing the Bechtel International Construction Corporation, told of the need for skilled workers to construct pipelines in Saudi-Arabia. C. Pierce Taylor, Pennsylvania State Employment Service district manager, related that the next morning the 248 men appeared and signed up. The Philadelphia office of the PSES thus became the only office in the United States to meet its quota of men for the overseas assignment.

Two Heads

HENRY MORGAN, comic delight of the cynics, will start his NBC video series on March 21, and attempt to prove that two Morgans are more devastating than one. In the Mon.-Fri. 7:30-7:45 NBC-TV period, the sarcastic humorist will utilize a dummy replica of his deadpan self, to lampoon various phases of American life. The Morgan dummy will be gifted with seven or eight different voices.

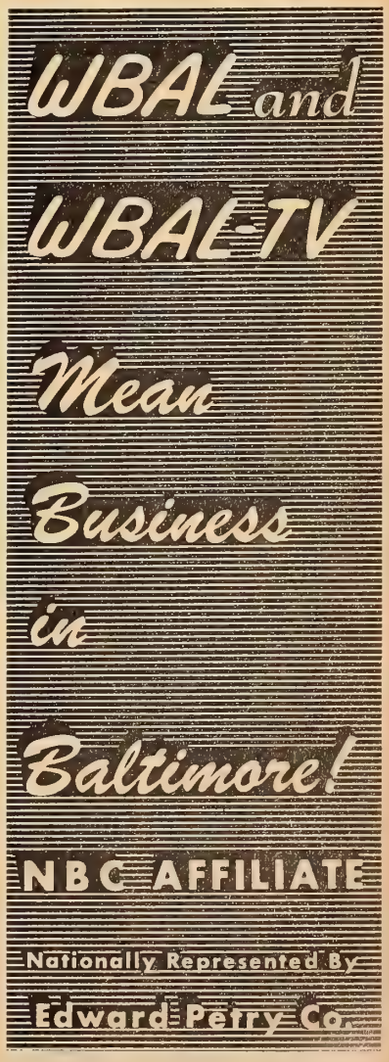
Quizzical TV

(Continued from page 8 of Insert)

television are as yet low and profits for the packager nearly invisible.

Undoubtedly, as the television audience grows and TV starts operating on a real network basis, the video quiz will cost considerable *more* than its AM counterpart does today—but—and I think this is the crux—not enough more in relationship to other television shows around it—to keep it from being a smart buy for the advertiser.

Audience-participation will have a place for itself in television as it has in AM—but agencies and producers will need to uncork the imagination and expend the sweat to satisfy television's demanding terms.



Over the **DUMONT** Network you can reach **96.7%** of the total television audience!

*An estimated 9,670,000 viewers according to January 31, 1949, set installation figures.

DuMont penetrates 29 of the 30 markets where television is now operating. It will include the 30th market, San Francisco, in March, 1949.†

DuMont Programs Shown Live on these stations		Programs shown on these stations by DuMont Teletranscription	
WABD	New York	WLWT	Cincinnati
WFIL-TV	Philadelphia	WDSU-TV	New Orleans
WAAM	Baltimore	WAGA	Atlanta
WTTG	Washington	KSTP-TV	Minneapolis-St. Paul
WNAC-TV	Boston	WHEN	Syracuse
WNHC-TV	New Haven	KLEE	Houston
WGN-TV	Chicago	WAVE-TV	Louisville
WRGB	Schenectady	KRSC-TV	Seattle
WBEN-TV	Buffalo	KDYL-TV	Salt Lake City
WJBK-TV	Detroit	WMCT	Memphis
WEWS	Cleveland	KOB-TV	Albuquerque
KSD-TV	St. Louis	WBAP-TV	Fort Worth
WTMJ-TV	Milwaukee	KTSL	Los Angeles
WDTV	Pittsburgh		
WSPD-TV	Toledo		
WTVR	Richmond		

†The DuMont Network will extend to four other markets in March and April

KFRC-TV	**San Francisco**	**March 1, 1949**
WICU	**Erie**	**March 1, 1949**
WLWD	**Dayton**	**April 1, 1949**
WLWC	**Columbus**	**April 1, 1949**

TELEVISION **DUMONT** NETWORK

515 Madison Avenue, New York 22, N. Y.

Management



GEORGE D. GAILEY, former program director of WPIT Pittsburgh, has been named manager of WJPA Washington, Pa., succeeding **C. B. HELLER,** who has joined WIMA Lima, Ohio, as director of sales.

WALTER CALLAHAN, assistant general sales manager of WLW Cincinnati, has been appointed assistant to **MARSHALL N. TERRY,** vice president in charge of television of Crosley Broadcasting Corp., with special duties in field of sales representation. Mr. Callahan started in radio with WCPO Cincinnati as salesman and later moved to similar position with WLW and WSAI Cincinnati. He was named manager of WLW Chicago sales office in 1939 and later became assistant to **JAMES D. SHOUSE,** president, and **R. E. DUNVILLE,** vice president and general manager of Crosley. Mr. Callahan was general manager of WSAI when it was owned by Crosley and later by Marshall Field.



Mr. Callahan

R. A. (Bob) NOVAK, program director at WAZF Yazoo City, Miss., has been appointed assistant manager. He formerly was with WTPS New Orleans.

ROBERT W. FRUDEGER, formerly sales manager of KBUR Burlington, Iowa, and head of Wonder Suds Div. of Iowa Soap Co., has been named manager of WGIL Galesburg, Ill., succeeding **E. J. HUBER,** who has joined KTRI Sioux City.

LEW ROSKIN, formerly of CFRN Edmonton, Alta., has been appointed manager of CJDC Dawson Creek, B. C.

ARTHUR C. STRINGER, dirctor of special services for NAB, is a judge in National Safety Council's Public Interest Award for 1948 competition. Award is given for "exceptional service to safety by public information media and sponsors of public service advertising campaigns." Contest closes March 15.

HARRY MAIZLISH, general manager of KFWB Los Angeles, is in New York on two-weeks business trip.

JOAN ORR has been appointed manager of new 250 w permittee at Nanaimo, B.C. She formerly was with CHUM Toronto, and CKLN Nelson, B.C.

BENEDICT GIMBEL Jr., president and general manager of WIP and WIP-FM Philadelphia, has been named chairman of Philadelphia's annual Blind Week for the fourth consecutive year.

Respects

(Continued from page 38)

Norweb had passed the diplomatic examinations.

While awaiting his appointment to the U. S. Foreign Service, Mr. Norweb at 22 was serving an apprenticeship in the Paris Embassy in 1916. He was officially appointed to the service in March 1917.

With genuine and becoming modesty, Ambassador Norweb acknowledges he was born under a lucky star. His foreign service career covers a 30-year span which coincides with the rise of this country to a position of world preeminence and authority.

He was present for the Versailles Conference in Paris during the first World War. During the Disarmament Conference he was in Washington with the State Dept. The government called on him to assist in bringing order during Tokyo's earthquake in 1923.

From May 1, 1925 to Aug. 31 of that year he served as first secretary at The Hague. Four years later he was a member of the Inter-American Radio Conference at The Hague.

It was at this time that the diplomat became engrossed in work with such notables of the radio industry as Gen. Saltzman, Admr. Hooper, Drs. Dellinger and Jolliffe and Messrs. Jett and Craven.

These acquaintances and others he identifies as "far sighted men who have been, and thank goodness many still are, an inspiration to the coming generations."

His professional itinerary during the next 15 years reads like a world cruise pamphlet.

He was called to Latin America for a series of assignments and conferences during the conception and nourishment of the Good Neighbor policy.

As secretary, counselor and in other capacities, he gained added prestige at embassies in Chile, Bolivia, Mexico, Uruguay, Dominican Republic, Peru and Argentina.

Ambassador Norweb was a U. S. delegate to the Inter-American Radio Conference in Havana, Cuba, in 1937. It was at these sessions that NARBA originated.

An all-time production record was established at the second Inter-American Radio Communications Congress in Santiago, Chile, in 1940, when the work of the body was completed in ten days. Ambassador Norweb, serving as a U. S. delegate, played a major role in proceedings.

Departing from the field of radio for a short time in 1941, he served as chairman of the U.S. delegation to the Third General Assembly of the Pan-American Institute of Geography and History in Lima, Peru.

Portugal knew him as the U.S. Ambassador in 1943. In 1945, he was U.S. Ambassador to Cuba.

He was elevated to the class of career minister Nov. 14, 1946.

While serving as chairman of the U.S. delegation to the important World High Frequency Broadcasting Conference in Mexico City, for the first time in his brilliant career radio threw him for a loss—but so far as is presently known not a diplomatic one.

Ambassador Norweb was obliged to follow a doctor's advice and take leave of the conference, due to back injuries he sustained while there.

He is pained, not so greatly by the injury, as by the realization that, through an ironic twist, the injury was caused by trying to move what he terms "a so-called 'portable' radio."

The accident has failed to dampen Ambassador Norweb's enthusiasm for radio and he is currently mustering his forces for an all-out fight for better programs, fair international distribution of frequencies and the advancement of experimental engineering.

Extensive travels and numerous conferences have given the radio diplomat a brilliant perspective on communications as a whole and broadcasting, in particular.

Radio problems he prefers to survey from the commercial, political and engineering angles and, whenever possible, to reduce the divergences between the three points of view.

Ambassador Norweb makes his home on Lake Shore Boulevard in Cleveland.

Tall, slender and with a sprinkling of gray in his abundant hair and his closely-cropped mustache, Ambassador Norweb is described by friends and associates as the most likely candidate for "Man of Distinction" fame.

Emery May Holden, whose name is associated with ownership in the Cleveland *Plain-Dealer*, became his wife Oct. 18, 1917. They have two children, Henry Raymond, and Albert Holden. By tradition, the two given names of a son are transposed each generation in the Norweb family.

In view of their father's extensive radio background, it is readily understandable that both sons served as radar officers with the AAF during World War II and that the eldest is now with WHK Cleveland.

Ambassador Norweb's active and colorful career as a foreign service officer has come to an end, but the diplomat hints that his one-time hobby may "very possibly" develop into a fulltime occupation.

Once his back has strengthened, Ambassador Norweb hopes to devote considerable time to other interests such as baseball, swimming, boating, fishing, hunting—and, of course, radio.

He is a member of Harvard Club, Brook Club, India House, River Club (New York), Union Club (Cleveland), Metropolitan Club, and Chevy Chase Country Club (Washington, D. C.).

GOING FAST!



Receive FREE BROADCASTING 550 – PAGE 1949 YEARBOOK

FOR A LIMITED TIME ONLY

This $5.00 YEARBOOK is yours free with a $7.00 subscription to the weekly BROADCASTING-Telecasting. (Subscribers' copies now in the mail.)

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You Get...

52 WEEKLY ISSUES

1949 YEARBOOK

1949 MARKETBOOK

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. . . complete analysis of 1948 radio advertising; AM, FM, TV directories, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

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Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

1 YEAR ☐ $7 2 YEARS ☐ $12
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☐ BILL ME

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FIRM_____
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52 WEEKLY ISSUES AND 1949 YEARBOOK

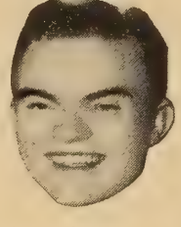
YEARBOOK Special

THE PICK OF THE NEW HITS!
on special "DJ" platters*

LARRY GREEN
A Bluebird
Singing In My Heart
(The La, La, La, La Song)
It's A Big Wide Wonderful World
DJ-654



SPIKE JONES
Ya Wanna Buy A Bunny?
Knock, Knock (Who's There?)
DJ-655





THE PIED PIPERS
Tennessee Saturday Night
You Broke Your Promise
DJ-656



BILL LAWRENCE
Dreamer With A Penny
I'm Beginning To Miss You
DJ-657

BUDDY MORENO
Doo Dee Dee
On An Old Kazoo
Johnny Get Your Girl
DJ-657

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Programs

MUSICAL salutes to Saturday night house parties taking place in South Jersey are given over WMID Atlantic City on its *House Party Time*, one of several new shows. Hour program is sponsored by local Clicquot Club distributor and Kramer Beverage Co. Listeners are invited to inform station of socials and Kramer arranges to have case of Clicquot Club delivered to parties. Recorded music is handled by Bob Brown. New series of Italian-American programs featuring classical music also has been added by WMID, as has a Sunday feature, *In the Public Eye*, presenting Paul Hawn with comments on New Jersey news.

'Learn to Type'

TOUCH TYPING will be taught via radio when new program, *Learn to Type Right*, starts on KOMO Seattle March 9. Weekly program will be sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching will be on "visualization." Robert S. Nichols Adv. developed series.

Medal Winners Featured

STORIES of men who have won the Congressional Medal of Honor are presented in new television package show produced by A. S. Curtis Features Syndicate, Washington, D. C. Available to interested stations, series offers weekly story of one CMH hero, approximately ten minutes long, using slides of art work and photographs, plus narration. Show requires no camera men, live actors, etc., according to producer.

Pays for Thoughts

INTERVIEWS on the street program over WJPS Evansville, Ind., are profitable for passers-by who have thoughts of interest to pass on to listeners. In keeping with program's title, *A Penny for Your Thoughts*, station awards a penny to each interviewee in addition to gift certificates for services or commodities. Program is sponsored on participating basis. WJPS also has started new program to acquaint residents with activities of Evansville Public Museum. Charles Boggs, museum director, conducts show, telling listeners about current exhibitions at museum and future plans, plus interviewing guest authorities.

Viewers Participate

VIEWERS of *Crossword Quiz*, telecast over WSB-TV Atlanta, get chance to participate in contest with studio audience. At any time when studio contestants miss word selected by Bob Van Camp, quizmaster, televiewers may call station with their answer. Correct answer wins $1.

Dual Station Show

LISTENERS to WCSI Columbus, and WWNI Wabash, Ind., FM stations owned by Syndicate Theatres Inc., heard both stations at once on recent dual broadcasting event. Graeme Zimmer, radio director of Syndicate Theatres and conductor of WCSI *Saturday Night Bandstand*, had as his guest on show Bob Williams, disc jockey at WWNI. The two conducted their programs together, with Mr. Williams in Wabash and Mr. Zimmer in Columbus. Each station took its turn at playing records.

Sports Coverage

BY END of basketball season, KDEC Decorah, Iowa, expects to have carried more than 70 games, including games in state tournaments in Iowa and Minnesota as far as teams in its listening area progress. KDEC has tried to cover every team in its area at least once with additional coverage to games of special interest. Most games were carried live. Station delayed many of its network (MBS) shows to maintain its rigid sports schedule. In advertisement in Dubuque *Telegraph-Herald*, KDEC explained its sports policy which it called "personalized service." Enthusiastic response from school officials and coaches is reported by station, in addition to increase in attendance at games.

Video Critic

REVIEWS of local and network television programs are featured on new program conducted by Ruth Chilton on WJMJ Philadelphia. WJMJ reports it does not consider series unethical inasmuch as it is not in competition with television, which it considers a different art form from broadcasting.

'19th Hole'

TEACHING golf to listeners instead of just "talking" the game is claim of KTUC Tucson, Ariz., for its show, *The 19th Hole*. Professional golfers Leo Diegel, Jimmy Hines and Dell Urich are featured on show along with m.c Gerry O'Brien. Messrs. Diegel, Hines and Urich give actual golfing instructions to Announcer O'Brien while description of studio activities is aired for listeners.

TV Hunts Criminals

PHOTOGRAPHS and descriptions of country's most "wanted" criminals are telecast in new series over WMAL-TV Washington, in cooperation with J. Edgar Hoover and the FBI. Series started last Tuesday and will be aired Tuesday, 7:15-7:30 p.m. for four weeks. Bryson Rash, special events director of WMAL-TV, conducts show, working with Louis B. Nichols, assistant FBI director.

Amateur Poets

POETICALLY inclined listeners to KTOP Topeka, Kan., now have opportunity to have original poems aired on *Friendly Philosopher* show. Bill Griskey, m.c., requests listeners to submit verses which are read with organ background. Writer of poem receiving most mail votes during month receives award.

Political Feature

ALL NINE nominees for office of mayor of Mattoon, Ill., appeared on WLBH Mattoon in recent pre-election broadcast of *The Roundtable*. Each nominee was interviewed for one minute by Ray Livesay, station manager and program moderator, after which each was given two minutes to state his platform and qualifications for office. Advance publicity announcements were carried three days prior to programs.

Originates from Car

INSIDE of Kaiser-Frazer car was origination point for special Automobile Day program titled *Made At Willow Run*, aired by WCOP Boston last Tuesday. Ken Mayer of WCOP's special events staff handled show from Boston's Kaiser-Frazer showroom. Program featured interviews with company representatives, description of new car and music by Kaiser-Frazer Quartet. Part of broadcast was made as car moved around showroom.

Learning to Fly Via TV

FLYING LESSONS are being given on new series of telecasts, *Flight Plan*, over WHEN (TV) Syracuse, via film and actual studio ground instruction. Writers of four best letters on "Why I Want to Learn to Fly" are receiving flight course free. To lend authenticity to the telecast and help students, single-engine Aeronaca plane is used in studio lessons. Cooperating with WHEN and handling actual flight instruction is Ward Air Service of Syracuse.

To Air BBC Shows

BRITISH Broadcasting Corp. dramatic and musical programs will be aired exclusively in Chicago by WMOR, FM station scheduled to take air next month. Jules Pewowar, program director, in making announcement, said the station will program transcribed *World Theatre* plays, *Picture Parade*, half-hour excerpts from British films, and *British Concert Hall*, one-hour symphony with various musical groups. WMOR will operate at 102.7 mc with 40 kw.

TV Amateur Talent

CHANCE for amateurs to test their ability to entertain by television is offered by WPIX (TV) New York in a new series, *Four Star Talent Search*, Fri., 8-8.30 p.m. Talent chosen from preliminary auditions to appear on the program compete each week for cash prize, plus a week's engagement at Bradley's, New York supper club.

22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



Top quality power tubes for more than 25 years

BROADCAST engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric's line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric transmitting tubes will be on display at the I. R. E. Convention.

—QUALITY COUNTS—

Western Electric

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Feature

(Continued from page 20)

Co. occupies its own 1½-story brick building, 50 by 140 feet. It is a 19-year-old business. Studios of KECK—which is slightly over 2 years old—are above the store.

After making a sudden decision to launch a radio station in Odessa in 1946, Ben Nedow increasingly concentrated his interest on broadcasting.

Some time ago, when he was in New York, Mr. Nedow decided to set NBC straight on some figures pertaining to Odessa. Before he was through, RCA chief Gen. Sarnoff himself had given him a half hour of his time.

When it is considered that the 1930 population of Odessa was under 4,000 and the 1940 population about 9,000 and today's population is over 47,000, it is evident that the Odessa story commands interest. Oil is, of course, the answer. Thousands of producing wells, five natural gasoline plants, a vast carbon black plant, are in the city's trading area.

Until the postwar period, Odessa had no radio station of its own. It now has three (KECK, KOSA KRIG).

When Ben Nedow decided to go into the radio business, his only knowledge of broadcasting, other than as an ordinary listener, came from buying time for his furniture store on a west Texas station in another city. Mr. Nedow has a basic philosophy about radio.

"I wanted a quality station," he says. "I wanted to give the people what they deserved. Give them a dollar's worth of advertising for every dollar spent."

Something he would not do, he decided, was "not to crowd too many commercials one after another."

KECK runs about 55% commercial, 45% sustaining. While it has a western band that satisfies the native yen for cowboy music, KECK also runs about two hours of classical music a day.

His own People's Furniture Co. uses a 1-hour Sunday show of classical, along with two 50-word daily spots and a 5-minute syndicated show a day. This is the only advertising his store does, having dropped newspaper entirely a year ago, according to Mr. Nedow.

"We get results," he says, "and meet a store payroll of eight people."

KECK raised $937 for the March of Dimes in January in a contest among three shows. Listeners "bought" request numbers by making contributions. KECK donated 168 15-minute periods to the drive, and Mr. Nedow gave a $50 check to John Vacca, chief announcer, as high man with his *Make Believe Ballroom*, which Mr. Vacca then gave as his own contribution—raising the grand total to $987.

KECK won two first awards (news, and folk and western music) and a third (sports) in 1948 judgings of radio programming.

While Odessa is a long way from anywhere (327 miles west of Fort Worth, 287 miles east of El Paso), Mr. Nedow and his KECK studios are smack in the middle of things in Odessa. The station and its big call-letter sign is across from City Hall, a block from the Post Office, across the street from the Elliott Hotel and a half block from the new modernistic $350,000 Court House.

KECK's transmitter tower rises 408 feet into the sky 3 miles west of town amid 30 leased acres and operates with what Mr. Nedow prides himself as being one of the strongest ground systems in west Texas.

FINCH FACSIMILE

European Distribution Set

NEA Service Inc., New York, through its Acme Telectronix division, has become exclusive sales agent for distribution of Finch Telecommunications Inc. equipment for facsimile newspaper and radio broadcast use in Europe and Great Britain.

Announcement of the arrangement was made jointly by Fred S. Ferguson, NEA president, and Capt. W. G. H. Finch, president of Finch Telecommunications.

Distribution of Finch equipment in Europe for other facsimile uses, such as business and commercial transmissions, police broadcasts and government enterprises, will also be handled by Acme Telectronix, but on a non-exclusive license.

Acme plans to offer the Finch equipment as an extension of its present Telephoto network service, which connects newspapers in European countries. *Dagens Nyheter*, Stockholm newspaper, was the first to institute facsimile newspaper production in Europe.

O. V. Johnson

O. V. JOHNSON, 53, account executive of Dana Jones Co., Los Angeles, died suddenly of a heart attack in his office Feb. 8. He had been with the agency for past 20 years, most recently handling Bullock's (department stores) account. Besides his widow, Marjorie, he leaves two children, Donald 20, and William 16. Funeral services were held Feb. 11 at Pierce Bros. Mortuary, Los Angeles.

WJAX Ups Power

WJAX Jacksonville, Fla., NBC affiliate, Feb. 18 began operation on increased nighttime power of 5 kw. Station previously operated on 5 kw daytime and 1 kw nighttime. Frequency remains 930 kc.

RED CROSS

Radio to Back Fund Drive

OBSERVANCE of March 1 as "Red Cross Day" by the major radio and television networks has been announced by American Red Cross national headquarters. All sustaining network programs that day will carry a Red Cross message and commercial sponsors have been asked to cooperate. Continued radio backing for the 1949 fund campaign, running through the month of March, is expected.

Material for station origination is available through the local chapter. In addition to scripts and general information on the Red Cross, a series of six network star presentations may be obtained. Scheduled for the series are: Bob Hope, Bing Crosby, Jack Benny, Dennis Day, Phil Harris and Alice Faye, and the *American Album of Familiar Music*. Four-and-a-half minute dramatic programs and 15- and 45-second spots are being sent to stations by the NAB. They are transcribed on a double-faced disc.

It is expected by the Red Cross that more than 1900 stations will carry material in cooperation with local chapters. Over 200 foreign language programs spotted throughout the country will carry the Red Cross message in eight languages to specialized audiences.

SALT LAKE CITY

Ad Club Names Winners

FOUR Salt Lake City stations divided awards at the fourth annual awards banquet sponsored by the Salt Lake City Advertising Club Feb. 17. Over 50 entries were received in the radio division, reported to be a new record total. Judges were Maurice Mitchell, Lee Hart and Harold Fair, all of NAB.

The winning stations and classifications were: KDYL, first in quiz and sports broadcasts; KALL, first in transcribed music and women's appeal; KUTA, first in live music and variety; KSL, best in drama. Specific programs were named in each of the winning classifications. No award was given in the field of radio news.

Here's The Picture In
ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	39.6	25.5	9.8	4.3	13.6	5.5
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.6	28.8	9.9	8.7	11.2	5.0
EVENING 6:00-10:00 P.M. Sunday through Sat.	36.6	34.8	6.5	6.6	14.0	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—NOV.-DEC., 1948

Authority—C. E. HOOPER, INC.
"Station Listening Index"



WHEC—ROCHESTER, N.Y.
CBS
Member Gannett Radio Group
5,000 WATTS
National Representatives
J. P. McKINNEY & SON
New York — Chicago
HOMER GRIFFITH CO.
Los Angeles — San Francisco

WE HAVE THE FORMULA

Time buyers know that some stations pay, while others do not. Time buyers who've tried WAIR are loud in their praise of its selling power.

WAIR
Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

Commercial

CARL CANNON, formerly in station relations and sales promomotion departments of NBC, and before that, assistant manager of WSGN Birmingham, has joined radio department of the Branham Co., New York, national radio representative.

WILBUR J. (Johnny) PHILLIPS Jr., former sales representative for WHKK Akron, Ohio, has joined sales staff of WJMO Cleveland.



Mr. Phillips

SHELDON VAN DOLEN, formerly with WMGM New York and ABC has joined New York sales staff of Weed & Co.

WILLIAM R. ALDRICH, general sales manager of WFTW and WFTW-FM Fort Wayne, Ind., is the father of a boy, Ryan.

MERRILL W. FUGIT, formerly of Richard Bradley Assoc., Chicago, has joined sales staff of WJJD Chicago.

DONALD COOKE Co., New York, has been named station representative for WNDR Syracuse.

MICHAEL (Mike) RENAULT, former salesman with WMGM New York and before that with Headley Reed Co., New York, has joined Donald Cooke Co., New York, as a salesman.

JACK DENNINGER, former southern advertising manager of *Sales Management* magazine, has joined New York sales staff of Blair-TV Inc., television station representative. Mr. Denninger was with *Sales Management* for three years.



Mr. Denninger

LAWRENCE V. HAUXHURST has joined sales staff of WISN and WISN-FM Milwaukee. He formerly was with Automatic Products.

JESS KELLEY has joined sales department of WONS Hartford, Conn.

M. L. PEACE, former manager of WFKY Frankfort, Ky., has joined sales staff of WJPS Evansville, Ind.

H. PRESTON PETERS, president of Free & Peters, leaves this week for Honolulu with Mrs. Peters to contact KGMB-KHBC, which firm represent.

BILL PHREANOR has joined KCMJ Palm Springs, Calif., as sales manager. Mr. Phreanor was formerly manager of KYOR San Diego and KBUC Corona, Calif.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

MIKE McMICHAEL, former manager of Goodyear Store, Des Moines, has joined sales staff of KRNT Des Moines.



Mr. McMichael

VALERIA ELSNER SMITH has been named traffic director at KOOL Phoenix, Ariz., replacing **JEANNE ORR,** who resigned to be married.

RUSS DAKIN, announcer at CFCF Montreal, has transferred to local sales staff, replacing **PEGGY McGANNON,** who has resigned to be married.

DON SARACENO of ABC Chicago sales staff, is the father of a girl.

GEORGE R. RUPPEL, MBS assistant comptroller, has been elected president of the New York chapter, Tax Executives Institute Inc.

GEORGE MORRIS, NBC Chicago local salesman, is the father of a daughter.

News

ROGERS HORNSBY, National League batting champion for seven years, has been signed by WENR-TV (ABC) Chicago to handle commentary on Chicago Cubs home games from April 19 to Oct. 2 under sponsorship of Goebel Brewing Co., Detroit. Mr. Hornsby has managed several U. S. pennant winning National League teams, including the Cubs.

FRANCIS N. LITTLEJOHN, NBC newsroom, has been appointed night editor of NBC news and special events department in New York.

LOREN (Bud) WATSON Jr., former radio sports editor for United Press, New York, has joined sports staff of WBAP Fort Worth.

HARVEY SACHS, formerly with KTIL Tillamook, Ore., has joined news staff of KNBC San Francisco, replacing **BILL MINETTE,** who has been promoted to public affairs director.

JOE TUCKER, WWSW Pittsburgh sports director, has been appointed member-at-large of Metropolitan YMCA's Physical Education Council.

JOHN L. CARPENTER, director of special events at KOIN Portland, Ore., has been appointed chairman of Multnomah County Traffic Safety Council by Gov. Douglas McKay.

BYRON BAKER, formerly with KWKW Pasadena and KKLA (FM) Los Angeles, has been named news editor at KTXL San Angelo, Tex.

RALPH EDWARDS' NBC show *This Is Your Life,* is to originate from Minneapolis March 29 and from Chicago April 5.

The Patroon* of the week

MARION REUTER

Time Buyer
YOUNG & RUBICAM, INC.
Chicago



With her heavy radio background including a period as traffic manager of WBBM, Miss Reuter is well equipped for her tough job of buying time for all Y&R Chicago accounts. Welcome to the fold, and may you enjoy your Patroonship as much as we enjoy welcoming you to membership.



*PATROON
Aristocratic
Landholder
of the
Hudson
Valley

The Fact of the week

WPTR is tops with listeners because WPTR is tops in talent. Whether it's sports, news, drama or fairy tales for the kiddies, WPTR has a regional favorite to handle the show.

SOON
50,000 Watts

WPTR

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N. Y.

ACTIONS OF THE FCC

FEBRUARY 18 to FEBRUARY 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

February 18 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Georgia School of Technology, Atlanta—Granted petition for leave to amend TV application to change name of applicant from Board of Regents, University System of Georgia, for and on behalf of Georgia School of Technology, to Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology.

Suburban Bcstrs., Jackson, Mich.—Granted petition to intervene in hearing on application of WLOK Lima, Ohio.

WFEC Miami, Fla.—Granted petition for continuance of hearing scheduled February 24, to April 28, at Washington.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition for extension of time to file opposition to petition of Fairfield County Bcstg. Co. for reinstatement of application and time was extended to Feb. 23.

Sky Way Bcstg. Corp., Columbus, Ohio—Passed over petition to reconsider and set aside grant of application for license of Northwestern Ohio Bcstg. Corp.

WSIV Pekin, Ill.—Commission on own motion continued indefinitely hearing presently scheduled Feb. 23, pending action on petition for reconsideration and grant of application.

KRGV Weslaco, Tex.—Commission on own motion continued indefinitely hearing presently scheduled March 7 pending action on petition for reconsideration and grant of application.

Chanute Bcstg. Co., Chanute, Kan.—Commission on own motion continued indefinitely hearing presently scheduled March 14, pending action on petition for reconsideration and grant of application.

Steel City Bcstg. Co. and WBES Chicago—Commission on own motion continued indefinitely hearing presently scheduled March 17, pending action on petition for reconsideration and grant of applications.

West Allis Bcstg. Co., West Allis, and Watertown Radio Inc., Watertown, Wis.—Commission on own motion continued indefinitely consolidated hearing presently scheduled March 23, pending action on petition for reconsideration and grant of applications.

Empire Bcstg. Co., Pomona-Ontario, Calif.—Commission on own motion continued indefinitely hearing presently scheduled March 28 in re application.

Woodward Bcstg. Co., Detroit, Mich.—Commission on own motion continued indefinitely hearing presently scheduled March 29 in re application.

Ebbets-McKeever Exhibition Co. Inc., New York—Granted petition insofar as it requests continuance of further consolidated hearing in re New York FM applications and further hearing presently scheduled for March 1 was continued indefinitely, pending action on petition for grant without further hearing.

WUTV Indianapolis—Denied petition requesting continuance of hearing presently scheduled March 21 in re application.

Beacon Bcstg. Co. Inc. et al Boston—Commission on own motion continued from March 3 to May 23 at Boston consolidated hearing on application for FM stations.

WTEL Philadelphia—Dismissed as moot petition requesting 30-day continuance of oral argument presently scheduled Feb. 21 in re order to show cause since Commission on Feb. 17 on own motion continued indefinitely said oral argument.

Shelby Bcstg. Co., Center, Tex.—Commission on own motion advanced from April 11 to March 4 at Washington, the hearing on application.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing presently scheduled for February 17, to March 10, at Washington, in re application. (This action supersedes that reported on report dated Feb. 11.

(By Commissioner Webster)

KMPC Los Angeles, WJR Detroit, and WGAR Cleveland—Commission on own motion continued to March 16 in Los Angeles hearing now set Feb. 21 in re complaint of Radio News Club of Hollywood against G. A. Richards, president of KMPC.

FCC Correction

In report dated Feb. 11 item referring to WHDH Boston et al, should have shown hearing continued to May 2 instead of March 2.

February 18 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WRBL-AM-FM Columbus, Ga.—Assignment of license from J. W. Woodruff, J. W. Woodruff Jr. and E. B. Cartledge Jr. d/b as Columbus Bcstg. Co. to J. W. Woodruff, and J. W. Woodruff Jr. d/b as Columbus Bcstg. Co.

License for CP

KPLC Lake Charles, La.—License to cover CP change frequency, increase power etc.

WHJB Greensburg, Pa.—License to cover CP, increase power etc.

WHIS Bluefield, W. Va.—Same.

WHDH Boston—Same.

WXGI Richmond, Va.—License to cover CP change frequency.

Modification of CP

WKBS Oyster Bay, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

WWST-FM Wooster, Ohio—License renewal FM station.

License for CP

WMCF Memphis, Tenn.—License to cover CP new FM station.

WLOG-FM Logan, W. Va.—Same.

WFPG-FM Atlantic City, N. J.—Same.

WEFM Chicago—Same.

WMLL Evansville, Ind.—Same.

WLAW-FM Lawrence, Mass.—Same.

WLDM Detroit—Same .

WJLN Birmingham, Ala.—Same.

KFMV Hollywood, Calif.—Same.

WBRL Baton Rouge, La.—License to cover CP changes in FM station.

Modification of CP

KQW-FM San Francisco—Mod. CP new FM station for extension of completion date.

WBAB-FM Atlantic City—Same.

WOHS-FM Shelby, N. C.—Same.

KLUF-FM Galveston, Tex.—Same.

WRVC Norfolk, Va.—Same.

WLDM Detroit—Mod. CP change studio location to Oak Park, Mich.

KREI-FM Farmington, Mo.—Mod. CP new FM station to change ERP from 170 w to 298 w, ant. from 215 to 210.4 ft.

WTWO Dayton, Ohio—Mod. CP new FM station to change ERP from 20 to 48 kw, ant. from 500 to 371 ft.

WPAR-FM Parkersburg, W. Va.—Mod. CP new FM station to change ERP from 23 to 18.2 kw, ant. from 480 to 309 ft.

FM—93.5 mc

KOCS-FM Ontario, Calif.—CP change ERP from 310 w to 1 kw, ant. from 110 to 42 ft.

Modification of CP

WNAC-TV Boston—Mod. CP new commercial TV station for extension of completion date to June 1.

KSTP-TV St. Paul—Same to Sept. 16.

WCAU-TV Philadelphia—Same to June 15.

TENDERED FOR FILING

SSA—1070 kc

WIBC Indianapolis—SSA 1070 kc 50 kw D DA at new ant. site for 6 mo.

AM—1440 kc

KPRO Riverside, Calif.—CP increase from 1 kw to 5 kw, install DA-N.

AM—1420 kc

WVOT Wilson, N. C.—CP change from 1 kw D to 1 kw-D 500 w-N, install DA-N.

Assignment of CP

KTAT Frederick, Okla.—Assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones d/b as Frederick Bcstg. Co. to J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Oswalt d/b as Frederick Bcstg. Co.

Transfer of Control

KTSA San Antonio—Application filed pursuant to Avco Rule by Express Pub. Co. for transfer of control from Sunshine Bcstg. Co., licensee.

APPLICATION DISMISSED

AM—630 kc

Guy E. Mallery Jr., Helena, Mont.—DISMISSED Feb. 14 application for CP new AM station 630 kc 1 kw D.

AM—1010 kc

Highlands Bcstg. Co., Canton, N. C.—DISMISSED Feb. 14 application for CP new AM station 1010 kc 1 kw D.

AM—1050 kc

Charles H. Young, Anderson, S. C.—DISMISSED Feb. 15 application for CP new AM station 1050 kc 1 kw D.

(Continued on page 58)

FARNSWORTH SUIT

Stockholder Protests Sale

A STOCKHOLDER of Farnsworth Television & Radio Corp. last week started a suit to stop the company from selling out to International Telephone & Telegraph Co.

The Supreme Court of New York directed the two companies to show cause why they should not be restrained from making the transfer. The suit was brought by Harry Hecht, owner of 400 shares of Farnsworth, who alleged that the sale of Farnsworth's assets at the price publicly announced will result in depression of the value of his shares.

Blanford Resigns

MISS ESTHER BLANFORD, clerk stenographer in the office of FCC Comr. Robert F. Jones, has resigned to become associated with the Washington law firm of Hogan & Hartson, where she will be in charge of administrative details of the radio practice. She previously served with Ray C. Wakefield during his Commissionership. During the war she was a yeoman, first class, in the Coast Guard Women's Reserve (Spars).





1949 YEARBOOK ADDENDA

THE FOLLOWING YEARBOOK changes and additions were received just after the 1949 YEARBOOK had gone to press. This will also serve to correct a number of errors made in compiling this vast volume. For convenient reference purposes, the information is arranged numerically by YEARBOOK page number. The more up-to-the-minute changes for all YEARBOOK directories and services should be made from the weekly issues of BROADCASTING-TELECASTING.

Page 44—Station represented by The Katz Agency in Flint, Mich., is WFDF.

Page 46—J. H. McGillvra listing, WFIG is in Sumter, S. C.
In NBC Spot listing, Chicago TV call letters are WNBQ.

Page 48—William G. Rambeau Co. listing, Owensboro, Ky. station is WVJS.

Page 58—WOIC Washington sales manager is William D. Murdock.

Page 60—WTPS-TV New Orleans, L. K. Nicholson is owner. Remove from personnel listing of WRTV. WMAR-TV is Baltimore outlet of the A. S. Abell Co.
WJBK-TV Detroit is at 500 Temple Ave. Phone: Temple 3-7900. Richard E. Jones is general manager; George M. Millar, commercial manager.

Page 64—WBNT-TV Columbus is now WBNS-TV.

Page 69—Dorothy Alexander is program director of WVOK Birmingham.

Page 70—WIRB Enterprise, Ala. Robert E. James, Ralph M. Stanford and Franklin James are partners. Delete R. A. Dowling and Owens Alexander.

Page 88—KSDJ San Diego is now KCBQ.

Page 94—WNOC Norwich, Conn., John Dine is general manager; Jack Perrington, program director; Noel C. Beault, sales manager.
WWCO Waterbury, Conn., Eugene Fleisher is chief engineer.

Page 103—WSPB Sarasota, Fla., Ken Randolph is commercial manager.

Page 106—WBBQ Augusta, Ga., delete KBS under network.
WRDW Augusta, Ga., Charles. H. Pointel is program director.

Page 108—WGBA Columbus, Ga., Walter M. Windsor is general manager and program director, William R. Atkinson is chief engineer.

Page 114—KCID Caldwell, Ida., Jerry Burgess is chief engineer.

Page 120—WKID Urbana, Ill., Elwood Fabert is president, Donald E. Boudreau and G. Max Kimbrel, managers.

Page 122—WFBM Indianapolis, established 1924.

Page 126—KBIG Des Moines, delete Myron J. Bennett and show Allan Curnutt as director and general manager.

Page 130—Show state continued as Kansas in place of Iowa.
KVGB Great Bend, Kan., Helen T. Coogan is president.

Page 136—WNBS Murray, Ky., H. T. Waldrop is president.

Page 138—KLOU Lake Charles, La., add E. Ratcliffe Anderson, vice president and general manager.

Page 140—WDSU New Orleans, licensee is WDSU Bcstg. Services Inc. Robert D. Swezey, vice president in place of Fred Weber, and A. Louis Read Jr., commercial manager.

Page 146—WNAC Boston, Charles Curtin is promotion manager and David Shurtleff is director of sales service.

Page 150—WJBK Detroit is now at 500 Temple Ave. Phone: Temple 3-7900. E. Hal Hough is program director.

Page 156—WCAR Pontiac, Mich. D. J. Campbell, general manager; F. M. Hourigan, program director; Wayne N. Cook, chief engineer. Represented by Pearson, using Standard Radio, AP and INS.

Page 156—WHAK Rogers City, Harvey A. Klann, president, general manager and chief engineer; Albert G. Klann, commercial manager; Harry E. Brege, promotion manager. Services: World, UP.

Page 156—WKNX Saginaw, Mich., H. H. Wolfe, partner and promotion manager.

Page 164—KLWT Lebanon, Mo., add Robert C. Fields, president; O. R. Wright, general and commercial manager; Thomas H. Miller, program director; E. L. Hendry, chief engineer. Services: Lang-Worth, SESAC, UP.

Page 166—KICK Springfield, Mo., add Charles E. Seiferd, vice president and general manager.

Page 172—WMOU Berlin, N. H., licensee is White Mountain's Bcstg. Co. Charles S. Holbrook, president; Wendell MacKenzie, program director; Kettell-Carter, representative in Boston and Radio Representatives in New York.

Page 174—WCAM Camden, N. J., Willard C. Schriver is station director. Delete Mildred C. Longendorfer.

Page 175—KVER Albuquerque, N. M., Betty Kehle is program director.

Page 182—WMCA New York, add Norman Boggs, general manager.

Page 188—WIBX Utica, Elliott Stewart, executive vice president and station manager; N. W. Cook, national sales - merchandising - promotion manager; Gladys P. Moore, vice president-secretary. Delete William J. Calvert and Helen Wood.

Page 194—WJNC Jacksonville, N. C., Forjoe replaces Walker as station representative.

Page 196—WMFD Wilmington, N. C., delete Ed. McKay as program director.

Page 198—KNOX Grand Forks, N. D., add Jack French as assistant manager.

Page 204—WONE Dayton, add C. J. Thornquest, station manager; Frank E. Shaffer, program director; Stanley A. Beck, chief engineer. Network: MBS. Services: Headley-Reed, AP.
WLIO East Liverpool, O., John M. Croft is general manager.
WPFB Middletown, O., L. H. Beckwith is chief engineer.

Page 219—WVAM Altoona, Pa., Richard H. Hurley is general and commercial manager.

Page 232—WORK York, Pa., correct spelling of Clair R. McCollough.

Page 234—Personnel and services for WCSC and WACA Camden are transposed. All personnel and services now appearing alongside WACA should be listed for WCSC; all personnel and services now listed alongside WCSC belong to WACA.

Page 236—WNOK Columbia, S. C., delete Charles W. Burdsal. Richard T. Allen, general manager, is also commercial manager.

Page 238—WCAT Rapid City, S. D., add Warren E. Wilson, president; W. Ferron Halvorson, director and general manager.

Page 280—WWYO Pineville, W. Va., add Jack Shipman, president.

Page 287—WEMB San Juan, add David A. Brown, general and commercial manager; Manuel Mendez Ballester, program director; Rafael Acosta, chief engineer.

Page 300—Call letters KSGH (FM) should read KSFH (FM).

Page 302—WSAV (FM) Savannah, Harben Daniel is president.

Page 303—WEAW (FM) Evanston, on 105.1 mc and 36,000 watts power.

Page 306—WJBK-FM Detroit, 500 Temple Ave. Phone: Temple 3-7900. Richard E. Jones is general manager; E. Hal Hough, program director.

Page 310—WFMY (FM) Greensboro, L. O. Hutchins is commercial manager.

Page 349—Add Harwood Martin, Adv., Colorado Bldg., Washington 5, D. C. Tel.: Republic 2966.

Page 355—Shaffer Brennan Margulis Adv. Co., add S. I. Rosenfeld, partner.

Page 366—Under ABC executives in column marked "Officers," list Charles C. Barry, vice president in charge of television; Ernest Lee Jahncke Jr., vice president in charge of the stations department for radio and television; J. Donald Wilson, vice president in charge of programs.

Page 375—Under Keystone, delete WBBQ Augusta, Ga.

Page 428—Add Tele-Theatre Productions, 33 W. 58th St., New York 19.

Page 429—Add Universal Radio Productions, Lock Box 847, Phoenix, Ariz.

Page 483—Add to Federal Communications Bar Assn., Moser, J. G., Guaranty Bldg., Hollywood, Calif.

Page 484—Beck School for Radio, address should read 1722 Hennepin, Minneapolis, Minn.

Page 514—Under Consultants, Allied Arts, add Blackburn-Hamilton Co., Washington Bldg., Washington, D. C. Tel: National 7405. James W. Blackburn. Offices: 235 Montgomery St., San Francisco. Tel: Exbrook 2-5672. Ray V. Hamilton, Tower Petroleum Bldg., Dallas. Tel: Central 1177.

Page 525—WAMS (FM) Athens, O., delete from newspaper list.

Nussbaum Improving

COL. HOWARD L. NUSSBAUM, chief of the Air Force radio and television branch, is now off the critical list at Walter Reed Hospital, Washington, D. C., where he is undergoing operations for injuries sustained in a plane crash Jan. 23 [BROADCASTING, Jan. 31].

Miss. Meeting Date

MEETING date for the Mississippi Broadcasters Assn. has been announced by Bob Evans, secretary-treasurer of the association. The two-day session will be held March 26-27 at the Gilmer Hotel in Columbus. WCBI Columbus will be host to the group.

On All Accounts

(Continued from page 20)

Autolite, Pepsodent, Sunlight Soap, Rinso and others.

The Tuttle's—she is the former Alice Frost—were married June 27, 1941. Mrs. Tuttle is one of the best known radio actresses in the industry, portraying—among other parts—the role of Pamela North in the *Mr. & Mrs. North* program. The couple live on Sutton Place in New York.

Bill's hobbies include golf, tennis and swimming. He also develops his own film, taken with his 16mm camera.

EUROPEAN TOUR

Mary Foster Heads Group

MARY FOSTER, women's reporter heard daily on KOWH Omaha, is conducting a group of 30 midwestern women on a 30-day tour of Europe. The group left New York by air Feb. 15 for Paris, the first stop.

Programs will be arranged for the women by authorities who will tell of conditions in respect to food shortages, education, recovery, the cost of living and women's problems in the countries visited. The Omaha *World Herald*, owner of KOWH, sent reporter J. Howard Cowan to cover the trip for the paper.





Sponsor or prospect . . . here is a dynamic show that will work. It's proved its punch on a gamut of products from A to Z. A Terrific Sports Program . . . 5 minutes . . . 5 times a week.

Famed Jack McLean, "The Man About Sports" at his dynamic best.

The "Greatest of the Great" is a proved money maker for others, will pay out for you.

Send for Audition disc and low rates for your station.

SEND FOR FREE TRIAL

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 228
CHICAGO 10, ILLINOIS.
Please send me without obligation Free Audition platter and low rates. On the "Greatest of the Great."

Name.....
Address.....
City..... State.....
Station.....

FCC Actions

(Continued from page 56)

February 23 Decisions . . .

BY THE COMMISSION

Avco Repeal Proposed

Announced proposal to repeal Avco rule requiring advertising for competitive bids in station transfers. Also announced proposed plan to amend rules to require advertising of requests for new stations, changes in existing stations, renewals of license and transfers (See story this issue).

BY THE SECRETARY

WSYR WSYR-FM Syracuse, N. Y.—Granted assignment of license to Radio Projects Inc. from Central New York Bcstg. Corp.

WHBS-FM Huntsville, Ala.—Granted license covering CP changes in FM station.

KSEL-FM Lubbock Bcstg. Co., Lubbock, Tex.—Granted request to cancel CP new FM station.

WLDM Detroit, Mich.—Granted mod. CP change studio location.

Following were granted mod. CPs for extension of completion date as shown: WBML Macon, Ga., to 5-18-49; WWLH New Orleans, to 9-16-49; WDBO-FM Orlando, Fla., to 5-14-49; WPAR-FM Parkersburg, W. Va., to 6-12-49; WREV-FM Reidsville, N. C., to 6-8-49; KPRA Portland, Ore., to 4-10-49; WNAO-FM Raleigh, N. C., to 4-28-49; WCAU-FM Philadelphia, to 6-15-49.

KAYL Storm Lake, Iowa—Granted license for new standard station and specify studio location; 990 kc 250 w D.

WDEF Chattanooga, Tenn.—Granted license install old main trans. at present site of main trans. for aux.

WBET Brockton, Mass.—Granted license mount FM ant. on top AM tower.

Radio W M I T, Charlotte, N. C.—Granted license for KIA-24 covering change of frequency, power and equipment.

KGYN Guymon, Okla.—Granted license for new standard station 1220 kc 1 kw D.

KNEX McPherson, Kan.—Granted license for new standard station 1540 kc 250 w D.

KWRO Coquille, Ore.—Same—1450 kc 250 w unl.

KFH-FM Wichita, Kan.—Granted license new FM station; Chan. 262 (100.3 mc), ERP 11 kw, ant. 410 ft.

WMAR-FM Baltimore, Md.—Same—Chan. 250 (97.9 mc), 20 kw, 390 ft.

WEBQ-FM Harrisburg, Ill.—Same—Chan. 260 (99.9 mc), 4.2 kw, 305 ft.

WTAQ-FM Green Bay, Wis.—Same—Chan. 273 (102.5 mc), 14 kw, 440 ft.

KVSO-FM Ardmore, Okla.—Same—Chan. 229 (93.7 mc), 8.2 kw, 690 ft.

First with the most in

NEW ORLEANS

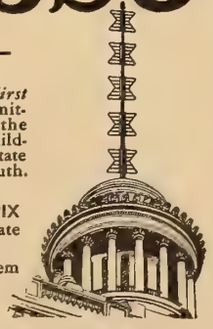
WDSU

TV Channel 6—
31,000 watts

New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.

ABC — NBC
DUMONT — WPIX
Television Affiliate

Affiliated with New Orleans Item



AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)

Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)

WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the John Blair Company

WAJL Flint, Mich.—Same—Chan. 296 (107.1 mc), 400 w, 175 ft.

WHAI-FM Greenfield, Mass.—Same—Chan. 252 (98.3 mc), 1 kw, minus 240 ft.

WKRS Waukegan, Ill.—Same—Chan. 294 (106.7 mc), 12 kw, 355 ft.

WOSH-FM Oshkosh, Wis.—Same—Chan. 225 (92.9 mc), 3.5 kw, 325 ft.

WIKY-FM Evansville, Ind.—Same—Chan. 281 (104.1 mc), 19 kw, 450 ft.

KSPI-FM Stillwater, Okla.—Same—Chan. 230 (93.9 mc), 3.9 kw, 300 ft.

WDBJ-FM Roanoke, Va. — Same — Chan. 235 (94.9 mc), 11.8 kw, 1550 ft.

WFML Washington, Ind. — Same — Chan 293 (106.5 mc), 14 kw, 320 ft.

WMSA-FM Massena, N. Y.—Same—Chan. 287 (105.3 mc), 13 kw, 335 ft.

KIDO-FM Boise, Ida.—Same—Chan. 291 (106.1 mc), 7 kw, minus 415 ft.

WOL-FM Washington, D. C.—Same—Chan. 254 (98.7 mc), 20 kw, 410 ft.

WCOP-FM Boston—Same—Chan. 264 (100.7 mc), 20 kw, 495 ft.

KTRN Wichita Falls, Tex.—Same—Chan. 247 (97.3 mc), 28 kw, 500 ft.

WMBD-FM Peoria, Ill.—Same—Chan. 223 (92.5 mc) 16 kw, 545 ft.

WMCP Baltimore—Same—Chan. 234 (94.7 mc), 20 kw, 405 ft.

WPAM-FM Pottsville, Pa.—Same—Chan. 238 (95.5 mc), 5.1 kw, 790 ft.

WKOK-FM Sunbury, Pa.—Same—Chan. 231 (94.1 mc), 4.4 kw, 875 ft.

WNYE Brooklyn, N. Y.—Granted license for new non-commercial educational FM station; Chan. 218 (91.5 mc), 20 kw, 415 ft.

KLTI Longview, Tex.—Granted mod. license change main studio location.

WJAC-TV Johnstown, Pa.—Granted mod. CP to change ERP from aur. 7 kw to 3.7 kw; ant. increased to 1120 ft.

WTTV Bloomington, Ind.—Granted mod. CP for extension of completion date to 5-15-49.

WVNJ Newark, N. J.—Granted license for new standard station 620 kc 5 kw DA unl.

WENT Gloversville, N. Y.—Granted CP install new trans.

KDON Monterey, Calif.—Granted CP install new vertical ant.

KGIB Bremerton, Wash.—Granted mod. CP to make changes in vertical ant. and change type trans.

WSAL Logansport, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

WNAV Annapolis, Md.—Granted mod. CP for approval of type tarns. and change studio location.

WVMI Biloxi, Miss.—Granted mod. CP for extension of completion date to 9-14-49.

WMC Memphis, Tenn.—Granted license covering change in DA and mount TV and FM ant. on AM tower.

WNBZ Saranac Lake, N. Y.—Granted involuntary transfer of control of licensee corporation from John F. Grimes, deceased, to Thomas Durkin and Eugene Fitzpatrick, executors of estate.

The Fort Industry Co., Area Detriot, Mich.—Granted CP new exp. TV relay lay KA-3231.

The Associated Bcstrs. Inc., Area San Francisco—Granted license new exp. TV relay KA-2086.

W. Albert Lee, Area Houston, Tex.—Same for KA-2087.

KBUK Dallas, Tex.—Granted assignment of CP to Baptist General Convention of Texas.

Modern Bcstg. Co. of Baton Rouge Inc., Area Baton Rouge, La.—Granted CP new remote pickup station KA-2130.

Coosa Valley Bcstg. Co., Area Gadsden, Ala.—Same for KA-2129.

WFET Binghamton Press Co. Inc., Binghamton, N. Y.—Granted request to delete CP new FM station.

KMED-FM Mrs. W. J. Virgin, Medford, Ore.—Granted request to cancel CP new FM station.

WHHS Haverford Township Senior High School, Havertown, Pa.—Granted mod. CP to change operating power and type trans.

WPRS Paris, Tenn.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

KXJK Forrest City, Ark.—Granted mod. CP for approval of ant. and trans. location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WLWT Cincinnati, to 9-4-49; KRSC-TV Seattle, to 4-15-49; WSPD-FM Toledo, Ohio, to 9-6-49; WRHI-FM Rock Hill, S. C., to 3-11-49; WSTP-FM Salisbury, N. C., to 4-15-49; WFMJ-FM Youngstown, Ohio, to 6-1-49; WOR-FM New York, to 5-15-49; WFTW-FM Fort Wayne, Ind., to 8-31-49; WHIS-FM Bluefield, W. Va., to 6-1-49; WCAP-FM Asbury Park, N. J., to 9-3-49; WAGE-FM Syracuse, N. Y., to 8-18-49; WMBI-FM Chicago, to 7-1-49.

WIMA Lima, Ohio—Set aside action of 1-31-49 (pursuant to Sec. 0.102(b) granting license for new standard station and to specify studio location; this action is without prejudice to continuing program tests.

WKBS Oyster Bay, N. Y.—Granted assignment of CP to Key Bcstg. System Inc. from Eastern Bcstg. Co. Inc.

W M B L Morehead City, N. C.—Granted CP install new vertical ant.

KREL-FM Goose Creek, Tex.—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WVNA Indianapolis, to 8-12-49; WMMJ-FM Peoria, Ill., to 4-30-49; KEYL San Antonio, Tex., to 6-15-49; KTLX Phoenix, Ariz., to 6-15-49.

WGST Atlanta, Ga.—Granted mod. CP to change name of Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology, and for extension of completion date to 6-1-49.

Ohl in Pulpit

WHEN its pastor was called out of town Feb. 13 the Presbyterian church at Alexandria, La., was without a minister for the day but not without a man to fill the pulpit. Fred Ohl, station director of KALB Alexandria, armed with a transcription of *The Presbyterian Hour*, previously used on KALB, filled in for the Rev. W. G. Foster. Mr. Ohl is music director of the church.

February 24 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

KPRO Riverside, Calif.—CP increase 1 kw to 5 kw, install DA-N and change trans. site from Riverside to North Riverside.

AM—1420 kc

WVOT Wilson, N. C.—CP change from 1420 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

WLEA Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

AM—980 kc

KICA Clovis, N. M.—CP change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA.

SSA—730 kc

WPIK Alexandria, Va.—SSA 730 kc 1 kw-D 250 w-N unl. for period ending not later than Nov. 1.

SSA—1070 kc

WIBC Indianapolis—SSA 1070 kc 50 kw D DA (employing DA authorized in CP at new ant. site) for period not to exceed 6 mo.

Assignment of CP

KTAT Frederick, Okla.—Assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones d/b as Frederick Bcstg. Co. to J. D. Jones Jr., Ronald W. Wheeler Jr., Winston A. Jones and Jack W. Oswalt d/b as Frederick Bcstg. Co.

Transfer of Control

WROD Daytona Beach, Fla.—Relinquishment of control of Daytona Beach Bcstg. Corp., licensee, from Wade R. Sperry to Lakeland Bcstg. Corp.

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Bcstg. Co. from J. Lyle Williams et al (16 stockholders) to Reginald B. Martin and Lester M. Combs.

WANE Fort Wayne, Ind.—Acquisition of control of Radio Fort Wayne Inc., licensee, from Glenn R. Thayer and Merlin H. Smith to C. Bruce McConnell.

License Renewal

License renewal applications were filed by following AM stations: WOOF Dothan, Ala.; KVCV Redding, Calif.; KMON Great Falls, Mont.; WSYR Syracuse, N. Y.; WROL Knoxville, Tenn.; WJLS Beckley, W. Va.

License for CP

KTIS Minneapolis—License to cover CP new AM station.

WJMJ Philadelphia—Same.

KTRN Wichita Falls, Tex.—Same.

Modification of CP

WDUN Gainesville, Ga.—Mod. CP new AM station for extension of completion date.

WIBC Indianapolis—Mod. CP increase power etc. for extension of completion date.

License for CP

WCAU-FM Philadelphia—License to cover CP new FM station.

WIMS-FM Michigan City, Ind.—Same.

WSPR-FM Springfield, Mass.—Same.

WBSM New Bedford, Mass.—Same.

WGCM-FM Gulfport, Miss.—Same.

KPOJ-FM Portland, Ore.—Same.

WBEZ Chicago—License to cover CP new non-commercial, educational FM station.

WGYN New York—License to cover CP for changes in FM station.

Modification of CP

WQDI Quincy, Ill.—Mod. CP new FM station to change ERP and ant. height.

KVOB-FM Alexandria, La.—Same.

KDON-FM Monterey, Calif.—Mod. CP new FM station to change studio site from Monterey to Salinas, Calif.

WJNO-FM West Palm Beach, Fla.—Mod. CP new FM station for extension of completion date.

WMRI Marion, Ind.—Same.

KBUR-FM Burlington, Iowa—Same.

WBCC-FM Bethesda, Md.—Same.

WBCM-FM Bay City, Mich.—Same.

KRIC-FM Beaumont, Tex.—Same.

Assignment of CP

WUTV Indianapolis—Assignment of CP new commercial TV station from William H. Block Co. to Indianapolis Bcstg. Inc.

TENDERED FOR FILING

Assignment of License

WKAX Birmingham, Ala.—Assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

AM—1220 kc

WGAR Cleveland — CP to modify DA-D.

SSA—730 kc

WLIN Merrill, Wis.—SSA 730 kc 1 kw-D 250 w-unl. for period ending not later than Nov. 1.

TV DELETION

WAGE-TV Syracuse—DELETED Feb. 16 at request of applicant, WAGE Inc., CP for new commercial TV station on Channel 10 (192-198 mc).

(Continued on page 68)

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Technical



JAMES MADISON BURKE, former television instructor at Commercial Radio Institute of Baltimore, has joined WAAM(TV) Baltimore as assistant chief engineer. He formerly was head of TV department of Capitol Radio Engineering Institute in Washington, D. C.; with Westinghouse in Baltimore and Chicago; chief engineer at WQAM Miami, and engineer at WDOD Chattanooga, WAGA Atlanta and WRGA Rome, Ga.

JOHN H. BATTISON, ABC allocations engineer, has been elected to full membership in British Institute of Radio Engineers. Mr. Battison, **IRE** member in this country, has an article in March issue of *Teletech* on "International Television," and one in the April issue of *Electronics Magazine* on "Directional Antennae."

GEORGE BLACKETT, engineer of CKEY Toronto, has been given leave of absence for government service, and has been replaced by **FRED SUTHERLAND,** formerly with BBC.

JIM FELIX of WIND Chicago engineering department, is the father of a girl.

ERNIE LIVINGSTON, former engineer at KLEE-TV Houston, has joined KREL Baytown, Tex., as chief engineer.

DAVE DOMER, engineer at WHBC Canton, Ohio, is the father of a boy, David Terrell.

LOUIS SCHIRKAMP, former technical supervisor at KSWI (AM, FM) Council Bluffs, Iowa, has joined KTOP Topeka, Kan., as chief engineer.

AL CIEMIELEWSKI, engineer at WWSW Pittsburgh, is the father of a girl, born Feb. 16.

RAYTHEON MFG. Co., Newton, Mass., has announced new subminiature sharp cutoff pentode (type 1AD4), shielded for RF applications with a nominal mutual conductance rating of 2,000 micromhos and average plate current of three milliamperes, with 45 volts plate and screen supply.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces production of new stabiline voltage regulator with rated output of 0 to 250 volt-amperes. Its load power factor range is 0.5 lagging to 0.9 leading. New regulator is type 1E51002.

AGRICULTURE

Radio Studies in Progress

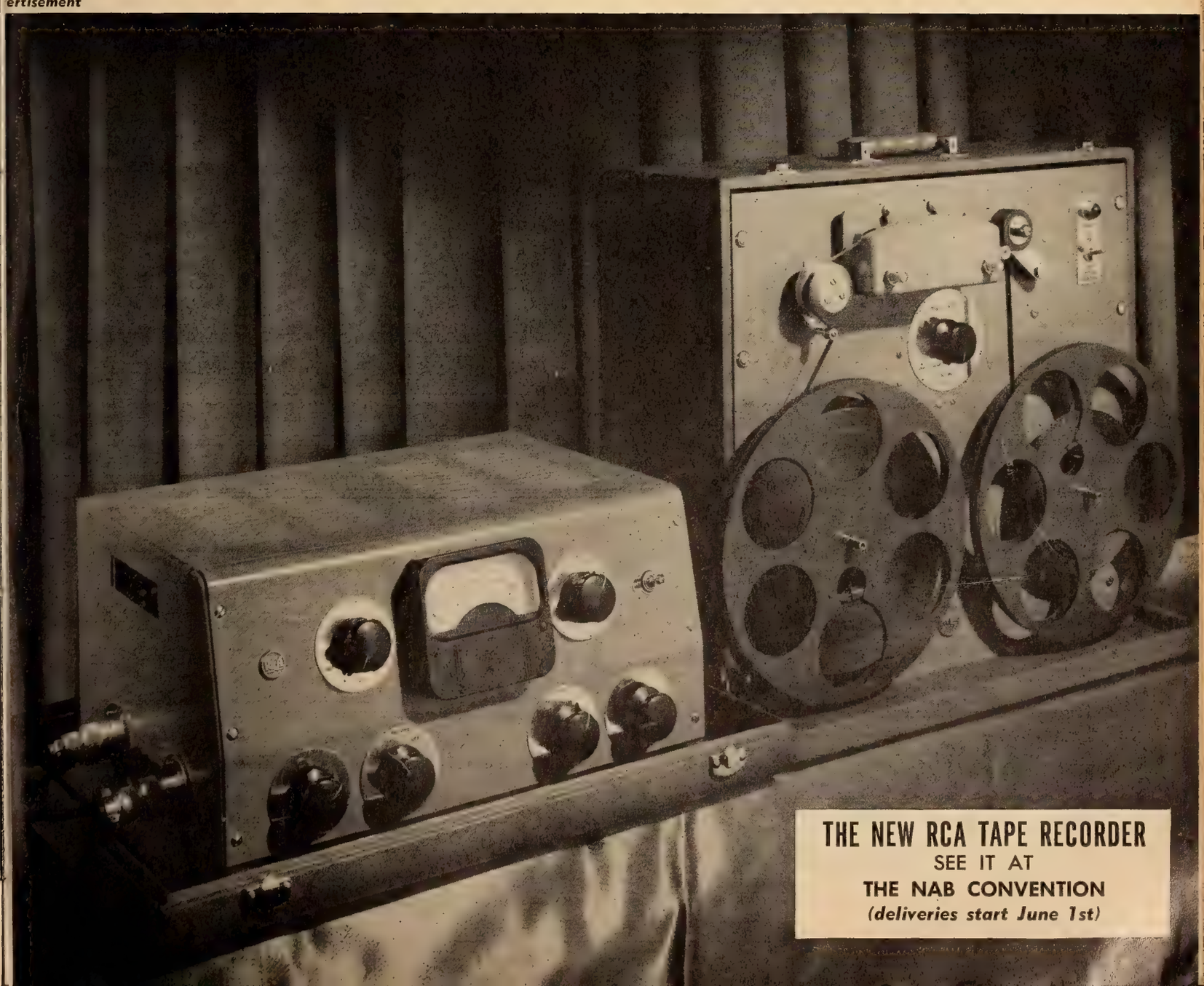
SEVERAL extension radio studies have been completed or are in progress, Agriculture Dept.'s office of information has disclosed. Summaries, which appear in the current *Review of Extension Studies,* include Maine and Pennsylvania. Reports are also being made in Louisiana, Kansas and New Jersey.

Of families interviewed within a 40-mile radius of Bangor, Me., 29% reported they had listened to extension service programs. Four-fifths of them chose the 7 to 8 p.m. period as the favorite listening time, with interviews more popular than straight subject matter talks. The review noted that only one-third of the families classified themselves as farmers though over four-fifths lived on census farms.

Fulltime farmers "with some high school education" were called the best listeners in Pennsylvania, according to another study, which found a preference for the noon hour. From 20% to 40% of women in counties surveyed are reached by radio in a one-month period, with more than half reached overall.

ABC *Kay Kayser Show* is now originating from Breneman's Restaurant on Vine St., Hollywood.

ertisement



Promotion



ROBERT ELVERMAN, member of continuity department of WAVE-TV Louisville, has been appointed promotion director of WAVE Inc. He succeeds **EUGENE W. LEAKE**, who has transferred to WAVE-TV as art director.

MICHAEL DANN, NBC press department staff writer, has been appointed trade press editor, succeeding **JOSEF C. DINE**, who was promoted to director of press department [BROADCASTING, Feb. 21]. Mr. Dann formerly was New York publicity director for New Haven Railroad and was a United Press correspondent.

DAVE MOORE, assistant director of public relations at WBBM Chicago, has been named radio chairman of current Red Cross campaign there.

JOE DOOLEY, writer at WFIL Philadelphia, temporarily has taken charge of WFIL and WFIL-TV publicity duties following resignation of **DICK KOSTER**, who has been named public relations director of Federation for Railway Progress in Washington.

HANK BASHEIN, formerly with CBS in New York as script writer and record librarian for State Dept.'s "Voice of America" operation, has been named director of publicity and promotion for WVET Rochester, N.Y.

BILL GRISKEY, news editor and continuity chief at KTOP Topeka, Kan., has assumed additional duties of promotion director.

RANDY SMITH, advertising and promotion manager of KOA Denver, has been named to board of directors of Advertising Club of Denver for 1949-50.

Television Exposition

WEEK-LONG television exposition begins today (Feb. 28) in Hecht Bros., Baltimore department store, in conjunction with Bendix Television and Radio Co. and WAAM (TV) Baltimore. From 12 noon until store closing time, WAAM will have three cameras and complete telecasting equipment on hand and will telecast quiz show, *Let's Pop the Question*, twice daily. Station also will handle closed circuit telecasting of people throughout store. Bendix receivers are widely placed in store and in display windows. WAAM and Bendix engineers will be on hand to explain operation of television and WAAM has built studio control room in store with producers Anthony Farrar and Ted Estabrook explaining programming end of video. Bendix Co. is holding limerick contest with TV and radio receivers as prizes.

Features Harmonica

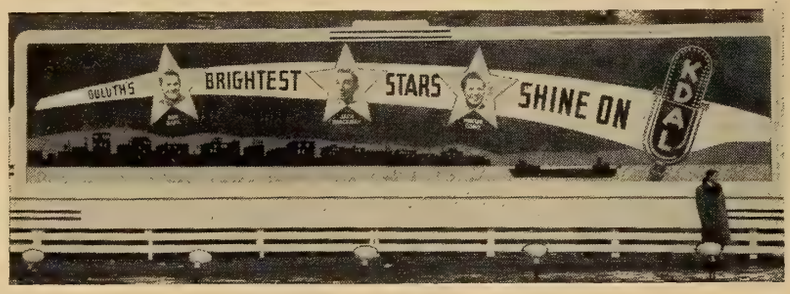
HARMONICA contest was held by WSRS Cleveland Heights, Ohio, in connection with latest public appearance in that area of Larry Adler, well known harmonica star. Auditions were held weeks before Mr. Adler's appearance with 12 ambitious harmonica players picked from 30 applicants. Two half-hour programs were aired over WSRS with six contestants on each show. Best two players selected after semi-finals and finals, received Larry Adler harmonicas and appeared with Mr. Adler at his concert.

Network Resume

IN EFFORT to use its facilities to advantage of the industry in general, WIRC Hickory, N. C., daytime station, schedules *Night Time on the Nets* just prior to signoff each evening. One-minute promotion show reviews dramatic, musical, comedy, news and other night network shows, listing stations carrying programs.

WNHC Stage Shows

SEARCH for top entertainers is underway in New Haven for series of broadcasts over WNHC and WNHC-FM, originating on stage of Paramount Theatre in Elm City. Each week five acts will appear on stage, accompanied by full orchestra. Weekly winners will receive special awards and will return for finals at end of series. Grand prize will include all-expense paid week end in New York, special audition for DuMont television network's *Original Amateur Hour*, and week's engagement at one of state's top night clubs.



PERSONALITIES on KDAL Duluth get wide promotion in the area via these colorful billboards handled by General Outdoor Adv. Photographs of stars, mounted on Masonite, are rotated through 11 boards in the area with changes effective every 30 days. Personalities are so matched on the boards that more popular ones support the newer air stars.

Listening Report

CARDS titled "Look! What's Happening in Philadelphia?" have been distributed to the trade by WPEN Philadelphia. Card gives "statistical report of what the five leading Philadelphia stations have done with the audiences they had at the beginning of 1948." Listening audience chart contrasting January 1948 with December 1948, based on Hooperatings, shows WPEN gained 26.1% and gives figures for stations "A, B, C, D," in the city.

Kissing Contest

GIRL with most kissable lips is offered prize in new contest being conducted by Myles Foland, disc jockey at WSIV Pekin, Ill. Winner is to be selected, not by sampling wares, as might be expected, but by lipstick impressions sent in by listeners.

Seeks Talent

TALENTED MUSICIANS in Connecticut are getting opportunity to display their capabilities in special weekly series of promotion programs starting over WDRC Hartford. Each week one person is selected for buildup on station and has his talents spread throughout broadcast schedule—in all cooperative programs, disc shows and others. Recordings are made for week-long promotion. Chief Announcer Russell Naughton and Bertha Porter, music librarian, are in charge of project.

All-Out Promotion

TO PUBLICIZE new documentary series, *Canton's Balance Sheet*, being sponsored on WHBC Canton, Ohio, by public relations committee of local Chamber of Commerce, station created variety of promotion ideas ranging from "stamp of approval" to "one for the books." Letters were mailed to 500 teachers and office workers; post card mailing was made to 500 clergymen and 1,000 blotters were distributed in banks for use on counters; various firms were supplied with rubber stamps for use on outgoing mail and 1,000 bookmarks were distributed to city's library system; display cards were placed at important focal points; newspaper ads are being placed for duration of series; WHBC receptionist is making calls to appropriate groups reminding them to listen, and extensive schedule of courtesy announcements is being carried on the air.

KOL Contest Success

TOTAL of 277 Hotpoint appliances were received as entries in contest conducted on *Michael Shayne Show* over KOL Seattle. Sponsor, Bennetts', appliance retailer, used six weekly announcements on show, seeking the oldest Hotpoint and intending to display all entries in the store's show window. Prize offered for the oldest was a range. H. J. McGrath & Assoc., agency handling account, wrote KOL that "too many entries arrived at Bennetts'! The show window wouldn't hold them!" Entries came from as far north as Vancouver, B.C., and as far south as Bend, Ore.

POLK TRIAL
Set for March or April

INVESTIGATIONS of two principals in the murder of George Polk, CBS correspondent, have been completed and the trial will be held in late March or early April, the State Dept. announced last Monday. Legal procedure was begun Feb. 16 in the courts looking toward trial dates.

The disclosures were contained in a statement to the U. S. Consulate from the attorney general's office at Salonika. It was reported to the State Dept. by Raleigh A. Gibson, American consul general.

Two principals are Gregory Stahtopoulos, left-wing Greek newspaperman, and his mother, who were taken into custody by Athens police and held as accessories. Mr. Polk was slain last May 8 and his body was found in Salonika Bay May 16 [BROADCASTING, May 24, 1948].

Delay in the trial, originally scheduled for last January, is attributed to the necessity of granting the two Stahtopoulos' "all means for their defense, including appeals for a stay of findings," Mr. Gibson reported.

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Production

JOSEPH A. JENKINS, former executive producer at WBEN-TV Buffalo, has been appointed program manager of WNBK (TV), NBC's video station in Cleveland, Ohio. He formerly was with NBC in New York and was later transferred to RCA to direct traveling group organized to demonstrate television throughout the world.

LARRY GENTILE, one of Detroit's first disc jockeys, returned to WJBK Detroit last Monday after 13-year absence. His show, *Larry Gentile House Party,* is now heard on WJBK Mon.-Sat., 11 p.m.-2 a.m. He first joined WJBK in 1934, moving to CKLW Windsor, Ont., in 1936.



Mr. Gentile

HERBERT HEWETSON has been appointed program supervisor for CFCF-FM Montreal. Other staff appointments include: **MORRIS AUSTIN,** librarian, named CFCF traffic supervisor; **PEEL STEVEN,** chief announcer, promoted to production supervisor, and **JACK BROOKS** named chief announcer.

FRAZIER THOMAS, co-star of *Morning Matinee,* heard on WLW Cincinnati and WINS New York, will leave March 5 to establish his own radio and television production firm in New York. He joined WLW May 1, 1941.

FRED FREELAND, former director at WBZ-TV Boston, has been named assistant director at WBKB (TV) Chicago.

BOD BRADLEY, formerly on announcing staff of KTOP Topeka, Kan., has joined WIBW-FM Topeka in similar capacity.

BILL WARD, well known Seattle announcer and m.c., has launched new show on KING Seattle—*Breakfast with 'B' Ward,* five-a-week participating, 9-10 a.m.

MRS. HELEN MAYS FORREST, transcription librarian at KIRO Seattle, took her oath as an American citizen on Valentine's Day. Born in Northern Ireland, Mrs. Forrest was at one time employed by BBC, and later by WTAM Cleveland. Her husband, **JOHNNY FORREST,** is program director at KOL Seattle.

PAT BYRNE, announcer of CFJM Brockville, has joined announcing staff of CFCF Montreal.

BARRY McKINLEY, former television director at WGL Fort Wayne, Ind., joins WGN-TV Chicago in the same capacity. He is former NBC singer.

RICHARD F. VAN WICKLE, former program director at KUCB Blythe, Calif., has joined continuity department of KPHO Phoenix, Ariz.

HAL GOODWIN, former program director of WONS Hartford, Conn., and now press officer of American Embassy in Manila, is the father of a boy, Robert Christopher.

DON and DOROTHY HARRIS, husband-and-wife radio team, have joined WAZF Yazoo City, Miss., to do continuity, sales and promotion. Mr. Harris formerly operated Harris Agency, and Mrs. Harris was with KWEM West Memphis and WLOX Biloxi, Miss.

MARK SHEELER, disc jockey and announcer formerly with WNAF Providence, R. I., and Musicall Corp., New York, has been named program director and announcer of WPOE (FM), new station which began in Elizabeth, N. J., Feb. 13. Other staff members include **SY DE WITT,** announcer and engineer; **MARION NEESON,** office manager, and **CARMELLA CANNACCI,** continuity director.

PAUL BARON, program director since August 1947 at WHUC Hudson, N. Y., has resigned effective on or about March 1. His future plans have not been announced. Mr. Baron formerly was program director at KFMB San Diego and was on continuity staff at WMCA New York.



Mr. Baron

BRUCE ENDERWOOD, former writer-producer in charge of public interest and special events programs for McClatchy Broadcasting Co. in Sacramento, Calif., has joined WNAC-TV Boston as writer-producer. He did radio writing in New York before joining the Army where he was writer-director for AFRS in Los Angeles.

GLORIA LeMARK, former continuity writer and women's commentator at WEDO McKeesport, Pa., has joined WJPA Washington, Pa., as continuity writer.

GARY LESTER, formerly with WRIB Providence, R. I., and WNOC Norwich, Conn., has joined WIBX Utica as announcer.

LESLIE ARRIES Jr. has been appointed operations manager of WDTV (TV) Pittsburgh. He was formerly with WTTG (TV) Washington. Both stations are part of DuMont TV network.

BARRY MANSFIELD, former scenic designer at Stevens Oceanside Theatre in Miami Beach, joined WAAM (TV) Baltimore last Monday as scenic designer. He previously designed scenery for Fairhaven Summer Theatre at Fairhaven, Mass. **JOEL CHASEMAN,** announcer at WAAM, has been promoted to production department. He will continue announcing Loyola basketball games for Arrow Beer.

LOU AIKEN, announcer at WINX Washington, is the father of a girl.

BERNARD RYAN Jr., former staff announcer and writer with WCTC New Brunswick, N. J., and WGR Buffalo, has joined WHAM Rochester, N. Y., as staff announcer. He previously did stage acting with Broadway Civic Theatre Productions, and is author of novel scheduled for early publication. **ROSS WELLER,** who left WHAM in 1947 to join WBEN Buffalo, has returned to WHAM as m.c. of *Cinderella Weekend.*

PEG ROGERS, continuity writer at WHKK Akron, Ohio, has retired to private life and has been replaced by **KITTY GUINTHER.**

PEG VAN DYCK has joined WONS Hartford, Conn., as continuity writer and conductor of *Over the Rainbow* children's program.

ART BURNHAM, former continuity chief at WAYB Waynesboro, Va., has joined WONE Dayton, Ohio, as continuity editor.

JACK CLIFTON, disc jockey at WJMO Cleveland, Ohio, is the father of a boy, born Feb. 17.

Dauntless Announcer

DON BARBER, announcer at WAGA Atlanta, won praise as a real trouper from fellow staffers for "keeping the show going" during recent handicaps. In wake of a severe ice storm, WAGA was struggling to keep on the air with auxiliary power unit. Shortage in air conditioning unit had been filling studios with smoke all day, and by the time Mr. Barber went on with 3:25 p.m. news a definite fire was raging in unit. He read through five minutes of news while smoke made tears stream down his face, then stayed at mike to give listeners description of fire department's work at the scene. To top his show he interviewed Fire Chief C. C. Styron as he came through to inspect damage.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

KXLW WOES

Station Silenced by Law

KXLW Clayton, Mo., received another set-back Feb. 18 when two engineers and two announcers were arrested at the station's transmitter in Olivette. A day later, Edward S. Garnholz, Clayton attorney, who, according to a story in the *St. Louis Star Times*, owns 80 of the station's 32,000 shares, asked the Circuit Court of Clayton to appoint a receiver for the station and charged Guy Runnion, founder and president, with "gross mismanagement."

The arrest of the station personnel reportedly was the result of a suit brought by Olivette in June 1947 in which the station was ordered to remove its transmitter from the town. Original order by Circuit Judge Amandus Brackman called for removal within six months. A year's extension was given later but last December the judge ruled he could not grant any more time.

The KXLW personnel taken into custody was charged with operating the transmitter in violation of Olivette zoning ordinances. All were released under $500 bond. A new transmitter to replace the one in Olivette is reportedly being held up by a strike of electrical workers.

In his suit, Mr. Garnholz charges Mr. Runnion with causing the corporation to become involved in "an unnecessary amount of litigation costing thousands of dollars in attorney's fees, expenses and losses." He also alleges Mr. Runnion "created" the strike with the engineers union (they reportedly have been out since Dec. 6) "and has wilfully and intentionally refused to settle same."

Copper Tax Bill

SUSPENSION of import taxes on copper is asked in a bill (HR 2313) favorably reported to the House Feb. 14 by the House Committee on Ways and Means. The measure, authored by Rep. Wilbur D. Mills (D-Ark.), passed the House and was sent to the Senate Feb. 16.

Allied Arts



CHARLES SCHLAIFER, former advertising, publicity and exploitation director of Twentieth Century-Fox, New York, has opened his own advertising and public relations firm under name of Charles Schlaifer & Co., New York.

VINCE BARNETT, actor, has joined Harrison Productions, Hollywood, as assistant to **ED HARRISON,** firm president. Company packages television shows in addition to production of 16 mm movie film.

DORE LEWIS has been appointed executive director in charge of promotion for Sels Productions, Chicago.

BRUCE EELLS & ASSOC., of Hollywood, has announced six additional station subscribers to Broadcasters Program Syndicate. Stations are WKAX Birmingham, Ala.; KOTA Rapid City, S.D.; WEUS Eustis, Fla.; KXLY Spokane; KODI Cody, Wyo.; CKOV Kelawna, B.C.

FINE ARTS Productions and Television Guild Inc., Hollywood, is now producing new half-hour transcribed series of children's stories, *The Beyonderville Stories.* Casts of the 26-week series is to be made up of children.

ELBERT (Bert) HALING, former WBAP Fort Worth publicity-continuity director, has been appointed an instructor at Institute for Radio Broadcasting, Dallas.

LARRY FINLEY Productions, Hollywood, has been appointed to handle distribution of half-hour transcribed radio comedy show, *The Smiths of Hollywood* produced by **ANDREW HICKOX.**

DR. STANLEY I. STUBER, director of promotion of Church World Service, has resigned as chairman of radio committee of Northern Baptist Convention. **REV. CHARLES H. SCHMITZ** has been named acting chairman. Dr. Stuber will remain on radio committee and continue as Northern Baptist representative for Protestant Radio Commission, in addition to new appointment as chairman of newly formed special public relations committee on radio and television.

WILLIAM L. MORISON, formerly with Prentice-Hall and General Baking Co., has joined O'Brien & Dorrance, New York sales promotion firm, as office manager.

JOHN SALISBURY, veteran radio man, has been named director of Beck School for Radio, Minneapolis.

Equipment

WILLIAM E. NEILL, after six months in television and microwave engineering department of Raytheon Mfg. Co., Waltham, Mass., has been appointed sales engineer of department. He joined Raytheon after ten years with WFIL-TV Philadelphia, where he became assistant chief engineer. He has been in broadcasting and VHF radio communications for 16 years.

L. S. THEES, former manager of equipment sales of RCA Tube Dept., has been appointed general manager of that department.

STANLEY M. ABRAMS, former sales promotion manager of Emerson Radio & Phonograph Corp., New York, has been named sales manager of television division and **HAROLD E. KARLSRUHER,** eastern regional sales manager for two years, will head home radio division.

MOTOROLA, Chicago, has announced availability of a small indoor television antenna, which "has proved effective in seven out of ten installations operating within a fifty mile radius of metropolitan video stations," according to **WALTER R. STELLNER,** vice president in charge of merchandising. Dipole-type antenna, fitted to weighted base, can be lengthened or shortened for best reception, is connected to the set through a 300 ohm line, common to most commercial receivers, and will sell for $5.95.

T-H PETITION

Radio Workers Ask Repeal

APPROXIMATELY 500 members of the broadcast department of American Communications Assn. (CIO) were among several thousand names signed to petitions sent to President Truman asking for immediate repeal of the Taft-Hartley Law and re-enactment of the Wagner Act.

Radio Guild of United Office and Professional Workers of America (CIO) expects to send two delegates from New York to Washington on March 2 to speak at Congressional hearings against provisions of the T-H Law applicable to radio employes.

NBC-TV will telecast the consecration on Monday, March 7, of three bishops of the Roman Catholic Church. Consecration at Holy Name Cathedral in Chicago, will be viewed over combined NBC East Coast and Midwest networks, and will run from 12 noon to 3:45 p.m.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic

I GOT A GAL IN GALVESTON

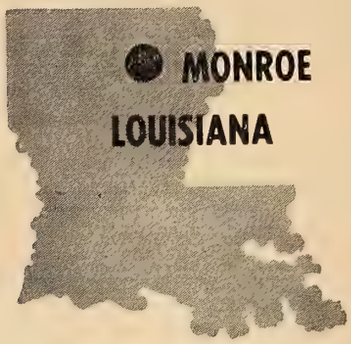
On Records: Sammy Kaye — Vic. 20-3328 Jack Kilty—MGM 10376; Peter Lind Hayes—Dec. 24570.

On Transcriptions: Sammy Kaye—NBC Thesaurus; Lenny Herman—Lang-Worth; Jan Garber — Capitol; George Towne — Associated.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

KEY TO RICH NORTHEASTERN LOUISIANA MARKET . . . . .



KMLB

Has more listeners in Monroe and Northeastern Louisiana than

ALL OTHER STATIONS COMBINED!

5,000 WATTS DAY
1,000 WATTS NIGHT

REPRESENTED BY
TAYLOR-BORROFF & CO., INC.

AFFILIATED WITH
AMERICAN BROADCASTING CO.

from *Tele-Tips* WLW-T



BOB and PAUL

Three afternoons weekly Bob Duane and Paul Jones clown through this informal half hour audience participation show. Paul conducts the quick quizzes and versatile Bob plays the piano and sings. Together these jolly gentlemen stir the risibilities of WLW-T's rising number of enthusiastic viewers. They can just as effectively give serious demonstrations of some sponsor's gadget or household appliance . . . presentations that lead to increased sales.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Northcentral successful small town network station wants manager. Send entire background, picture, etc. first letter. Box 113a, BROADCASTING.

Manager wanted—Recently established FM radio station enjoying national reputation and large following in large eastern seaboard city requires a station manager with class A professional and business experience plus strong sense of public affairs and relations. Present station manager leaving for an overseas assignment. State minimum salary and date available. Box 238a, BROADCASTING.

Salesmen

Traveling representatives. Nationally known service organization expanding field force. Commission. Box 250a, BROADCASTING.

Good opportunity for experienced salesman with 1000 watt southern Michigan station. Give full particulars and photo. Box 227a, BROADCASTING.

Salesman wanted. Man with proven sales record for east coast. Guy with ability to stimulate sales. Car necessary. Large territory liberal guaranteed draw against 15 percent commission. Opportunity for advancement in growing organization for right man. No floaters. All details first letter. Box 247a, BROADCASTING.

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Local independent station in one of south's leading markets has opening in commercial department for salesman who can produce in highly competitive market. Will arrange attractive drawing account against generous commission arrangement. Must have topnotch references and good sales record. Man we want must be capable of earning 12 to 15 thousand dollars annually. Give complete history. All replies confidential. Reply Box 201a, BROADCASTING.

An experienced Muzak salesman has an excellent opportunity in fast growing Memphis. If past record shows you can produce then let's get together for mutual profit. Write Bob Alburty, Business Music Corp., 813-14 Three Sisters Bldg., Memphis, Tenn.

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

Announcers

Wanted—Experienced announcer, 250 watt Mutual station in Virginia. Forward all details, photograph and audition disc. Box 239a. BROADCASTING.

Sport announcer capable of doing topnotch play-by-play jobs needed by progressive new radio station in medium size northeastern market. Send complete details and photograph to Box 235a, BROADCASTING.

Key network station in nation's capital auditioning for vacation relief announcer. Send full particulars, photo and disc to Box 263a, BROADCASTING.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Help Wanted (Cont'd)

Announcer wanted for east coast city. Good experienced disc jockey with a flair for adlib. Must know board work and be versatile. Send a disc and letter immediately. Salary plus talent with a growing organization. No prima donnas. Box 196a, BROADCASTING.

Wanted immediately: Two combination men with first class tickets. Emphasis on announcing, southern independent, excellent working conditions. Lots of apartments. Salary seventy dollars plus talent, forty-eight hour week. Send complete information first letter. Box 285a, BROADCASTING.

Three hundred dollars a month for right combination man. Wire James E. Reese, Radio Station WWWB, Jasper, Alabama.

Announcer-engineer wanted. Emphasis on announcing and programming. First class ticket required. WVEC, Hampton, Va.

Excellent southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

Technical

Wanted—Chief engineer by KMVI in Hawaii. Good background as chief engineer in small station essential. Must be able to do a fair job as combination man on few hours relief per week. Very good salary for right man. Personal interviews will be given in New York, Los Angeles and San Francisco during March and April. Send all details, plus references to station manager Richard Mawson, % Wills, 327 Rutter Avenue, Kingston, Pennsylvania. Permanent, dependable man wanted. References will be checked.

Have immediate opening two transmitter operators with first class tickets. Car necessary. Previous broadcast experience unessential. No Floaters. Chief Engineer, KCTI, phone 770, Gonzales, Texas.

Combination man to act as chief engineer of Mutual affiliates Rocky Mountain city of fifteen thousand. State salary expected, references and photo. Box 226a, BROADCASTING.

Operators and combination men (licensed) for southern stations AM & FM. Give all details first letter. Box 229a, BROADCASTING.

Chief operator's assistant for upstate New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

Production-Programming, others

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Man or woman who can meet people well, call on advertisers for copy, write copy, control traffic, help program, type good, answer phone and announce if you want to. Small town network affiliate. Write, send picture, experience and salary needed. Also want an all-round announcer with first class ticket. Box 224a, BROADCASTING.

Help Wanted (Cont'd)

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Girl for traffic department, independent, Missouri river town. Pays about $135 per month to start. Box 166a, BROADCASTING.

Copywriter wanted for midsouth network station. Must be capable of handling complete copy job. Single, good typist, able to take shorthand. Send full information first letter including qualifications, copy samples, photo, salary expected. Box 264a, BROADCASTING.

I want to get in touch with a competent program director who wants to really do a job and a name hillbilly to serve as disc jockey and emcee. State your minimum salary requirements to start. Box 265a, BROADCASTING.

Situations Wanted

Managerial

Manager—Topflight executive with outstanding record in major market radio, all sections. Thorough practical experience managing sales, programming, production and public relations. Set up present operation in seven-station city. Expert market analyst who can build your station's profits, programs, and prestige. Available on reasonable notice to present owners. Replies held in strictest confidence. Box 257a, BROADCASTING.

Manager—Fully qualified, for major market net or independent. Reply in confidence. Box 258a, BROADCASTING.

Desperate, must make change, new general manager. I have college degree in radio, experience, presently employed as program director. Can you help? Box 256a, BROADCASTING.

Manager—Eight years radio. Thoroughly experienced all phases station operation. Box 253a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Can you use 15 years experience in production, sales and engineering? Present affiliation with best known call letters in nation. Metropolitan TV experience. Dependable family man. Box 276a, BROADCASTING.

Salesmen

Salesman—College graduate. Young. Experienced in space sales also radio announcing. Prefer midwest or east. Box 202a, BROADCASTING.

Sales plus play-by-play sports. Sales manager proven record with midwest stations offers this unusual sales-sports combination. Metropolitan experience. Guaranteed producer, mature, dependable, clean record, highest recommendations. Now available. Will go anywhere though prefer warmer climate. Box 223a, BROADCASTING.

Salesman available immediately. Three years radio selling, five years other departments. Produced $35,000 local business 1948. Have car and would consider any offer anywhere. Box 270a, BROADCASTING.

Announcers

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work. flexible enough to change to required conditions. Box 753, BROADCASTING.

Topnotch morning personality. College graduate, 9 years experience announcing, selling and programming. Excellent record. Excellent references. Box 272a, BROADCASTING.

Situations Wanted (Cont'd)

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer-engineer. Experience 3 networks. Personality DJ. Married, 25, disc available. Prefer Florida. Box 243a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 847, BROADCASTING.

Here's your chance to save headaches. Full staff now available. Experienced reliable men. Reason for change, station ownership policies. Manager-program director, all straight announcers plus specialties of newscaster, sportscaster and play-by-play, disc jockey, continuity writer. All work together cooperatively. No friction. A must for good station operations. Box 242a, BROADCASTING.

Announcer-writer. Experienced adlib, dee-jay. Scripts-continuity. Box 240a, BROADCASTING.

Hillbilly or western MC, also girl singer, have fine singing team. Network at present, union, sober, strictly professional. Years of experience. Write or wire, Musician, Post Office Box 122, Newcastle, Indiana.

Established sportscaster available for baseball play-by-play. Now doing collegiate basketball, has collegiate football contract for regional network. Wants baseball job until end of season only. Topflight references. Box 248a, BROADCASTING.

Spring has come and I am young and I'm free to travel. A sober combination man with voice unlike the gravel. A steady job I do prefer, away up north or west and gladly I will send you disc and photo on request. Walt Heitman, 2605 Sutton, Maplewood 17, Mo. Highland 9021.

Announcer, can operate board. Graduate School of Radio Technique. Young, single. Wants position with small progressive station. Prefer midwest, but will travel. Clean, good habits. Photo and disc on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Play-by-play sportscaster with over two years experience. Best references. Box 260a, BROADCASTING.

Yours for the asking. Announcer with one year experience of complete staff announcing at studio and away. Fine resonant voice. Box 262a, BROADCASTING.

Announcer, approximately two years experience for northern Illinois. Good staff man. Specialist news, serious music. Worked net affiliate serving 340,000. Matthew Teolis, 4343 N. Greenview, Chicago.

Announcer-disc jockey. Versatile adlib, experienced all types announcing. Box 241a, BROADCASTING.

Radio graduate, Northwestern Speech School, 27, single, experience commercial announcing, writing, combination operations, network acting, broad background, seeks announcing job anywhere with sound, non-ulcerous organization. Pleasant voice, clean delivery, smooth interpreter. Will furnish references, work hard, adapt quickly. $50 minimum. Box 234a, BROADCASTING.

Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.

Staff announcer, 25, capable experienced. All-round duties. Middlewest preferred. Box 221a, BROADCASTING.

Announcer—28, single, graduate leading radio school, Radio City. Trained all phases, seeks small station for experience. Will travel. Disc on request. Box 178a, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 168a, BROADCASTING.

Announcer, all phases. Strong news and commercials. Bachelor of Speech Degree. Experience WVAH, Hines, Ill. Disc on request. Write Howard Myles, 2353 E. 70th St., Chicago 49, Ill. Phone, Dorchester 3-9227.

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Sportscaster—one of southwest's top men, now employed executive capacity small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm looking for carries sports year-round. With leading 50 kw station prior present position. Prefer salary plus talent basis, but will talk terms. Personal interview anywhere in southwest. Disc and top references elsewhere. Available March 15. Box 185a, BROADCASTING.

Announcer—Several years experience. Specialty sports, play-by-play. Desires position in east or New England with opportunity. Disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Announcer (mail pull) 29, married. Announcing, news, farm editor. Photo and disc available. P. S. Not too proud to clear shrubs, bulbs, etc., from studio. Pathfinder School of Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Solid staff man who's been five years with major New England network affiliates wants staff announcing in California. Disc and data on request. Box 278a, BROADCASTING.

Experienced announcer. Heavy on news and commercial. Have operated console. Have been emcee and actor. Veteran. Willing to travel. Available immediately. John Ganas, 6516 S. Talman Ave., Chicago 29. Walbrook 5-0629.

Experienced, successful announcer seeking permanent connection progressive station in midwest or south. Single, modest requirements. Box 283a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Experienced announcer desires job in Michigan. Good references. For information write Noble Gravelin, 2511 Auburn Ave., Pontiac, Michigan, or call 2-3032.

Four years experience. Specialize as early morning man. Experienced staff man. Want northeast in good market. Box 274a, BROADCASTING.

Experienced college trained sportscaster. Married. Employed. Desires step up. Box 271a, BROADCASTING.

Newscaster-editor with writing experience, versatile announcer, good voice and background, young, single, will only consider middlewest. Know how to boost the news prestige of small station. Box 269a, BROADCASTING.

Announcer with good voice. Background in staff work and disc jockeying. Desires position in east. Answer all letters. Box 268a, BROADCASTING.

Combination announcer-engineer, married, dependable and will go anywhere. For further particulars and disc write or wire John Mursu, 408 E. 14th St., Minneapolis, Minnesota.

Announcer-engineer. Veteran single, Ga. Tech. student desires fulltime position within commuting distance of Atlanta. Have all necessary experience. Require minimum of $65 for 40 hour week. Box 251a, BROADCASTING.

Technical

Young man, 25, 1st phone license, desires position broadcast field. Now available. Best references. Kenneth Kitchen, 1802 Woodside Ave., Baltimore 27, Maryland.

Situations Wanted (Cont'd)

Control operator, 25, married. Two years experience all phases with progressive New York State NBC affiliate. Good references. Available now. George Parounagian, 12 Lincoln Ave., Johnson City, New York.

Experienced chief engineer, sober, reliable, hard worker. Will do news, sports, play-by-play. Consider clean, live, small town. Will travel for permanent job. Best references. $80 minimum. Two weeks notice. Box 261a, BROADCASTING.

Radio operator first phone, amateur experience, class A, seeks position AM, FM or television. Ambitious, conscientious, willing to travel if necessary. Box 252a, BROADCASTING.

Engineer—First phone desires transmitter operating job. Five years experience AM. Studio, transmitter and remotes. Sober, reliable, married. Box 228a BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

First telephone, first telegraph, 3 years telegraph experience, amateur, available immediately, prefer middlewest but will travel anywhere. Walter M. Dahlberg, lot 141 3600 Sheffield, Hammond, Ind.

Operator, first license, four years broadcast experience. Available immediately. Location not important. What are your requirements? Lewis Sherlock, Box 1161, Plainview, Texas.

Experienced transmitter operator desires situation with a future in eastern Ohio or western Penna. Active ham, veteran, married, now employed at local network station changing to combination operators. Write or call Frank Daly, 804 Oak St., Indiana, Pa. Telephone Indiana 1503-M.

Play ball—Former announcer, now engineering student, desires position sportsminded station as remote man. Also recording and control board experience. References. Box 273a, BROADCASTING.

Production-Programming, others

Program director. Presently with 10 kw station wishes change to progressive or new station. Eight years experience. Box 254a, BROADCASTING.

Copywriter, good education, best references, modest requirements. Available immediately. Box 249a, BROADCASTING.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Young man thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

Keep billings high with planned programming, coordinating with sales department. Select a program director who can do the job for you. Thorough knowledge. Excellent references. Experience includes starting operations for 250 watt independent. Box 225a, BROADCASTING.

Experienced girl Friday—traffic, continuity, air work, public relations—a whiz! Box 232a, BROADCASTING.

Sports director of metropolitan New York station. Play-by-play of three major sports. Also have disc show with proven listening audience. Experienced in all other phases of radio. Married, college. Willing to travel. Present employer best recommendation. Minimum salary $70 per week. Box 237a, BROADCASTING.

Looking for a future. President position and salary excellent. Chances for advancement nil. Thirty, married, twelve years experience, five with present station, college graduate, veteran. Completly versatile from air work to desk work. Is there a future in your organization? Box 233a, BROADCASTING.

Production man, music librarian and traffic manager desires position with aggressive station in competitive market. Can build programs that bring commercial results. Box 980, BROADCASTING.

Situations Wanted (Cont'd)

Public relations-publicity. Successful record in public relations, publicity and advertising in radio, newspaper and motion picture field. Broad experience has sharpened my power of analysis and ability to select methods to bring greatest returns. It isn't a matter of guesswork — it's certain knowledge gained by actually going through the mill. Am sure of myself and know my business thoroughly. Want a position with possibilities or do not want it at any price. Details please. Box 282a, BROADCASTING.

Five years associate news editor top Chicago 50 kw. Family man wants to raise his 3 kids in smaller area. 13 years radio. 3 years TV. Authoritative delivery. Top references. Box 275a, BROADCASTING.

Bonanza program director. Employed at net affiliate. Experienced. New, sparkling, fresh ideas. Ambitious worker. Box 284a, BROADCASTING.

Television

Announcer

Sports announcer. Television, AM experience. Nine years. Play-by-play. Box 281a, BROADCASTING.

Technical

Engineer—not a beginner. 10 years broad radio experience. Excellent educational and experience background. Seeks contact with well established metropolitan station contemplating television. Box 230a, BROADCASTING.

Employment Service

Notice! Huge situations wanted columns. Now the small Help Wanted columns. Situation is reversed with RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Stations

For sale—Control or minority interest in network affiliate. Very desirable western city. Box 179a, BROADCASTING.

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

New England 1000 watt daytime station—$35,000. Exclusive in community of 60,000 with fifteen hundred businesses. Box 191a, BROADCASTING.

Equipment, Etc.

Field intensity meter—Federal model 101C for sale. Brand new in May 1948, used very little—make offer. Box 244a, BROADCASTING.

Complete A-3 tower lighting equipment with Crouse-Hinds flasher beacon and flasher. Make offer. Write Box 222a, BROADCASTING.

New 6N Presto recorder in 4B cabinet and 9-A Presto amplifier with tubes. $850.00. KMAE McKinney, Texas.

Tape recorder BK 401, Brush, slightly used, 500 ohm input and output, $195.00. WAGC, Hotel Patten, Chattanooga, Tennessee.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set. 220 volt, 3 phase, 60 cycles. Price $1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

For sale—175 feet RG 20-U solid dielectric coaxial cable. Ninety cents per foot. 1 type RCA M 1-4883 recording attachment with RCA AZ-4288 recording head. Telephone 5202, Station KWBW, Hutchinson, Kansas.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—One new unused Presto 6N recorder in floor cabinet. Cost $700. Reason for sale, duplication of order. Best offer takes. WLTC, Gastonia, N. C.

For Sale (Cont'd)

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment $950. Box 66a, BROADCASTING.

For sale—Western Electric 355-El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of 5/8 inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

Consolette, two-studio RCA 76B1. Good working order. With power supply and two external preamplifiers for turntables, all tubes. First $800 check. WMIT, Winston-Salem.

For Sale—Truscon steel tower, 300 foot, self-supporting. Excellent condition. Post office Box 918, Valdosta, Georgia.

FM transmitter, GE ST model 4GF8A1, 337 megacycles. Can be modified for 100 mc. output up to 250 watts. Full FM broadcast quality, rugged construction. Good operating order. With tubes. Also remote control equipment for above. Make offer to WMIT, Winston-Salem.

For sale—Two 75A (model Y) complete in cases with cutters. Also one 87B (model Y) recording amplifier and speaker complete in portable cases. Low impedance mike inputs and 5000 ohm line input. Make us an offer. Box 279a, BROADCASTING.

For sale—One GE type BT1A, model 4BT 1A1 250 watt, FM transmitter, one GE 2 bay ring antenna, type BY-2-A. One GE transmitter console type BC 3A, model 4BC 3A1. Write Radio Station WPAT, 66 Hamilton St., Paterson, N. J.

FM transmitter, GE 3 kilowatt 4AF2B1. 42-50 megacycles. Consists of 250 watt unit and amplifier. Operating order, with tubes. Readily adaptable emergency service, etc. Make offer to WMIT, Winston-Salem.

Miscellaneous

Moderate investment with active participation desired in local or regional station. Experience and references. Box 255a, BROADCASTING.

Help Wanted

Managerial

STAFF WANTED

Station WLRP, New Albany, Ind., 1 kw daytime, is in course of construction and will select staff. Needed:

Sales Manager
Program Director
News editor-announcer
Engineer-announcers

In applying give qualifications (educational and personal) experience, family circumstances, references, salary expected, other pertinent information.

Staff personnel MUST live in New Albany and be interested and active in civic life of the community since WLRP is determined to become a factor in the community life.

Address applications to:

Radio Station WLRP
New Albany, Indiana

Roy L. Hickox, Pres. and Gen. Mgr.

(Continued on next page)

Help Wanted

Salesman

TO A

TRANSCRIPTION

SALESMAN—

● Preferably headquartering in Atlanta, calling on radio stations, advertisers, and their agencies in the South-eastern states, we offer an opportunity for a substantial income. Our program features are being bought by stations and advertisers in all sizes and types of markets. Our plan for cooperating with stations reduces sales resistance to a minimum, but we want a man who can slug in the clinches. We have no objection to the representatives of other programs.

RADIO FEATURES, Inc.
75 E. Wacker Drive
Chicago, Ill.

Situations Wanted

Managerial

HARDER JOB WANTED

AS MANAGER, ASSISTANT OR SALES MANAGER:

Thoroughly trained radio station executive, experienced all phases of management regional network and group ownership stations.
At best in a tough competitive situation or buyers market. Know how to better an established property or build a new one.
Strong on selling, sales and audience promotion. Present job too easy for present enjoyment or future prospects.
Do you have a harder one where the compensation will be proportionate to the results obtained?

BOX 286a
BROADCASTING

Production-Programming, others

Extensive executive and production experience in Radio including Latin-American field. Also interested creative television or own air commentary.

BOX 259a, BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Station

FOR sale—Only station in good New England market. Excellent earnings and potential for future. All replies confidential. Address:

Box 245a, BROADCASTING

Equipment, etc.

USED TOWERS
FOR SALE

3—277 ft. guyed uniform cross section towers. Two made by Stainless, one by Wincharger.
For sale as is, where is, complete with insulators, guys and lighting. $2500.00 for all three.
Now erected at old WGBS Transmitter, 8 miles west of Fort Lauderdale, Florida.
For further information call, wire or write:

Chief Engineer
W G B S
Miami, Florida

FOR SALE—New, never used—Truscon 286 foot self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. WRRN, Second National Bank, Warren, Ohio.

FOR SALE—One new General Electric model 51 professional wire recorder, used six hours, original net costs $628.00, sell $250.00.
One slightly used Lansing model 605 high fidelity loudspeaker, beautiful walnut floor cabinet, original cost $330.00, sell $200.00.
One slightly used Lansing model A323A high fidelity amplifier, high and low impedance inputs, original cost $158.00, sell $100.00.
One new Columbia Coin operated Booth Radio cost $55.95, sell $25.00.
One new 5"x7" Graflex, series B, F4.5 Kodak lens, $40.00 built in flash sync., film pack adapter and extra $29.00 plate magazine, original cost over $275.00, se'l $150.00.
All items packed for shipment and FOB Grand Island. 25% deposit required on COD's.

FM BROADCASTERS
P. O. Box 137
Grand Island, Nebr.

AFM LOCAL 802

Beaten Unit Loses Appeal

DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians lost its appeal to have the election declared null and void. Their request to take the matter into the courts also was turned down.

The losers suffered the adverse ruling from the AFM's national executive board.

At the same time, Local 802's publication *Allegro* let loose a blast at the opposition, using almost half the text matter of the issue in its attack.

Calling the vote challengers a "rule-or-ruin opposition," Charles R. Iucci, secretary of 802, described the victory of administration forces as "a smashing defeat for the pro-Communists in Local 802 and for those men who, for base opportunistic motives, willingly accepted that support."

The opposition, called the Unity-Coalition party, lost to the incumbent Blue Ticket by a narrow margin [BROADCASTING, Jan. 19]. It protested the election on the ground that voting machines used did not work in accordance with AFM rules.

For Sale (Cont'd)

FOR SALE

LEHIGH TOWER, 179 FEET.
EXCELLENT CONDITION.
CONTACT
WBML, MACON, GEORGIA

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL
MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

BOLLING CO.

Adds to N. Y., Chicago Staff

CELEBRATING its second birthday with an overall company expansion, the Bolling Co., national station representative, added two men to its staff, one in New York and the other in Chicago.

John Stebbins, former account executive with Universal Radio Sales, Chicago, joined that city's office in the same capacity. Prior to his Universal post, Mr. Stebbins was with George Hollingbery Co., Chicago office.

James Cunnison, former radio and television contact man for American Petroleum Institute Industries Committee, joined the television sales department of Bolling's New York office.

In addition, Bolling has announced the addition of WROW Albany to its list, while announcement of WILM Wilmington as a new client was made the previous week. Also, the company's Chicago office moved to new quarters at 360 North Michigan Ave.

BROADCAST MANAGEMENT *CONSULTANTS*

We are now available to a limited number of stations for a comprehensive analysis. Our personal supervision in instituting corrective procedures results in profitable station operations.

(Contact our executive offices for details.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

HOFFMAN ATTACK

Hits Drew Pearson, ABC

PRESIDENT TRUMAN'S now-famed "S.O.B." comment touched off a blistering attack last Thursday on Commentator Drew Pearson by Rep. Clare Hoffman (R-Mich.), who told the House that the "license" of the American Broadcasting Co. should be revoked.

"Pearson," he said, "should not be permitted to follow his avocation of villifying individuals and public officials. He speaks over the air. He has no exclusive right to use the air. The Congress has given the FCC authority to regulate the use of radio . . . The station over which Pearson operates is a licensee of a Federal agency . . ."

Under the U.S. Code, FCC is empowered and authorized to promulgate and enforce such rules as required for the public convenience, interest and necessity, Rep. Hoffman asserted.

"Perhaps," suggested Rep. Hoffman, "the President's description of Pearson may even induce the company which manufactures the Lee hat to increase his compensation. He will probably continue to announce over the radio each Sunday night, 'Don't take less than the best; don't take less than a Lee,' even though the manufacturer of the Lee hat is undoubtedly aware that President Roosevelt described Pearson as a chronic liar."

Mr. Pearson and other commentators and columnists, according to Rep. Hoffman, take credit for news collected by AP, UP, INS and others, after they have rehashed it.

"The American Broadcasting Co.," Rep. Hoffman charged, "is not a new offender. Over its system Walter Winchell for years, for hire, used his talent for mean and sordid purposes."

He thought sponsors, too, might do well to "take a look at the law governing broadcasting, at some of the court decisions." Rep. Hoffman mentioned specifically the case of Sorensen vs. Wood, in which, he said, the court held that the Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances.



WPUV Pulaski, Va., installed special wire facilities for nation-wide broadcast by Cedric Foster (r), news commentator, from its studios Feb. 10 at 1 p.m. Special wire carried broadcast to Washington, D. C., thence over MBS and Yankee networks. With Mr. Foster, who was in Pulaski to speak at Business Club's annual ladies' night banquet, is William R. Murray, WPUV manager.

BRAND NAMES

Kenway to Head Committee

FRANK M. FOLSOM, RCA president and chairman of the Board of Brand Names Foundation, New York, last week named six advertising and merchandising executives to serve on the committee for "Brand Names Day—1949." This year's event, sponsored by the foundation in connection with its annual meeting and election of officers, will be held April 12 at the Waldorf-Astoria, New York.



Mr. Kenway

Chairman of the committee is Ivor Kenway, ABC vice president. Serving with him are: Vern G. Carrier, assistant advertising manager, Esso Standard Oil Co.; Lawrence E. Moses, advertising manager, Phillips-Jones Corp.; H. Ford Perine, merchandising director, *Life* magazine; J. Sherwood Smith, president, Calkins & Holden; and George T. Sweetser, publisher, *Esquire* magazine.

RANKIN RANTS

Against Commentators, 'Post'

TWO COMMENTATORS were charged last Monday with spreading "misinformation" as Rep. John E. Rankin (D-Miss.) pressed for House action on his bill to provide pensions for World War I and II veterans.

"Of all the misinformation I ever heard spread," he said, "it is by those radio commentators, Hans Kaltenborn and Drew Pearson, about this bill."

Rep. Rankin, chairman of the House Veterans Committee, also took the occasion of a speech on the House floor to berate the owner of the *Washington Post*, which owns 55% of WTOP Washington.

He said:

The *Washington Post*, whose owner got rich out of the last war, and out of the depression which he helped bring on during the Hoover administration, calls the veterans' pension bill now before the House, the Rankin plan. So I presume from now on you will hear a good deal about the Rankin plan versus the Bevin plan, which some of you call the Marshall plan.

NOBEL NOMINEES

2 ABC Commentators Named

THE ONLY two Americans nominated this year for the Nobel Peace Prize are two radio commentators from the same network—ABC. The Nobel committee announced last Wednesday in Oslo, Norway, that Mrs. Eleanor Roosevelt and Drew Pearson were among those being considered for the 1949 award for efforts on behalf of world peace.

Nomination of the two ABC commentators for the year's top award marks the first time since the inception of the annual Nobel Prize that two persons representing one network should be so honored.

Mrs. Roosevelt, with her daughter Anna, has been featured over ABC Monday, Wednesday and Friday, 10:45-11 a.m., and is inaugurating, beginning Monday, March 7, a new schedule of quarter-hour commentaries five times weekly at 4:45 p.m.

Drew Pearson, sponsored by the Frank H. Lee Co., Danbury, Conn., on behalf of Lee Hats, is heard in news analysis each Sunday at 6 p.m. through William H. Weintraub Co., New York.

GREER W. COWLEY

Radar Expert Succumbs at 45

GREER W. COWLEY, 45, Bell Telephone Labs, New York, development engineer, died last week, following an illness of several months. A significant contributor to radar development during World War II, Mr. Cowley helped to design portable ground search equipment.

Mr. Cowley joined Bell Lab's technical staff in 1930, having worked for several years with a Nebraska telephone company.

Surviving are his wife, Mrs. Mildred A. Cowley; two sons, William 18, and Charles 11, and a daughter, May Louise 17.



10,000 WATTS IN KANSAS CITY
WHB AM FM
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

A PAYING PROPOSITION



Ask the Katz Agency
CBS 560 kc.

MAJOR NETWORK STATION
ISOLATED WESTERN MARKET

This station was built by radio men with years of radio experience . . . affiliated with a major network . . . it is recognized by the local, regional and national time buyers as being the number one buy. Located in an isolated market so far as outside signals are concerned but in a growing market where the income per family is far above average. Television problem will not have to be met for several years. Station is making good money. Price $105,000.00. The Blackburn-Hamilton Company, exclusive representatives, can assist in financing a qualified buyer.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

FCC Actions

(Continued from page 58)

February 24 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following stations were granted renewal of licenses for period ending March 1, 1952: WEBC-FM Duluth; WDRC-FM Hartford, Conn.; WFBL-FM Syracuse; WIP-FM Philadelphia; WJTM-FM Jamestown, N. Y.; WMIX-FM Mt. Vernon, Ill.; WMLL Evansville, Ind.; WMOT Pittsburgh; WNDB-FM Daytona Beach; WNYC-FM New York; WSYR-FM Syracuse; WTMJ-FM Milwaukee.

WMIN Mt. Clemens, Mich.—Granted renewal of license for period ending Sept. 1, 1950.

WCTS Cincinnati—Granted renewal of license for regular period.

WOBS Jacksonville, Fla.—Same.

Following stations were granted renewal of licenses for regular period: KITO San Bernardino, Calif.; KIT Yakima, Wash.; KMO (and aux.) Tacoma, Wash.; WEMB San Juan, P. R.; WEEK Peoria, Ill.; KIOX Bay City, Tex.; KMBC-FM Kansas City, Mo.

License Extension

KFOX Long Beach, Calif.—Granted temp. extension of license for 3 mo. pending receipt of further information (Comr. Jones for regular grant).

WPEN-FM Philadelphia—Present license further extended on temp. basis to June 1.

WRR Dallas, Tex.—Same.

Licenses for following stations were further extended on temp. basis to June 1, 1949; KFFA Helena, Ark.; WECW Mayaguez, P. R.; WJVB Jacksonville Beach; KARK Little Rock; KFJZ (and aux.) Fort Worth; KGIL San Fernando, Calif.; KSRO Santa Rosa, Calif.; WMRO Aurora, Ill.; WIKK Erie, Pa.; WIRK West Palm Beach; WJVA South Bend, Ind.; KVER Albuquerque; KOB Albuquerque; KWEM West Memphis, Ark.; WVET Rochester, N. Y.; WNEW New York; WOV (and aux.) New York; KDB Santa Barbara; KGB San Diego; KHJ (and aux.) Los Angeles; KPMO Pomona, Calif.; KXLR No. Little Rock; WBAL Baltimore; WDEL Wilmington, Del.; WJOL Joliet, Ill.; WKEU Griffin, Ga.; WMEX Boston; WGAR Cleveland; WPAB Ponce, P. R.; WFMN-FM Alpine, N. J.; WINC-FM Winchester, Va.; WXLW-FM Indianapolis, Ind.; KHJ-FM Los Angeles; WBCA Schenectady.

Don Lee Bcstg. System, Los Angeles—Present license for W6XAO W6XDU extended on temp. basis to June 1.

Sarkes Tarzian, Bloomington, Ind.—Present license W9XHZ extended on temp. basis to June 1.

RadiOhio Inc., Columbus, Ohio—Granted temp. license W8XUM to March 31.

WHAS Inc, Louisville, Ky.—Same for W9XWT.

WORL Boston—Ordered that authority to operate facilities under temp. license is extended to June 1.

WJBW New Orleans—Granted petition of WJBW in part, and authority of Charles C. Carlson to operate WJBW under temp. license is extended to April 1.

Hearing Designated

WTUX Wilmington, Del.—Adopted order designating for hearing renewal application and authority to operate station was extended to June 1 pending decision in case.

Action Set Aside

Hearst Radio Inc., Baltimore—Commission set aside action of Jan. 27 granting licenses on temp. basis and granted licenses for exp. TV stations W3XJC W3XJD on regular basis to Feb. 1, 1950.

Mr. Jack Purves
N. W. Ayer & Son, Inc.
New York, N. Y.

Dear Jack:

Gene Autry came t' town yesterday. . . We all hear'd 'bout it through that fine WCHS promotion job which WCHS does fer all h'its shows like Gene's "Melody Ranch". Durin' th' broadcasts which Gene made two of over WCHS—my kin folk came down an offered their services in fightin' any stray varmits that needed fightin' . . . Gene said he'd keep 'em in mind which reminded me that's jest what happens when you use WCHS with 5000 watts at 580 in Charleston, West Virginia. People keep you in mind which after all is what you want. . . ain't it?".

Yrs.
Algy.



WCHS

Charleston, W. Va.

Box Score

SUMMARY TO FEBRUARY 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,938	1,891	239	...	464	266
FM Stations	712	269	651	30*	85	28
TV Stations	57	7	115	...	317	181

* 11 on the air.

TV APPLICATIONS

Fort Wayne, Ind.—Westinghouse Radio Stations Inc., Channel 2 (54-60 mc), ERP 15.07 kw visual, 7.5 kw aural, antenna 500 ft.; estimated cost of construction $310,000, estimated first year operating cost $260,000, revenue unknown. Applicant is licensee of WOWO-AM-FM there. Westinghouse has one TV station in operation, WBZ-TV Boston, and has applications pending for Pittsburgh and Portland, Ore. Filed Feb. 24.

Winchester, Va.—Richard Field Lewis Jr. Channel 12 (204-210 mc), ERP 31.5 kw visual, 15.75 kw aural, antenna 1,475 ft.; estimated cost $141,500, first year operating cost $35,000, revenue $75,000. Applicant is licensee WINC (AM) and WRFL (FM) Winchester and 60% owner WFVA Fredericksburg, Va. Seeks to have Channel 12 reallocated from Fredericksburg to Winchester. Proposed station would pick up and retransmit signals from Washington, D. C., outlets. Filed Feb. 24.

AM APPLICATIONS

Akron, Ohio — Akron Broadcasting Corp., 1150 kc, 1 kw, daytime, directional; estimated cost $50,000. Principals: George K. Stroupe with Mechanical Mold Machine Co., president; Dorothy C. Stroupe, secretary-treasurer; Ann Elliot, vice president, and Edwin T. Elliot, news director of WAKR Akron. Each couple owns 50%. Filed Feb. 23.

Boone, Iowa — Boone Broadcasting Co., 1590 kc, 1 kw, daytime; estimated cost $26,511.96. Principals: Harold L. Fisher, in shoe business, president and 8.25%; Robert E. Munn, owner of Riekenbergs Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager of Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Filed Feb. 18.

Carlsbad, N. M.—McEvoy Bros., 740 kc, 1 kw, daytime; estimated cost $14,820. Co-partnership: Paul B. McEvoy, president-publisher of Rosewell, N. M., Morning Dispatch and 25% owner KSWS Rosewell, and Maurice F. McEvoy, secretary-treasurer of Morning Dispatch and 25% owner KSWS. Filed Feb. 23.

FM APPLICATIONS

Thatcher, Ariz.—Gila Junior College of Graham County, Noncommercial, educational FM, Channel 201 (88.1 mc), power 10 w; estimated cost $2,000. Filed Feb. 18.

Spartanburg, S. C.—Wofford College, Noncommercial, educational FM, Channel 201 (88.1 mc), power 10 w; estimated cost $3,500. Filed Feb. 18.

FCC Sells Towers

FCC has announced it will accept sealed bids until 10 a.m. March 29 for purchase of two surplus towers on government property about 22 miles southwest of Boston at Millis, Dover Road. Erected in 1931, the towers were formerly used by WBZ Boston and are declared in good condition. Towers are base insulated, self-supporting and about 300 ft. high. They may be inspected.

PHILCO

Will Build for 33 1/3 and 78

JOHN M. OTTER, Philco vice president and sales manager, announced that both the 33⅓ and 78 r.p.m. reproducing equipment will continue to be an integral part of Philco's radio-phonograph lines in the future. He said the long-playing phonographs his company introduced last summer have met with tremendous public acceptance.

"On the basis of our experience to date, we are convinced that the new long-playing records which give up to a total of 50 minutes of music on both sides of the record offer a tremendous advance to the record-buying public, and one which can be obtained only from the new 33⅓ r.m.p. long-playing unbreakable records," Mr. Otter pointed out.

BACHMAN MOVES

Goes to Headley-Reed Co.

HERBERT L. BACHMAN, ABC manager of television research, leaves the network to become head of the research department of Headley-Reed Co., radio and television station representative, effective tomorrow (March 1).



Mr. Bachman

Mr. Bachman, who joined ABC in 1946 as assistant to the director of market research, was, from 1941 to 1942, research assistant to the Physiological Corp. of New York. Before that he was statistical analyist for The Pulse Inc., New York. He holds a BA degree in advertising and journalism from Michigan State College, is a member of the American Broadcasting Assn.

Previously, Headley-Reed has had outside organizations handle its research, but concurrent with the hiring of Mr. Bachman, all of its work in that field will be coordinated under his direction.

RADOX

Covering Philadelphia

RADOX, radio audience measuring device, is now covering all parts of Philadelphia with the exception of south Philadelphia and the Germantown section. Both of these sections will be covered within three weeks, according to Albert E. Sindlinger, president of Sindlinger & Co., Radox manufacturer.

Mr. Sindlinger said that 160 measurement sets now are running in the Philadelphia area and that a total of 238 sets will be running early this week. Within six weeks, Radox will be operating in the adjacent Camden, N. J., area. After that, Mr. Sindlinger will spread his Radox work through the rural areas of Philadelphia. All manual Radox operations are in the process of conversion to automatic. Mr. Sindlinger will have his set-up completely automatic by mid-summer.



WORL CASE

FCC Criticizes D. C. Court For Review Appeal

THE COURT of Appeals for the District of Columbia was taken to task by FCC last week in its request to the U. S. Supreme Court for review of the WORL Boston case.

The Commission contends that the Court of Appeals, in reversing FCC's denial of license renewal to WORL on grounds of ownership concealment, improperly withheld from the Commission an authority delegated by Congress. The Commission contends the lower court also failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case and that the "instant case is not an isolated instance of the departure by the court below" from accepted principles of judicial review.

Need for supervision of the Court of Appeals by SCOTUS is claimed by FCC in view of the lower court strategic position to review the administrative actions of FCC and other Federal agencies.

The WORL reversal by the Court of Appeals, issued last November, constituted a ruling that the Commission had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying the WORL renewal. The court sent the case back to the FCC "to carry out the judgment of this Court" [BROADCASTING, Nov. 29, 1948]. In denying the renewal to WORL (950 kc, 1 kw, day), the FCC had cited the Supreme Court decision upholding the Commission's denial of license renewal to WOKO. However, the Court of Appeals ruled that the principles of the WOKO decision were not applicable to the WORL case.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL has been granted temporary extension of license to June 1 pending settlement of the litigation.

The FCC request, for review by SCOTUS of the lower court's reversal, summarizes the question as "whether the court below, in insisting on direct and express evidence of wilfulness or recklessness and in substituting its judgment for that of the Commission as to the adequacy of the licensee's explanations for its derelictions, improperly withheld from the [FCC] the authority to deny a renewal of license to a licensee which, over a six-year period of time and on numerous occasions, had admittedly misstated and failed to reveal facts as to its stock ownership and financial status."

KOB-WJZ

Station Answers Network

THE ARGUMENT of ABC in its petition to terminate the KOB Albuquerque-WJZ New York case contains nothing new over that made by the network in a similar petition of a year ago, KOB told the FCC last week in its reply to the ABC request [BROADCASTING, Feb. 21].

The network's newly filed petition asks the Commission either to deny KOB's long pending application for licensed operation on 770 kc or to hold a further hearing with particular attention to prospects of KOB's sharing 1030 kc with WBZ Boston. KOB has shared 770 kc with WJZ under a special service authorization since November 1941.

KOB in reply contends that the ABC request to enlarge the issues of the proceeding and make WBZ a party was presented on two different occasions to the Commission prior to the hearing in 1945 and on both occasions the relief requested was denied. KOB states that the present ABC petition for relief and the one filed a year ago both ignore provisions of Sec. 1.389 of FCC's rules. The section states that requests to enlarge issues in a proceeding must be made within 15 days after publication of the issues in the *Federal Register* or upon petition supporting cause for a later filing.

KOB concludes by requesting grant of its petition to amend Sec. 3.25 of the rules to provide for duplicate nighttime operation on 770 kc; granting of its application for operation on 770 kc with 50 kw fulltime; issuance of appropriate orders designed to impose such directional operation upon KOB and WJZ as will be necessary to protect from interference the secondary service areas of both stations as Class I-B outlets, and denial of the ABC petition for immediate relief.

The 770 kc frequency presently is assigned to WJZ as a Class I-A clear channel. WBZ's 1030 kc is a I-B assignment.

SPOT CAMPAIGN

Ten N. Y. Stations Used

RIVER BRAND Rice Mills, New York (Carolina rice), through its agency, Donahue & Co., New York, has started an intensive spot announcement campaign covering ten New York metropolitan area stations, seven days a week. Contracts are for 13 weeks.

Ten-minute jingles will be heard on *Mystery Chef*, WNBC; *Luncheon at Sardi's*, WOR; Pat Barnes, WJZ; *Anything Goes*, WNEW; *Fun at Breakfast*, WMGM; John Reed King's *Best Girl*, WOR; Norman Brokenshire, WNBC; *Bushel of Fun*, WINS; *Dr. Jive*, WWRL; *Music for Mothers*, WFAS; *Ginnie and Rick*, *WAAT*, and *Mr. and Mrs. Music* and Ted Steele on WMCA.

Milestones

► Edgar L. Bill, president of WMBD Peoria, Ill., celebrates his 25th anniversary in radio tomorrow (March 1). Mr. Bill joined WLS Chicago, then owned by Sears, Roebuck, March 1, 1924, as station director. He moved to WMBD in 1931.

► Fifty executives of Swift & Co. and its advertising agencies, J. Walter Thompson Co., McCann-Erickson and Needham, Louis & Brorby, marked the firm's eighth year of sponsorship of ABC's *Breakfast Club* Feb. 8 at breakfast in the Electric Club, Chicago.

► KDRS Paragould, Ark., observed the beginning of its third year of broadcasting last month with a 2½-hour program titled *Looking Forward*.

► Rev. John J. McCarthy, pastor of the Roman Catholic Blessed Sacrament Church, Charleston, S. C., marked his 13th year on WCSC Charleston, last month by inaugurating a new series of programs on that station.

FCC APPEALS

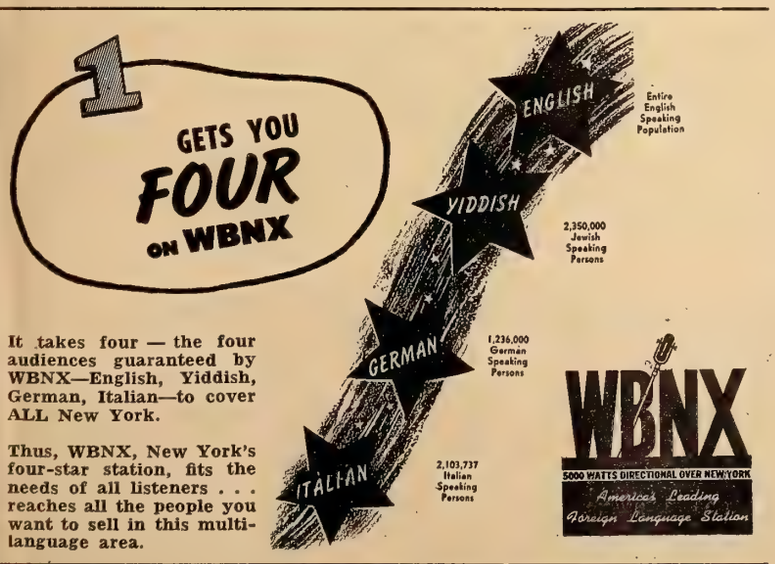
Hobbs Introduces Bill

APPLICANTS seeking court review of FCC actions could file their appeals in the U. S. Court of Appeals in the judicial circuit in which they reside, under a bill (HR-2915) introduced last week by Rep. Sam Hobbs (D-Ala.).

These courts and the U.S. Court of Appeals for the District of Columbia would have "exclusive jurisdiction to enjoin, set aside, suspend (in whole or in part), or to determine the validity of, all final orders" of the Commission. The applicant could go to either his home circuit court or to the one for D. C., as he wished.

Under the present law, appeals from denials of applications for construction permits or license must be taken in the Court of Appeals for D. C. Appeals from license revocations or denial of transfer of control must go to a special three-judge statutory court in the home district of the applicant. Review of FCC actions by the special statutory courts would be abolished under the Hobbs bill.

If the Commission has held no hearings on the action for which review is sought, and if hearings are required by law, the court of appeals might in its discretion remand the proceedings to the FCC. If hearings are not required by law, the court might pass upon the issues when "no genuine issue of material fact is presented."



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.



At Deadline...

SEN. KERR GETS PROPOSED AM GRANT FOR TULSA

ALL-OKLAHOMA Broadcasting Co., headed by Sen. Robert S. Kerr (D-Okla.), president of WEEK Peoria, Ill., given proposed decision by FCC Friday for new Tulsa station on 740 kc with 50 kw day and 10 kw night, directionalized fulltime. John Brown U.'s KUOA Siloam Springs, Ark., competing for same frequency with 10 kw fulltime in lieu of present 5 kw daytime on 1290 kc, "failed to make the required showing . . . as to financial qualifications," FCC concluded.

Commission also proposed to grant application of Midland National Life Insurance Co.'s KWAT Watertown, S. D., for 950 kc with 1 kw, directionalized at night, and deny rival request of Corn Palace City Radio Corp. for 950 kc with 5 kw at Mitchell, S. D. FCC said grant to KWAT, now on 1240 kc with 250 w, "would provide a primary service at night to a substantial area and population" now without it.

All-Oklahoma Broadcasting is owned by several WEEK stockholders and others with radio interests. Sen. Kerr has 49% of common stock. His brother, T. M. Kerr, and D. A. McGee, T. W. Fenton and Dean Terrill, all associated in WEEK ownership, have 11, 12, 6, and 3%, respectively. Elmer Hale, minority stockholder of KMUS Muskogee and KIHN Hugo, Okla., has 10%, and William R. Wallace, 20% owner of KIHN, has 8%. Mr. McGee is board chairman. Chief owners of Corn Palace City include Dakota-Wesleyan U. (23%) and Mitchell Daily Republic (22%).

WDHN (FM) NEW BRUNSWICK TO ASK FOR TV CHANNEL 8

WDHN (FM) New Brunswick, N. J., plans to apply to FCC today (Monday) for new television station on Channel 8, asking that this frequency be allocated there for use with directional antenna. Station would operate with 510 w visual and 250 w aural powers.

Existing authorizations and allocations on Channel 8 and adjacent frequencies in that area include WOR-TV New York on No. 9, WJZ-TV New York on No. 7, WCAU-TV Philadelphia on No. 10, WDEL-TV Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City. WDHN is owned by *Daily Home News*. Its application being filed by Washington law firm of Welch, Mott & Morgan.

WTUX RENEWAL HEARING

PROGRAM issues reported as basis for hearing called by FCC on license renewal application of WTUX Wilmington, Del. (1290 kc, 500 w day). Policies regarding horse race broadcasts said to be involved. Authority to operate station extended to June 1 pending decision in hearing.

FCC NETWORK PROBE

(Continued from page 4)

the present 12 VHF channels, an obviously impossible situation."

Letter assured that Stratovision, including possible monopoly, is being carefully studied.

Most of remainder of letter detailed material generally covered in recent speeches of Chairman Coy and Comr. Robert F. Jones, and formal reports of Commission. Views were those of Comrs. Coy, Hyde, Webster, Jones and Hennock (Comrs. Walker and Sterling were out of city when letter was drafted).

RRN MERGES WITH CORNELL OUTLETS, DROPS 20 EMPLOYES

MERGER of Rural Radio Foundation, upstate New York FM network owner, with Cornell U. communications interests virtually complete. Merger is intended to bolster network. RRF, operator of Rural Radio Network and owner of six FM stations, largely financed by ten New York state farm organizations. Cornell owns WHCU and WHCU-FM Ithaca, N. Y.

Michael R. Hanna, general manager of Cornell stations, reportedly becomes a top executive of merged organization; R. Bruce Gervan, present RRN general manager, continues in executive capacity. About 25% of RRN's 80 employes reported dismissed. WHCU WHCU-FM staff will be used in FM network operations.

REV. SMITH TO SELL WIBK

RADIO EVANGELIST J. Harold Smith filed application with FCC for sale of WIBK Knoxville, Tenn., long subject to investigation by Commission. Rev. Smith and wife sell 50% common and 100% preferred stock at par to James T. Cox Jr., insurance broker, and C. L. Schenck, wholesale produce dealer. Messrs. Cox and Schenck each buy 50 shares common (25%) at $100 par and latter also buys 1,500 shares preferred (100%) at $10 par. Marvin I. Thompson, general manager, retains 50% interest. Ruling is pending by FCC on initial decision of ex-Comr. Clifford J. Durr last June which held Rev. Smith as "unfit" to be licensee [BROADCASTING, July 5, 1948].

GAMBLE SEES AGENCY CHANGE

RETURN of buyers market and TV impact are affecting immediate future of agencies, said Frederic R. Gamble, president of AAAA, addressing final session of "New Directions" forums sponsored by Art Directors Club of New York. He said agencies may have to develop better staff teamwork, more integration of functions and wider use of each staff member's abilities. TV offers new challenge in exercise of good taste, he added.

ALL-RADIO INCORPORATION STARTED BY COMMITTEE

STEPS taken by All-Radio Presentation Committee to incorporate. Don Petty, attorney, appointed to handle incorporation of non-profit corporation directing industry promotion project. Executive committee approved setting up of auditing system to show exact status of finances. Auditor to be named.

Drive for subscriptions to be continued, reaching climax at NAB convention in Chicago April 11-13 when script is to be ready. Committee expects to review draft of script at meeting March 15.

ZENITH PHONEVISION QUERIES

ZENITH RADIO Corp. has sent second batch of questionnaires asking whether recipients would pay $1 each to see topflight movies in their homes. Questionnaire does not mention Zenith's Phonevision by name. Company described replies to first batch (sent to 1,000 persons each in Chicago, Syracuse, Los Angeles, Great Falls, Mont., and Tucson, Ariz.) as "startling." Second canvass covers 20 cities.

'INDEPENDENTS DAY' AGENDA PLANNED; BMB PROTESTS

USE of March as ballot month for second BMB study protested by NAB Nonaffiliated Stations Executive Committee at closing day of Washington session (early story, page 27). Committee worked out agenda for "Independents Day" agenda at Chicago April 10 during NAB convention. Independents claim March not typical month of year on ground sports are at low point and network audiences at peak.

Chicago agenda to include morning session on programming, with transcription spokesmen taking part. NAB President Justin Miller to address luncheon on topic, "Who Is Radio?" Afternoon session features sales and promotion. Melvin Drake, WDGY Minneapolis, will report on NAB committee's work. Maurice B. Mitchell, NAB, will lead discussion on how to get national and retail business. Dr. Sydney Roslow, Pulse Inc., to speak on independents' development.

Committee asked NAB board to act toward recognition of radio in publication of public legal notices; asked study of government funds spent in various media; named Richard M. Pack, WNEW New York, publicity liaison for Chicago meeting. Convention subcommittee comprises Lawrence McDowell, KFOX Long Beach, chairman; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington.

WARD CUTS LOCAL BUDGETS

MONTGOMERY WARD & Co. retail stores in all cities but St. Paul, Denver and Des Moines will drop local advertising schedules tomorrow (March 1), J. A. Martin, firm's assistant retail sales manager, said Friday in Chicago. Move follows closing of company's radio department [BROADCASTING, Feb. 21]. Mr. Martin said St. Paul, Denver, Des Moines will handle own local radio campaigns.

Closed Circuit

(Continued from page 4)

BMB board, meeting Wednesday, faces this problem as well as what to do about nonsubscriber data and state of finances.

SPECIAL meeting of Mutual board called in Chicago for today, presumably to consider high level personnel, including vacancy in second slot created by resignation of Robert D. Swezey as vice president and general manager to become vice president of WDSU AM, TV, FM operations in New Orleans.

AMONG new programs being auditioned by NBC under new alignment is Washington origination themed on backstage officialdom.

FCC last week was pondering reply to communication from Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Committee asking pointed questions on what, where and when in re TV allocations. Language of proposed reply was fine-tooth-combed several times by FCC with prospects of simultaneous release of interrogatories and responses this week.

VACANCY on Federal Trade Commission created by retirement of Robert E. Freer may be filled shortly by Kingman Brewster, veteran Washington Republican attorney who originally hailed from Massachusetts. He has endorsement of Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Committee and of former Senator B. K. Wheeler. Indications are also that Garland S. Ferguson, veteran member whose confirmation was not acted upon last session, will be confirmed by Senate.

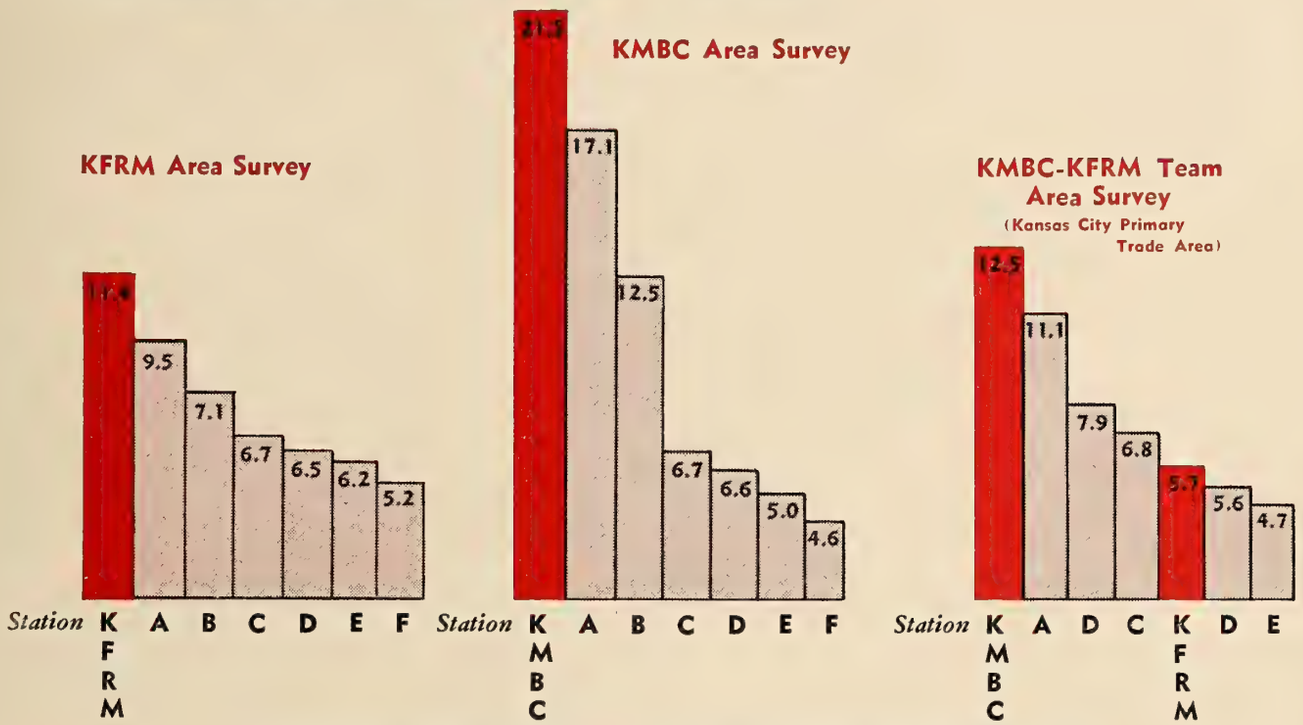
Listeners In Kansas City's Primary Trade Area VOTE FOR *The* KMBC-KFRM *Team*

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

KMBC OF KANSAS CITY



Represented Nationally by FREE & PETERS, INC.

KFRM For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



EXTRA PUNCH in delivery is the trademark of a champion.

With the coverage to reach, KTSA matches the strength to penetrate the nation's 28th largest market.

This combination means power-packed performance at the business end of your sales message.

KTSA's vital new CBS program strength means more listeners per dollar, more sales per listener.

Taylor-Borroff can get you a ringside seat in the champion's corner. Call them.

MARCH 7, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Owned and operated by The Fort Industry Company.

A Little Thing to look for... A Big Thing to find!

A line of copy in your Standard Rate? Sure! But to alert time-buyers it's a mighty handy guidepost to the best radio buy in any of the seven markets where Fort Industry Stations are located. Why? Because each Fort Industry Station is part of a team—tapping the pooled radio experience of all other Fort Industry Stations—benefiting from the eyes-open, aggressive programming policies of Fort Industry.

TOLEDO, OHIO
WSPD—5000 W AM—FM—TV
WHEELING, W. VA.
WWVA—50,000 W AM—FM
FAIRMONT, W. VA.
WMMN—5000 W AM
LIMA, OHIO
WLOK—250 W AM—FM
ATLANTA, GA.
WAGA—5000 W AM—FM—TV
MIAMI, FLA.
WGBS—50,000 W AM—FM
DETROIT, MICH.
WJBK—250 W AM—FM—TV

A FORT INDUSTRY STATION

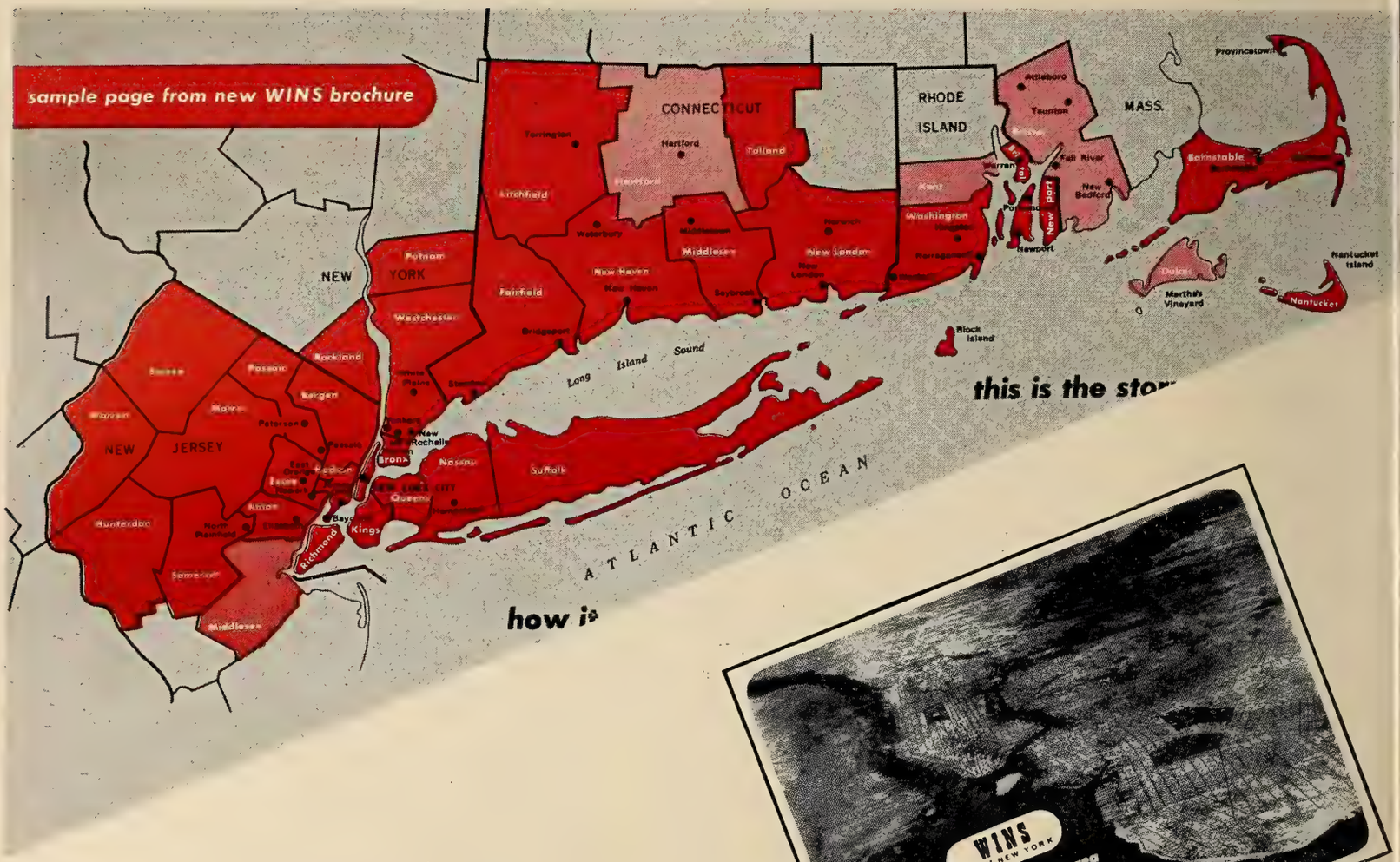
THE FORT INDUSTRY COMPANY

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: SAN FRANCISCO MARKET STORY • COMPARATIVE NETWORK SCHEDULE

WINS sells merchandise

in the world's richest market





From 20,489 pieces of mail for client sales received during four weeks of day and night operation, WINS has designed a mail map. Base is ratio of mail response to 1948 BMB radio families in the five boroughs of New York City. Counties with mail ratio 25% of New York City or better are shown as primary; those with ratio of 10% or better as secondary.

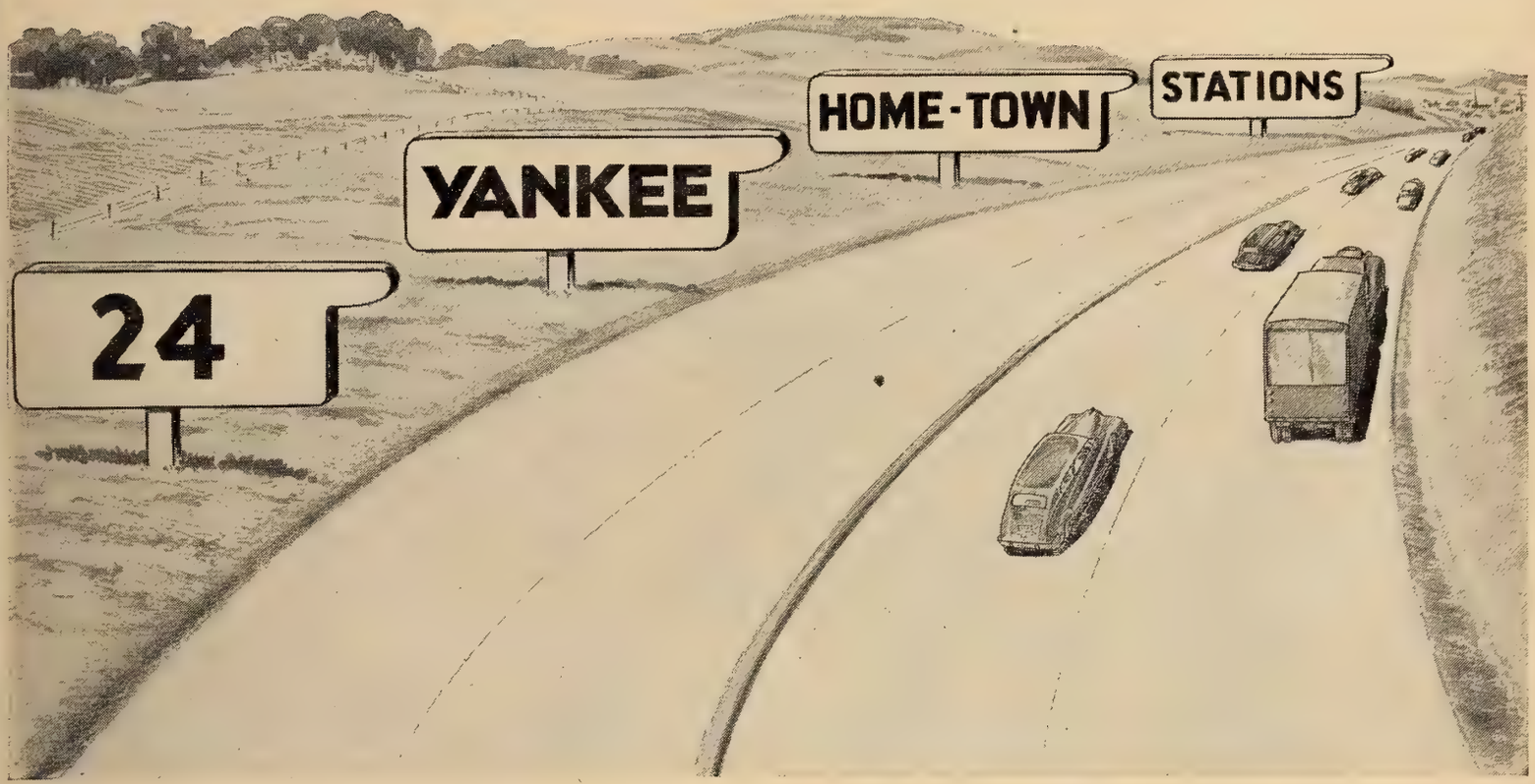
a complimentary copy of brochure will be sent on request

WINS
50KW NEW YORK

28 WEST 44th STREET • NEW YORK 18

All over New England

Yankee *Stations*



POINT YOUR SELLING AT LOCAL MARKETS

For a friendly approach to your market there is nothing like taking advantage of home-town station acceptance.

Every Yankee home-town station carries local commercials. It sells for the very local merchants through whom you want to sell your products. It is an established part of community enterprise with a loyal local audience.

When you buy Yankee home-town stations you can always be sure of getting complete local coverage exactly where you want it. You don't have to be satisfied with skimpy, hit-or-miss impression.

Yankee home-town stations give you entree to any important New England market you can name. You can't miss anywhere. You hit each market directly and cover it completely — downtown, city zone and suburban shopping areas.

The impact of 24 Yankee home-town stations adds up to the most complete New England radio coverage you can buy in one package.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

RUMBLES over Western Union surcharge for stations linked in baseball play-by-play service may erupt violently. Cost of games to sponsors increased sharply in case of hookups with difficulty being met in selling baseball program service.

WHAT'S FCC going to do about Bulova? That's question whispered around official Washington. Arde Bulova, watch manufacturer, owns majority of both WNEW and WOV New York but hasn't been able to jar loose approval of sale of WOV to comply with rule barring double ownership. FCC, largely under spur of Rep. Wigglesworth (R-Mass.) has been digging back into former Bulova station ownership in which control questions were involved. Choice: whether FCC will (1) transfer WOV and give WNEW regular license, (2) set whole business for skeleton-rattling hearing.

TENTATIVE name of organization of independently owned network affiliated stations sparked by Ed Craney, Montana broadcaster, is "Independent Broadcasters Protective League." Organization's main purpose is to combat high power and clear channels as well as Stratovision.

IN RE Protective League, C. Bruce McConnell, owner of WHOT South Bend, Indiana, has declined appointment to executive committee because he (1) cannot devote sufficient time to it; (2) he feels he's not well enough acquainted with objectives.

FCC had appropriation jitters most all of last week. Hearings on its 1950 fiscal year budget were tentatively scheduled early in week before House Independent Offices Appropriations subcommittee but were thrice postponed and take place today. Chairman Coy held "dress rehearsal" midweek with Commissioners and department heads present.

RESIGNATION of Phil Carlin as MBS vice president in charge of programs (page 24) may be first step in topside reorganization of network. It's doubted whether anything further will happen prior to MBS board meeting in Chicago next month during NAB convention sessions.

START of telecasting Eisenhower's *Crusade in Europe* postponed by ABC while prospective sponsors audition and ponder 26-week $390,000 series (time and line charges extra). Series was to begin early in March. Two auto companies, an oil and steel company among those who have viewed it already.

ALTHOUGH there's been no announcement, private showing of initial episodes of Eisenhower's films will be made for President Tru-

(Continued on page 90)

Upcoming

March 7-9: Chicago Television Council National TV Conference, Chicago.
March 7-9: Canadian Assn. of Broadcasters board, Chateau Frontenac, Quebec.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
March 10-12: Assn. of Women Broadcasters convention, Drake Hotel, Chicago.
(Other Upcomings on page 66)

Bulletins

BON AMI Co., New York, through BBDO, plans national campaign on new cleaner for wax and silver, Glas Gloss, to start in April. Test campaign on West Coast started last November. Present Bon Ami shows will promote new product in Buffalo and Pittsburgh markets, with additional cities to be added as new market plans are completed.

NEW YORK GIANTS football team will not permit telecasts of games from Polo Grounds this fall, John V. Mara, president, told BROADCASTING Friday. He said telecasts hurt gate, before-game ticket sales nose-diving during bad weather, and even season-ticket holders stayed away to see games via TV. He conceded attractive sponsor deal could change plans.

'SYMMETRON' AMPLIFIER

DEVELOPMENT in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, announced by Westinghouse Electric Corp., Baltimore, Md., last Thursday. Device is known as Symmetron amplifier. Applicable to UHF and VHF, technique was perfected to alleviate power amplification problem and may be applied to varied radio frequency power levels up to five times greater than those obtained with present commercial equipment in 50 mc-1,000 mc region. Westinghouse presently uses design in new FM 50 kw transmitter.

RICHARDS HEARING DEFERRED

INVESTIGATION of G. A. (Dick) Richards stations (KMPC Los Angeles, WGAR Cleveland, WJR Detroit) delayed Friday by FCC from March 16 to March 23 in Los Angeles to give Commission and other counsel more time to prepare cases. Hearing concerns charges Mr. Richards instructed staff members to slant news against certain minority groups [BROADCASTING, Nov. 15, 1948, Feb. 28].

WINE SPOT DRIVE

GENELES-LENGER WINE Corp., New York, through Edwin Parkin Adv., New York, plans intensive spot campaign for Passover wines. Radio plans now being made.

Business Briefly

FILMO CAMPAIGN ● Bell & Howell, Chicago, begins spot campaign today (March 7) on top U. S. stations for Filmo home movie equipment. Hollywood stars featured. Agency, Henri, Hurst & McDonald, Chicago.

MILES LABS RENEWS ● Miles Labs (Alka Seltzer, One-a-Day), Elkhart, Ind., renews *News of the World* on NBC Mon.-Fri., 7:15 p.m. (EST). Agency, Wade Adv., Chicago.

NEW KATZ ACCOUNT ● The Katz Agency, New York, effective April 4, will represent WEBR Buffalo.

MILLER ON ABC ● Miller Brewing Co. (Miller's High Life Beer), Milwaukee, will sponsor Lawrence Welk's orchestra for 13 weeks over group of ABC Midwest stations. June premiere planned. Agency, Klau, Van Pietersom, Dunlap Assoc., Milwaukee.

SEEK NEW SHOW ● Philip Morris (cigarettes) seeking new show to replace Kate Smith on 231 MBS stations in 12-12:15 p.m. (EST) five-weekly spot. Advertiser dropping Kate Smith in mid-April. Agency, Cecil & Presbrey, New York.

BURNS-ALLEN DROPPED ● General Foods Corp., New York (Maxwell House Coffee), to end four-year George Burns-Gracie Allen series at close of current season, retaining Thursday night period on NBC. Benton & Bowles is agency.

A. ATWATER KENT

A. ATWATER KENT, 75, pioneer radio set manufacturer, died Friday at his home in Hollywood. Mr. Kent built vast manufacturing business in early days of broadcasting and held many electronic patents. He encouraged many young artists by means of audition series and used extensive network. During last NAB convention Mr. Kent, famed for lavish parties at his Bel-Air mountain-top estate, was host at fiesta in honor of visiting broadcasters.

NAB-ASCAP COMMITTEES SEEK TV FORMULA

TELEVISION music committees of NAB and ASCAP meet every afternoon this week in effort to work out licensing plan for TV, Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, said Friday.

NAB committee, in addition to Chairman Myers, comprises Harold Burke, WBAL-TV Baltimore; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM Rochester; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Donn Tatum, Don Lee Broadcasting System; Julius Brauner, CBS; Mortimer Loewi, DuMont Network; Joseph A. McDonald, ABC; Theodore Streibert, WOR New York (ex officio as chairman of NAB Music Committee).

KRLD

HAS MORE LISTENERS IN DALLAS

THIS IS WHY
KRLD IS YOUR BEST BUY!



Mr. Hooper
Says
for December and January

KRLD RANKS FIRST
8 a.m. to 12 noon

KRLD RANKS FIRST
6 p.m. to 10:30 p.m.

KRLD RANKS FIRST
Saturday Daytime
8 a.m. to 6 p.m.



According to BMB
KRLD RANKS 10th
in Total Circulation
Among All
CBS Affiliates

50,000
WATTS
CBS

The Times Herald Stations
KRLD-KRLD-FM
DALLAS Studios FT. WORTH

LET A BRANHAM MAN TELL YOU MORE!

WIP Produces!

Example # 12

One Philadelphia advertising agency, Cox and Tanz, (lives right around the corner!) is currently placing *17* of its clients on WIP . . . sure enough means the agency knows that "WIP Produces"!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

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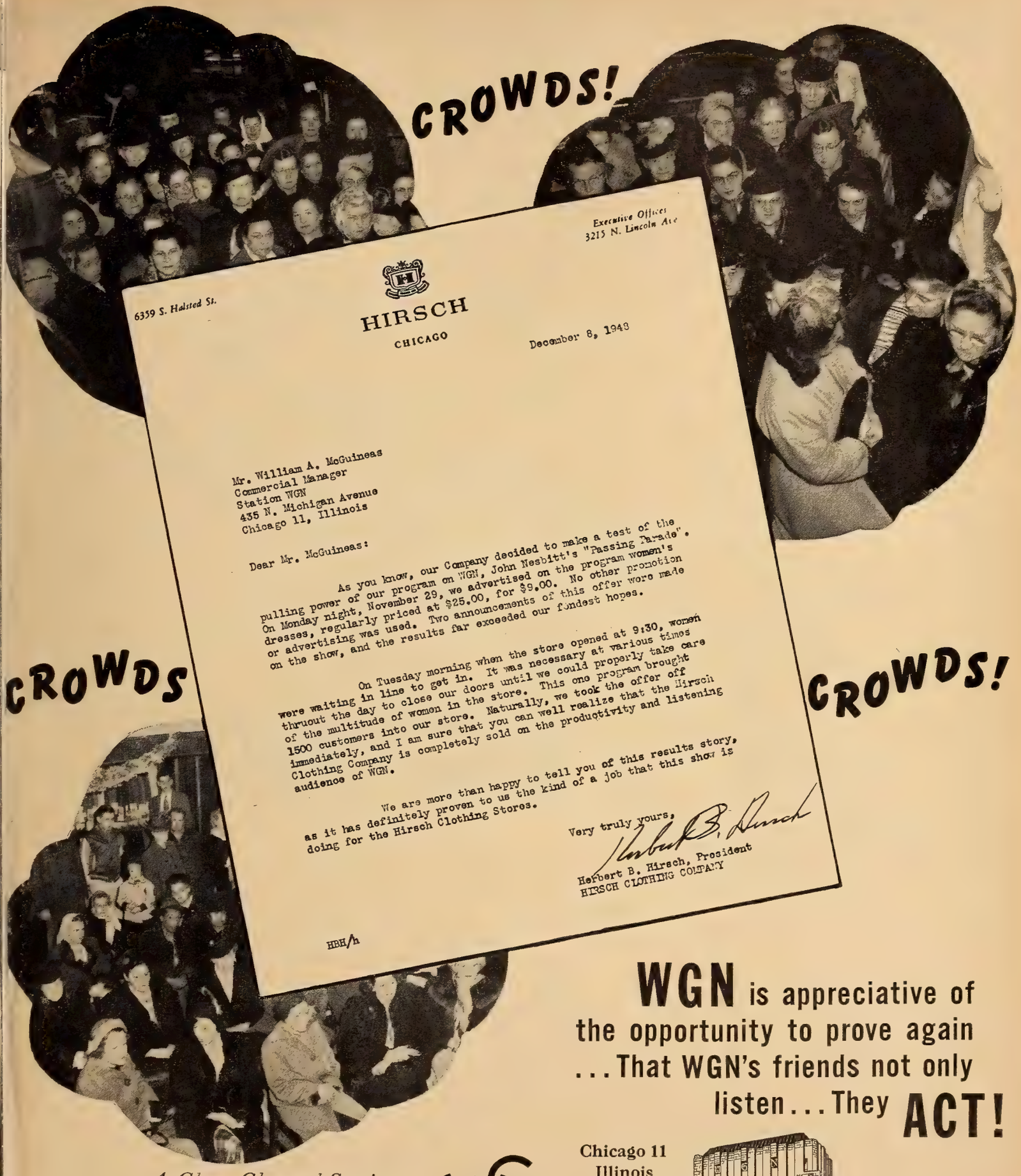
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417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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WGN is appreciative of the opportunity to prove again ...That WGN's friends not only listen...They **ACT!**

A Clear Channel Station...
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

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West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can and most advertisers should use **SPOT RADIO"**

Wotta TOOTHPASTE!

● Forgetting small babies and other gum beaters, there are about 4,200,000,000 molars, bicuspids, incisors and wisdom teeth in American mouths today.

An impressive number of these four billion are brushed "after eating and before every date" due to Colgate Dental Cream's great use of Spot Radio.

Colgate makes use of the Spot medium to promote not only Dental Cream but 7 other products with distinctly separate sales problems.

You too can adapt this most flexible form of powerful radio to your special requirements.

These stations will add materially to your chances for spectacular success.

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Likes Format

EDITOR, BROADCASTING:

. . . I have been intending to drop you a note for some time, to tell you how much more readable BROADCASTING has become since you adopted the more informal format.

It has always been a valuable source of information to me . . .

Leslie T. Harris
Benton & Bowles
New York

* * *

A Loyal Reader

EDITOR, BROADCASTING:

. . . your book will be of great value to me and I will be as avid a reader in the future, as I was in the past.

Stanley M. Abrams
Sales Manager, Television
Emerson Radio & Phonograph Corp.
New York

[EDITOR'S NOTE: Mr. Abrams was recently promoted from television sales promotion manager of Emerson to television sales manager.]

* * *

Where's Henry?

EDITOR, BROADCASTING:

In the matter of Radiorama's identification of Bill Henry as a CBS correspondent in the Feb. 14 issue and John Bondeson's proud correction in the Feb. 21 issue, is it not possible that both BROADCASTING and Mr. Bondeson are correct?

I saw Bill present the President with a microphone at the White House Radio Correspondents' dinner in 1948 when he was still with CBS news. Or are there two mikes?

Incidentally, in accepting, Mr. Truman expressed a wish to be invited to the 1949 dinner, "even if I'm not living in the White House then."

Don Thompson
Gardner Advertising Co.
New York

[EDITOR'S NOTE: You are entirely correct. Mr. Henry was with CBS at the time the mike was originally presented in 1948. Since no picture was taken at that time, when the group assembled again in 1949, a picture was made. Mr. Henry has now switched to MBS.]

Clarification on Henry

EDITOR, BROADCASTING:

While your item on the "Voice of Democracy" Contest winners in the Feb. 21 issue of BROADCASTING is correct, perhaps it would be well to differentiate between Patrick Henry's famous speeches. In the House of Burgesses in Williamsburg Mr. Henry delivered himself of the "If this be treason, make the most of it" speech. His better known "Give Me Liberty or Give Me Death" speech was delivered in Richmond's Old St. John's Church.

Incidentally (plug), WRVA is broadcasting a special program with the "Voice of Democracy" contest winners from the House of Burgesses.

Sam Carey
Program Service Manager
WRVA Richmond, Va.

* * *

EDITOR, BROADCASTING:

Since the "famed speech" of Patrick Henry was delivered in St. John's Church, Richmond, Va., your attention is respectfully directed to the item at page 4, . . . of the Feb. 21 issue of BROADCASTING.

Pat was a lawyer and delivered many notable speeches—the Parson's Case at Hanover Court House—in the House of Burgesses at Williamsburg. However, the one that has survived in the minds of most people is the famed "Liberty or Death" speech delivered in St. John's.

William J. Norfleet
Chief Accountant
FCC
Washington

[EDITOR'S NOTE: Thanks for further clarifying our box on the At Deadline page. (BROADCASTING, Feb. 21)]

* * *

Radio's Standards

EDITOR, BROADCASTING:

Re C. M. Keller's letter in the Feb. 28 issue describing his reaction to a newspaper ad which failed to meet his or radio's good taste standards. Perhaps a change of copy would enable Mr. Keller to overcome his repulsion to the item being advertised. Meanwhile his station's sales dept. might reflect that radio listeners also have occasion to clean their . . .*

Sol Levine
Sol Levine Agency
Washington

* Censored—not in good taste.

* * *

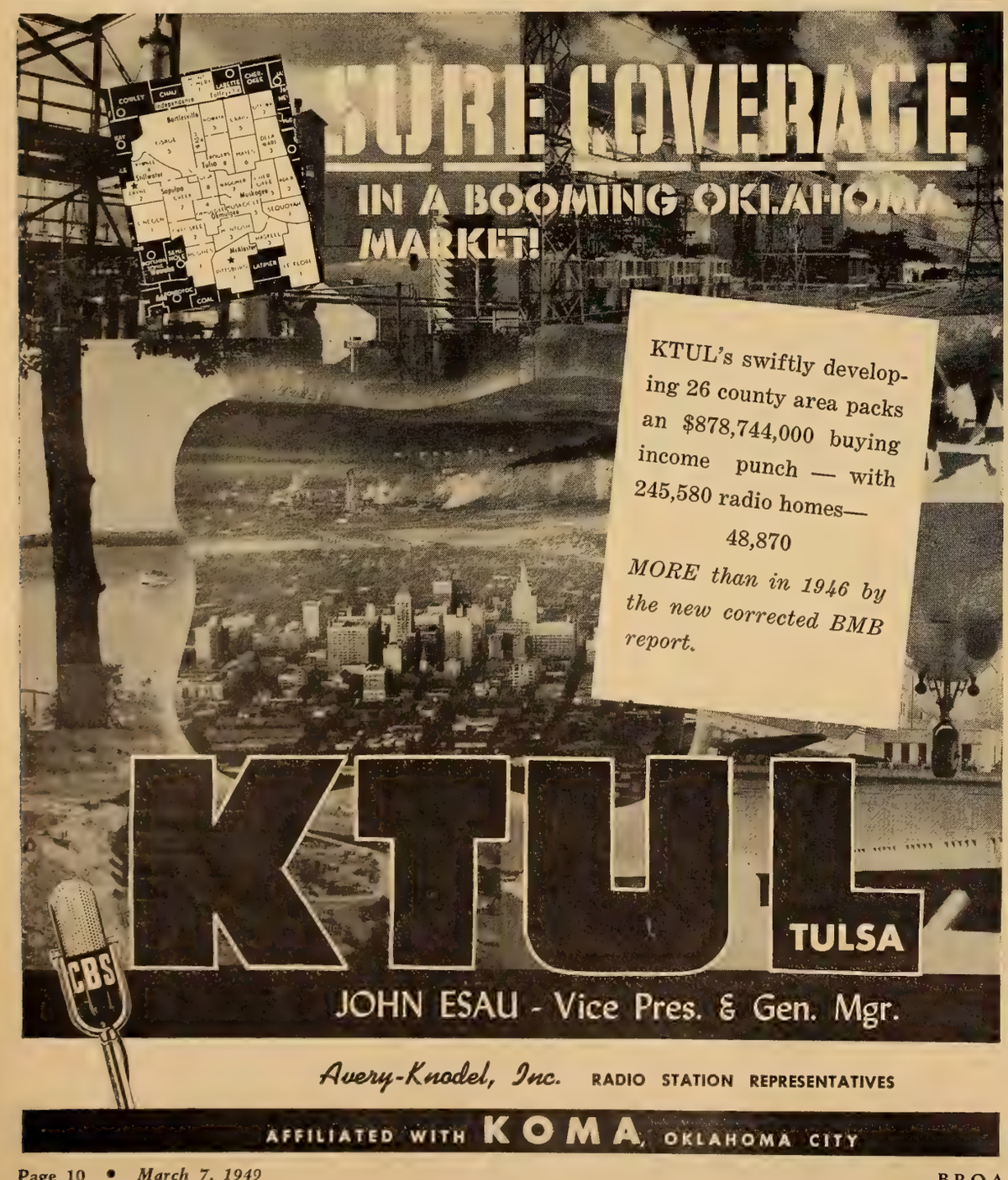
Thanks From Ad Club

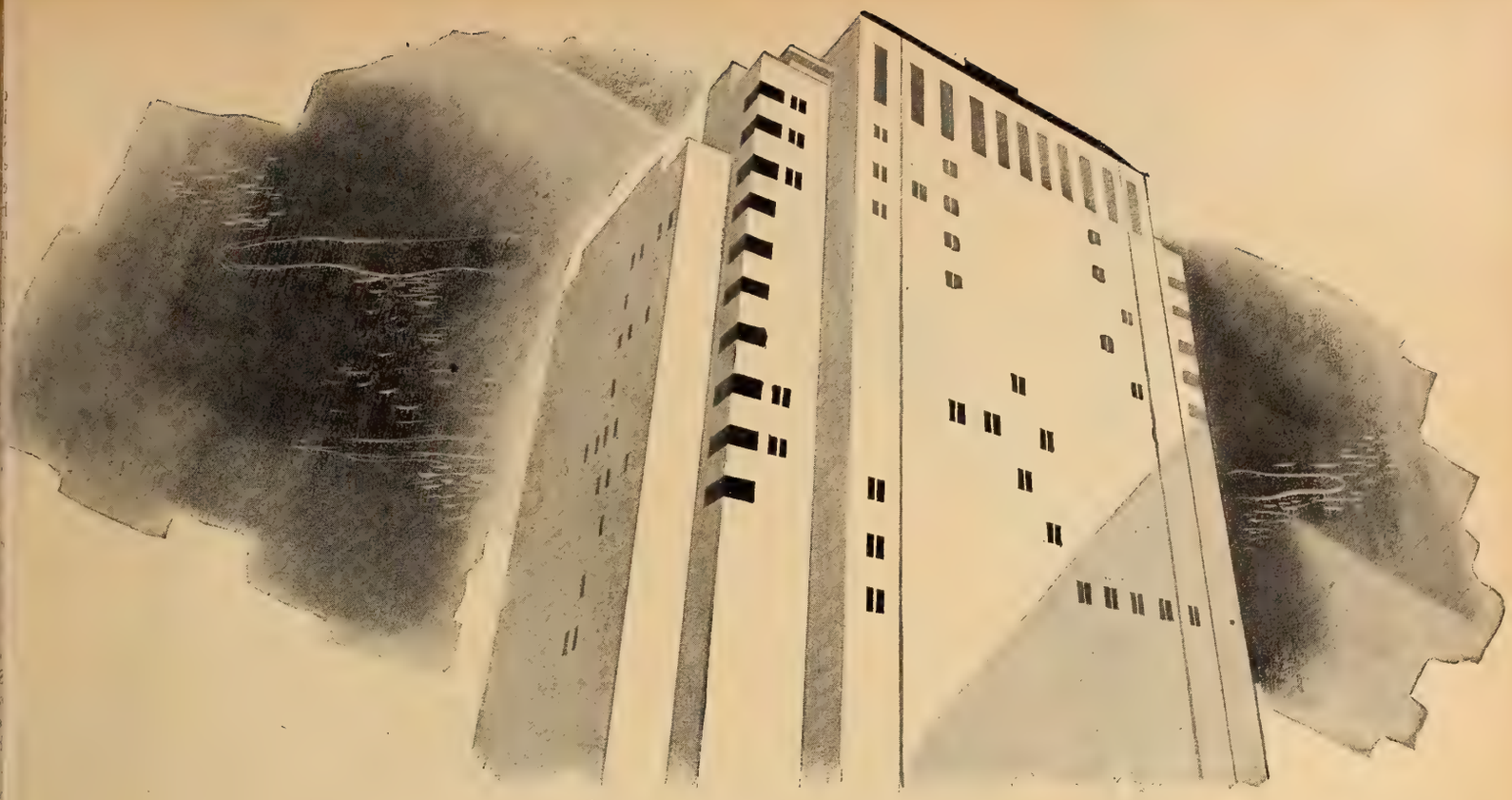
EDITOR, BROADCASTING:

In behalf of the Advertising Club of Grand Rapids, I want to thank you for fine news coverage your publication gave to the Advertising "Forum for '49," . . .

Due to the outstanding success of this Forum, the AFA plans to promote similar meetings in other regions throughout the country as a part of their next year's over-all

(Continued on page 20)





A Monument to Finer Living...

In the priceless book of man's memory there shines in illuminated lettering the magic word, "Hospitality." As a city of importance, Houston ranks peak-high on the scale . . . as a city of hospitality, Houston reigns among the nation's friendliest.

And now may we present The Shamrock . . . hotel spectacular . . . symbol of hospitality in one of America's most hospitable cities. From its very beginning this was no ordinary hotel, for wound inextricably in the substances of its creation are the ambitious materials of a young man's dream.

Yes, native Texan Glenn McCarthy fulfilled a dream for Houston, built for Houston a magnificent structure of stone and steel as a small measure of esteem for the bounties the city . . . and the state . . . had tendered him through hard years of striving.

And so you see The Shamrock, Glenn McCarthy's contribution to Houston and to finer living . . . rising tall above Lone Star plains as a great monument to warm hospitality.

The eyes of Texas and of the entire nation are on Houston's . . . The Shamrock.



Glenn McCarthy
. . . oil wildcatter, sportsman, airman . . . head of 16 corporations and organizations, member of 14 more . . . oilman builder of McCarthy Center (1100-room hotel, 1200-car garage, 1750-seat theater, swimming pool, exhibition hall).

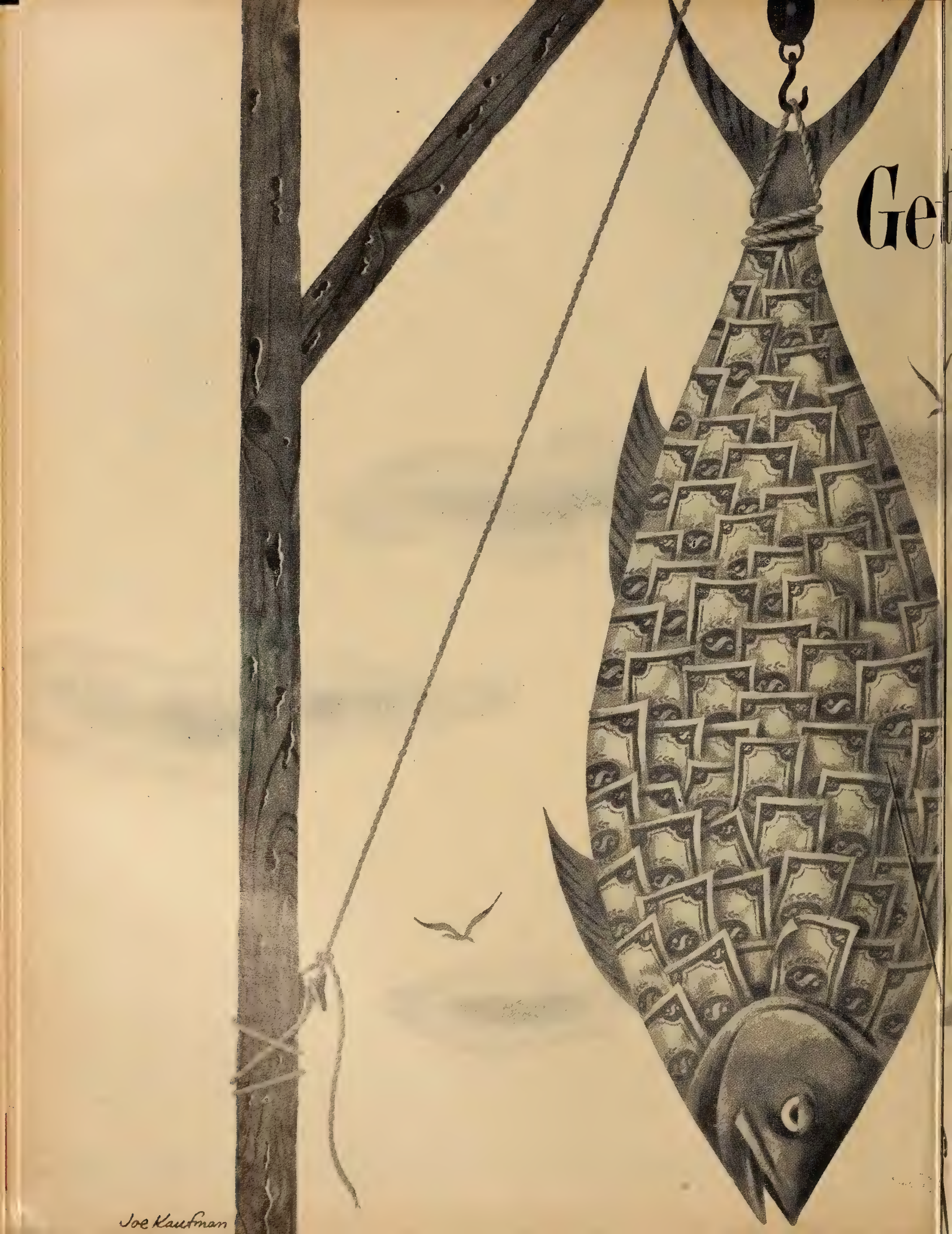
GRAND OPENING • ST. PATRICK'S DAY • MARCH 17, 1949

In Houston, you are cordially invited to live at

The Shamrock

A GLENN McCARTHY ENTERPRISE

COMPLETE CONVENTION FACILITIES AVAILABLE—TELETYPE No. HO 192


Ge
Joe Kaufman

the ones that get away!

TAKE 13 WEEKS WITH PAY...ON WCCO

You can get your Northwest customers while they're "getting away from it all." With radio. For Summer daytime listening in the Northwest is 12% higher than the national average.

And most of the time in the Summertime, they're having a wonderful time listening to 50,000-watt WCCO. In the Twin Cities, all Summer long, WCCO delivers an average daytime Hooper of 6.0... a 58% *bigger* average audience than any other Twin City station! (Throughout the *entire* 6-state WCCO area surveyed by the CBS-WCCO Listener Diary in May 1948, WCCO averages 200% more listeners than any other Twin City station.)

With Summer retail sales in WCCO country soaring well over $699,000,000—just about as high as in any other season—it's no wonder that 48 major local and national spot advertisers (30% more than the year before) stayed "on the job" on WCCO all year 'round last year... Fall, Winter, Spring *and Summer.* They found WCCO sends sales *up* with the temperature!

To land your customers, use WCCO *without a Summer hiatus.* Make your reservation with WCCO or Radio Sales... for 13 wonderful weeks with pay!

All source material available on request.

WCCO
Minneapolis-St. Paul
50,000 watts
Columbia Owned

Represented by
RADIO SALES





The Swing is to WHB in Kansas City



The
1949 SWING Girl
Miss Vera Ralston

★ **MARKET**...WHB's Golden Kansas City Marketland is a transportation and distribution hub, agricultural capital, the home of multi-billion dollar industries. Complete data on request.

★ **AUDIENCE**...WHB's 27 years of aggressive broadcasting have won 3½ million listeners who swing to 710 for fresh, friendly entertainment and solid buying tips.

★ **PROMOTION**...WHB's alert experts advertise, merchandise and promote your product to bring results that will leave you gasping.

★ 10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies



ARTHUR J. DALY, former West Coast manager for Peck Adv. and currently in agency's New York office, appointed director of radio and television. Prior to joining Peck, he produced *Rudy Vallee Show*, *Telephone Hour* and other network programs. During war, he represented coordinator of Inter-American Affairs as director of radio in Argentina.

PETER H. HINDLEY resigns as manager of Roy S. Durstine Inc., San Francisco, to become public relations director of National Medical Society in Washington, D. C.

NELSON SHRADER appointed executive director of television and radio department of Grey Adv., New York. For past eight months he headed his own motion picture and television package firm and was formerly at Newell-Emmett Co. where he headed motion picture department for some time, and later worked on Chesterfield account.



Mr. Shrader

LEW JONES, former media director of BBDO, San Francisco, joins Foote, Cone & Belding, same city, in same capacity.

MELTON Adv., Dallas, purchases **HENRY M. HANEY Adv.,** also Dallas. Consolidated company moves to new quarters in Liberty Bank Bldg., continuing under name of Melton Adv.

MARILYN BRYAN ROSEBERRY resigns as timebuyer at MacFarland, Aveyard & Co., Chicago, to join Advertising Counsellors of Arizona in Phoenix.

WALLACE MacKAY Adv., Seattle, moves to larger quarters in Central Bldg., 810 Third Ave.

DAN LEWIS joins Harrington, Whitney & Hurst, San Francisco, as account executive.

C. H. WOLFE, former vice president with Biow Co., joins Dancer-Fitzgerald-Sample, New York, in executive capacity.

ROBERT OTTO & Assoc., New York, effective March 1 changed name to **ROBERT OTTO & Co. Inc., International Adv.** to conform with opening of its new overseas offices in Buenos Aires known as Robert Otto Y. Cia. Structure of firm remains same.

BOZELL & JACOBS, Shreveport, La., moves to new offices at 622 Travis St.

HENRY J. KAUFMAN & Assoc., Washington, moves to new offices at 1419 H St. N. W. Telephone remains District 7400.

WILLIAM R. MASON, with Geyer, Newell & Ganger, since the fall of 1947, appointed vice president. Mr. Mason manages four of agency's accounts.

EVERETT DOTEN, account executive with Botsford, Constantine & Gardner, San Francisco, resigns March 15.

J. GRIFFITH RENSEL joins Weightmen Adv., Philadelphia, as vice president in charge of service. He was recently with Abner J. Gelula & Assoc.

BLANCH TANOUS, formerly with Lander-Young, Los Angeles, joins Davis & Co., same city, as production manager.

S. J. O'CONNELL Jr., formerly of *Dr. I. Q.* show and Grant Adv., Chicago, joins G. A. Sass & Co., Indianapolis advertising and sales promotion firm, as copy writer and account executive.

DONALD M. SMITH Jr., former merchandising manager of *Look* magazine, joins merchandising department of Young & Rubicam, New York.

JOHN HANSEN resigns as art director and account executive with Knollin Adv., San Francisco, to manage branch office of Rockett Pictures Inc., Hollywood.

VIRGINIA A. PARKER, formerly with Reuben H. Donnelley Corp., New York, appointed account executive at Robert Hilton Co., also New York.

O'HANRAHAN PACIFIC AGENCY, San Francisco, moves to new quarters at 260 California St. Telephone: SU 1-0239.

WILLIAM J. HUNT has set up W. J. Hunt Adv., in Gray Bldg., Pasco, Wash.

GEORGE W. McMURPHY agency, Portland, Ore., moves to new offices at 2014 N.E. Sandy Blvd.

BEULAH STAINBACK, formerly commercial traffic manager of KHJ Hollywood, joins Zeder-Talbott Inc., same city.

ALAN GOFF, formerly with Rodgers & Brown, New York, joins Lew Kashuk & Son Adv., New York, as account executive.

BROADCASTING

Comparative Network Program Schedule

March 1949



Yeah, but can he lift a sales curve?

(to labor for more than a mouse, see back page of insert)

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Sperman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	TBA	Cudahy Packing Nick Carter (463)	Int. Silver Co. Ozzie & Harriet (149)
6:45	"	"	"	"
7:00	Pat Novak For Hire S	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Philip Morris Horace Heidt (162)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (198)	Lever Bros. Amos 'n' Andy (156)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (163)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Smith Bros. Stop The Music (173)	Wildroot Sam Spade (168)	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	Frigidaire Lum 'n' Abner (164)	Music	NBC Theatre S
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	TBA
9:15	Andrew Jergens Louella Parsons (264)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Don Wright Chorus S	Who Said That? S
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"		"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (152)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (152)	News	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (32)
8:00	Assn.Amer.RR. Railroad Hour (270)	Brome Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	DuPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Thos. J. Lipton Godfrey's Talent Scouts (152) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	" *	"
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (154)	Noxzema Gabriel Heatter (213)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Child's World	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	Stars in Night	"	" *	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pepsodent My Friend Irma (153)	Universal Car-leading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Mutual Concert S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"			Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (149)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (25)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149) R	Gregory Hood starts 3-8-49 S	Philip Morris This Your Life (144) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45	"	"	" *	"
9:00		Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (221)	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	Co-op Mutual Newsreel	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Air Force Hour	Johnson Wax Fibber McGee & Molly (165)
9:45	Detroit Symphony S	"	" *	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family	mr. ace & JANE S	Orchestra S	Brown & W'msn PeopleAreFunny (163)
10:45	NAM It's Your Business	"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	MutualChamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Faultless Starch Starch Time (46)
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Wings Over Jordan S	Silver Strings S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (384)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Charles Collingwood S	Piedmont Shirt Wm. L. Shirer (241)	America United S
1:15	Editor at Home S	Elmo Roper S	Doubleday John B. Kennedy (80)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (198) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say with Music Willard's Orch. S	P & G Road of Life (156)
10:45	Eleanor & Anna S *	National Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (154)
11:00	Get More Out of Life, William H. Wise (114)	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	At Home with the Kirkwoods S	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (150)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (138)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (61)	Lanny Ross	B. T. Babbitt Lora Lawton (99)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (199)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Philip Morris Kate Smith Sings (219)	Music
12:30	Out of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Sardi's	Luncheon with Lopez
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Bankhage (92)	P & G Big Sister (98)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Ferry-Morse Garden Gate (167)	"	"
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	Posner Shoes Big 'n' Little Club (3)	Escape S	Jerry & Skye S	Pet Milk Mary Lee Taylor (148)
10:45	"	"	Albert Warner S	"
11:00	Abbott-Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corps	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	"	"	"	Public Affairs S
12:30	Navy Hour S	Pillsbury Mills Grand Cen. Sta. (129)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	Luncheon with Maggie & Herb S	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

DAYTIME

1:30 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45

FOR MARCH 1949

SUNDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (32)
ulton Lewis Jr. (291)	Liggett & Myers Supper Club (162) R
Dinner Date S	Miles Labs. News of World (154)
News S	Dardanelle Trio S
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (32)
Can You Top This S	C-P-P Co. Blondie (155)
"	"
Scattergood Baines S	Kraft Foods Co. Gl. Gildersleeve (148)
"	"
R. B. Semler Gabriel Heatter (92)	Bristol Myers Duffy's Tavern (159)
Co-op Mutual Newsreel	"
Family Theatre S	Bristol Myers Dist. Attorney (140)
" *	"
Comedy Playhouse S	Am. Cig. & Cig. The Big Story (163)
"	"
Mutual Concert S	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Rieau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"			Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (79) R	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (154)	News S	Echoes from the Tropics S
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)
Co-op Abbott&Costello (20)	P & G FBI in Peace & War (149) R	Curt Massey Show S	G.F.-Jello Aldrich Family (149)
"	"	"	"
U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R -	Western Hit Revue S	G.F.-Maxwell Burns & Allen (146) R
"	"	" *	"
Go For The House S	Auto-Lite Suspense (164)	Serutan Co. Gabriel Heatter (221)	Kraft Foods Co. Music Hall (148)
"	"	Co-op Mutual Newsreel	"
Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (163)	Mysterious Traveler S	Seattest Variety Theatre (93)
"	"	" *	" * Falstaff
Personal Autograph S	Hall Bros. Hallmark Playhouse (157)	Ed. Wilson's Show S	Reynolds Screen Guild Theatre (162)
"	"	"	"
We Care S	Campana Sales First Nighter (62)	The Windy City S	General Electric Fred Waring (163)
Harrison Wood	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Rieau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"		"	Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (139)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (164)	News	Music For Tonight
"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (30)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Experience Speaks. Starts 3-4-49 S	Cities Service Bands of Ameri. (82)
"	"	"	"
Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151)R	Conti Products Yours for a Song (17)	R. J. Reynolds Jimmy Durante Show (161)
"	"	"	"
Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	R. B. Semler Gabriel Heatter (92)	Pabst Sales Co. Eddie Cantor (147)
"	"	Co-op Mutual Newsreel	"
Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (150)
Ch. Spark Plug Roll Call (215)	"	" *	"
Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)
"	"	"	"
Cavalcade of Sports (254)	Yours Truly, Johnny Dollar S	Mutual Concert S	Col.-Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
TBA	News Bancroft S	Orchestra S	Bob Warren News Summary S	6:00 PM
American Council of Churches S	Meme From UN	"	Religion in News S	6:15
Harry Wismer S	Saturday Sports Review S	Bands For Bonds	NBC Symphony S	6:30
Communism & One World S	News Larry Lesueur S	"	"	6:45
Johnny Thompson S	Coca-Cola Spike Jones (167) R	Hawaii Calls S	"	7:00
Bert Andrews S	"	"	"	7:15
Music S	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Nigh Serenade (145)	7:30
"	"	Mel Allen S	"	7:45
Starring Kay Starr S	Wrigley Gene Autry (163)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (128)	8:00
"	"	"	"	8:15
Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
"	"	"	"	8:45
Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (161)	9:00
"	"	"	"	9:15
Amazing Mr. Malone S	Liggett & Myers Tales of Fatima (19)	Lombardo USA S	Col.-Palm.-Peet Judy Canova (144)	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (88) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)	10:00
"	"	"	"	10:15
Haywit Headown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	10:45

SUNDAY

S	MBS	NBC
Again	American Bird Prod., Warblers (12)	University of Chicago, Round Table S
	Michael O'Duffy S	"
-Witt-festival (165)	Mutual Opera S	Voices Down the Wind S
	"	"
There	Co-op Bill Cunninghan (210)	NBC University Theatre S
	Veteran Wants to Know S	"
d Oil N.Y. monic	Ace Markets Songs by Great Singers (63)	"
	"	"
	General Foods Juvenile Jury (218)	StandardBrands One Man's Family (150)
	"	"
	General Foods House Mystery (478)	Miles Labs. Quiz Kid. (159)
	"	"
to Stars	Willmsn. Candy True Detective (500)	Pillsbury Mills Bob Trout (56)
	"	Living—1949 S
-Witt-festival (165)	DL&W Coal The Shadow (37)	Jane Pickens Show S
	"	"
way Boat	Helbros Watch Quick As A Flash (421)	RCA Victor Show (165)
	"	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Co-op Rbt. McCormick S
Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Cbd. Jamboree (202)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (231) Miles Lab. (424) Int. Milling (128) Miami M. (234)	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (109)	Queen for Day "	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	General Mills Today'sChildren (137)
"	P & G What Makes You Tick (81)	"	General Mills Light of World (67)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (151)
Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (125)	"	P & G Ma Perkins (147)
General Electric House Party (272)	Amer. Tob. Co. Robt. Q. Lewis Show S	USM Band (M) GeorgiaJ'mb'ree (TWT), USN (F)	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
"	" *	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (146)
Co-op Ethel & Albert (51)	Lever.Rayve Winner Take All (167)	Miscellaneous Programs S	Sterling Drug Lorenzo Jones (146)
Co-op Your Story for Today	Beat the Clock S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)
" *	"	Superman (M-W-F)	General Foods Portia Faces Life (89)
General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (59)
Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (137) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Far' (58)

SATURDAY

ABC	CBS	MBS	NBC
Amerioan Farmer S	Toni Co. Give and Take (160)	Symphony for Youth S	R.F.D. America
"	"	"	"
Texas Co Opera (270)	Wm. Wise Handy Man (58)	"	Musicana S
"	Wm. Wise Most of Life (56)	"	"
"	Columbia Country Journal S	MacAlester Choir S	Ed. Temlinson S
"	"	"	Report on Europe S
"	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	Adv. in Science S	"	"
"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
"	Texas Rangers S	TBA	Your Health Today S
"	"	"	Bits of Hits S
"	Saturday at The Chase S	Harrington S	Adventures of Frank Merriwell S
Orchestra Following Opera	"	First Church Christ. Scientist (65)	"
"	Philadelphia Orchestra S	Russ Hodges' Quiz Show S	J. Morrell Lassie Show (163)
"	"	"	Wormwood Forest S
"	"	Shotwell Mfg. True or False (487)	Mars Inc. Dr. I. Q. Jr. (41)
"	"	"	"

*EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING; R RE-BROADCAST ON WEST COAST; TBA TO BE ANNOUNCED.

ABC

10:45-11 AM Mon., Wed. & Fri., Eleanor and Anna Roosevelt.
10:45-11 AM Thur., Star Time, sponsored by Drackett Co., 168 stations.
10:45-11 AM Tues., Club Time, sponsored by Club Aluminum Products Co., 56 stations.
5-5:30 PM Tues.-Thurs., Green Hornet, sustaining.
5:30-6 PM General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs on alternate weeks.
9:30-9:55 PM Thursdays, Jo Stafford Show.
9:55-10 PM Thursdays, Meet the Stars, sponsored by Beauty Factors Inc. over 44 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. over western stations.
10-10:30 PM Saturday, Musical Etchings, over-stations in East.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 167 stations, Sun. sustaining.
4:25-4:30 PM News.

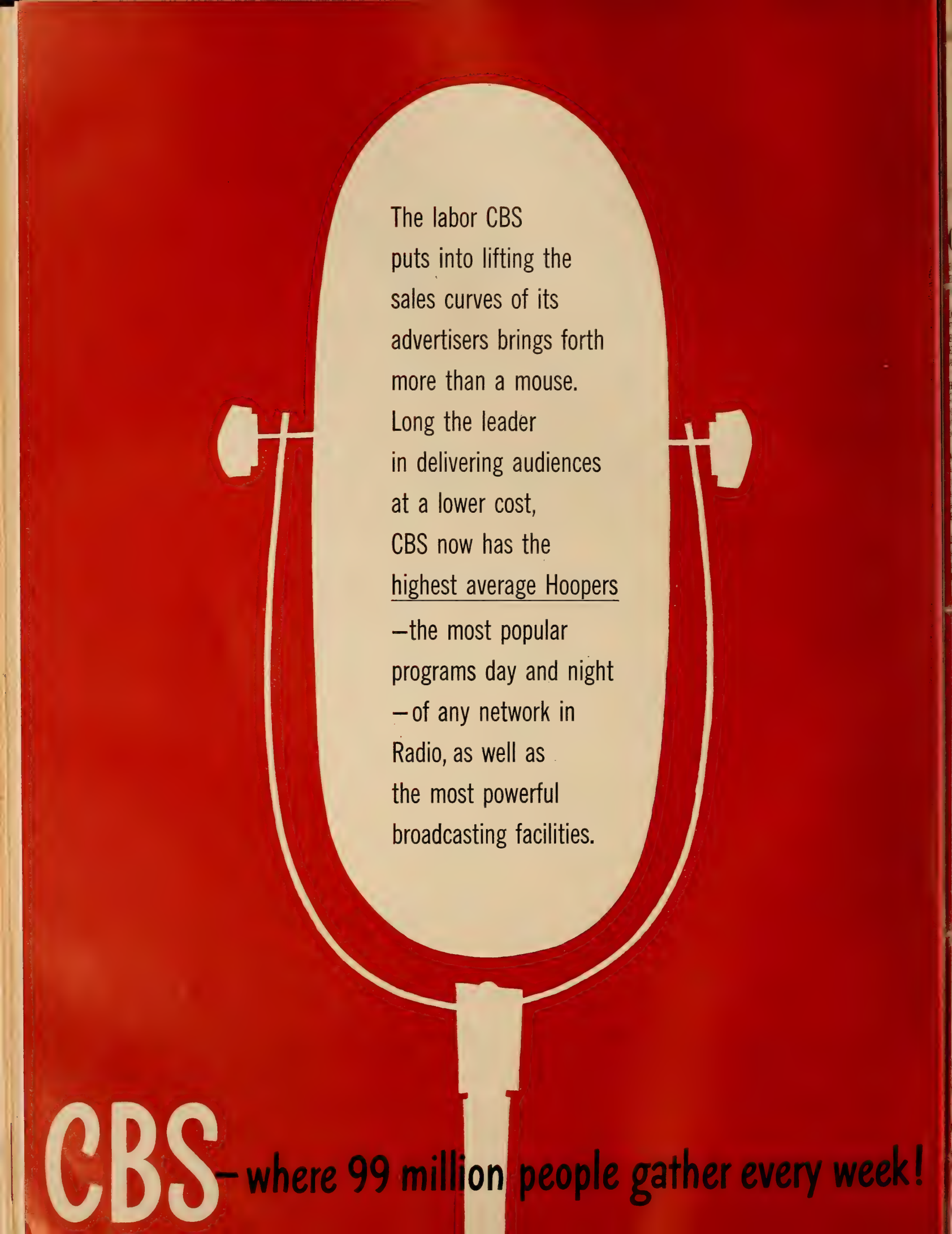
MBS

7:55-8 PM Sunday, Ronson Art Metal Works —sponsors Johnny Desmond Show, 441 stations.
8:55-9 PM Mon.-Thur, Hy Gardner, sustaining.
9:55-10 PM Monday-Friday, Johns-Manville sponsors Bill Henry, news, 374 stations.

NBC

10:00-10:30 AM Fred Waring Show sponsored Fri. by Minnesota Valley Canning Co.
9:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of Am. on 33 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)-Morton Downey.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


The labor CBS
puts into lifting the
sales curves of its
advertisers brings forth
more than a mouse.
Long the leader
in delivering audiences
at a lower cost,
CBS now has the
highest average Hoopers
—the most popular
programs day and night
—of any network in
Radio, as well as
the most powerful
broadcasting facilities.
CBS—where 99 million people gather every week!

New Business



GENERAL FOODS CORP., EMERSON DRUG CO. and **BARNEY'S CLOTHES INC.** bought all one-minute spots immediately before and after WABD New York telecasts of 1949 Yankees' home games. General Foods, through Benton and Bowles, contracted for 71 spots advertising Diamond Crystal Salt. Emerson took 35 spots via BBDO for Bromo Seltzer. Barney's Clothes signed for 36 announcements through Emil Mogul Co., for men's and boy's clothing.

DR. HISS' CLINIC, Los Angeles, starts *Flying Feet* (formerly *Dr. Hiss' Clinic Forum*) on four additional western stations—KGB San Diego, KDB Santa Barbara, KXOB Sacramento, KVI Seattle—for 52 weeks. Program now on KHJ Los Angeles and KFRG San Francisco. Agency: Honig-Cooper Co., Los Angeles.

HANDMACHER-VOGEL (suits), through Zan Diamond Co., and **CELANES CORP.,** through Ellington & Co., all New York, starting nine and eight week TV spot campaigns, respectively. Former to use three weekly minute spots on 26 stations in 25 cities, latter two per week in 26 video markets. Radio to supplement TV campaign.

MILLIRONS, Los Angeles department store, planning extensive two-week radio and television spot campaign in Los Angeles area this month for promotion of new Westchester branch to be opened soon. Film spots to be used on six TV stations: KTTV KTLA KLAC-TV KFI-TV KNBH KTSL; and spot announcements on 11 stations: KFI KECA KNX KHJ KMPC KFWB KLAC KFVD KXLA KGFJ KIEV. Agency: Hunter Adv., Los Angeles.

JUEL Co., Chicago (hair preparations), appoints Walter L. Rubens agency, same city, to handle advertising. Firm will spend more than $100,000 on advertising this year and radio is being contemplated. Account executive is **R. J. DOOLEY.**

LOS ANGELES *Mirror* appoints Smith, Bull & McGreery, Hollywood, to handle advertising. Radio will be used.

RITEPOINT Co., St. Louis, (pens, pencils, lighters), names Olian Adv., same city, to handle its merchandising and advertising. Radio will be used.

OSCAR MAYER & Co., Chicago (meat packer), appoints Sherman & Marquette, also Chicago, as its agency, effective May 1. Radio will be used, and video will be considered.

SHELL OIL Co., Toronto (gasoline and oil), starts spot campaign on number of major market Canadian stations. Agency: J. Walter Thompson Co., Toronto.

GOODALL Co., New York (fabrics), contracts for five-minute teletranscription, *How to Improve Your Golf,* to be telecast by WNBQ (NBC) Chicago Fridays, 9:55 p.m. (CST) for 13 weeks from April 8. Agency: Ruthrauff & Ryan, Chicago

VENUS FOUNDATION GARMENTS, Chicago, appoints Edward A. Grossfeld agency, also Chicago, to handle advertising effective April 4. Mr. Grossfeld will supervise the account. Radio may be used later in the year.

Network Accounts • • •

TONI Co., Chicago (home permanent, shampoo), purchases 9 to 9:30 p.m. (EST) period on CBS-TV and will begin its first video show May 19. Program plans being completed by **DON PAUL NATHANSON,** firm's radio director. Toni drops three-a-week sponsorship of *Ladies Be Seated* on ABC March 27 to "offset the addition of TV."

PROCTER & GAMBLE CO., Cincinnati, March 28, renews for 52 weeks *Perry Mason,* on CBS, Mon.Fri., 2:15-2:30 p.m. Agency: Benton & Bowles, New York.

CUDAHY PACKING CO., Chicago (Old Dutch Cleanser), extends *Nick Carter,* now heard on 463 MBS stations, to Aloha Network (KHON Honolulu KIPA Hilo KTOH Lihue KMVI Wailuku). Contract for 52 weeks. Agency: Grant Adv., Chicago.

LEVER BROS. Ltd., Toronto (Lipton's tea), last month started for 13 weeks *Arthur Godfrey Talent Scouts* on 25 Trans-Canada Network stations, Sat. 8-8:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

Adpeople • • •

ERNEST D. KOSTING, former copywriter with Geyer, Newell & Ganger, New York, appointed advertising manager of Burlington Mills Corp., New York, reporting to **KENNETH COLLINS,** vice president in charge of advertising and public relations.

WMT takes the gamble out of Bettendorf (IOWA)



. . . just as it does throughout wealthy WMTland. Bettendorf, the home of the new $30 million Alcoa plant, typifies the industrial part of WMT's audience. Equally important are Iowa's well-informed, prosperous farmers, 90% of whom own radios, 85% of whom have telephones. They helped Iowa's retail sales in 1948 climb to the all-time high estimated at $2,374,712,000.

When you've a product or service to sell the high-income, free-spending Eastern Iowa market, the odds are in your favor when you use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for full details.



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

Television in Florida

WTVJ channel 4 MIAMI

NOW SETTING FULL COMMERCIAL PROGRAM SCHEDULE

Complete remote equipment. Full studio and production facilities. WTVJ is affiliated with Wometco Theaters, Miami's most progressive movie circuit.

WTVJ channel 4 MIAMI

Reach South Florida's Rich Market -- its 600,000 residents and the 2,500,000 visitors they entertain each year. Enjoy a matchless opportunity for sponsoring live broadcasts of famed Florida sports and the best in films. Buy WTVJ Now.

WTVJ channel 4 MIAMI

17 N.W. 3rd St., Miami, Fla.

STOP LOOK LISTEN

Bob Venn, General Manager
Clyde Lucas, Program Director
M. J. Weisfeldt, Sales Manager
Earl Lewis, Chief Engineer

REPRESENTED BY FORJOE & CO.

Feature of the Week



TONI TWINS (l to r)—Frances and Bernadette Hanson, Alice and Alva Anderson and Jacqualine and Alberta Gubin—present "short snorter" for Mayor Lundy's signature as (standing) John Esau, KTUL vice president and general manager, smiles approval.

WHERE does news leave off and publicity begin? And what constitutes news? Some wise journalist has said that news requires judgment and judgment is opinion, within the domain of all journals. *But*—

Radio's Toni Co. success story apparently galled Tulsa's two newspapers a fortnight ago when three sets of Toni twins visited the city to launch a national six months' promotion tour, and to kick off a Tulsa twin contest sponsored by KTUL, CBS outlet.

The two newspapers—the *Tribune* and the *World*—bluntly refused to give the event an agate of space. Instead they imposed the "silent treatment," thumbing their noses at a picture of Mayor Roy Lundy signing the Damon Runyon Cancer Fund "short snorter" for

(Continued on page 74)

On All Accounts

AT FIRST glance you might think he is an actor, but once the sound track is heard, there's little doubt that Earl Ebi is an all-round showman who need not worry about where he will wind up in television.

Earl has been an actor, director, stage manager, prop man, plus doing assorted sundry stage chores covering seven years and more than 200 plays with the Pasadena Playhouse. There followed Broadway plus picture parts and finally radio. This is all that might be asked of anyone named to fill the post of Hollywood television director for J. Walter Thompson Co.

Chronologically, the story started in Fresno, Calif., where Earl was born June 25, 1903. After graduation from Hanford High School in 1922, he concluded that the most direct path to the stage was the stage.



EARL

So, bolstered by some letters of introduction, he went to Los Angeles. One of his letters brought him before Gilmor Brown, head of the Pasadena Playhouse. Impressed with the young man's zeal for the theatre and requiring a young man willing to work for little money—Mr. Brown put Earl to work at $50 per month.

Early in 1930, he took leave of the Playhouse to go on the road with an opera company as assistant stage manager. Six weeks later the company disbanded in San Francisco. Next followed two years as road manager for Fanchon & Marco vaudeville units, with New York his next target.

Late in 1931 he arrived in New York. After dismal success in several short-lived productions he headed back to California. He figured it was more comfortabe to starve in comfort. For the better part of '33 to '35, he kept busy working at several of the motion picture studios as an actor.

In 1935, while appearing in a play put on at the

(Continued on page 73)

Profits Await Advertisers in these 5 Markets

WORK YORK, PA. ESTABLISHED 1932

WEST EASTON, PA. ESTABLISHED 1936

WKBO HARRISBURG, PA ESTABLISHED 1922

WGAL LANCASTER, PA. ESTABLISHED 1922

WRAW READING, PA. ESTABLISHED 1922

NBC AFFILIATES

Represented by ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

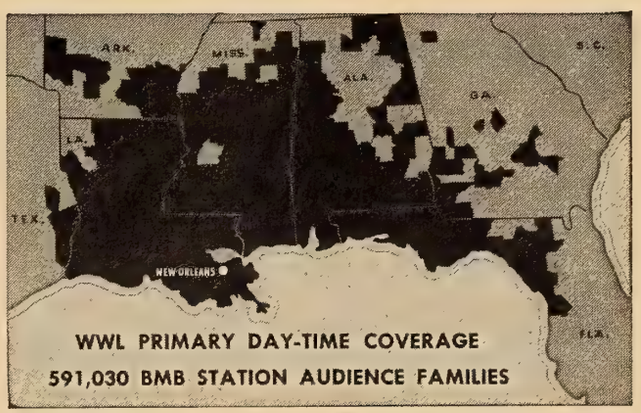


3 Beauties of the Deep South

1. MANRESA HOUSE, near Baton Rouge. This magnificent home was occupied, for nearly a century, by Jefferson College, Alma Mater of many distinguished Louisianians. Now owned by the Jesuit Fathers and dedicated to religious activities.



2. BUTYL RUBBER PLANT of Esso Standard Oil Company in Baton Rouge—world's largest oil-exporting port—another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

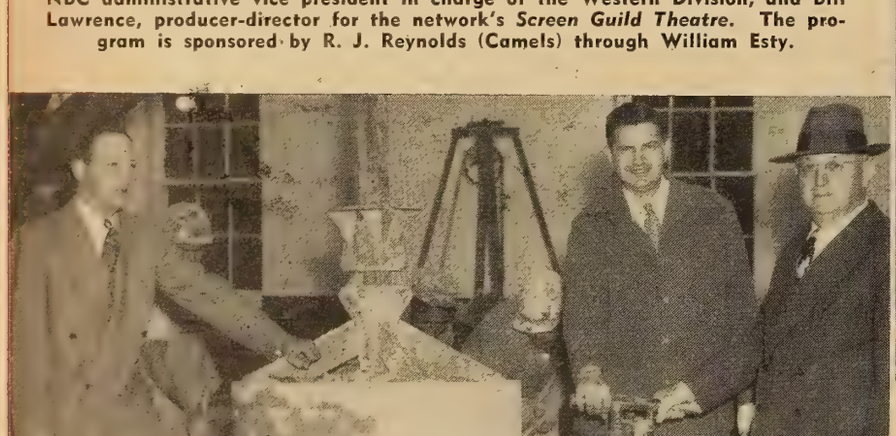


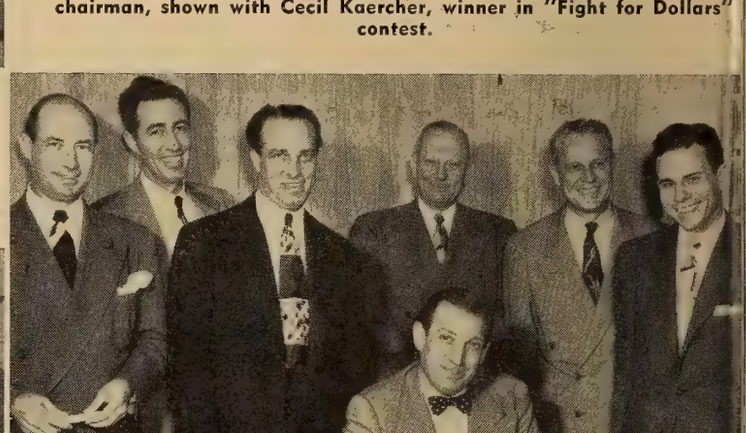
Radiorama



PLAQUES from National Foundation for Infantile Paralysis for work in "Fight for Dollars" campaign which raised $175,000 are received by (l to r) Cedric Adams, WCCO Minneapolis newsman; Merle Jones, WCCO manager, and Tom Hastings, March of Dimes special events chairman, shown with Cecil Kaercher, winner in "Fight for Dollars" contest.

WHEN NBC lifted its "no tape" policy, a short ceremony was conducted by (l to r) Don Bernard, Hollywood manager of William Esty & Co.; Sidney Strotz, NBC administrative vice president in charge of the Western Division, and Bill Lawrence, producer-director for the network's *Screen Guild Theatre*. The program is sponsored by R. J. Reynolds (Camels) through William Esty.





HYMAN FINGER (seated), pres., Finger Furniture Co., Houston, starts firm's radio career with Ziv's *Favorite Story* on KTHT Houston. Backing him up: (l to r) Aaron Finger, v.p.; John Strange, Deep-freeze dist. sales mgr.; Raymond Garland, Finger gen. mgr.; James Derr, J. A. Walsh & Co., Houston Whirlpool dist.: Bill Bennett, KTHT mgr., and M. C. Gregory, Ziv Co.



PARTICIPANTS in ground-breaking for Southland Industries' (WOAI San Antonio) TV transmitter are (l to r) Hugh Halff, WOAI pres. and gen. mgr.; Charles Jeffers, tech. dir., and G. A. C. Halff, board chairman.

WHEN Bert Lytell (r), host of Philco's *Television Playhouse*, was named "TV's Most Outstanding Personality" by Baltimore Ad Club, he received congratulations from Millard Fleischer, ad mgr., Jos. Zamoiski Co., local Philco distributor.

PLANS for telecasting of Chicago Cubs baseball games on WGN-TV, *Chicago Tribune* station, are discussed by Frank P. Schreiber (r), manager of WGN Inc., and James T. Gallagher, general manager of the Chicago Cubs. The series, which will run from April 19 to Oct. 2, will include telecasts of 74 home games. The schedule does not include any of the 77 games which the National League Cubs will play in other cities during the season.



BELIEVING two heads are better than one, Pat Campbell (r), Don Lee Hollywood station relations dir., gets an assist from Tom Swafford, asst. gen. mgr. of Don Lee affiliate KPOJ Portland.

FROST warning broadcasts on KFI Los Angeles bring warm smiles as Floyd Young (second from r) and his wife are awarded a new Packard sedan. Presentation is made by Earle C. Anthony (l), KFI owner, and W. B. Ryan (r), KFI gen. mgr., following a testimonial luncheon to Mr. Young's service by KFI and several southern California agricultural organizations.

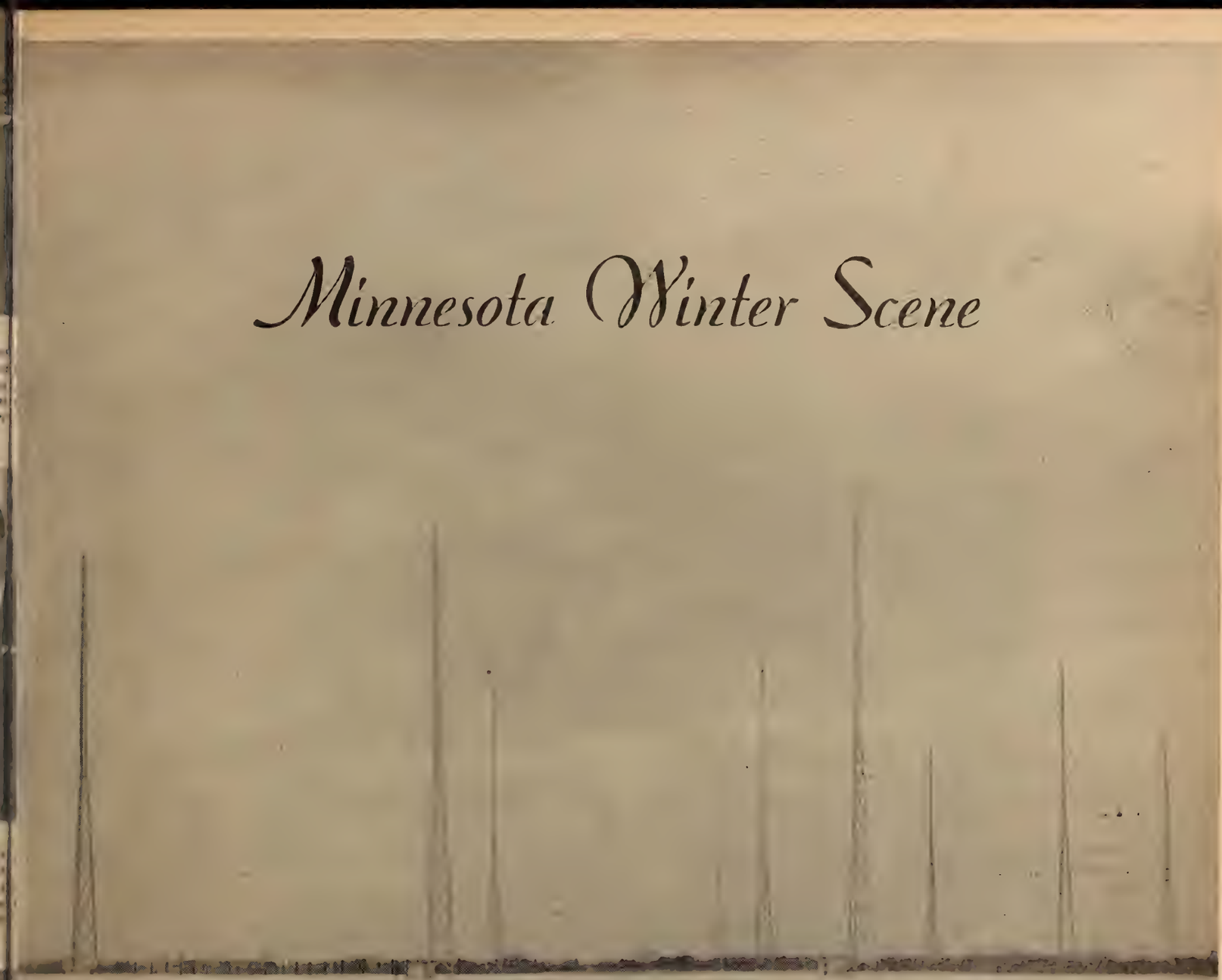
EARL REINEKE, WDAY Fargo president, broke his many years of air silence when BeBe Shopp, Miss America, visited station.







Minnesota Winter Scene



The Minnesota Twin City panorama will soon include WDGY's booming 50 kw voice. Construction is completed on our new 50,000 watt station . . . the only one of its kind anywhere. Equipment tests are underway.

We thought you would like to know.

Mel Drake

Vice President

WDGY

Minneapolis-St. Paul.



We're Picking Money Off Trees . . .

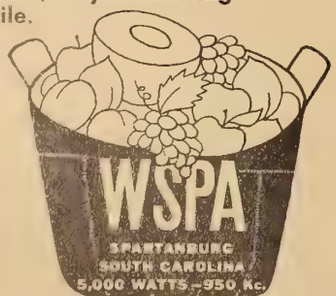
We're way out front in the fruit market—number one, to put it boastfully. But we're not letting it turn our heads.
We find it's more fruitful to turn it into nice, fresh, crisp, green dollars. For instance—from the land, farmers in the WSPA-Piedmont area draw out some 220 million dollars a year.

But the wealth of the Piedmont stems from more than our top-of-the-crop market basket. Industry flourishes in this fertile land—one-fourth of the nation's cotton goods come from Spartanburg and Spartan textile industry. Wood processing and plastics are part of this ever-blooming market.

Rural and urban wealth combine healthily to make up the billion dollar WSPA-Piedmont economy.

It's refreshing to keep in mind that when Piedmont people go out to spend, they're drawing on a $1,054,811,000 stockpile.

And for the past nineteen years, they've taken WSPA's advice on where to spend it.
WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.



CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

Open Mike

(Continued from page 10)

program. They have asked us to supply them with a detailed summary of our activities in connection with the planning and staging of "Forum for '49," including advertising and publicity exhibits. This material will be presented at the AFA annual convention at Houston, Tex., this spring with the suggestion that other advertising clubs use it as a pattern for staging similar meetings.

Briggs Beurmann
Advertising Club of Grand Rapids
Publicity Committee
Grand Rapids, Mich.

[EDITOR'S NOTE: The success of the Grand Rapids Advertising Club's "Forum for '49" should prove a challenge to stations, agencies and advertisers throughout the nation to provide similar sales incentives in their areas.]

* * *

Freedom of Speech?

EDITOR, BROADCASTING:

Here at WCCP Savannah, Ga., in our own old-fashioned audio way, we, for the past year, have been more authentic than any staged drama could be. With the consent of the Recorder of the Savannah Police Court, we set one of our WCCP mikes up, and made tape recordings of the daily morning proceedings, which were, of course, edited to delete anything in poor taste, or that would injure an innocent person, then rebroadcast in the early afternoon.

Got an extremely satisfactory audience response. And WCCP felt that it was doing a good job of public service by letting the home folks actually hear what happened to them if they landed in court. The Police Court programs were never commercialized, but carried as straight P.S., and did yeoman service in making Savannahians realize that justice is obtainable in our courts, at least on a local level.

Yep, we HAD a great show. Then the new state legislature comes along up in Atlanta, the House and Senate pass, and Gov. Herman Eugene Talmadge approves a bill which made it illegal. The program was taken off the air.

To add the proper touch of irony, the local newspapers (which only recently started printing daily program schedules) still publish the results of the proceedings at the Police Court—after editing. Just like we did without tape. Shows we've still got Freedom of the Press.

Hey, but what about Freedom of Speech?

McDowell K. Starkey
Continuity Editor
WCCP Savannah, Ga.

* * *

Cynical or Accurate?

EDITOR, BROADCASTING:

. . . perhaps others in the industry might find a bit of pathetic humor in the cartoon. And so it is sent to you for your approval.

Lyle Warrick
Assistant Manager
WSUA Bloomington, Ind.



This IS Radio
Top to bottom:
(a) Bolt of lightning—this represents electricity which makes the equipment hum . . . which lights up the radios . . . which carries the sounds of voice and music . . . and the same bolt which should strike many announcers.
(b) The record or transcription.
(c) The announcer's face—wondering what is going on . . . disgust . . . and bags under eyes from lack of sleep (not necessarily because of station business.)
(d) The microphone.
(e) Continuity—love them commercials.
At left hand side:
(f) Transmission cable—mike cords—etc.
(g) The radio tubes.
(h) The antenna.
As for the flower pot—well, the industry is blooming and you have to be at least partly potted to be in it.

* * *

Confession

EDITOR, BROADCASTING:

The item reporting Montgomery Ward's decision to close its radio department which appeared in the Feb. 21 edition of BROADCASTING speaks more eloquently of broadcasters' failure to sell the medium than anything I have seen in a long time.

For instance, here is what I myself have failed to do: I have failed to keep sales manager John Martin's mail box full of promotional literature; I have failed to impress upon Mr. Martin's department that WSWN can reach rurally more people over a wider area than any other medium he is using at only a fraction of the cost; I have failed to use the thumb screws on the local Montgomery Ward manager, and most of all I have failed to keep Montgomery Ward informed of the progress of our campaign for Sears & Roebuck.

They can't be expected to hit 'em if they can't see 'em.

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

[EDITOR'S NOTE: Anyone else suffering conscience qualms?]



Fingertip MAGIC

● Your spots and programs sound better over WFAA because of the vast technical *know-how* at the fingertips of its corps of 26 engineers. Together, they count 515 years of broadcasting experience. Singly, each is an expert specializing in one particular phase of technical operation. Nowhere in radio is specialized technical *know-how* more demanded or more evident than at WFAA, Dallas.

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

WFAA and WFAA FM

DALLAS

820 NBC • 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

"KANGAROO ADVERTISERS"?

NO SIR!



Advertisers who want results . . . don't jump around from station to station in Cleveland. They stay on WHK . . . where they reach the largest audience at the lowest (network station) rates! Five local advertisers total over half a century of continuous program sponsorship on WHK. More proof that . . . WHK is the Retailers' Choice in Cleveland.

THEY *STAY* ON

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 10 WASHINGTON, D. C., MARCH 7, 1949 $7.00 A YEAR—25c A COPY

NBC's ANSWER

Affiliates Endorse Trammell, Hear Plans

By BILL THOMPSON

AN ALL-STAR CAST of NBC officials last week gave 200 representatives of the network's affiliates a two-day indoctrination course in "NBC Philosophy—1949."

At "an extraordinary session" in Chicago's Stevens Hotel, called at the request of the Stations Planning and Advisory Committee (SPAC) to allay fears that NBC is fighting a losing battle for programs, the network won a "unanimous and enthusiastic" vote of confidence.

The vote was taken Monday, first day of the two-day meeting, after President Niles Trammell had delivered an inspiring address. Others among the 72 network personnel present had outlined steps being taken by NBC to expand its "position of leadership." By Tuesday, however, it was apparent that at least a few of the delegates were re-evaluating some of the Monday presentations. At the same time there were nearly unanimous private expressions of high regard for NBC's president. All agreed that he had scored a personal triumph at Chicago.

To Push Battle Plans

A motion was passed authorizing Martin B. Campbell, general manager of WFAA Dallas, and SPAC chairman, to head up and appoint an SPAC promotion committee to push forward NBC's battle plans.

These include:

- **Making broadcasting attractive to additional advertisers by bringing total radio costs down, yet not sacrificing NBC's own economic position or that of its affiliates.**
- **Development of new personalities and new ideas necessary to hold audiences and attract new listeners in competition with other forms of entertainment.**
- **Elimination of any plans which would require NBC to confine its efforts to top ratings for one season at the expense of the future.**
- **Discouragement of the policy of limiting NBC to shows priced on a basis which only a few advertisers can consider.**

Named to the SPAC promotion group were Harry Bannister, WWJ Detroit; J. B. (Steve) Conley, KDKA Pittsburgh; John J. Gillin Jr., WOW Omaha; George H. Thomas, KVOL Lafayette, La.; P. A. Sugg, WKY Oklahoma City; and Ewing C. Kelly, KCRA Sacramento.

Mr. Trammell declared that NBC deliberately passed up the short term expedient of capital gain deals "because of our faith in the long-range future of sound broadcasting."

"In spite of all the shouting, NBC today is the strongest network in the field," he said. "We certainly are not going to be pushed into any course of action which we believe will lead to the economic ruination of AM broadcasting. We will determine our own course and we will be sure it is one which provides a permanent base for AM broadcasting to remain strong and vital."

He reported that the Phil Harris-Alice Faye program will continue on NBC not only through the 1949 season but 1950 as well. *Fibber McGee and Molly* likewise are remaining with the network, he announced. Bob Hope already has issued a public statement of his decision to continue on NBC, he pointed out.

Mr. Trammell also expressed confidence that *Mr. District Attorney* and Ed Gardner's *Duffy's Tavern* will continue as usual.

In addition to the programs currently on NBC, the affiliates were

(Continued on page 68)

Coy Defines S.O.B.

IN HIS ADDRESS before the NBC affiliates meeting in Chicago, FCC Chairman Coy had occasion to use the phrase "systems of broadcasting" several times. To avoid repetition, he once substituted "S.O.B.," explaining, "If President Truman can get away with it, so can I—even on my salary."

FCC PLANS

Coy Says TV Freeze to End

THE OUTLOOK for spring:

- FCC's decision on clear channels will be out by May 1.
- FCC's television freeze will be lifted before the end of July.
- The Commission will give early consideration to a proposal that AM stations with FM affiliates be required to operate both outlets the same number of hours.

FCC Chairman Wayne Coy made these disclosures Tuesday at a luncheon of NBC affiliates in Chicago. He admitted that the plan requiring AM stations to carry FM fulltime is his own.

"It is no secret that I have planned to make such a proposal to the FCC," he said. "But it is a secret what the Commission will do about it. Stations with FM facilities who fail to operate them to the fullest are failing to perform a public service and are depriving thousands of American people of radio receivers."

Sees Early Relief

Mr. Coy said the Commission had hoped to lift the TV freeze in May or early June, but now would require those months for further study of new procedures to be followed when the UHF band is opened. He said it was his personal opinion that some TV stations would be operating on the UHF band by 1950, but hastened to add that existing VHF channels will be available "for a hell of a long time."

"If we are to have nation-wide competition in television, we must open the UHF band, and it is imperative that we have nation-wide competition," he declared.

The FCC chairman said he did not feel free to comment on the future of clear channels other than to promise that an FCC decision on this "major question" would be available by May 1.

This stand on issuance of a clear-channel decision comes in the face of a Senate Interstate Commerce subcommittee's tersely worded recommendation that FCC not decide the case at all until after next September's North American Regional Broadcasting Conference [BROADCASTING, Jan. 31]. The May 1 date Mr. Coy mentioned coincides with the deadline for filing U. S. proposals for changes in the present NARBA—proposals which

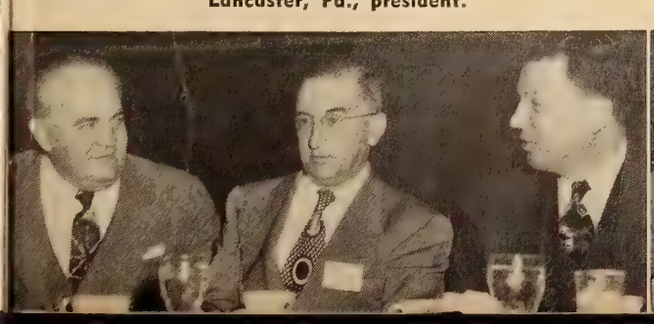
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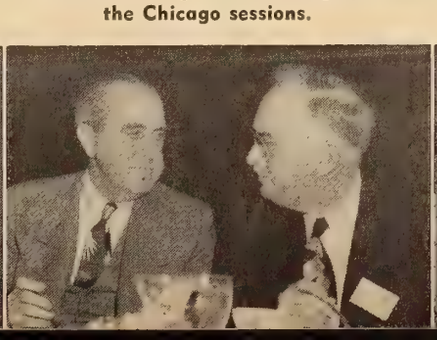
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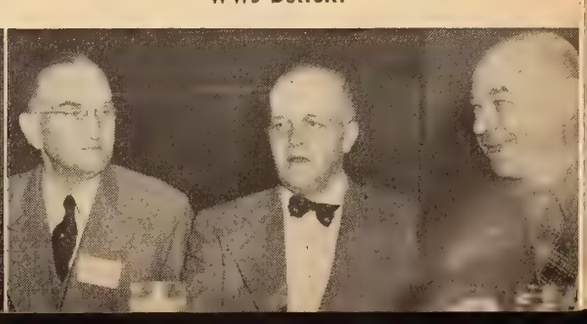
Left photo—at speakers' table (l to r): Frank Russell, NBC Washington vice president; John M. Outler Jr., WSB Atlanta general manager, and Clair R. McCollough, WGAL Lancaster, Pa., president.

Middle photo—Niles Trammell (l), NBC president, and Martin Campbell, WFAA Dallas general manager, at the Chicago sessions.

Right photo—(l to r): Wiley P. Harris, Ed Yocum and Harry Bannister, general managers, respectively, of WJDX Jackson, Miss., KGHL Billings, Mont., and WWJ Detroit.







CARLIN

Resigns Post With MBS

PHILLIPS CARLIN has resigned as MBS vice president in charge of programs, a position he has held since November 1944, the network announced last week.

No successor was announced, and it was reported the vice presidency would remain vacant, at least for the time being. Jack Paige, national director of programs, will assume supervision of the program department, it was said.

The announcement of Mr. Carlin's departure was made by Edgar Kobak, MBS president who was reelected to his post by the board of directors, meeting in Chicago last week.

An announcement issued after the board meeting was confined to the simple statement that Mr. Kobak had been reelected. The announcement did not specify the tenure of his new term nor did it explain why the action was taken at this time.



Mr. Carlin

"Mr. Carlin and I have been associated for many years in the broadcasting field," Mr. Kobak said, "and it is with deep regret that I am acceding to Mr. Carlin's wishes in accepting his resignation to take effect late this month."

Messrs. Kobak and Carlin have been close associates since the formation of the Blue Network.

At the separation of the Blue Network from its parent, NBC, Mr. Kobak became executive vice president, and Mr. Carlin vice president in charge of programs. Mr. Carlin joined Mr. Kobak at MBS when the latter took over the presidency of that network.

Mr. Carlin celebrated his 25th year in broadcasting last November. He first entered radio as an announcer at WEAF New York (now WNBC). At the organization of NBC he became assistant eastern program director. He later served as manager of sustaining programs and assistant to the vice president in charge of programs at NBC.

Date Not Set

The exact date of Mr. Carlin's departure from Mutual was not set, except that it will be some time this month. He has announced no future plans.

Attending the Mutual board meeting in Chicago were Lewis Allen Weiss, Don Lee Broadcasting System; Theodore C. Streibert and J. R. Poppele, Bamberger Broadcasting Corp.; H. K. Carpenter, WHK Cleveland; E. M. Antrim, WGN Chicago; J. E. Campeau, CKLW Detroit; Linus Travers, Yankee Network, and Benedict Gimbel Jr., WIP Philadelphia. Frank Schreiber, WGN Chicago, substituted for Chesser Campbell, *Tribune* advertising manager, who is a member of the board.

OXARART LEAVES

Will Join Hunt Foods Co.

FRANK OXARART, western division manager of CBS network sales, will join Hunt Foods Co., Los Angeles, as advertising and merchandising manager, effective March 15, according to Frederick Weisman, firm's president.



Mr. Oxarart

Mr. Oxarart has been with CBS since March 1947. Previously he had operated his own advertising agency in Los Angeles for two years under name of Frank Oxarart Co.

To supervise the advertising budget of Hunt Foods which is currently estimated at $3 million, Mr. Oxarart brings a prior familiarity with the account, having supervised it for Garfield & Guild and later for the Biow Co. from 1943 to 1945. Earlier he spent four years with CBS in San Francisco and Los Angeles in several sales capacities.

MASON ADVANCED

Now GN&G Vice President

WILLIAM R. MASON, account executive of Geyer, Newell & Ganger, New York, since the fall of 1947, has been appointed a vice president of the firm, B. B. Geyer, president, announced last week.

Mr. Mason, who manages four of the agency's accounts, came to GN&G from Springfield, Mass., where he was group director for 15 William B. Remington Inc. accounts.

Prior to that, he was advertising manager of the air conditioning, commercial refrigerator and fan vacuum cleaner sections of Westinghouse Electric Corp., and, earlier in his career, account executive with Fuller & Smith & Ross, Cleveland.

He is a former president of the Advertising Club of Springfield, Mass.

GAIL SMITH

Assumes New P&G Post

GAIL SMITH has become director of radio in charge of daytime programs for Procter & Gamble Productions. The appointment became effective March 1.



Mr. Smith

Mr. Smith joined the Procter & Gamble advertising department in September 1943 as an assistant in the radio section. After serving several years with the company's daytime radio activities, his responsibilities shifted to the field of nighttime radio.

CBS GROWTH

Stanton Sums Up Gains

FRANK STANTON, CBS president, last week dispatched a letter to advertisers and agencies, advising them in detail of the network's recent growth.

Mr. Stanton's letter was distributed coincidentally with a meeting of NBC's affiliates in Chicago where that network's programming and commercial plans were announced.

The text of Mr. Stanton's letter:

"CBS network programs:

"Today, nine of Hooper's 'Top 15' most popular evening programs are on CBS; the other six, divided equally between two other networks.

"In the daytime, the first six most popular network shows—and eight of the 'Top 10'—are on CBS.

"The current CBS average evening Hooperating (12.2) is an increase of nearly two rating points over a year ago, the only such increase for any network.

23 Sponsored Packages

"Today 23 CBS 'package programs' are sponsored—a record unequalled by any other network.

"Four of the 'Top 15' evening shows are CBS-conveived, CBS-produced package programs; two more of them are the CBS properties: *Amos 'n' Andy* and Jack Benny.

"And this spring and fall, the CBS schedule will be still further strengthened by Ozzie and Harriet, Bergen and Charlie McCarthy, Bing Crosby and Red Skelton.

"CBS is also continuing its long-recognized leadership in public interest and information programs. CBS news programs have larger audiences than those of any other network, now 27% above the average for all other networks.

"And the latest CBS documentary program—*Mind in the Shadow*—a study of mental health, drew the greatest critical and audience response in the history of these programs. It was received with such acclaim on February 2, and with such insistence to hear it again, that *Mind in the Shadow* had to be repeated on CBS within three weeks of the original broadcast.

"Thus, CBS package shows, CBS program properties and other programs attracted by CBS schedule-opportunities, combine to create for CBS the strongest programming schedule in network history.

"CBS network facilities:

"CBS today is authorized nighttime power of 1,555,000 watts, leading all other networks in total power.

"CBS today has more high power stations, and fewer low power stations, than any other network.

"CBS has the highest average station power.

"Programs and facilities equal circulation.

"As a result of this combination of steadily increasing program strength, CBS is delivering to its advertisers the lowest cost per-thousand families for the third consecutive year.

"CBS now has more minutes of sponsored time than any other network, day and night.

"In 1948 the average number of CBS stations used by advertisers has shown a substantial increase; the average nighttime network has increased by 22%; the average daytime network by 27%.

"And CBS network billings for the first quarter of 1949 are running 8% ahead of a year ago.

"In television:

"Here again CBS is showing swift developments on all three fronts: Programs, facilities and advertisers acceptance.

"CBS-TV programs:

"CBS has three of the 'Top 5' network television programs, in both the January Hooper and Pulse reports.

'Biggest TV Audience'

"Also, CBS wins the biggest average television audience, straight through the week—noon to midnight, seven days a week—with an average rating of 12.6.

"Examining program popularity another way—'who has the largest number of the most popular programs?'—CBS wins again.

"Out of a total of 140 nighttime quarter-hours, CBS-TV has 60 of the most popular periods—twice the number of the second most popular network.

"Finally, as a measure of advertising effectiveness, CBS programs today have the two highest sponsor identification ratings in all television—97% and 96%.

"In one year, from January 1948 to January 1949, CBS television

(Continued on page 54)

FELTIS LEAVING BMB

To Become KING General Manager

HUGH FELTIS has resigned as president of BMB, effective April 15, to become general manager of KING Seattle. Cortlandt Langley, assistant to the president, and Dr. Kenneth H. Baker, NAB director of research on loan to BMB in a similar capacity, will jointly assume management responsibility for the BMB operation after that date.

Announcement that the BMB board had accepted Mr. Feltis' resignation was made Wednesday by Mr. Feltis himself, following an all-day board meeting at New York's Waldorf-Astoria Hotel.

Henry B. Owen, who has been vice president and general manager of KING, was elected president of KING Broadcasting Co. at a board of directors meeting early last week, Mrs. A. Scott Bullitt, retiring president announced.

Plans for Growth

"The appointment of Mr. Feltis and the promotion of Mr. Owen," Mrs. Bullitt said, "are in line with KING's plans for growth and its forthcoming increase in power to 50,000 w." The station is on 1090 kc with 10 kw, but has a CP for 50 kw.

At a news conference in New York Mr. Feltis gave assurance that BMB's second nation-wide study of station and network audiences will go through as scheduled, noting that the first mailing of 650,000 ballots was already well under way.

Mr. Feltis also expressed the conviction that "the principle of uniform audience measurement has been established, that the need for such a service on the part of those who use radio as an advertising medium is a real one."

He noted that the board comprising equal representation of advertisers (ANA), advertising agencies (AAAA) and Broadcasters (NAB), had unanimously adopted a resolution endorsing the continuation of a uniform method of audience measurement.

The board also took steps to perpetuate BMB's legal charter, Mr. Feltis reported. He added that the form in which the bureau will continue is now being studied by committees appointed for that purpose by the three organizations sharing responsibility for BMB's guidance.

The present form of non-profit operation has created many problems for the BMB management, he said, pointing out that numerous proposals that BMB extend its service into other fields of radio measurement had been vetoed by BMB counsel on the grounds that a non-profit tax-exempt organization may not legally enter into competition with private business.

One possibility which is receiving strong consideration, he stated, is that BMB should be reorganized as a corporation similar to the BMI set-up. Its direction would then stem from its stockholders, mainly broadcasters but perhaps also including those advertisers and agencies most actively using radio as an advertising medium.

He noted that he had served BMB since the organization's formation in January 1945 and for a year before that had headed the NAB research committee which proposed the creation of such an organization. Mr. Feltis added: "Before I came to BMB, I was a broadcaster—and I have remained one. In joining KING I am returning to the profession to which I have devoted most of my life."

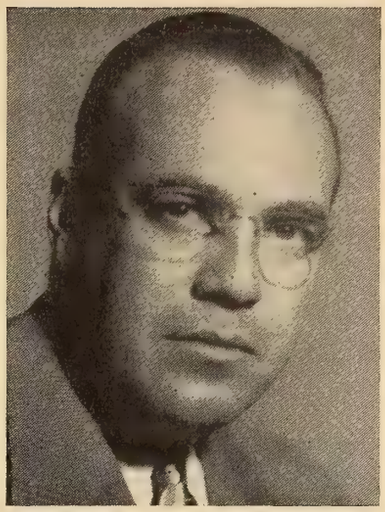
Financing Problem

Financing is BMB's chief problem at present, Mr. Feltis said, hastening to repeat that Study Number II is assured and that it will be carried through in a manner that will insure the statistical validity of the published results.

BMB's success in getting additional subscribers will be reflected chiefly, he said, in the extent and form in which the reports will be published.

All that the BMB contracts call for, he noted, is the publication of station audience reports, which could be done by mimeographed sheets instead of by a printed and bound volume such as was produced following study Number I. The maps, area and network reports issued for that study were all extras, he said, valuable and useful to stations, advertisers and agencies, but items which could be discarded if they prove to be financially impractical.

Mr. Langley and Dr. Baker have been authorized to study the costs of various types of publications, matching them with BMB's probable income and recommending a procedure to the executive committee for final action, Mr. Feltis said. He pointed out that most stations which had cancelled the BMB service in recent months had reinstated it when they were told that by continuing their payments for a few months more until publication of the reports, they could for a relatively small additional amount get the benefit of the money they have paid in since July 1, 1947, which would otherwise be a dead loss. Mr. Feltis added the hope that Mutual, which has cancelled BMB as of April 1, would also reconsider.



Mr. FELTIS

Dr. Baker pointed out that before the form of publication of the reports can be determined it will be necessary to decide what the reports are to include. Weekly average audience figures, as published for Study Number I, will definitely be reported for Study Number II, he said. Whether these will be supplemented with daily average figures, or composition of audience data (families listening to a station one or two days a week, three to five days, or six to seven days), or both, is still to be settled. Dr. Baker said that he and Mr. Langley would analyze returned ballots as speedily as possible to determine which method will provide the best and soundest information.

Another matter as yet unsettled is that of disclosure of information about non subscribing stations to subscribers. The BMB board has approved such disclosure in principle and on a restricted basis, but it has not yet announced what the restrictions should be. This, too, Dr. Baker said, will affect the size and cost of the published reports.

Both he and Mr. Feltis, however, expressed the belief that these problems will be solved promptly. Mr. Feltis stated that he had set April 15 as his date of departure from BMB on the conviction that by that time all of the decisions affecting the second study will have been made.

Move to New Quarters

Continuing to effect all possible economies in its own operation BMB is closing its offices at 270 Park Ave., New York, and moving an appreciably curtailed staff to 50 Broadway, where BMB will share the quarters of Statistical Tabulating Co. This company is handling the physical aspects of Study Number II, mailing out the ballots, tabulating the returns on IBM punch cards, etc. The savings from this move, together with those resulting from the resignations of three top executives—Research Director John Churchill, Executive Secretary Phil Frank and President Hugh Feltis—are expected to total approximately $100,000.

The first BMB ballots, some 70,000 of them, went into the mails on March 1, Dr. Baker reported. Another 100,000 were mailed March 2, he said, with the rest to follow as rapidly as possible and the whole mailing completed by March 10 or 11. He anticipated about 400,000 tabulatable ballots returned, he said, of the 650,000 mailed out.

Attending the meeting were:

For NAB: J. Harold Ryan, BMB chairman, Fort Industry Stations; Kenneth H. Baker, NAB; Hugh M. Beville Jr., NBC; Roger W. Clipp, WFIL Philadelphia; E. P. H. James, MBS; Justin Miller, NAB president; G. Richard Shafto, WIS Columbia, S. C.; Hugh B. Terry, KLZ Denver.

For AAAA: Melvin Brorby, Needham, Louis & Brorby; Leonard T. Bush, Compton Advertising; Carlos Franco, Young & Rubicam; Frederic R. Gamble, AAAA president; Linnea Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding; D. E. Robinson, C. J. LaRoche Co.

For ANA: Joseph M. Allen, Bristol-Myers Co.; Herbert D. Bissell, Electric Auto-Lite Co.; A. H. Caperton, Dr. Pepper Co.; Lowry Crites, General Mills; Albert S. Dempewolff, Celanese Corp. of America, and Paul B. West, ANA president.

Guests were Kenneth Godfrey,

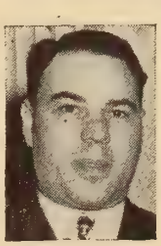
(Continued on page 58)

KEYSTONE

Sillerman Leaves March 15; Rogers Is Promoted

MICHAEL M. SILLERMAN, president and director of Keystone Broadcasting System, transcription network, has resigned both offices, effective March 15.

Naylor Rogers, former KNX Los Angeles manager and Keystone's vice president, has been named executive vice president of the network and will continue to headquarter in Chicago.



Mr. Sillerman



Mr. Rogers

Keystone's New York office and East Coast operations will be in charge of Noel Rhys, account executive, KBS announced.

Mr. Sillerman, who has been president of Keystone since it began operations in 1940, retains his stock interest in the corporation. His future plans have not been announced.

KBS headquarters said Mr. Sillerman's resignation was due to differences over policy matters, and announced that officers of the corporation expressed deep regret over his withdrawal.

No one has been selected to take over the presidency of Keystone, the network said.

AAAA

Meeting Theme Is Challenge of Buyers' Market

AGENDA for the 1949 annual meeting of the American Assn. of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. Va., on Thursday and Friday, April 7 and 8, was announced last week. Theme of the sessions is to be "How will advertising meet the challenge of the shift from a sellers' to a buyers' market?"

Conclave will be launched Thursday morning at a session presided over by Clarence B. Goshorn, Benton & Bowles president, and AAAA vice chairman. A panel of five, moderated by Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee and AAAA director in charge, will discuss the "public relations of advertising" in regard to government, educators, consumer leaders and the public.

Panel members will include Theodore S. Repplier, president of The Advertising Council; Dr. Kenneth Dameron, director of Committee on Consumer Relations in Advertising; Henry Abt, director of Brand Names Foundation; Elon Borton, president of Advertising Federation of America, and Edward L. Greene, general manager of National Better Business Bureau.

The matter of agency personnel, and its training, will be the subject of the second portion of Thursday morning's meeting. John P. Cunningham, partner in the Newell-Emmett Co., and AAAA director-in-charge, will preside, assisted by Richard Turnbull, AAAA vice president. Fletcher D. Richards, president of the company bearing his name, and his committee on agency personnel will present some agency training programs and proposed booklets on the fundamental truths of advertising.

Objectives of Tests

Objectives of AAAA examinations for advertising, and appraisal of the accomplishments of the tests to date, will be presented by John E. Wiley, chairman of the board, Fuller & Smith & Ross, and his examinations committee, assisted by the 16 council and chapter committees offering the tests in 1949.

Thursday afternoon will be left to the discretion of attendees, who may devote the time to sports. There will be no organized luncheon or cocktail parties on the opening day. Annual dinner, to be held Thursday night, will have no speakers, or speakers' table, but will be formal.

Friday morning's business session, to be headed by Thomas D'A. Brophy, Kenyon & Eckhardt president and AAAA board chairman, will feature a presentation on ethics. Mr. Goshorn, assisted by George L. Ogle, AAAA staff executive, will outline the first two years of the organization's interchange on objectionable advertising, omiting identification of individual advertisements, and discuss the continuation of the interchange. They will also outline current violations of ethics in agency competition, mainly in solicitation.

Following recess, a research session will be held, conducted by F. B. Ryan Jr., Ruthrauff & Ryan president and AAAA director in charge, aided by Kenneth Godfrey, AAAA staff executive. Subjects to be considered, under the general heading of "developments in the social sciences and what they may hold for advertising in the future" include: The economic position of advertising in today's market, distribution changes influencing advertising, advertising and full employment, what the rise in the educational level means to advertising, and polling methods.

Friday's luncheon, presided over by the newly elected chairman of the board, will feature as speakers H. T. Appleton, president, and C. Anstice Brown, director, Institute of Incorporated Practitioners in Advertising, London, England. Other speakers at Friday's luncheon are still to be announced.

Registration for the meeting is announced as $15 for members and guests, $5 for ladies.

IRE SESSION

Four-Day Convention Opens in N. Y.

WITH A GENERAL convention theme of "Radio-Electronics—Servant of Mankind," the 1949 convention of the Institute of Radio Engineers opens today at New York's Hotel Commodore and Grand Central Palace.. During the four-day meeting, some 15,000 experts in the technical aspects of radio are expected to attend the technical sessions at the hotel and visit the show at the nearby exhibition hall, where more than 220 concerns will display more than $6 million worth of radio apparatus of every kind, from minute parts to complete broadcasting stations.

Nearly 200 technical papers and special sessions will be presented, covering scientific advances in knowledge and engineering techniques achieved during the past year. Among the subjects scheduled are television; AM; FM; pulse modulated broadcasting systems, which can carry a dozen or more programs simultaneously on a single channel; "semi-conductor-crystals devices which can do almost everything accomplished by vacuum tubes, electronic computers, radar devices and many more.

Meeting will formally open at 10:30 this morning (March 7) in the Grand Ballroom of the Commodore, with an address on "Perpetual Youth and the IRE" by I. S. Coggeshall, Western Union Telegraph Co. The technical sessions, which will run for the duration of the meeting, will be further supplemented with a cocktail party Monday evening, the president's luncheon honoring IRE's incoming president, Stuart L. Bailey of Jansky & Bailey on Tuesday, and the annual banquet Wednesday evening.

Frank Stanton, CBS president, will make the banquet address on "Television and People."

ANA SPRING MEET

Tentative Agenda Announced

TENTATIVE time-table and speaker commitments for the Assn. of National Advertisers' annual spring meeting were announced last week. The three-day session, to be held March 23-25 at the Homestead, Hot Springs, Va., calls for a "thorough analysis of the problems advertising departments are called on to solve today," according to the program established by a committee of ANA members headed by Bill Drisler, Cannon Mills Inc. advertising manager.

Other program committee members include: John W. Hubbell, Simmons Co.; Walter Lantz, Lambert Pharmacal Co.; Howard Chapin, General Foods Corp.; L. Rohe Walter, The Flintkote Co.; W. B. Potter, Eastman Kodak Co.; Donald S. Frost, Bristol-Myers Co., and Russ Ziegler, Cluett, Peabody & Co.

Ad Budgeting

According to the tentative time-table, the meeting will open Wednesday morning with a session on "budgeting advertising expenditures to do an adequate job in good times and bad."

By means of a dramatic sketch, case histories and speakers yet to be announced, advertisers are promised answers to such questions as: When to spend freely and when to cut down; the advisability of advertising in bad times by a company whose trademarks are household words; and the reasons for increasing advertising in 1949. Case histories will show that consistent advertising pays off in greater market value per share, and that companies that advertise extensively have lower total general, selling and administrative costs, and higher profits, than those that don't.

Afternoon Agenda

Wednesday afternoon, the subject of "getting more sell into your advertising" will be discussed, with members outlining the why's, how's, and when's of using heavy sell or broad institutional copy.

Thursday's session will feature a solid treatment of television and where it stands, and what the advertiser can expect from it in the next couple of years. On the list for discussion are "what can TV commercials do for your product" and "the pros and cons of going into television now." The video presentation is part of a general meeting on media effectiveness in selling goods, and a discussion on the best channels through which to reach consumers.

Friday Sessions

Two concurrent sessions will be held on Friday. One will concern "speeding consumer goods' sales at the retail level" and the other "speeding sales of industrial products."

Audiences at the consumer goods meeting will hear James Rotto, vice president of Washington's Hecht Stores on "Why Some Manufacturers Lose Out at Point of Sale and Why Others Cash In." The consumer session will also feature a clinic on merchandising, displays and retail sales training.

Friday afternoon will be devoted to a speakerless session, featuring questions and answers on timely problems. "Something New in Entertainment," a program created for ANA by NBC, will climax the three-day session on Friday night. ANA urges that members stay Saturday and Sunday for a week-end of sports, resting, or getting acquainted with fellow members.

Court Review Bill

A SUBCOMMITTEE of the House Judiciary Committee last week approved a bill permitting applicants seeking court review of FCC actions to file their appeals in the U. S. Court of Appeals in the judicial circuit in which they reside [BROADCASTING, Feb. 28]. The bill (HR-2915), authored by Rep. Sam Hobbs (D-Ala.) was introduced Feb. 21. It was favorably reported to the full committee March 2 by a subcommittee, headed by Rep. Hobbs.

WHAS

Hearing on Louisville Purchase Underway

FCC HEARING on Crosley Broadcasting Corp.'s $1,925,000 purchase of the WHAS Louisville properties rounded out its first week last Friday with virtually no mention yet of what is considered the No. 1 issue—the question of overlap between WHAS and Crosley's WLW Cincinnati.

The case, which includes the question of additional time for completion of WHAS-TV as one of the major issues, is expected to require much or all of this week for completion. The television extension occupied the first two days of last week's session, but much of this testimony was incorporated into the transfer proceeding.

Crosley President James D. Shouse told FCC Examiner Leo Resnick that WHAS would become more of a "regional" station, with operations to a greater extent tailored for the entire service area, if the Crosley purchase is approved.

Praises WHAS

Praising WHAS operations as now conducted by the Louisville *Courier-Journal* and *Times*, he said this was the only substantial change in Crosley plans, except to expand service wherever possible. The trend toward a greater regional operation would apply particularly to advertising and news and would give WHAS a type of operation more closely comparable to that of WLW, he said.

WHAS authorities, formally asking for additional time to April 1 to complete WHAS-TV, but conceding that six to nine months or more may be needed, attributed their delay primarily to delays in construction of their new $10 million radio - newspaper building, which will house all the radio stations. The AM-FM outlets are now slated to begin moving into the new building in April.

Mr. Shouse said Crosley, which would set up the television station if the extension is granted and the transfer approved, could have WHAS-TV on the air with test pattern within six months "very easily," in view of Crosley's experience in building WLWT (TV), which is operating in Cincinnati, and WLWC (TV) Columbus and WLWD (TV) Dayton, which are scheduled to start test patterns within a week.

WHAS spokesmen assured the Commission they would proceed with the TV construction in event the sale to Crosley is not approved. They have not yet ordered major video equipment because they were not in a position to use it until the new building is available, they declared. Orders for equipment will be placed, they reported, about July 1 or 30 days after FCC action on the WHAS transfer, whichever is later.

No Changes Seen

Mr. Shouse foresaw no staff changes for WHAS under Crosley ownership but said rate increases might be made and indicated an effort would be made to increase the proportion of commercial programs from the present 68% (1948 composite week) to about 81%.

He said WLW and WHAS, both clear channel stations, would not be affiliated with the same networks and would be separate operations. WLW is now an NBC outlet and WHAS is affiliated with CBS, but ABC is known to be seriously interested in securing the affiliation of the Louisville station. WHAS is on 840 kc and WLW on 700 kc, both with 50 kw.

Barry Bingham, who with his family owns all the outstanding stock of the *Courier Journal* and *Times*, WHAS parent, sketched the history of the clear-channel AM station and its FM and facsimile affiliates and outlined their overall service aims. Lisle Baker Jr., vice president and treasurer, detailed the corporate structures, reviewed the decision to sell the radio stations and outlined television plans.

Explains Operations

Victor A. Sholis, director of WHAS, explained AM operations, audio and TV work, and traced the history of the TV permit, granted in September 1946, while Orrin Towner, technical director, went into the background and plans for television from an engineering standpoint.

Mr. Shouse, key Crosley witness at the opening sessions, meanwhile saw television making a "terrific" impact on other media. In the next few years, he said, broadcasting is going through a phase of "uncertainty as to the future" such as it has never faced before. The impact is already being felt but "it's nothing compared to what it will be in a year," he predicted.

He said he would expect to lose $150,000 to $175,000 in the first year's operation of WHAS-TV, whose construction he thought would cost Crosley around $500,000. This loss would compare with about $320,000 in WLWT's first year and about $170,000 expected for the first year of the Columbus station and $150,000 for the one at Dayton. Losses on the latter two, he said, should be less than on WLWT because programming costs will be kept down through the exchange of program via microwave relay.

Examiner Resnick suggested at one point that it would be "helpful" if Crosley would furnish additional

(Continued on page 66)



PRINCIPALS in FCC's hearing on sale of WHAS Louisville to Crosley Broadcasting Co. and extension of time to complete WHAS-TV included (l to r): Top photo, David E. Partridge, sales promotion director of Crosley's WLW Cincinnati; Robert E. Dunville, Crosley vice president and general manager, and Crosley President James D. Shouse; second photo, FCC Attorneys Walter R. Powell Jr. and Sol Schildhause, and Examiner Leo Resnick (seated), who presided; third photo, Victor A. Sholis, WHAS director; Neville Miller, Washington attorney for WHAS; Lisle Baker Jr., vice president and treasurer of Louisville Courier Journal & Times Co. and its WHAS Inc., and Orrin Towner, WHAS technical director; bottom photo, Frederic J. Ball and D. M. Patrick, Washington counsel for Crosley; Dwight Martin, Crosley attorney, and H. Preston Coursen, general counsel of Avco Mfg. Corp., owner of Crosley.

FCC FEDERAL STATUS

Absorption by Commerce Fears Allayed

A LEGISLATIVE recommendation that FCC be absorbed in the Dept. of Commerce—a move feared by many radio observers—failed to materialize last week in the Hoover Commission's report to Congress on organization of that department.

Prospects of the Commission's retaining its independence appeared even brighter on the basis of a Hoover Commission task force report on regulatory agencies, which accompanied the Commerce Dept. report, filed today (March 7) with Congress. The task force report does not constitute recommendations of the Hoover Commission itself, but it is considered significant. The official report of the Hoover Commission on regulatory agencies is expected to be delivered to Congress the latter part of this week.

It was felt by the task force that the FCC should decide whether a panel system should be inaugurated within the agency.

In addition, the task force found:

- Serious weaknesses in the performance of the Commission.
- Deficiency in planning and policy-making.
- Insufficient attention to common carrier activities.
- Repeated departures from stated policies of the FCC.
- Untapped staff resources.

The task force recommended that the FCC launch a short-range planning program to "break the log jam that now confronts the Commission."

Relief from the pressure of business cannot be achieved, the task force maintained, "unless the Commission defines its regulatory program, formulates the policies needed for its achievement, and organizes its resources so as to dispose of its business in the most efficient and expeditious manner."

The FCC staff, the report said, should be organized on a functional basis and in place of the present professional units, there should be "a series of bureaus corresponding to the major areas of responsibility of the Commission."

It was recommended that the full Commission divorce itself from administrative problems except for policy questions of the basic moment such as major organization changes and appointments of top staff personnel.

Nine agencies came within the area of the task force's study. These include FCC, Federal Trade Commission, Securities and Exchange Commission, and the National Labor Relations Board.

The task force report was prepared by Robert R. Bowie, Harvard law professor, chairman and Owen D. Young, former chairman of the board of General Electric, former chairman of RCA, and now a director of ABC.

In its comments covering all the agencies generally, the task group concluded that "the independent commission is a useful type of agency for regulation under certain conditions and should be continued for such specialized tasks."

Independent agencies were recognized as being better for impartiality of regulation; for group policy making and decisions and familiarity or expertness with problems.

Oppose Favoritism

It was pointed out that there is "a wide latitude inherent in effective regulation" which "opens the door to favoritism and unfairness in administration." For this reason the regulatory agencies, the report said, must be "insulated from partisan influence or control." The independent commission was designed to meet this need, the task group said. "The number of members and their security of tenure are intended to assure freedom from partisan control of favoritism," the report explained.

"The group," it continued, "is able to resist outside influence more effectively than an individual and each member is free from the threat of removal as a source of pressure."

Another attribute of commission action, the report said, is that "it requires concurrence by a majority of members of equal standing after full discussion and deliberation."

In citing the need for high pay to attract capable men, the task force outlined the turn-over of commissioners in the FCC. In 14 years, the report said, the FCC lost 17 members, of whom 1 served 11 years and another 9 years. The remaining 15 averaged about 3½ years. Of the 7 incumbents, 1 has been a member for 14 years, but the other 6 are new, with an average of about 1 year.

Golub Report

The FCC section of the report generally reflected the findings and recommendations of a preliminary study made by William W. Golub, associate of Sherman & Sterling & Wright [BROADCASTING, Nov. 1, 1948].

In this section of the report it was found that FCC "had failed to determine or clarify certain basic policies which would both permit greater delegations to the staff and simplify the Commission's consideration of many cases.

"Finally, the discussions at Commission meetings have frequently been unduly extended particularly when more than five Commissioners were present."

It was noted that FCC's responsibilities with respect to common carrier industries had received only secondary attention and that "other radio services are being developed and exploited with a minimum of Commission guidance."

The report charged FCC, in its regulation of grants or denials of applications, had "repeatedly departed from . . . stated policies, without any definitive revision of them, although revisions were clearly called for."

FCC's inability to tap its staff resources was recognized by the group as "a serious impediment to the Commission's realization of its full potentialities as a regulatory agency."

The emergency short-range planning program, recommended by the group, would be under the direction of the chairman. It would be directed toward "defining the immediate problems in communications regulation of greatest import and the manner in which those problems should be handled."

"It will determine," the report continued, "those policy issues which require immediate resolution and the extent to which further

(Continued on page 62)

LEGISLATION

TV Growth Requires Study

CAREFUL consideration must be given a number of policy questions arising from television's rapid growth before specific legislative recommendations can be made, Sen. Edwin C. Johnson (D-Colo.) indicated last Tuesday.

Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee in which communications legislation originates, made this observation after reviewing FCC's reply to a series of questions he had propounded on the visual medium [BROADCASTING, Feb. 28].

Views of the Commission had been solicited by the legislator as an aid to the committee in preparing legislative recommendations.

The Commission in its 17-page report, sent by Chairman Wayne Coy, told Sen. Johnson the need for a "comprehensive network investigation" had long been felt in the FCC. This comment was inspired by a question as to whether consideration had been given by the Commission on the prevention of "monopoly control both in the manufacture of the equipments used for transmission and reception of television, as well as in the broadcast of the programs."

A majority of the Commission felt that no rule could be drawn to require television set manufacturers to notify buyers of possible obsolescence.

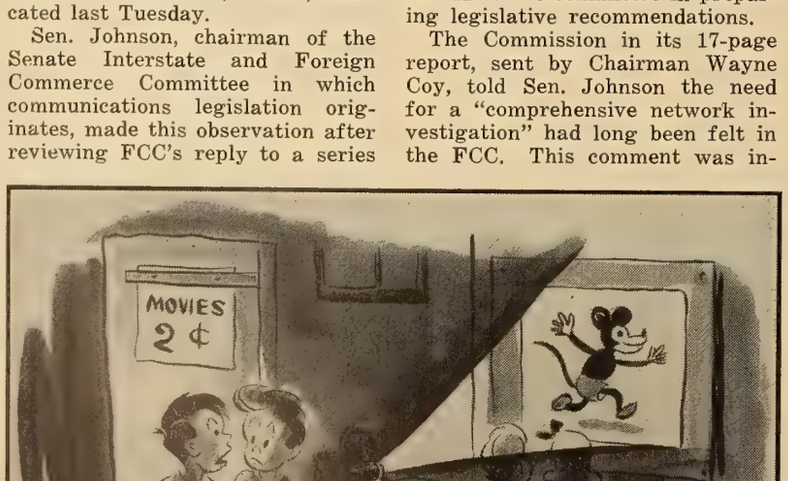
Further Study Necessary

Sen. Johnson told BROADCASTING that a further study of television and the regulatory question concerning it must be made. Legislation may or may not prove necessary as the result of the study, Sen. Johnson said.

FCC's reply neither retarded nor enhanced chances for legislation on the matter of set obsolescence, Sen. Johnson said. The necessity of more study does not mean, Sen. Johnson explained, that he was "finding fault" with the Commission report.

Additional views on the obsolescence question were offered by Comr. Frieda B. Hennock. She took exception to the opinion of Comrs. Coy, Rosel Hyde, E. M. Webster and Robert F. Jones that the ultimate decision must be made by the consumer and he must bear

(Continued on page 62)



Drawn for BROADCASTING by Sid Hix

"Let's face it, Kelvin . . . Television is beginning to hurt!"



Boarding-house reach

This old elephant knows how to get results! He has that boarding-house reach that gets the tid-bits he likes so much.

Reach is important in radio advertising, too. Your message has to reach the people you want, it has to move them to buy your product or service.

There's one best way to reach the buyers in the Baltimore market. You just buy W·I·T·H, the BIG independent with the BIG audience. This is your *best* buy—it's the *most economical*.

You see, W·I·T·H regluarly delivers more listeners-per-dollar than any other station in town. It's the big bargain buy! W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. Get the full W·I·T·H story from your Headley-Reed man today.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

NAB BOARD

New Directors Experienced

SIX new NAB directors who will attend their first board meetings during the Chicago convention [BROADCASTING, Feb. 28], bring to the board extensive experience in station operation along with backgrounds in state association and NAB committee activities.

They will attend the board's April 9 all-day meeting as guests. At that time six directors will complete their service. Among them will be Paul W. Morency, WTIC Hartford, director-at-large for large stations. Mr. Morency has been a leading figure in NAB affairs since its organization in 1923 and has served on the board much of the time. He has served continuously since 1939 as either director-at-large or director for District 1.

The new board will meet April 14-15 after the convention, a two-day meeting being scheduled because of the expected list of major industry problems to be worked out after the Management Conference.

Brief biographical sketches of the new directors follow:

JAMES D. SHOUSE, elected as one of the two directors-at-large for large stations, is president of Crosley Broadcasting Corp. and a vice president and director of Avco. Mfg. Corp. Twice in the past decade he has served as an NAB director-at-large and was director of District 7 (Ky., Ohio), 1945-47.



Mr. Shouse

Born in Newcastle, Ky., in 1903, Mr. Shouse received a master's degrees in economics at U. of Cincinnati; taught market research; sold advertising for *Liberty* magazine; joined CBS Chicago where he handled many leading national advertisers; spent a year at Stack-Goble as Swift account executive in 1936-7, returning to CBS Chicago; named general manager of KMOX St. Louis, CBS-owned, in 1938; named Crosley vice president at time WLW put out 500 kw, and operated jointly with WSAI.

KENYON BROWN, elected director-at-large for medium stations, is serving his first term on the board, but has been active in NAB affairs both at KWFT Wichita Falls and at his predecessor post, KOMA Oklahoma City. Last year he was chairman of the District Resolutions Committee and has been a member of NAB executive committees.



Mr. Brown

Born in Kansas City in 1913, his first job was as instructor at First National Radio & Television School, Kansas City. He still holds a first class ticket. He was engineer and announcer at the former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KVOO Tulsa, and then general manager of KOMA.

FRANK U. FLETCHER, WARL-FM Arlington, Va., becomes a board member for the first time, representing Class A FM stations.

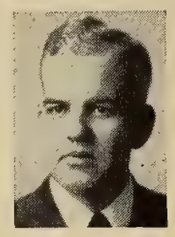


Mr. Fletcher

As secretary-treasurer of Virginia Assn. of Broadcasters and as a radio attorney he is familiar with overall industry problems.

Mr. Fletcher was born in 1912 at Sparta, N. C. He took pre-legal work at North Carolina State, law at Wake Forest College of Law and did graduate work at Duke Law School under NAB President Justin Miller, then dean of the school. He joined the FCC law staff in 1934; moved into private practice in 1939 with Stephens, Spearman, Sykes & Roberson; in 1942 joined law staff of Alien Property Custodian; during war handled ordnance contract work for Army; returned to radio law practice in 1945. He is half-owner of WARL and WARL-FM.

ALLEN M. WOODALL, new director representing District 5, is president and general manager of WDAK Columbus, Ga., and vice president of WCOS Columbia, S. C. He has been active in the Georgia Assn. of Broadcasters, of which he is immediate past president, and is chairman of the 1949 U. or Georgia Institute.



Mr. Woodall

Mr. Woodall was born in 1902 at Columbus; graduate, U. of Georgia, 1923; worked 1923-38 on Athens and Columbus newspapers; became advertising manager of *Alabama Journal*, Montgomery, 1938; when paper was sold to opposition daily in 1940 he went over to WSFA Montgomery; returned to Columbus in 1923 when WDAK moved there from West Point, Ga., as station manager and partner; formed Radio Columbus Inc. in 1945 and bought WEAK from original owners; active in civic and religious (Methodist) affairs.

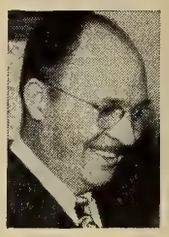
FRANK MERRILL LINDSAY Jr. (he uses Merrill), new director-at-large for small stations, pictures the job "as being one to represent small stations, Period." He has been general manager of WSOY Decatur, Ill. (formerly WJBL) since 1939 and doubles in commentator and sports roles. His industry activities include NAB committees and presidency of Illinois Broadcasters Assn. where he is serving a second term.



Mr. Lindsay

Mr. Lindsay was born in 1910 at Decatur; graduated from Kenyon College where he was active in athletics, and received MBA degree in 1935 at Harvard Business School; radio ham for years; went to work on Decatur newspapers in 1935, on the business side, and became WJBL business manager in 1937; during war was active in Navy radar, becoming lieutenant commander.

GLENN SHAW, elected director for District 15, entered radio in 1932 as a hobby in Ogden, Utah, reading news articles over KLO that city. A year later he joined KSL Salt Lake City as announcer and developed many child prodigies into stars. He became announcer-producer, then chief announcer and moved up to production manager and program director.



Mr. Shaw

In 1944 Mr. Shaw turned to national selling and in 1944 became general manager of KLX Oakland, his present post. He takes part in civic activities and is chairman of the Bishop's Council in the Oakland area of the Mormon Church. He was last president of Northern California Broadcasters Assn., merged last year into the present statewide association.

CONVENTION

Exhibitors, Sites Listed

THIRTY-SIX exhibitors will display their products and services in the largest equipment exposition in NAB history during the Engineering and Management conference to be held during NAB Convention Week April 6-13.

Displays will be set up in the Exposition Hall and foyer of the Hotel Stevens, Chicago, as well as in exhibit rooms on the fifth floor. Heavy equipment will be centered in Exposition Hall, immediately beneath the hotel's main lobby. The foyer of the hall will be included, with displays occupying 32,500 square feet.

Space has been allocated by NAB in the large hall as well as in the fifth floor exhibit rooms. Arthur C. Stringer, NAB staff director, again is in charge of the exhibits.

Only One of Its Kind

The display of AM, FM, TV and facsimile equipment is the only exposition of its type in the country, he pointed out. Exhibitors are planning to show new transmitters, tubes, components, towers and other items. The service firms will show the latest in transcription programs and libraries along with recording equipment.

A feature of the heavy equipment exhibit during the convention will be demonstration of the kinescope television recording process in operation.

The show will open at 9 a.m. April 7, just prior to formal opening of the Engineering Conference.

Exhibitors List

List of exhibitors in Exposition Hall as announced by Mr. Stringer:

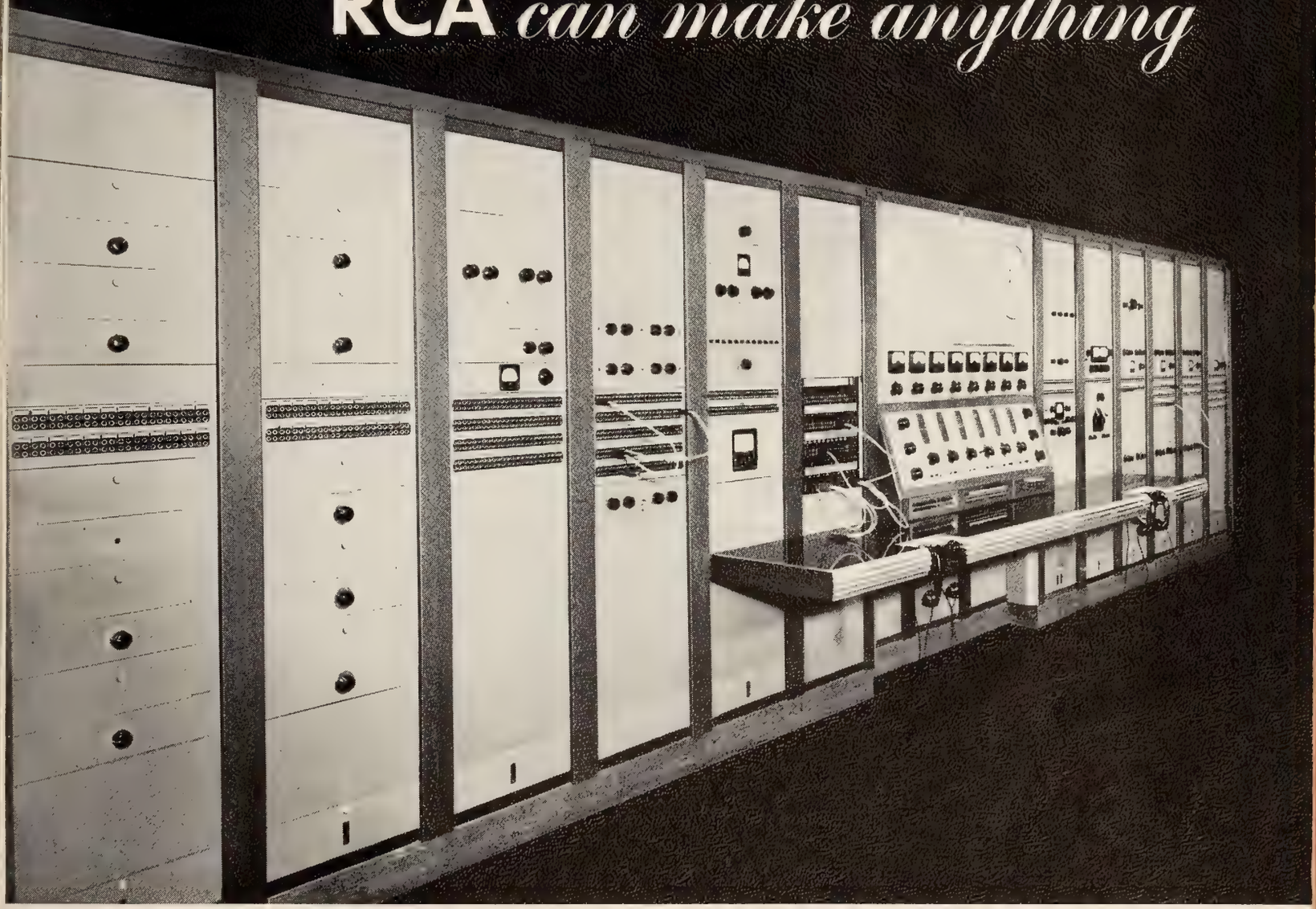
Amperex Electronic Corp.; Andrew Corp.; Collins Radio Co.; Communication Products Co.; Daven Co.; Allen B. DuMont Labs; Encyclopaedia Britannica; Federal Telephone & Radio Corp.; Gates Radio Co.; General Electric Co.; Graybar Electric Co.; Machlett Labs; RCA Victor Division; Radio Inventions Inc.; Raytheon Mfg. Co.; Stewart-Warner Electric Division; Western Electric Co.; Westinghouse Electric Corp.; Broadcast Music Inc.

Some of the heavy equipment exhibitors also will have fifth-floor rooms.

Exhibitors on this floor:

Associated Program Service; Capitol Records Inc., Transcription Division; Collins Radio Co.; Daven Co.; Fairchild Recording Equipment Corp.; Federal Telephone & Radio Corp.; Harry S. Goodman Radio Productions; Graybar Electric Co.; International News Service, Television Dept.; Lang-Worth Feature Programs Inc.; London Library Service; Machlett Labs; Magnecord Inc.; NBC Radio Recording Division; Presto Recording Corp.; RCA Victor Division; Radio Television Publicity Corp.; Radiotime Inc.; SESAC Inc.; Standard Radio Transcription Services Inc.; Western Electric Co.; Westinghouse Electric Corp.; Wincharger Corp.; Federic W. Ziv Co.; BMB; BMI.

In fine custom-built studio control systems... **RCA** *can make anything*

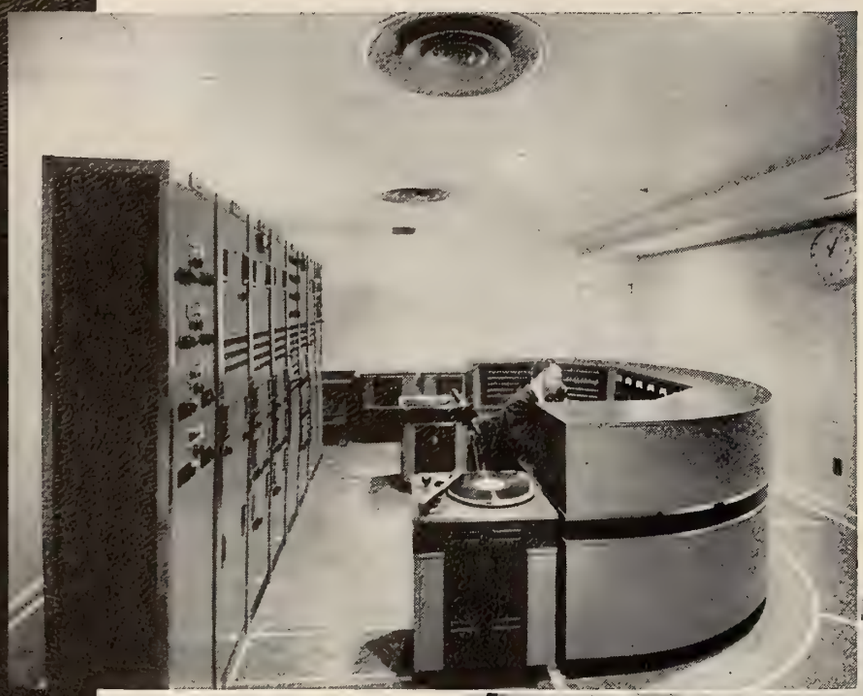


WMGM, New York. This master control console, including 12 de luxe audio equipment racks, is just one item of WMGM's *modern million-dollar 6-studio layout*, custom-built by RCA. Designed for AM, FM and TV operation, this console handles 10 studio inputs and feeds 6 channels simultaneously, or individually by a preset relay system.

IN ADDITION to the comprehensive line of standard studio-control equipment so familiar to the industry, RCA specializes in designing and building studio-control installations to meet the individual needs of stations and networks. Speech-input systems of this type are tailor-made . . . with just the right facilities for handling all studio-control operations required by the individual station.

A few of these custom-built installations are pictured on these pages. They range from special equipment for medium-size stations to complete speech-input systems for the largest network installations. These systems have been worked out with the nation's leading station and network engineers. They incorporate every conceivable facility for controlling program operations and reproducing high-fidelity sound.

The finest custom-built control ...are



WFAA, Dallas. This control console—with its 8 de luxe audio equipment racks (in-line) behind the master desk—is one unit of *WFAA's up-to-date 5-studio setup,* custom-built by RCA Complete flexibility for multiple programming—simultaneous or independent control of 10 inputs to 6 outgoing channels. Preset switching and complete ringdown facilities provided.



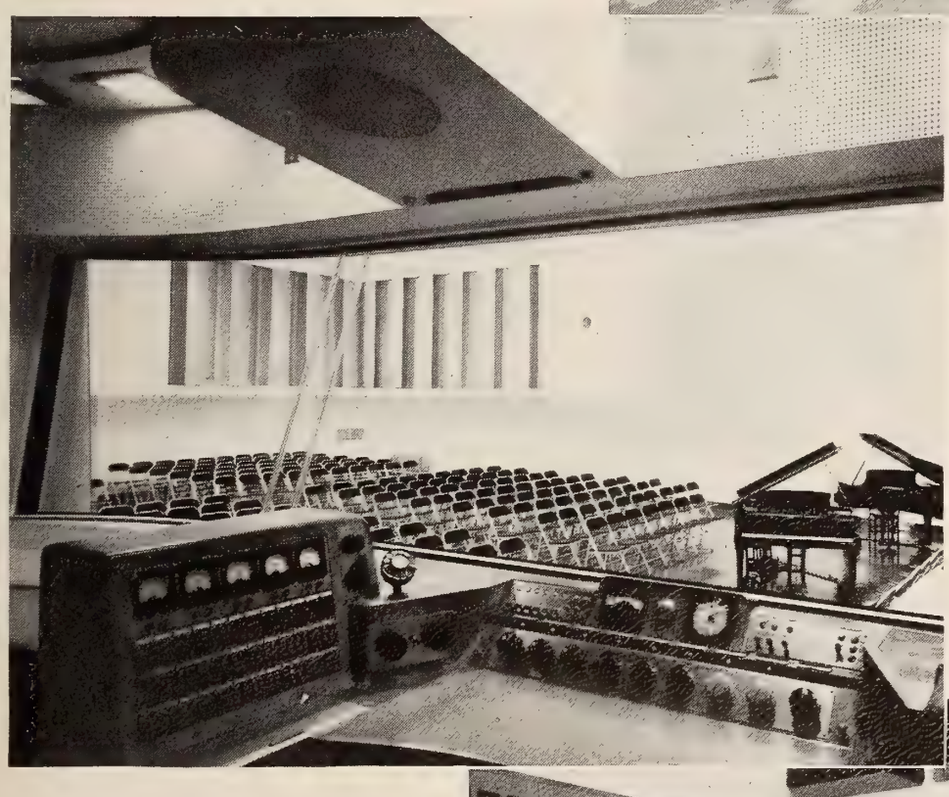
WNEW, New York. This master control console—in *WNEW's modern 7-studio lineup*—is custom-built by RCA. The console is flanked on each side by 5 de luxe audio equipment racks. It has complete facilities for control and preset switching of 7 studios to 10 outgoing lines . . . and for feeding cue from any channel to any studio.



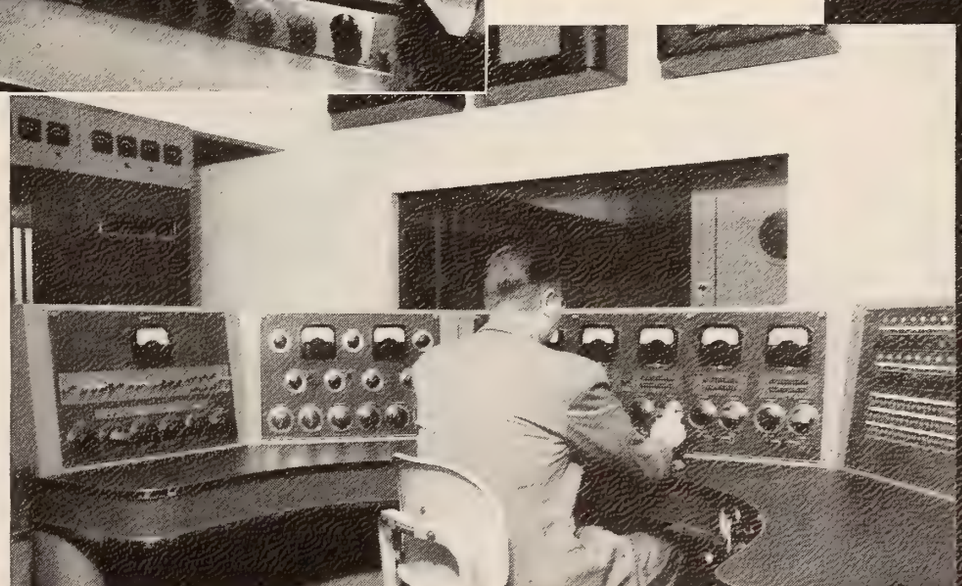
WJPG-FM, Green Bay. One of the specially-built studio-control consoles in *WJPG FM's 4-studio arrangement* —custom-built by RCA. Complete two-channel operation (AM and FM), simultaneous audition and broadcast from any combination of studios, remote lines, cueing and talkback are provided.

studio installations
RCA





WISH, Indianapolis. This master control desk with 6 de luxe audio equipment racks (in-line), visible at rear, is only a part of *WISH's 4-studio installation*—custom-built by RCA. It provides complete push-button control (independent or simultaneous) for 4 program channels. Five master desk panels, left to right: Studio "A" control, MCR-NET-REM control, master monitoring and switching, Studio "B" control, and Studio "C" control.



CBS, New York. Here is a specially designed auditorium-type studio control console complete with monitoring and program amplifier equipment. It represents one of several *such consoles used in CBS's expansive installation*, custom-built by RCA. Control of 8 input circuits (6 microphone circuits and two remote lines) is provided. Mechanical design affords unobstructed studio view.

KOMO, Seattle. This master control console—with 9 de luxe audio equipment racks (at rear, not visible)—is one unit of *KOMO's completely new and modern 7-studio system*, custom-built by RCA. It incorporates complete center panel switching for 10 studios and 6 outgoing channels (KOMO-AM, KOMO-FM, network plus 3 emergency).

RCA *"tailor-makes" speech-input control systems to meet every individual station's need*



WBAL, Baltimore. The master control console and 6 de luxe audio equipment racks in WBAL's *"World of Tomorrow" 10-studio installation*—custom-built by RCA. Control of seven program originating points extends switching facilities to any of 4 outgoing channels (AM, FM, audition, and utility).

RCA "Custom-Built" equipment service is available to every AM, FM and Television station—and on almost any working arrangement desired. For example, if you want a station studio survey and a detailed layout proposal, RCA Broadcast Engineers will be glad to do it. Or if your specifications are already down on paper, RCA will be glad to work from them.

Your RCA Broadcast Sales Engineer is at your service. Call him. Or write Department 407, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in **BROADCASTING**—*is* **RCA**

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



DISTINGUISHED Merit Awards in radio were made fortnight ago by the National Conference of Christians and Jews [BROADCASTING, Feb. 21]. Among those receiving the honor are: Left photo—Paul A. Loyet (l), vice president and resident manager, accepts the award for WHO and WHO-FM Des Moines from George O'Malley, chairman, 1949 Brotherhood Week; center photo—Justin Miller (r), NAB president and chairman of the Washington area radio committee for Brotherhood Week, makes the presentation to Secretary of Defense James Forrestal, who accepts on behalf of the Armed Forces Radio Services for its program, *Miracle of Brooklyn*. At left is Mrs. Frank A. Linzel, director, NCCJ Washington area office; right photo—Robert L. Coe (r), station manager of WPIX (TV) New York, accepts the citation for the station's *Television Chapel* program from Col. John J. Bennett Jr., deputy mayor of New York City.

SPOT SCRAMBLE

Networks, NARSR File Briefs

THE BATTLE over networks' rights to represent affiliates in the sale of national spot advertising was resumed last week—on paper—as the principal adversaries filed briefs with FCC summarizing their arguments in the December-January hearings [BROADCASTING, Dec. 6, 1948; Jan. 17].

The National Assn. of Radio Station Representatives, whose claims touched off the investigation originally, reiterated its contention that network activities in the representation field are contrary to the spirit if not the letter of the Commission's network rules, and should be stopped. The networks denied the charges and claimed FCC should drop the case.

Filed by Fly and Fitts

NARSR's brief, filed by former FCC Chairman James Lawrence Fly and William C. Fitts, of the law firm of Fly, Fitts & Shuebruk, maintained that there is a "basic" conflict between the sale of network and spot time, and that networks acting as affiliates' spot representatives are in a position to influence station rates and dominate station time.

"If it is bad public policy for a national network to own in excess of seven standard broadcasting stations," NARSR insisted, "is it not equally bad public policy for a network, by combining the functions of station representative and network, to control from 65 to 95% of a station's revenue?"

Arguments against network representation of AM stations apply "with even greater force" in television, the association continued.

It told FCC that failure to act in this case "would be an open invitation to the networks to take over the station representation business without limit."

NARSR's position was supported by Edward Petry & Co., a NARSR member, in a petition filed separately through Paul D. P. Spearman, Washington counsel.

Referring to network representation of stations, the Petry brief said:

"Whether anything wrong has been done up to date or not is beside the point . . . The only question for the Commission to decide is: Does the possibility of something wrong or against the public interest being done exist? The obvious answer to this question is in the affirmative."

CBS' offer to limit itself to the representation of a maximum 15 stations, the Petry brief maintained, was an admission that network activity in this field "is fundamentally and clearly wrong."

CBS, NBC, and ABC filed briefs supporting their right to represent stations and declaring that such representation actually enables the stations to render better public service. They were supported in briefs by KSL Salt Lake City and WRVA Richmond.

'For Their Benefit'

NBC claimed that to rule networks out of this field would reduce competition and restrict the stations' freedom of choice, and would fail to benefit the stations financially. NARSR members are acting "for their benefit" in seeking to exclude the networks but have failed to make a case, the network contended.

The brief, filed by Gustav B. Margraf, NBC vice president and general counsel, and by William R. Perdue Jr. and Thomas E. Ervin, insisted that spot representation creates no "conflict of interests" for the networks and violates neither the "letter or purpose" of the network regulations. The stations, NBC argued, "have full power to prevent any abuses."

Through Judge Samuel I. Rosenman, Ralph F. Colin and Richard S. Salant, attorneys, CBS told the Commission that the evidence presented by NARSR "is theoretical, argumentative, and inaccurate, and is neither relevant nor probative." NARSR, the brief asserted, failed to establish the "existence or potentiality of evils" which would justify exclusion of the networks from spot representation activities.

ABC similarly asserted that national spot and network broadcasting are "highly competitive" and that representation by networks violates neither the law nor the public interest. The ABC brief was filed by Joseph A. McDonald, network vice president and general attorney, and David S. Smith, Andrew G. Haley, James A. McKenna Jr., and Vernon L. Wilkinson, counsel.

The KSL brief was submitted by attorneys Ernest L. and Glen A. Wilkinson, and WRVA's by attorney Charles F. DuVall.

In addition to their owned stations, CBS represents five affiliates (WAPI Birmingham, WBT Charlotte, WCAU Philadelphia, and WRVA and KSL); NBC one (WGY Schenectady), and ABC one (WMAL Washington).



Mr. Folsom (center) and Mr. Russell (l) greet Hon. Charles Sawyer, Secretary of Commerce, at the cocktail party.

WBAL TRIAL

Contempt Proceedings Today

WBAL Baltimore faces trial today (March 7) in Baltimore Criminal Court on a contempt charge for allegedly broadcasting a news report about a confessed murderer. Sitting will be Judge John B. Gray Jr., who last Jan. 28 found three other Baltimore stations guilty on similar contempt charges [BROADCASTING, Jan. 31]. These stations (WITH, WFBR, WCBM) were fined by Judge Gray.

In an answer to the charges WBAL claimed last week through Attorney Karl F. Steinmann that Rule 904 of the Baltimore Supreme Bench, prohibiting publication of many facts in crime cases, is unconstitutional on several grounds and may not be properly applied to radio.

Should the station be found guilty, Mr. Steinmann contended it should be released without penalty since there was no attempt to obstruct justice. He reminded that a committee of the Maryland Bar Assn., consisting largely of judges, has failed to reach a conclusion in a similar rule proposed for the state courts.

FOLSOM HONORED

Russell Gives Party

MEMBERS of the Cabinet, Congress, government and the military attended a cocktail party for Frank M. Folsom, president of RCA, March 2 at the Carlton Hotel, Washington. The party honoring Mr. Folsom was given by Frank M. Russell, Washington vice president of NBC.

Mr. Folsom, who became RCA president last December, is well known in Washington circles after his war service there. He was one of the nation's first industrialists to enter government service before the war, having joined the National Defense Advisory Commission as assistant coordinator of purchases in 1940. In 1941 he was named special assistant to the Under Secretary of the Navy and Chief of Procurement.

Members of the FCC present were Chairman Wayne Coy and Comrs. Freida Hennock, Rosel Hyde, Robert Jones and E. M. Webster.

STARK-LAYTON

Packagers Blaze Manhattan Radio Trails

WITHIN slightly over two years the former advertising manager of Crawford Clothes, New York, and the top-ranking time salesman for New York's WMCA have built one of that city's leading radio packaging partnerships.

Today Jerry Layton, the Crawford man, and Wilbur Stark, the time salesman, are running a flourishing business with a number of valuable properties. They not only own various radio programs, but direct and produce them, and manage talent as well.

Among other shows, Mr. Stark and Mr. Layton have *Red Benson's Movie Matinee*, heard over WOR New York-Mutual, Monday through Friday at 3 p.m. They also have a management contract with the m.c.-singer-comedian, Mr. Benson, and have leased his services to U. S. Tobacco for *Take A Number*, heard Saturday at 8:30 p.m. on WOR-Mutual.

Sportscaster Russ Hodges was signed by the pair and in April 1948 they sold him and the package, *Russ Hodges Scoreboard*, to WABD (TV) New York and the DuMont television network as the first five-times-a-week sports show in video. Mr. Hodges also has been signed to a fat Chesterfield-New York Giants contract whereby he will be head man in the Giants' baseball and football coverage. The Tournament of Champions prize fights over CBS-TV, sponsored by Ballantine Beer and Ale, also have been added to Mr. Hodges' roster of programs, in addition to the *Russ Hodges Quiz Show*, heard on WOR-Mutual Saturday at 5 p.m.

Last November Mr. Layton and Mr. Stark combined entertainment with a shopping service for video watchers and sold the *Kathi Norris Television Shopper* package to WABD and DuMont. Show is telecast by DuMont Monday through Friday at 9:30 a.m. Messrs. Layton and Stark also have a management contract with Kathi Norris.

One of the pair's first coup d'etats occurred in October 1947 when they signed platter spinner Jack Eigen to a management contract and sold him to the Copacabana for the first all-night record show from a night club. The original contract was for 13 weeks but the program went so well that it was [illegible] 52 week non-cancellable contract. The contract has now been renewed for another year on WINS New York under the same non-cancellable terms. As in the case of all their programs, Mr. Stark and Mr. Layton own this show.



L to r: Mr. Layton, Kathi Norris (Mrs. Stark) and Mr. Stark.

* * *

Another early acquisition of the team was the rights to *Scattergood Baines*, a dramatic show which had been aired by Wrigley's for several years on CBS and was taken off in 1945. On Feb. 2 the program started again as a weekly presentation of WOR-Mutual under the Wilbur Stark-Jerry Layton Inc. banner.

In addition to its other activities the Stark-Layton team has managed Bill Slater, radio scripter Sheldon Stark, m.c. Bob Dixon, musical director Ben Ludlow, sold a package, *Col. Humphrey Flack*, to NBC as a summer replacement for the *Henry Aldrich show*, sold Jack Eigen to DuMont for a weekly TV show, sold Brown Shoes the 15 minute pre-game telecasts of the New York Yankees baseball and football games, sold Kathi Norris and a weekly half hour variety and public service package show, *Teen Canteen*, to WPIX (TV) New York, sold scripts to National Biscuit Co. for *Straight Arrow* on Don Lee network (three a week over MBS) and dabbled in various and sundry other activities in radio and television.

Met in 1939

The pair met in 1939 and closed their first business deal in 1942 with their origination of "bulk advertising." It started when Mr. Layton bought 30 Crawford spots a week on WMCA from Mr. Stark. After four weeks the Crawford schedule was stepped up to an average of ten hours a week on WMCA, one of the largest local time sales of radio history.

The men did business together for several years and after their discharges from the service formed the partnership.

Mr. Stark, who will be 37 in August, was born in Brooklyn. He attended Manual Training High School and then took advertising, drama and motion picture photography courses at Columbia U. After a stint as a Gimble Bros. shoe salesman and an account executive with a small advertising agency, Mr. Stark joined WMCA in 1936.

While with WMCA Mr. Stark became the station's top salesman, bringing in such accounts as Modern Industrial Bank, A. S. Beck, Sweetheart Soap and Pabst Beer, to which he sold $173,000 worth of time on one of the largest local baseball deals in history. He is married to Kathi Norris. They have a three year old daughter, Pamela.

Mr. Layton was born in New York City nearly 38 years ago. After high school he attended the First Institute of Podiatry and almost became a chiropodist. He decided he did not care for this type of work and secured a job as publicity man for an independent motion picture exhibitor.

Joined Crawford Firm

Quitting this job, Mr. Layton joined Crawford Clothes as one of the assistants to the general manager. As the company grew Mr. Layton grew with it and later handled personnel and public relations in addition to acting as advertising manager.

In December 1943 Mr. Layton retired from Crawford Clothes to become sales promotion and publicity manager of WINS New York. Within three months, however, he was in the Army as a producer and only non-playing member of the official U. S. Army Air Force Band.

After his Army work Mr. Layton returned to WINS for a brief period before joining Mr. Stark. Mr. Layton is unmarried.

RRN MERGER

Cornell, Foundation Sign Pact

AN INTERIM agreement between Cornell U. and the Rural Radio Foundation was signed last week as a preliminary to the final merger of the two interests in operating the Rural Radio Network of upstate New York [BROADCASTING, Feb. 28].

Pending completion of final details of the merger, a 90-day management contract was signed by the university and the foundation, which owns the FM network. Michael R. Hanna, general manager of Cornell's stations, WHCU and WHCU-FM Ithaca, was appointed general manager of the network.

R. Bruce Gervan, present manager of RRN, will become a member of the boards of directors of both Rural Radio Foundation and Rural Radio Network. Mr. Hanna, however, will be the principal executive, it was understood.

The Cornell stations, WHCU and WHCU-FM, do not figure in the merger, it was pointed out. The two stations remain the exclusive properties of Cornell, but their staffs will be used for duties with the FM network.

The final contract establishing the merger is expected to be completed within the period covered by the interim agreement and will be submitted to the FCC for its necessary approval.

HOLLAND

Booraem Heads New Firm

FORMATION of Holland Productions, with offices at 27 East 11 St., New York, was announced last week by Hendrik Booraem, former national program manager of MBS, who heads the company.



Mr. Booraem

First presentation of the new radio and television package firm is *Experience Speaks*, which was slated to become a weekly MBS series, 8-8:30 p.m. last Friday. Program features guests selected by the editorial board of *Experience* magzine, with Bill Adams as host.

Prior to his Mutual post, Mr. Booraem managed the Hollywood office of the Hutchins Agency. Before his war experience as a Navy lieutenant in charge of production for the Armed Forces Radio Service in Hollywood and overseas, he was a radio producer and supervisor with Young & Rubicam. Before entering radio, Mr. Booraem appeared in Theatre Guild stage productions, co-authored a Broadway play and stage managed another.

Business of Broadcasting

One of a Series

GOLDEN VALLEY COUNTY
IS PART OF NORTH DAKOTA
SO IS Big Aggie



The Floyd Bosserman family and farmstead, Golden Valley County, North Dakota.

Fifty friends of the Floyd Bosserman's joined WNAX at Beach last fall in a banquet honoring North Dakota's winners in the 5-state WNAX Farmstead Improvement Program. Presentation of $1,000 in merchandise to the Bosserman family, entertainment by the high school chorus and a report from the North Dakota judging team highlighted the informal evening.

The Bosserman's, whose farmstead is only a stone's throw from the Montana border, were selected as winners over competing entrants from 24 North Dakota counties.

A radio station surely becomes a vital part of a state when it guides hundreds of its families to a better way of life. In NORTH DAKOTA, in IOWA, NEBRASKA, MINNESOTA and SOUTH DAKOTA, 1,043 families, representing 203 counties, are participating in WNAX's 3-year campaign for better living on the farm. What better way of — *serving the Midwest Farmer?*



AWB MEET

Business Theme Planned

USING the theme "The Business of Broadcasting," members of the Assn. of Women Broadcasters, NAB's feminine branch, will hold a three-day workshop convention March 10-12 at the Drake Hotel, Chicago.

Coming before the association's sixth annual meeting will be a reorganization plan by which AWB achieves status as a department within NAB where its official rank has been rather hazy for some years. The NAB board endorsed the department plan at its February meeting [BROADCASTING, Feb. 21]. Previously AWB's board had voted overwhelmingly in favor of the idea.

Heading women's activity at NAB is Pat Griffith, who forecast attendance of more than 400. Presiding at the opening membership meeting Thursday will be Ruth Crane, WMAL Washington, AWB president. General chairman of convention arrangements is Elizabeth Marshall, WBEZ Chicago.

Among speakers will be A. D. Willard Jr., NAB executive vice president, and George Jennings, president of the Assn. for Education by Radio and director of the Chicago Radio Council and WBEZ, as well as agency and advertiser officials.

The week has been proclaimed "Woman Broadcaster's Week" by Martin H. Kennelly, mayor of Chicago. In his proclamation the mayor noted that the event will "focus public attention on the increasingly vital role being played by women in the field of communications, as in other branches of business and professional life."

Membership of 1,500

Formed in 1942, AWB now has an active membership of 1,500 who are staff members of stations or broadcast over NAB member outlets. NAB board's recent action strengthening AWB's place in industry affairs included appropriation of funds to make the plan effective, including advisory sessions of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Proceedings will open at the Drake Thursday morning with registration, committee meetings and unscheduled radio activities. First membership meeting starts at 2 p.m. followed by a tea at which the Millinery Fashion Bureau of New York will exhibit spring hats. Buffet and entertainment are planned in the evening with J. Walter Thompson Co. as host.

Friday morning delegates will attend the ABC Breakfast Party broadcast and then be guests of Swift & Co. at breakfast. Business meeting is scheduled 10-12 a.m. including a panel of NAB officials on the subject, "Coordinating NAB-AWB." Robert K. Richards, NAB public relations director, will preside. Participants will be Lee Hart, retail coordinator; Maurice B. Mitchell, director of broadcast advertising; Harold Fair, program director, and Miss Griffith.

Mr. Willard will be guest speaker at the Friday luncheon. Charles C. Caley, WMBD Peoria, NAB District 9 director, will introduce Mr. Willard. A fashion show will be part of the luncheon program. At a business meeting in the afternoon the AWB reorganization plan will be voted on by active members. A meeting of associate members will be addressed by Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York. Cocktail party is planned afterward with dinner at which National Assn. of Greeting Card Publishers will be host. Toastmaster will be Steve Shannon, association president.

Work session starts at 9:45 a.m. Saturday. Anne Hayes, KCMO Kansas City, will be moderator of a panel of station managers and women broadcasters, with the topic, "The Woman Broadcaster and Her Station Manager." Another panel, slated for 11:15, will deal with "New Ideas for Women's Programs." Presiding will be Beulah Karney, WENR Chicago.

Taking part in the first morning panel will be William B. Quarton, WMT Cedar Rapids, Ia., NAB District 10 director; Harold Safford, program manager of WLS Chicago; Marie Clifford, manager of WHFC Cicero, Ill., and Elinor Lee, WTOP Washington. Members of the second panel will be Mary Louis Marshall, WOC Davenport, Ia.; Alice Brewer White, WTAR Norfolk; Julie Benell, WFAA Dallas; Bee Baxter, KSOO Sioux Falls, S. D.

Saturday afternoon panel will be conducted on the topic, "Television, the Eyes of Tomorrow." Moderator will be Fran Harris, Ruthrauff & Ryan. Participants will be Norman Richards WSPD-TV Toledo; Edythe Fern Melrose, WXYZ-TV Detroit; Martha Gaston, KFOX Long Beach, Calif.; Rita Hackett, WLW-TV Cincinnati; Miss Crane.

Closing session will be held at 5 p.m. followed by cocktails and buffet sponsored by the Grocery Mfrs. of America.

Registration for the entire convention will be $15.

'FAVORITE STORY' PROMOTION

KOIL Omaha Wins $500 First Prize

FIRST PRIZE in the Frederic W. Ziv Co. *Favorite Story* promotion contest has been won by KOIL Omaha, Neb. William J. Newens, KOIL manager, received the $500 prize from Jack Howard, local Ziv Co. representative, during ceremonies at the station.

The prize was given to the station "which extends the greatest cooperation . . . along publicity and merchandising lines . . . to the local sponsor of the *Favorite Story* contest." Omaha Public Power District is the KOIL sponsor.

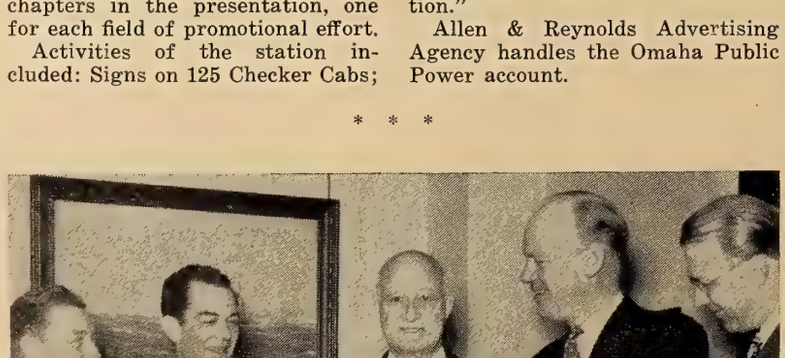
Evidence of activity was presented by KOIL to the Ziv Co. contest in a 14 by 20 inch folder containing 72 pages. There were nine chapters in the presentation, one for each field of promotional effort.

Activities of the station included: Signs on 125 Checker Cabs; special displays in the book department of three of Omaha's leading department stores; special printed entry blanks which were given wide distribution in schools, clubs, department stores, electrical retail stores and through the station; purchase of time on Creighton U.'s campus station; ads in neighborhood and school papers; counter cards, and a heavy schedule of promotional spots on the station.

In addition to the promotional effort of the station, its presentation also won congratulations from the Ziv Co. which said in part in its telegram notifying the station of the award: "Heartiest congratulations on a truly great presentation."

Allen & Reynolds Advertising Agency handles the Omaha Public Power account.

* * *

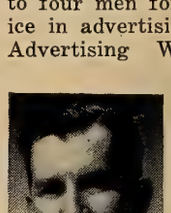


Mr. Newens (second from r) displays the check which KOIL won to (l to r) Donald Dahlberg, KOIL promotion manager; Mr. Howard; J. E. Davidson, general manager, Omaha Public Power District, and Carl Joens, account executive with Allen & Reynolds.

HONOR AD MEN

Four to Get Syracuse Medals

SYRACUSE U. will award medals to four men for outstanding service in advertising as a feature of Advertising Week in Syracuse March 21-25.



Mr. Beals

Receiving the honors at a dinner March 25 at Hotel Syracuse will be: Lee H. Bristol, president, Bristol-Myers Co.; Don Belding, board chairman, Foote, Cone & Belding; Gerald W. Cunningham, general mail order advertising and sales manager, Sears, Roebuck & Co., and Neil H. Borden, professor of advertising, Harvard School of Business Administration. Mr. Bristol will be principal dinner speaker.

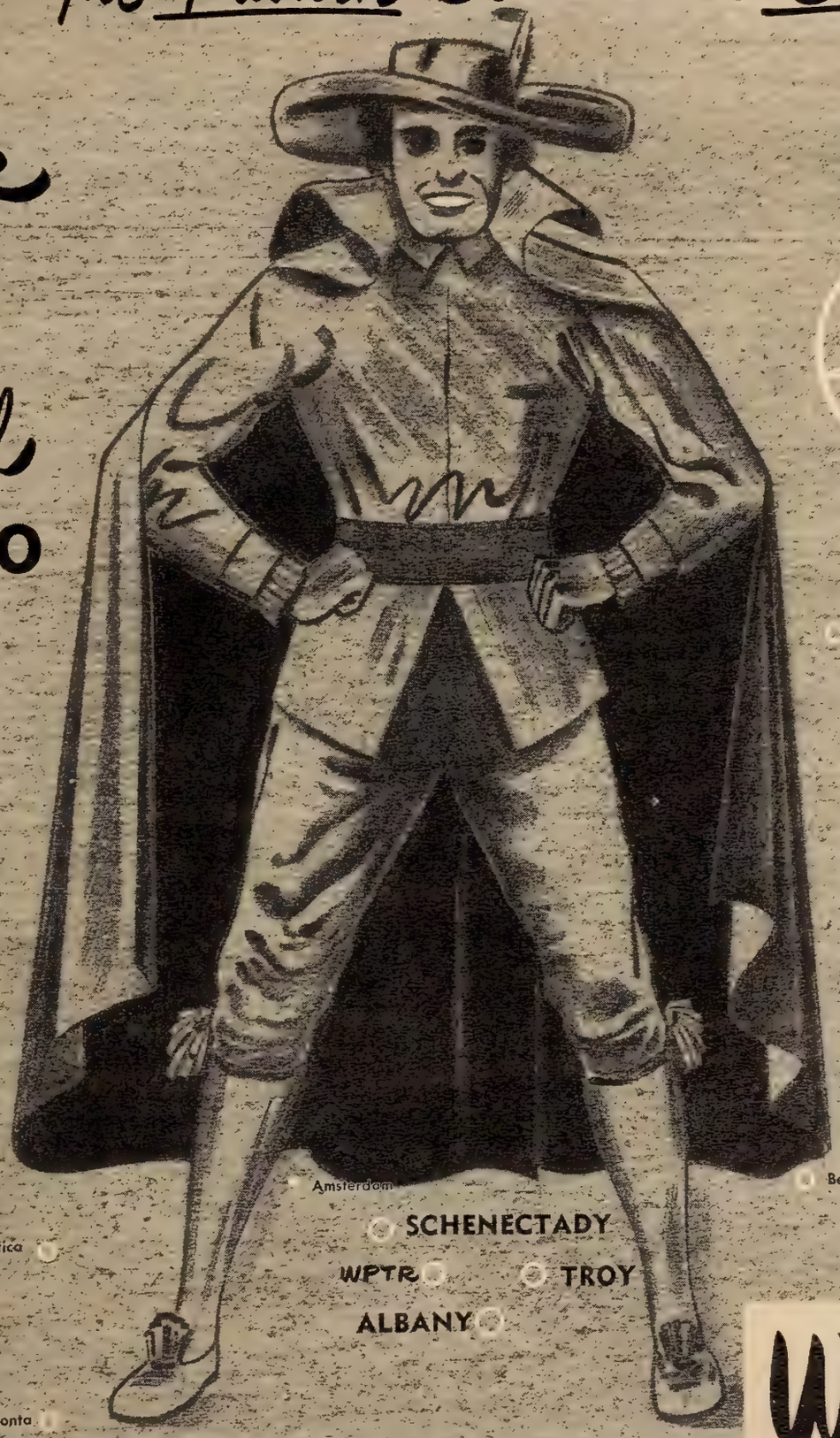
Co-sponsors of Advertising Week are the Syracuse Advertising and Sales Club and Syracuse U. Plans for the week include exhibits, talks on advertising before service clubs and business groups, advertising contests and displays by merchants.

Leslie M. Beals, director of advertising and sales promotion for Carrier Corp., is general chairman of the Advertising Week committee. Co-chairman is Dean M. Lyle Spencer, Syracuse U. School of Journalism.

Climaxing the week's activities will be a forum March 25 featuring five outstanding advertising personalities. Participants and their topics include: Theodore S. Repplier, president, Advertising Council, "Advertising as a Public Service"; James A. Peckham, executive vice president, A. C. Nielsen Co., Chicago, "Measuring Advertising Effectiveness"; Budd Gore, advertising manager, Marshall Field & Co., Chicago, "Advertising as a Selling Tool"; Wesby R. Parker, vice president in charge of sales, General Foods Corp., "Advertising as a Distribution Force," and Harold H. Dobberteen, vice president and director of media, Benton & Bowles, New York, "Advertising Methods of Communication."

The Patroon Becomes a GIANT

WPTR
Soon
a
powerful
50,000
watt
giant



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ALBANY - SCHENECTADY - TROY
NOW 10,000 Watts – Night & Day
REPRESENTED BY RAMBEAU

a dominating influence in the
RICH Northeastern U.S. market

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

The Affiliates of the National Broadcasting Company hereby express unanimous and enthusiastic approval of the network's program policies, past, present and those proposed for the future.

Further, they are in complete accord with NBC's plan to afford opportunities to new American talent, and

are confident that this field has unlimited potentialities. *To the end* that all NBC programs, present and future, shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry—so that NBC shall further strengthen its position as *the nation's number one network.*

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 7, 1949

RATINGS

Pulse, Hooper Disagree on TV

CONSIDERABLE interest—and some confusion—developed in video circles last week when The Pulse and Hooper gave widely variant ratings to New York audiences of *Broadway Revue*, video show sponsored by Admiral Corp. for a Friday evening hour on both the DuMont and NBC TV networks.

The Telepulse report for the Feb 4 show, by quarter hours, divided the audience as between WABD (DuMont) and WNBT (NBC) as follows: WABD—21.3, 22.0, 20.0, 20.0 (average—19.2); WNBT—20.0, 19.3, 19.3, 18.0 (average—20.8). Hooperating for Feb. 11 gave WABD 4.3, WNBT 16.3.

Questioned about this incredible discrepancy, the Hooper organization stated:

"The possible explanations of the wide differences are three: The surveys are right; the total audience was smaller on Feb. 4 (Pulse 20.0) than on Feb. 11 (Hooper 20.6), with WABD experiencing a precipitous drop between the first (20.8) and second (4.3) broadcast. The samples are different in character, therefore results are not comparable. The methods are different and produce different results."

Hooper View

Probably neither the difference in dates nor in type of sample—telephone homes for Hooper, cross-section for Pulse—explains the difference in the two reports, according to Hooper, who credited the difference in results to 'the different techniques of the two organizations—coincidental questions by Hooper, aided recall for Pulse. Because "persons remember old programs better than new" the Admiral program is rated lower by Pulse than by Hooper, the latter included. And, because there is no reason for remembering stations or channels, Pulse would tend to rate both WABD and WNBT alike, with the slight advantage of WABD probably due to its being listed first.

"Rarely," concluded Hooper, will the industry be presented with such an open and shut case, so replete with evidence of the basic reasons for not placing reliance on audience measurements on a method (aided recall) which is controlled by the multivarious varies of human memory—sometimes to the complete exclusion of the facts in the case."

Answering the last point first in its open letter of rebuttal, Pulse stated that while on Feb. 4 its station list read "WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX," the Jan. 28 Pulse roster listed the stations as "WPIX, WABD, WATV, WCBS-TV, WJZ-TV, WNBT."

The results of the survey, said Pulse, were: WABD—25.3, 25.3, 25.3, 22.0; WNBT—34.0, 34.0, 30.7, 28.7.

"Here," Pulse commented, "WNBT in last order was comfortably ahead of WABD."

For the same programs the Hooper figures were: WNBT 36.4, WABD 18.1. Noting, Pulse asked: "How can Hooper explain the difference of WNBT 36.4 to 46.3 and WABD 18.1 to 4.3 on his own surveys?"

To clinch the argument that the roster position has nothing to do with the ratings, Pulse reported on a special survey in which half the lists were headed by WABD, half by WNBT. Results showed WNBT rating slightly lower in the second group, although ahead of WABD in both batches.

"There are many reasons for differences," The Pulse concluded, "but let us consider the following:

"Does Hooper include 10 counties in his survey? Manhattan, Brooklyn, Queens, Bronx, Nassau, Westchester, Hudson, Bergan and Essex? The Pulse does.

"Does Hooper include non-telephone families in his sample? The Pulse does. Almost 20% of television families are without phones.

"Does Hooper have a representation sample of television families in the survey? The Pulse does. Because: Our monthly radio sample is designed along probability lines. From this area sample we draw our source of television addresses which are placed in our file of addresses. Each month using a cluster design, a probability sample of television families is drawn for the survey.

"We have made three exhaustive studies of television reception, for CBS—one, and ABC—two. We have extremely small differences in the reception of WABD and WNBT. These differences would not lend credence to such a one-sided result as the last Hooper.

"If, as it appears, the audience is closely divided among the two stations, using small samples as we do can easily produce results hovering around an even division in which first one station leads and then the other leads."

This debate may well be continued in Chicago this week, when representatives of Hooper, Pulse and Nielsen will address the National Television Conference being held in that city, March 7-9.

AT&T SERVICE

13 More Cities Slated For Video Lines

THIRTEEN cities will be added to the television network system of the AT&T by the end of this year, the company announced last week.

By the end of 1949, the AT&T said, 8,200 miles of television channels, both coaxial cable and radio relay, will be in operation reaching a total of 27 cities. The company's announcement gave complete plans for expansion of television facilities this year.

Cities which will be joined to the network in 1949 are Providence, Wilmington, Lancaster, Erie, Rochester, Dayton, Columbus, Cincinnati, Albany, Syracuse, Schenectady, Utica and Rome, N. Y.

Radio relays will link Providence to the present network terminal at Boston and Wilmington to the AT&T facilities in Philadelphia. Connection with these two cities will be complete before summer.

Lancaster and Erie will be tied in with the Pennsylvania coaxial circuits. Rochester will be reached by radio relay from Buffalo. Dayton will be on a coaxial circuit from Toledo and from Dayton radio relay will be used to reach Columbus and Cincinnati. These connections will be complete by next fall.

A coaxial link will feed Albany from New York, and radio relay will service Syracuse from Albany. Schnectady, which is close to Albany, and Rome and Utica, which are near Syracuse, can be fed off these main circuits, the company said. The Albany-Syracuse extensions will be ready "toward the end of the year," the company said.

The 1949 Bell System expansion plans will add 450 route miles of radio relay and 300 route miles of coaxial cable to the television network.

In addition to the new links to be added in 1949, the Bell System also will provide more channels on some existing main routes, the company pointed out. It has already announced additional circuits between Philadelphia and Chicago to be available about May 1. Three more television channels between New York and Philadelphia and another channel between Philadelphia and Washington will also be equipped some time this year, although the date is uncertain.

In the West, a radio relay circuit fitted out for television will connect Los Angeles and San Francisco early next year. This project has already been announced by the Pacific Telephone & Telegraph Co.

Meanwhile, work is progressing, the company said, on a radio relay between New York and Chicago which will also provide service to some intermediate points. The company's plans for this route were filed a year ago with the FCC.

At the outset, the New York-Chicago radio relay will provide one television channel in each direction, the company said last week. The number of channels will eventually be increased. The first two circuits will be open some time in 1950.

WAGA-TV

Starts March 8 in Atlanta

WAGA-TV Atlanta tomorrow (March 8) takes to the video channels with its regular commercial telecast schedule. Owned by the Fort Industry Co., Detroit, with George B. Storer Jr. as television station manager, Atlanta's newest television station is a CBS and DuMont network affiliate, operating on Channel 5.

James E. Bailey is managing director for WAGA-AM, FM, and TV.

Test patterns, on which reports of good reception have come from points as far away as Macon, Ga., Alabama and Tennessee, have been on the air since Feb. 19. Regular programming will be on a seven days, 21 hours a week schedule.

ATLANTA'S

waga·tv



IS ON THE AIR
TUESDAY, MARCH 8

Now, Atlanta takes its place as the South's leading television market as Atlanta's promotion-minded WAGA-TV takes to the air.

For availabilities call your nearest KATZ AGENCY representative.

CBS • TV AFFILIATE



CHANNEL 5, ATLANTA

Telestatus

Further Report on N-E's Videotown

(Report 49)

NEWELL-EMMETT Co. has made another visit to its secret test video community to find out how television, now no longer a novelty, is influencing the lives of viewers.

The New York advertising agency's investigators found that life in its so-called "Videotown" is now different, somewhat more social in many respects than in pre-TV days.

People stay home more. Families have a new big common interest at the hearthside. Set owners entertain more, go to movies less. The facts and figures developed by the agency have import for any sponsor considering the habits of televiewers.

Of Widespread Interest

The study also is important to a station operator for its breakdown of listener preferences and loyalty to TV. It has value to set manufacturers because of the information it provides on what determined the size of screen purchased, what member of the family instigated purchase, what the buyer did to investigate the receiver situation before purchasing.

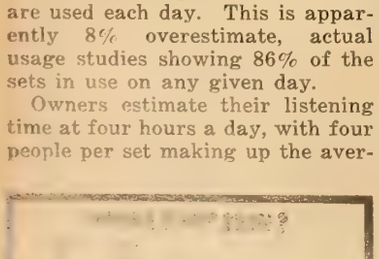
Newell - Emmett concludes its "Videotown Revisited" investigation, which is the second chapter in what will be a continuing study, with these words:

"Now that television has lost its bright sheen of novelty, is viewing less intense? On the contrary, owners are more interested in their television sets now than they were at first—the result of more programs, better produced. Today, three out of four owners plan the use of their sets ahead of time, checking newspaper listings. In fact, Videotowners are so satisfied with their sets and so convinced of television's entertainment value, that almost every owner would advise friends to buy a set, too."

The study reveals that video owners are so enthusiastic about television that they tend to overexaggerate their use of sets.

According to owners' estimates of their listening, 94% of all sets are used each day. This is apparently 8% overestimate, actual usage studies showing 86% of the sets in use on any given day.

Owners estimate their listening time at four hours a day, with four people per set making up the average set audience. This, too, was an alleged overestimate. Checks showed that only three hours a day, with just three people watching, was the actual listening time and audience.



Interest in televiewing did not materially lessen as the novelty period of set ownership receded, the study showed. Actual sets in use on a given day, broken down by date of purchase, showed:

Purchase Date	Sets-in use
First half of 1947	80%
Second half of 1947	86%
First half of 1948	88%

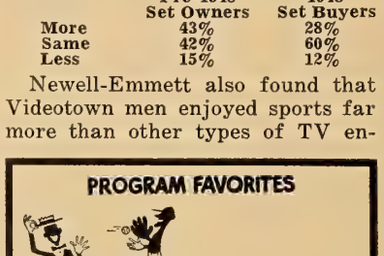
Newell-Emmett draws the conclusion from these figures that the length of ownership has little influence on the use of sets and that this is so probably because the expected lag in the novelty element has been offset by more and better programming.

Better Programming

The agency has a further finding to show that better programming has aided the size of the video audience. It found that set owners who bought their receivers before 1948 are, proportionately, listening more now than they did when they first purchased. Figures developed on this point were in answer to the question, "Are you using your set as often now as you did when you first got it?" The answers:

	Pre-1948 Set Owners	1948 Set Buyers
More	43%	28%
Same	42%	60%
Less	15%	12%

Newell-Emmett also found that Videotown men enjoyed sports far more than other types of TV entertainment, while with women the situation was reversed (see Figure above; white for men, black for women).

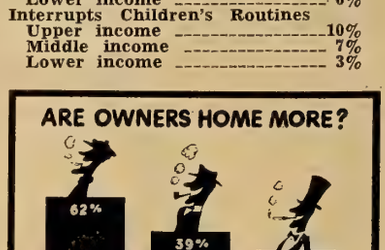


The study further found that television has aided the family relationship, cementing the bonds of family interest among 35% of the lower income group and 20% of the upper.

The greater impact on lower income groups is ascribed to the fact that purchase of a set represents a greater entertainment investment than among the higher level income groups. Oddly enough, however, lower income classes continue to go to the movies more than upper classes, despite set ownership.

The question on living habits was. "In what way has television affected your family living habits?" The answers:

NO CHANGES	
Upper income	22%
Middle income	21%
Lower income	10%
CHANGES	
Spend More Time at Home	
Upper income	35%
Middle income	39%
Lower income	62%
Have More Company	
Upper income	43%
Middle income	36%
Lower income	31%
Developed Common Family Interests	
Upper income	20%
Middle income	27%
Lower income	35%
Go to Movies Less	
Upper income	20%
Middle income	13%
Lower income	6%
Interrupts Children's Routines	
Upper income	10%
Middle income	7%
Lower income	3%



Videotowners bought sets in the early days primarily because Pop was a pioneer. Figures show, on all income levels, it was the husband who has always been the main instigator of set purchasing. Dad's influence, however, is now on the decline and other members of the family are becoming increasingly influential in agitating for set ownership. Opposition to set ownership has been present in set families in only one out of five homes. Mom has been the opposition. Says the report:

Expense Factor

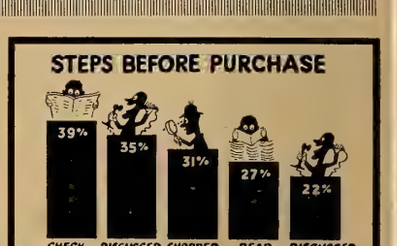
"She generally thought it entailed too great an expense, possibly wanting instead to put the money into a new refrigerator or washing machine if they were going to make such an investment."

Figures on who instigated purchase of sets follow:

Husband	67%
Son	11%
Wife	3%
Daughter	1%
Other	2%
Two or more members of family	16%

Once having determined to buy a set, Videotowners approached the purchase much more carefully than they did the buying of a radio set. Purchasers made a fairly extensive canvas of the set situation, as figures reveal:

BEFORE SET PURCHASE	
Talked it over with friends who had sets	
Television	35%
*Radio	25%
Talked it over with friends who did not have sets	
Television	23%
Radio	No data
Read descriptive literature	
Television	27%
*Radio	5%



Checked ads	
Television	39%
*Radio	12%
Shopped at different stores	
Television	31%
*Radio	38%
Discussed sets with dealers	
Television	22%
Radio	No data

*** Radio figures obtained from Newell-Emmett surveys made two years before.**

On purchasing, most people are out to get the biggest screen they can for their money. Upper income groups tend to buy the large screen sizes. Pocket book apparently controls size of screen. Figures:

WHAT DETERMINED SCREEN SIZE?	
7 Inch	
Pocketbook	62%
Room	10%
Satisfactory size	10%
10 Inch	
Pocketbook	31%
Room	21%
Satisfactory size	12%
Supply available	12%
12 Inch	
Pocketbook	10%
Room	10%
Largest table model	29%
Wanted large screen	24%
No eye strain	14%
15 Inch and larger	
Wanted large screen	74%
No eye strain	16%
Satisfactory size	5%
Best size for room	5%

TV SET figures reported to BROADCASTING during the past week:

Washington, D. C.—37,400 as of March 1, reported by Washington Circulation Committee.

Fort Worth-Dallas, Tex.—6,992 as of March 1, reported by WBAP-TV Fort Worth-Dallas.

GEORGE FOX CORP.

To Handle Fox Television

GEORGE FOX Corp., Los Angeles, has been set up as a California corporation capitalized for $150,000. This firm will handle all television activities of the George Fox Co., while latter will continue to specialize in production of commercial and educational films.

Officers are George Fox, president-treasurer; James L. Brock, vice president; Fray Hobson, secretary. Move was necessitated, firm explains, by rapid increase in volume of television business secured in past six months.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



Look closely at a city's heart

See the ocean-going ships docked right in the downtown area? (*right, center.*) It is the port of Baltimore, the No. 1 United States port in export trade and No. 2 in total commerce.

See the railroad terminals? (*bottom right.*) They haul millions of tons of cargo to and from the humming port. More than 45,000,000 tons of cargo, including some 25,000,000 tons of overseas commerce, move through the port of Baltimore each year.

See the thousands of homes? The metropolitan area of 1,300,000 people enjoyed a 25 percent population boom in the last eight years. Baltimoreans are proud of their homes. The percentage of home owners in Baltimore is one of the highest in the country.



Look very closely and maybe you can see just a few of the television aerials leading to the more than 40,000 homes in the Baltimore area that now have television receivers.

Now look at the very center of the picture. See the tall building dominating this prosperous area? It is from atop that tall building in the heart of the Baltimore metropolitan area that WMAR-TV transmits its television programs welcomed into the homes of Maryland televiewers.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

IATSE VS. NABET

TV Rift Grows

AN ALL-OUT jurisdictional war between IATSE and NABET over television technicians appeared to be shaping up last week as the result of the intensifying of earlier skirmishes and battles between the two unions.

Major move in the dispute was a news conference called by Richard F. Walsh, international president of IATSE, to answer a blast issued by NABET a week before [BROADCASTING Feb. 28]. NABET at that time charged that IATSE made "peace in the television industry impossible."

Mr. Walsh, meeting the press Thursday morning in his New York office, said IATSE did not want war, but would fight one "with any economic means at our disposal."

He made it plain that if the two unions did not settle their differences by April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

Differences Are Basic

The differences, it appeared from analysis of statements made by members of both unions, are basic.

NABET, an unaffiliated union whose title is National Assn. of Broadcast Engineers and Technicians, believes that television technical jobs are primarily an extension of radio technical jobs, that its members are therefore the proper employes to man video machinery.

IATSE, an AFL union whose full title is no less than International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada, claims that it is false to consider television an extension of radio. Instead, IATSE claims that video is, in most job categories, more properly an extension of the stage and screen which demands that workers skilled in the science and crafts of stage and screen man studio jobs.

Mr. Walsh asserted the NABET position meant that it desired to encroach on IATSE.

"It means that we're not just in a jurisdictional fight," he said. "It means that the question of our survival is at stake."

He said that in talks with NABET officials IATSE recognized that NABET was primarily a union of electronic engineers.

"In many talks with NABET representatives," he said, "we have recognized the operation of the electronic camera and all the jobs back of that camera as electronic work. We maintain, however, that what goes on in front of the camera is in the proper province of IATSE."

Mr. Walsh said he attempted to reach agreement with NABET similar to that IATSE has with the International Brotherhood of Electrical Workers, AFL. This agreement, not previously made public officially, is an unwritten understanding, said Mr. Walsh. Although he did not explain it further, it is known that major types of maintenance and repair were to belong to IBEW and minor maintenance and operations to IATSE [CLOSED CIRCUIT, Jan. 24].

In at least one case, IBEW and IATSE have divided jurisdiction 50-50.

In the NABET camp, Clarence Westover, national executive secretary, acknowledged that NABET believed IATSE would take offensive action against it.

Mr. Westover said Mr. Walsh had informed NABET that IATSE would seek by infiltration and propaganda to take over all job functions IATSE saw fit. He said NABET members would resist these efforts with all their power.

"We will not voluntarily, as has IBEW, give up our jobs because some one else asks or covets them," he declared.

He denied that NABET is encroaching on IATSE.

'Not Encroachment'

"We're staying strictly in radio and television broadcasting," he said, "and where they go our highly skilled people will go. We do not go into theatres and don't expect to go into theatres, but we do expect to perform those functions which are ours for the television industry. This is not encroachment."

He asserted that television operations were different from those of the theatre.

Mr. Westover also indicated that it was unlikely that NABET would walk through the open door which IATSE proffered for further parleys, saying: "It would be like walking into an open elevator shaft. And the sudden drop would only be the first step."

What immediately precipitated the current dispute between NABET and IATSE was a controversy between the two unions over lighting workers at NBC and ABC. The NBC matter came to an NLRB hearing in New York in January, at which time it was postponed until March 16 so the two unions could work out a settlement "out of court."

During the efforts to settle this matter "out of court" in a way which also would control the ABC matter, NABET said IATSE made "exhorbitant demands" on it—demands which went beyond the lighting question to types of work which NABET considered to be in its province. It was then that NABET charged IATSE with making peace impossible in the television industry.

KFMB-TV JOINS CBS

KFMB-TV San Diego last week agreed to become the 31st affiliate of CBS, Herbert V. Akerberg, vice president in charge of station relations, announced. Affiliation becomes effective May 15. KFMB-TV, owned and operated by the Jack Broadcasting Co., San Diego, has been assigned Channel 8.

TALENT PLAN

For TV Gets 4-A Board OK

A NEW PLAN to settle the television jurisdiction question among talent unions was accepted by the international board of the Associated Actors and Artists of America Thursday.

The international board, in its turn, referred the plan to the various branches of the 4-A's for action by their respective boards.

Details of the plan were not made public. The plan itself was drawn up by a committee formed of presidents of the 4-A branches and rank and file members. They undertook the job of working out the jurisdictional question after an attempted merger of AFRA, Actors Equity, Chorus Equity and American Guild of Variety Artists failed and after a partnership proposal of Actors Equity also failed to find acceptance.

It is understood that under the new plan the national executive television committee for the AAAA would administer the television jurisdiction question for one year.

TELETALENT

AFRA Locals Dissatisfied

DISSATISFACTION with talent pay for television work was expressed in a roundup of sentiment from six AFRA locals in the current issue of the union's publication, *On the Air!*

Vinton Hayworth, chairman of the 4-A's TV Subcommittee on Wages and Working Conditions, reported for New York where he said between 220 and 250 of 2,800 AFRA members are regularly employed on some type of television program.

He said that although New York fees are higher than in other cities they are too small in relation to time and effort involved. He said younger members, anxious to get a foothold, were sometimes working for less than $1 an hour according to proper time computations.

In his report, he touched on these other complaints: Rehearsals are wastefully and carelessly scheduled; dressing-room conditions have been crowded and inadequate; a performer who gives up a radio engagement to appear on television loses money because of the lesser fee.

Other reports:

Philadelphia—Bill Hart, past president of Philadelphia local, said there was limited spending talent-wise. The feeling was, he said, that "the talent fee can always be a reducible item in evaluating the budget of a show." He said the fear was current that, although the city is the second biggest television market, it will deteriorate "because of the great exodus of talent as a result of fees."

Offers Talent Little

Dallas-Fort Worth—Jack Gwyn, national editorial representative, felt that television in his area offered little to talent except announcing. He foresaw that network and transcribed shows will make up the bulk of video offerings.

Detroit—Jay Michael, national editorial representative, described fees as "insultingly low" and that TV jobs are "far and few between." Opening of the co-axial cable from New York and Chicago has made local TV directors reticent about trying out new ideas and has caused them to cut out several local productions to make way for shows of name appeal. He praised sports coverage but said from an AFRA standpoint the consensus on TV work is: "Too much for too long for too little."

St. Louis—Harry Gibbs, president, St. Louis local. said there are three major problems in St. Louis television: 1, Lack of contract; 2, The existence of a monopoly; 3, Free talent. Pay scales have gone down, he said, with half-hour fees paying half as much now as last year. He looked forward to more stations but said that unless contracts are signed, AFRA members must "either lower their standard living wage or refuse assignments."

San Francisco—Ken Langley, editor of the *AFRANciscan*, said the first year of TV in the area will see a limited number of live, dramatic presentations, with most studio programs featuring demonstrations and visual talks.

Washington, D. C., and Baltimore—Stuart Finley, national editorial representative, felt there was no reason why Washington shouldn't be a good television town since it is good for radio talent. Baltimore he found poor. He said both Washington and Baltimore are using radio talent. He deprecated, however, the size of commercial fees, saying: "Some commercial fees are paid with amounts seemingly drawn out of a hat. A small hat."



THIS new indoor television antenna has just been announced by RCA. It is of an end-loaded dipole with birchwood base and 20 feet of 300-ohm transmission line. The aluminum discs resonate the antenna artificially, permitting practically all of the signal picked up to be delivered to the video receiver, RCA reports.

SAG ACTION

Live TV Plans Discussed

FOLLOWING failure of other unions to develop "any workable plan for organization and administration of live television field," the Screen Actors Guild has been ordered by its board of directors to commence immediate negotiations with employers.

In declaring its stand, SAG pointed out to its membership that the move is dictated by Equity's refusal to enter in a merger of eastern unions. Responding to demands of its membership "to take positive action to protect the interests of Hollywood actors working in television films," the guild has decided to move alone.

"Up to the present moment, there are no collective bargaining contracts establishing minimum conditions and wages for actors working in television films," SAG reports. But they have advised members "not to work for less than guild minimums."

The guild has also advised its members "not to sign some ridiculous personal contracts offered by some producers of television film, which in effect would have bound these actors to these particular producers for many years in all entertainment mediums, with no guarantee or certainty of equitable payment for the actors' services."

Accordingly, SAG has advised the several other unions of its intentions and is scheduling immediate meetings with television film producers and television networks, "looking to signing of contracts to protect interest of actors in television film." However the guild has also assured the other unions headquartered in New York that when they can "reach agreement on workable plan for organization and administration of live television field," the guild is ready and anxious to cooperate and enter into an agreement.

Meanwhile the guild's "special advice" to members is: Do not sign any agency contract covering television services for a period longer than one year; if you are offered a long-term or option contract for services in television film, before signing same bring it to the guild office for examination and discussion. Any other television problems arising among members are to be brought to new television department under head of Kenneth Thomson, television administrator.

PULSE VIDEO RATINGS

Top 10 Television Shows in New York for February

Once a Week

Texaco Theatre (WNBT, Tues.)	67.3
Godfrey Scouts (WCBS-TV, Mon.)	57.3
Toast of Town	46.0
Godfrey Friends	44.7
Admiral Brdwy. Revue	41.3
Goldbergs	38.7
Kraft TV Theatre	38.0
Boxing (WNBT, Fri.)	34.7
Phil Silvers	34.0
Orig. Amateur Hr.	33.3

Multi-Weekly Shows—Highest ¼ Hour Rating

Howdy Doody	27.0
Small Fry	25.0
Lucky Pup	19.1
Bob Howard	18.0
Pixie Playtime	11.8
Westerns	11.0
Kukla, Fran, Ollie	10.9
Junior Frolics	10.0
Six Gun Playhouse	9.8
Comics on Parade	9.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combined Radio & TV	33.2
TV	26.9
Radio	8.1

Chicago Telepulse Top 10 TV Shows Once a Week

Godfrey Friends	60.0
Texaco Theatre	55.0
Super Circus	46.0
Boxing (WENR-TV, Tues.)	43.0
Wrestling (WENR-TV, Wed.)	41.0
Break the Bank	41.0
Hockey (WBKB, Thurs.)	40.0
Hockey (WBKB, Sun.)	40.0
Boxing (WGN-TV, Fri.)	34.0
Lanny Ross	34.0

Multi-Weekly Shows

Kukla, Fran & Ollie	38.8
Small Fry	24.6
Lucky Pup	23.4
Howdy Doody	21.0
Little Bordy	20.6
Curbstone Cut-up	19.2
Uncle Mistletoe	18.8
Film Serials (6:30, WENR-TV)	17.2
Feature Film (2:30, WGN-TV)	13.3
Film Shorts (3:15, WGN-TV)	8.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combination Radio & TV	37.8
TV	29.3
Radio	10.5

Philadelphia Telepulse Top 10 Television Shows

Once a Week

Texaco Theatre	69.0
Godfrey Friends	67.0
Godfrey Scouts	65.0
Admiral Brdwy. Revue	54.0
Phil Silvers	50.0
Lanny Ross	50.0
Basketball (WFIL-TV, Thurs.)	46.0
Toast of Town	44.0
We, the People	44.0
Orig. Amateur Hr.	42.0

Multi-Weekly Shows

Howdy Doody	31.4
Small Fry	27.0
Make Mine Music	17.3
CBS-TV News	15.6
Homemakers Matinee	14.6
Lucky Pup	14.4
Sports Special	12.5
Camel Newsreel	12.2
Camera Headlines	11.4
Weather, Sports (WFIL-TV)	11.2

Average ¼ Hour Sets-in-Use, Week Studied

Television Homes

Combined Radio & TV	38.1
TV	29.5
Radio	10.6

Top 10 Network TV Shows, Combined New York, Chicago, Philadelphia Area

Texaco Theatre	66.5
Godfrey Friends	50.1
Toast of Town	43.2
Admiral Brdwy. Revue (DuMont & NBC)	42.7
Kraft TV Theatre	36.8
Phil Silvers	36.8
Orig. Amateur Hr.	34.1
Boxing (NBC, Fri.)	32.7
Lanny Ross	31.1
Break the Bank	30.1

(These Pulse reports are for February, first Pulse measurement since East-Midwest coaxial cable was made available.)

NTC IN CHICAGO

Sessions Slated March 7-9

ALL but five of the 53 scheduled speakers at the National Television Conference in Chicago's Palmer House have confirmed their appearances, James L. Stirton, president of the Chicago Television Council, has reported. Conference will be held March 7-9.

Among the speakers:

Jack Van Volkenburg, vice president in charge of CBS TV operations; Charles C. Barry, ABC TV vice president; Commdr. Mortimer Loewi, president of DuMont; Charles Denny, executive vice president, or Carleton Smith, TV director, NBC. Edgar Kobak, Mutual president, may attend also.

Frank Schreiber, general manager WGN Chicago; Leo Burnett, president of Chicago agency bearing his name; Wayne Coy, chairman of the FCC, or Paul Galvin, president of Motorola Inc.; J. R. Poppele, vice president in charge of engineering for WOR-TV and president of the Television Broadcasters Assn.; Hugh E. Davis, executive vice president and general manager of Foote, Cone & Belding, Chicago; Walter Damm, general manager of WTMJ-TV Milwaukee; C. E. Hooper, A. C. Nielsen and Dr. Sidney Roslow, president of The Pulse Inc.; Hal Roach, Hollywood motion picture producer; Lee Cooley, McCann-Erickson, New York, television director; Don McClure, N. W. Ayer, New York; Carl Haverlin, BMI president.

AT&T TARIFFS

Suspended for Video

FCC last week suspended American Telephone & Telegraph Co.'s revised tariffs on its network television interconnection policy [BROADCASTING, Jan. 24], calling for an investigation of their "lawfulness."

No date was set for the hearing, and authorities said it was not certain that one would be required since the issues are "similar" to those in the interconnection case already heard and now awaiting Commission decision [BROADCASTING, Oct. 4, 11, Nov. 8, Dec. 6, 1948].

The telephone company's interconnection policy provides generally that AT&T will not interconnect its intercity TV facilities with those of broadcasters or other companies if AT&T facilities are available for the same area. The changes which FCC suspended were designed to clarify that policy and also related to allocation of channels on a quarterly instead of monthly basis, and expansion of local channel rate areas. They did not affect basic rates.

The changes were to have become effective March 1. The suspension is for the statutory three-month period (to June 1). FCC's action was taken on petition of Television Broadcasters Assn., Allen B. DuMont Labs, and Philco Corp. and Philco Television Corp., which have consistently opposed the interconnection policy [BROADCASTING, Feb. 28].

The Commission's suspension order noted that the changes were filed after the interconnection hearing was closed and that FCC should have an opportunity to study the record of that case before the revisions are permitted to become effective.

TV WRITERS

Contract Matters Weighed

TELEVISION writers should get both audio and video credit, it was argued last Monday at a meeting of the executive committee of the newly organized Television Writers Guild in New York.

It was one of numerous future contract matters discussed by the committee, which also appointed four subcommittees—membership, constitution, craft and markets subcommittees.

Other contract matters discussed included: Copyright in name of author; leasing of material with no outright sale; additional payments for re-use of material; additional payments required as additional stations use material.

Meanwhile, it became known that the Authors League, the parent union of TWG, is making efforts to overcome the pique of Screen Writers Guild, which has been vying for television writers' jurisdiction. The agreement sought by the parent organization would give TWG jurisdiction over all material written in the first instance for television whereas the SWG would have jurisdiction over all material written in the first instance for motion pictures.

Named to subcommittees:

Membership—Mrs. Kay Wood, chairman, Daisy Amoury, Sylvia Berger, Edward Mabley, Michael Zeamer, Dave Zelmar, Sandy Howard, Priscilla Kent, Will Glickman, Rosemary Roth, Joseph Cochran, Barbara Boothe.

Constitution—Philip Dunning, Benjamin Zavin, Henry Denker, Arthur Lodge (chairman to be elected).

Crafts—Philo Higley, chairman, Martin Gosch, Ruth Friedlich, Oliver W. Nicoll, Gertrude Berg and Worthington C. Miner.

Markets—Abram Ginnes, chairman, Ronald Dawson, Marian L. Dix, Rick Landed, Catherine O. Peare, Howard Rodman, Alvin Boretz, Elizabeth Hart, Charles Cinnamon, Anthony Guggenheimer, Larry Markes.

New Film Firm

PAPERS of incorporation for Golden Bears Productions Inc., television film firm, have been filed in Sacramento, Calif. Fern Mosk, former OWI specialist in visual education, is listed as president. Other officers are Ned Glass, formerly with New York City public school system, vice president, and Rose Karlin, secretary-treasurer. Capitalized at $100,000, with 100 shares no par, firm will specialize in film programs. All subjects will be half-hour length and in color. Production headquarters are at Nassour Studios in Hollywood. Filming begins April 1.

KGO-TV

San Francisco Video Outlet Testing

KGO-TV began regular test patterns in San Francisco last week, from one of the most unusual television locations in the U. S.—the famous Sutro Mansion between Mt. Sutro and Twin Peaks in the center of the Bay City.

ABC, owner and operator of KGO, purchased the mansion and six-acre estate from Adolph Sutro III, grandson of San Francisco's pioneer mayor. Purchase price was in excess of $100,000.

The price was only a fraction of what others interested in the property had offered to pay for it.

Mr. Sutro, an eccentric figure even in San Francisco, refused to discuss the sale of his home with anyone but Albert (Shorty) Evans, engineering manager of KGO. Staff members of KGO were not even allowed to enter the mansion during all the months of negotiations.

What KGO got was a sprawling, massive, hybrid Norman-French Provincial structure completely finished only on the first floor.

The only changes in the structure made by KGO were in the basement, a 15,000 square foot area with no supporting pillars. It was transformed into a modern office area containing the station's studios and transmitter, film and slide projection room, dressing rooms, workshops and garage and storage space.

Upper floors are used as offices, except for the "great hall," a 20 by 40 foot space with a beamed, vaulted ceiling two stories high. This room serves as an auxiliary studio and rehearsal room.

Grounds Practically Untouched

The grounds of the estate, wild and overgrown—mostly with Eucalyptus trees—will be left untouched except for a small area that was cleared for the new KGO tower.

The tower, rising 508 feet above Mt. Sutro, reaches higher than anything else in San Francisco—1,361 feet above sea level.

The tower will carry both KGO-TV and KGO-FM and will increase the station's FM power from 3 to 10 kw.

Total investment in the property and reconversion work thus far is approximately $500,000, according to Gayle V. Grubb, KGO general manager.

The station expects to begin telecasting regular programs by May 1, and will start out on a schedule of four hours daily during the evening. About one-third of the programs will be live, originating from the studios, one-third film and one-third will be telecasts of sports and special events.

The station currently is seeking a downtown studio location to augment the Sutro facilities.

Several zoning restrictions imposed by the San Francisco City Planning Commission are:

The property may be used only for the purpose of originating, receiving and transmitting frequency modulation, facsimile and TV broadcasts.

No structures other than the transmission tower may be constructed.

No substantial changes may be made in the Sutro home.

No trees may be removed in the area except where necessary for the tower's construction and for safety.

No more than 25 employes may be on the property at any one time; no audience shows may be held.

No new road-entrances to the property may be built.

ABC must retain ownership of the entire 6-acre estate and may not subdivide it.

OHIO NETWORK

3 Video Stations Join

WKRC-TV Cincinnati, WHIO-TV Dayton and WBNT (TV) Columbus have formed an Ohio television network. They plan to exchange programs of sectional interest, WKRC-TV announced last week.

Among these programs, WKRC-TV said, will be boxing, wrestling, hockey, basketball and other events from Cincinnati Gardens under sponsorship of Hudepohl Brewing Co. [BROADCASTING, Feb. 28]. WHIO-TV and WBNT plan to feed WKRC-TV major events taking place in Dayton and Columbus.

WKRC-TV and WHIO-TV, less than 50 air miles apart, will exchange programs via microwave relay. WBNT will not start exchanging until October, either by coaxial cable or microwave, WKRC-TV said.

WHIO-TV is already on the air, and WKRC-TV has moved up its starting date for commercial telecasts to April 1. WBNT also is expected to start in the near future.

The three stations all have newspaper affiliations. WHIO-TV (Dayton *Daily News*) is on Channel 13 (210-216 mc). WKRC-TV (Cincinnati *Times-Star*) is assigned Channel 11 (198-204 mc). WBNT, affiliated with the Wolfe newspapers, will be on Channel 10 (192-198 mc).

TPA Chartered

TELEVISION Producers Assn., Hollywood, has been chartered and recorded by State of California, according to announcement by Mal Boyd, acting president. Group plans to submit code of business practices this week to Los Angeles area television stations as well as to New York Independent Television Producers Assn. cooperating with it.



KGO-TV studios, TV tower and antenna at Sutro Mansion.

VIDEO RATES

Increases Announced

TELEVISION rates, held down by hitherto limited circulation, moved upward last week in keeping with greater receiver distribution in three cities.

WABD, the DuMont Television Network's owned and operated station in New York, changed its basic rate from $1,000 to $1,250 a nighttime hour, effective March 1. The new rate represents an increase of 25% while, network officials point out, set ownership in Metropolitan New York has increased 35% since Oct. 1, last rate increase time. Advertisers currently using WABD will not be affected by the rate change until Sept. 1.

In Pittsburgh, the DuMont owned and operated station, WDTV, changed its basic rate from $250 to $300 a nighttime hour, effective April 1. Current advertisers on the station will not be affected by the new rate until Oct. 1.

In Toledo, Ohio, WSPD-TV, CBS outlet, changed its rate, effective March 1, from $150 to $200 per nighttime hour. David V. Sutton, sales manager of CBS television network, said the increase gives partial recognition of the fact that there are now 8,000 television homes in the area, an increase of 16 times in set ownership over nine months ago. Old WSPD-TV clients will have the old rate until Sept. 1.

WBAP-TV Schedule

WBAP-TV Fort Worth has started seven-night-a-week operation. Since its debut last Sept. 29, the station had been off the air one night a week.

RATE CARDS

Published for WNBQ, WNBK

FIRST published rate cards for WNBQ Chicago and WNBK Cleveland, NBC owned and operated television stations, were distributed last week.

Hourly rates for the Chicago station during the Class A time period from 6 to 10:30 p.m. were set at $500 on a one to 12 times basis. For the Cleveland station, the same time periods on the same basis were scheduled at $200.

One-minute announcements on the Chicago station, live or film, were subject to $100 charges during the Class A period on a less than 13-times basis. The rate for the Cleveland station is $50. Station breaks were set by the stations at the same rate as one-minute announcements.

Typical rates from both cards:

WNBQ
1-12 times

Class A (6—10:30 p.m.): 1 hour, $500; 45 minutes, $400; 40 minutes, $375; 30 minutes, $300; 20 minutes, $250; 15 minutes, $200; 10 minutes, $175; 5 minutes, $125.

Class B (5—6 p.m., 10:30—11 p.m. Mon. through Fri; 1—6 p.m., 10:30—11 p.m., Sat. and Sun.): 1 hour, $375; 45 minutes, $300; 40 minutes, $280; 30 minutes, $225; 20 minutes, $190; 15 minutes, $150; 10 minutes, $130; 5 minutes, $95.

Class C (all other times): 1 hour, $250; 45 minutes, $200; 40 minutes, $190; 30 minutes, $150; 20 minutes, $125; 15 minutes, $100; 10 minutes, $90; 5 minutes, $65.

One-minute spots or 20-second station breaks: ClassA-$100; Class B-$75; Class C-$50.

WNBK
1-12 Times

Class A (6—10:30 p.m.): 1 hour, $200; 45 minutes, $160; 40 minutes, $150; 30 minutes, $120; 20 minutes, $100; 15 minutes, $80; 10 minutes, $70; 5 minutes, $50.

Class B (5—6 p.m., 10:30—11 p.m. Mon. through Fri.; 1—6 p.m., 10:30—11 p.m., Sat. and Sun.): 1 hour, $150; 45 minutes, $120; 40 minutes, $112; 30 minutes, $90; 20 minutes, $75; 15 minutes, $60; 10 minutes, $52; 5 minutes, $38.

Class C (all other times): 1 hour, $100; 45 minutes, $80; 40 minutes, $75; 30 minutes, $60; 20 minutes, $50; 15 minutes, $40; 10 minutes, $35; 5 minutes, $25.

One-minute spots or 20-second station breaks: Class A-$50; Class B-$40; Class C-$25.

WMAR-TV Rate

BASIC rates for WMAR-TV Baltimore increased from $250 to $300 per nighttime hour on March 1. Since its establishment in April 1948, set ownership reportedly has climbed from 6,700 to approximately 36,700. CBS advertisers using WMAR-TV will be protected at the old rate on all periods used without interruption until Sept. 1, 1949.



Most important stop

in the radio engineering show

at the IRE convention!

WHAT'S the latest in broadcast station equipment? What are the most advanced engineering developments?

Come to the Collins exhibit at the IRE convention in New York and see for yourself. Be sure to remember the booth numbers—75 to 80 inclusive—in Grand Central Palace, March 7 through 10.

Avail yourself of this opportunity for a first-hand, close-up examination of the superior design and construction which have won and justified the preference of so many broadcast station engineers for Collins AM and FM transmitters, and for Collins speech equipment, and accessories.

As a radio engineer, you will also be interested in our large and varied display of Collins radio communication and navigation receivers and transmitters used by the leading national and international airlines.

And if, like so many broadcast engineers, you are also a radio amateur, don't miss this chance to get a good look at the Collins ham transmitters, exciters, receiver, and variable frequency oscillator. They're all there, *in booths 75 to 80.*

Make a note. "The Collins exhibit. Now that I *must* see!"

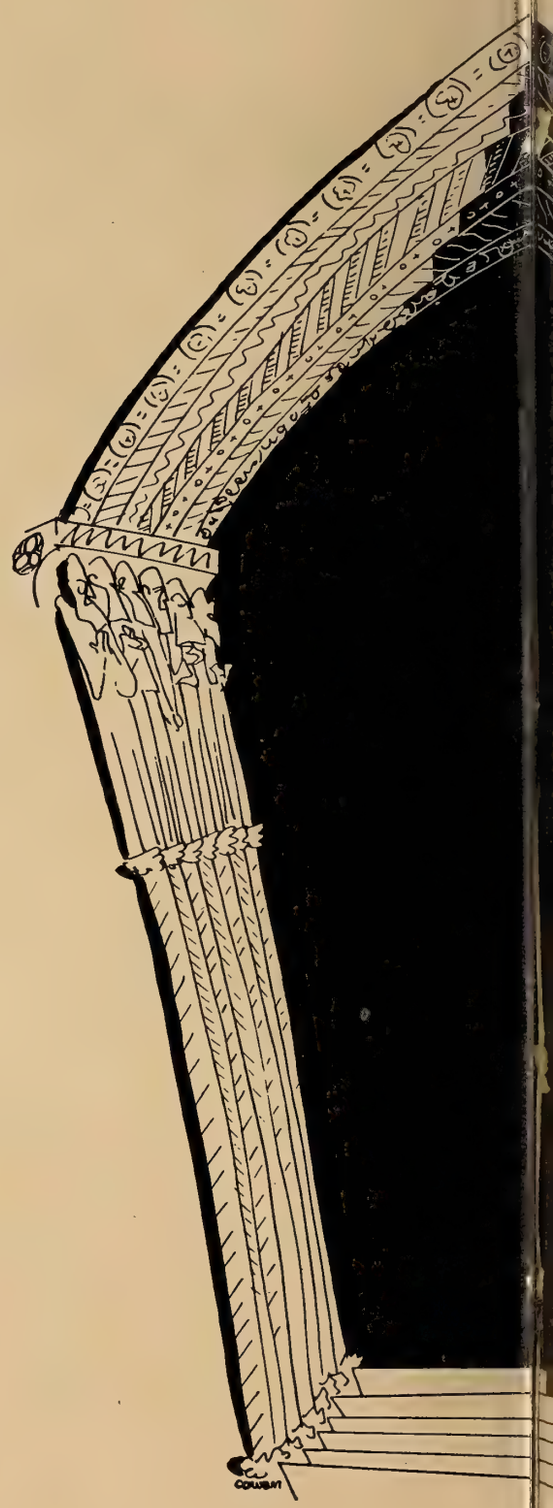
FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.

two are always better than one...



Two instead of one can make all the difference in the world... in a wedding... or in an important retail market. Take Baltimore, Maryland, for example.

Baltimore, as you know, is a rich market with plenty of radio and television stations... but only one broadcasting organization that offers *both*. That one is WBAL.

You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL *and* WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising... just because the name WBAL, and much of the talent appearing on WBAL, is associated



in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market . . . let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

in Baltimore, WBAL—
and only WBAL, offers both . . .

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 28, Md.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Five Weeks Until . . .

IN JUST five weeks the NAB meets in Chicago for the 27th annual meeting of the nation's broadcasters. Although the official agenda won't show it, the convention, for many delegates, will be viewed as a "survival" session.

Among those absent will be former broadcasters who turned in their licenses—AM as well as FM—since the last annual meeting in Los Angeles 10 months ago. They threw in the sponge. There are others teetering on the brink of economic collapse. They ventured without adequate knowledge of market or medium and some without adequate resources.

Failures were and are inevitable. There are just too many stations in most of the markets, major and minor. That's the way of free competitive enterprise. It wasn't necessary to overcrowd the AM band by ignoring the recognized engineering standards and thus degrading service. Since it's too late to reallocate, the laws of supply and demand must govern.

The danger is that all radio can suffer because of the failures of the marginal stations. That does not have to be. If there were any doubt about the dominance of aural radio as the nation's No. 1 medium, the current *Fortune* magazine survey should dispel that notion.

That survey [BROADCASTING, Feb. 28] revealed that people listen more than ever before to the radio, even with the advent of television. Of 14 leisure activities listed, 51% of the men and 54% of the women liked most to listen. As compared with three years ago 31% of those polled listened more: 29% the same, 24% less and 1% uncertain. *Fortune* called listening to the radio "the great common denominator."

Certainly broadcasters have no reason to take a defeatist attitude. Radio has never attempted to sell itself. And the sales story is made to order.

In the next five weeks broadcasters should ponder the job ahead. They should go to the NAB convention with their minds made up. That fundamental job, from where we sit, is to sell radio for all it's worth. Where else can an advertiser get so much for so little?

Confusion Compounded

WE'RE confused.

The most threadbare term in the FCC lexicon is "work-load." The Commission is months to years behind on docket cases, rule-making procedures, routine cases, international preparations, and what-not.

The Senate Interstate & Foreign Commerce Committee, under the lash of Chairman Ed Johnson, has moved in on the FCC to such an extent that even its normal snail's pace is slowed down. Plans for reorganization of the FCC into three semi-autonomous panels which could function simultaneously were nipped by the Johnson committee.

Then the FCC, in the face of all this, proposes a new so-called Avco procedure which could result only in increasing its work. While the competitive bidding requirement of the Avco rule on station sales would be terminated, the proposed new procedure would extend the principle of advertising locally to all applications for new AM, FM and TV stations; all changes in frequency, power, hours of operation, or directional antenna patterns.

It does not require clairvoyance to fathom the result. Every do-gooder, every crack-pot, every politician with an axe to grind would be put on notice. The upsurge in hearing cases would be astronomical and public funds, as well as hard-earned radio dollars, would go down the drain of ill-advised hearings.

And that's not all. During the same week that it dropped its Avco block-buster upon an unsuspecting and overwroght broadcasting art, the FCC tells the same Johnson committee, in answer to a series of atomic interrogatories aimed principally at TV regulation, that there's need for a "comprehensive network investigation." Perhaps there is. As the FCC points out, there hasn't been a network probe since 1941.

But why not first things first? Why not clear the dockets of the long-pending cases? What about the TV allocations? And the ruling on giveaways. There's the issue of network representation of affiliated stations. More than a year has elapsed since the "editorializing" issue was clutched to FCC's bosom and the clear channel case started in 1938.

We would judge the FCC is confused too.

The panel organization, which the Senate committee erroneously held to be "not contemplated" by the law, is the only suggestion of merit yet advanced to break the bottleneck. It's worth the try. It would be of great help too if the FCC would place deadlines on its own operations, just as it requires all parties on the outside to meet such time limits on the filing of pleadings.

If the present processes continue, FCC surely will be driven to the wall by the sheer force of its backlog of pending cases.

Fat Pickings Slim

FROM AUGUST 1942 to September 1948 the American Fat Salvage Committee collected 924,210,177 pounds of used fats. This collection materially eased the acute shortage of fats and oils for industrial use during the war.

Recently the advertising committee, now defunct, of the American Fat Salvage Committee submitted its report citing the above figures.

Most broadcasters who got the report started reading with some complacency. They had every right to be proud. It was due to their efforts, more than those of any other one media, that the fat campaign succeeded. In 1946, during the height of the drive, the Fat Salvage Committee conducted a survey which showed 89% of the women who saved fat heard about the campaign on their radios.

In commenting on radio's part then, Wilder Breckenridge, director of the committee and a vice president of Kenyon & Eckhardt, New York, said the amazing number of women who heard the radio messages was "well nigh incredible if it weren't that such an outstandingly wonderful job is being done on the air by everyone concerned."

With that background broadcasters had reason to expect something rather nice to be said about them in the report. But is it there? Not one line! There is a fine credit to newspapers for *selling* space to the Fat Salvage Committee. There is a long list of "acknowledgements" which covers just about everyone from the Coast Guard to the ANPA. But nowhere is there a line of credit for the marvelous job done free by American radio.

Here's one more example of the way the printed media, with their highly organized and efficient promotion experts, have walked away not only with the millions of dollars in revenue which the Fat Salvage Committee paid for space, but also with credit for the success of the campaign—if one is to judge by this report.

Radio's contribution is well known. But, as is often the case, radio fell down on one important phase. It promoted the fat drive successfully—it failed to promote itself.

Our Respects To —



LEE ALLEN LITTLE

A RADIO station "is not just a business . . . it's a civic institution."

With this thought always in mind, Lee Little has successfully managed KTUC Tucson, Ariz., for the past six years.

His spirit of public service and his bent for promotion have been gained not only through his managership of KTUC but through long experience at several stations.

Radio-wise, Mr. Little started at 20 as a staff announcer at KFRU Bristow, Okla. Next step was chief announcer for four years at KVOO Tulsa.

From Tulsa Mr. Little moved to St. Louis, working first at KWK and then KMOX. It was at KMOX that he began 15 years of association with CBS. While with KMOX, Mr. Little worked closely with Bryson Rash, now ABC Washington special events director.

After two years as an announcer at KMOX, Mr. Little was transferred by the network in 1936 to its owned and operated WJSV (now WTOP) Washington in a similar capacity.

At WJSV his experience really began to pay off. He was soon promoted to program manager and produced the original *Professor Quiz* program, first as a local show and later for CBS. His production duties took him from WJSV to CBS in New York where he devoted his time to the feature until 1942.

Primarily an outdoors man—Mr. Little loves to fish and hunt—he left the *Professor Quiz* show for the Southwest and KTUC. As president and general manager of this CBS outlet, he has devoted his efforts to building a better station to more fully serve the community.

His public service efforts are not, however, confined to station programs. Tucson is still talking about the KTUC Bondwagon and Bondbuggy (a Little idea) which sold War Bonds during broadcasts from the downtown area. A deliberately misspelled sign—"Waist Paper Here"—on the KTUC lawn helped collect many tons of paper during a waste paper drive. When the cruiser U.S.S. *Tucson* was launched in San Francisco, KTUC held a mock launching with a 30-foot replica in Tucson's University Stadium.

Station, network and safety promotion were combined by Mr. Little when he originated his "Caution Before Speed" campaign. Signs placed in the Tucson area contained a large C, B and S, representing the network affiliation, plus the safety slogan and a plug for the station.

Mr. Little feels this campaign really paid off over the 1948 Labor Day weekend. The state had nine fatalities but none was in the

(Continued on page 52)



"Wherever there is music," said William Cullen Bryant with a poet's eye for the practical, "there is a throng of listeners." And wherever there is good music, as there is always over WQXR and WQXR-FM, there is a throng of listeners to delight the heart of any advertising man. More than half a million families tune constantly to these stations ...so constantly, no other station can reach them so effectively. These families love good things as they love good music... and can afford to buy them. That's why advertisers find these families a most inviting segment of this biggest and richest of all markets. May we pitch your song to this throng?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

BULWINKLE

Heads House Subcommittee

APPOINTMENT of an 11-man subcommittee of the House Interstate and Foreign Commerce Committee to study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, was announced March 3 by Committee Chairman Robert Crosser (D-Ohio).

The SEC-FCC-FTC subcommittee was one of four named by Rep. Crosser. Others named were transportation; public health, science and commerce, and petroleum and federal power.

Named as chairman of the subcommittee on the three regulatory agencies was Rep. Alfred L. Bulwinkle (D-N. C.), who has been in poor health and is presently receiving hospital care. Rep. George G. Sadowski (D-Mich.), an advocate of considerable liberal legislation, was appointed vice chairman of the committee and will shoulder the responsibility, for the present at least, of the committee's activities.

Subcommittee Purpose

The subcommittee, which in previous years had been designed to handle exclusively communications matters, has a ratio of seven Democrats to four Republicans. Three Democratic members, Reps. Bulwinkle, Sadowski and Dwight L. Rogers (Fla.) are past members of the full Commerce Committee. Democrats who have not previously served on the full committee are Reps. Eugene J. Keogh (N. Y.), John A. McGuire (Conn.), George H. Wilson (Okla.) and Thomas R. Underwood (Ky.).

Republican subcommittee members, all with previous service on the full committee, are Reps. Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Harris Ellsworth (Ore.) and James I. Dolliver (Iowa).

BUCHANAN & CO.

Expands L. A. Operation

BUCHANAN & Co. is expanding its creative and service facilities in the agency's Los Angeles office with the appointment of Frederick N. Polangin as vice president and executive head of the Los Angeles office and Charles Coleman as vice president in charge of all commercial accounts, Rudolph Montgelas, president, revealed.



Mr. Polangin

Mr. Polangin in addition to heading the L. A. office will continue as head of the West Coast motion picture department.

Mr. Coleman, who for the past several years has been Buchanan's Los Angeles creative head and account executive for commercial accounts, will continue to handle all commercial business.

1894 Benjamin A. McDonald 1949

BENJAMIN A. McDONALD, 55, general sales manager of Westinghouse Radio Stations Inc., died in Philadelphia March 2. Death reportedly resulted from a heart attack, less than 12 hours after his return from a vacation in Florida.

Mr. McDonald was a native of Mallory, S. C., and spent his early life in Parkton, N. C. He held executive positions with the Seaboard and Illinois Central railroads in Norfolk and Chicago before entering the radio field in 1930 in Philadelphia.

He worked on the sales staffs of WHAT WLIT and WFIL, all Philadelphia, before joining KYW Philadelphia in July 1940. Mr. McDonald became sales manager of the Westinghouse-owned station in December of the same year. Appointment to the post of general sales manager of all Westinghouse stations came in June 1943.

Mr. McDonald is survived by his widow, Mrs. Louise Lawrence McDonald, and one daughter, Mrs. Chester R. Messervey, both of Philadelphia. Funeral services were held Saturday.



Mr. McDONALD

RICHARDS DENIED

Personal Hearing Refused by FCC

BY A VOTE of 4-1, FCC refused last week to grant G. A. Richards a personal hearing, in advance and possibly in lieu of the scheduled March 16 hearing in Los Angeles, on charges that he had ordered station employes to slant the news [BROADCASTING, CLOSED CIRCUIT, Feb. 28].

Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, had conceded in a petition that "portions" of the charges were true, expressed "sincere regret" and asked for "an opportunity to offer personally . . . his assurance that they will not recur." He also asked that if the scheduled hearing were still deemed necessary after his appearance, it be held in Washington rather than Los Angeles.

In denying his petition, the Commission left the way open for him, "upon conclusion of the presentation of all other testimony and evidence in the proceedings, to request the presentation of [his] testimony in further public hearings in Washington."

Hyde Dissents

Comr. Rosel H. Hyde dissented from the Commission's decision. He noted that Mr. Richards had recognized that a personal hearing would not preclude FCC from proceeding with its investigatory hearing if one still seemed appropriate. A grant of the petition, Mr. Hyde maintained, would be consistent with the principles of the Administrative Procedures Act.

The majority ruled, however, that most of the grounds cited by Mr. Richards in support of his request "may be fully met by the opportunity presently available to the petitioner to appear and give testimony at the hearing now scheduled for Los Angeles before Comr. E. M. Webster."

"The very purpose of ordering an investigatory hearing," FCC said, "was to afford the petitioner full opportunity to be apprised of all the charges made in connection with the foregoing matters and to allow him full opportunity to present his testimony with respect thereto." The order continued:

. . . In view of the large amount of information now in the possession of the Commission, which appears to present unresolved issue of fact, it is not possible presently to conclude that the procedure suggested by the petitioner will result in a more expeditious determination of these proceedings; and . . . many persons who may have information concerning the matters in issue and who are located in Los Angeles, Calif., may not have full opportunity to present relevant testimony. . . .

. . . In the light of the crowded condition of the Commission's calendar, the Commission en banc will be unable to sit in hearing for the extensive period of time which may be required for the type of hearing requested by petitioner.

Comrs. Paul A. Walker and George E. Sterling, who were absent from the city, did not participate in the decision.

The investigation originated as a result of charges filed by the Radio News Club of Hollywood alleging Mr. Richards ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups.

AWARD TO NBC

AAUN to Honor Network

NBC will be the recipient on March 12 of an award presented by the American Assn. for the United Nations for "outstanding record in the past year in the field of public service programs" and "efforts toward the building of a better-informed public opinion in support of the United Nations."

Announcement of the award was made last Wednesday by AAUN.

NBC President Niles Trammell will accept the honor on behalf of the network at the fourth all-day conference on the United Nations, at New York's Roosevelt Hotel. Clark M. Eichelberger, AAUN director, will make the presentation.

The network has co-sponsored, for the past three years, with the organization and The National Education Assn., nation-wide observances highlighting the work of the world organization.

KLAC PARLEYS

Atlass Ready to Take Over

FINAL negotiations are under way for the ultimate acquisition of KLAC Los Angeles by Ralph L. Atlass, president and general manager of WIND Chicago and board member of WMCA New York, and Benjamin F. Lindheimer, Chicago political, financial and sports figure.

"All that remains is the formality of signing contracts," Mr. Atlass said in Chicago Thursday.

The transaction is conditioned upon approval by FCC to sale of KLAC-AM-TV and KYA San Francisco by Mrs. Dorothy Thackrey to Warner Bros. for package price of $1,045,000 [BROADCASTING, June 28, 1948, Jan. 31, 1949]. Warner Bros. must resell KLAC-AM since it already owns KFWB Los Angeles. Price for KLAC is reported as "approximately" $400,000.

Mr. Atlass has been conferring during the last month with Col. Nathan Levinson, Los Angeles representative of the movie firm. KLAC is assigned 570 kc with 5 kw day and 1 kw night. Mrs. Thackrey also is owner of WLIB New York and the New York *Post*.

CASSIDY, DAVIS

Get Overseas Press Awards

HENRY CASSIDY, NBC's European news director, and Elmer Davis, ABC analyst, were scheduled to receive awards Friday night at the annual dinner of the Overseas Press Club of America in the Waldorf-Astoria, New York. Mr. Cassidy was to be honored for "best consistent radio reporting on foreign affairs during the last year" and Mr. Davis for "best radio interpretation of foreign news."

The dinner was to be given for Gen. George C. Marshall. Secretary of State Dean Acheson was to be one of the principal speakers.

the hooper WTRY built.....

Here's the WTRY picture . . .



Represented by HEADLEY-REED COMPANY New York

Here's that Hooper . . .

Albany-Troy-Schenectady	SHARE OF AUDIENCE							Dec. '48, Jan. '49
TIME	WTRY	A	B	C	D	E	F	G
* Total Rated Time Periods	29.0	29.6	15.7	8.4	4.2	3.9	3.1	1.4
3-City Saturday Daytime	33.0	18.1	8.3	7.6	10.0	14.2	4.4	3.0
Morning, Mon-Fri	40.8	20.0	20.3	3.2	5.3	6.4	2.7	0.8
Afternoon, Mon-Fri	22.1	31.0	18.3	10.3	5.6	4.9	4.8	1.7
Evening, Mon-Fri	30.9	30.7	15.7	7.3	2.6	3.2	2.3	1.3
Albany, Morning	45.4	9.5	24.6	3.8	0.3	10.0	4.6	1.1
Albany, Afternoon	25.9	23.6	20.1	12.3	0.5	7.5	7.5	1.9

** Saturday, Daytime — Not Included*

5000 W **WTRY** 980 KC

Represented by Headley-Reed Co., N. Y. BASIC CBS

Management

TED COTT, WNEW New York vice president in charge of programming, has completed his fourth book, published by Hermitage Press, New York, and titled *A Treasury of the Spoken Word.* Book contains poems and prose with annotation and interpretations by Mr. Cott, and was inspired by weekly WNEW program of same name.

EDWIN R. PETERSON, formerly in sales department of ABC, has been named manager of Central Division of MBS. He will have headquarters in Detroit. Prior to joining ABC in 1941 where he worked for seven years, Mr. Peterson was with Chicago Better Business Bureau.



Mr. Peterson

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named head of Greater Hartford radio publicity for Red Cross drive.

BILL SINOR, national sales manager of KOPP and KOPP-FM Ogden, Utah, has been appointed assistant to general manager. He will continue to be responsible for all national sales and station promotion.



Mr. Sinor

CHARLES G. BURKE, KFGO Fargo, N. D., general manager, has been elected to board of directors of Fargo Gun and Wildlife Club. He has been named to committee for local Boy Scout Troop 127.

GLENN PAYNE

Killed in Jersey City

GLENN W. PAYNE, 53, pioneer of network broadcasting at both AT&T and NBC, was found dead early on Feb. 24 near a crossing of the Pennsylvania Railroad tracks in Jersey City. He apparently had been struck by a tube train of the Hudson & Manhattan Railroad which uses the PRR tracks there.

In 1920 Mr. Payne joined the radio department of AT&T where he was instrumental in the first network hookups set up by that company. In 1926, when AT&T transferred its network holdings to the newly formed NBC, Mr. Payne went along as commercial engineer. He drafted the first network rate cards, set up the first station relations department, developed the first network research and in many ways laid the foundation for many of the present day network operations.

In 1942 Mr. Payne left NBC for war service, at first in Washington and more recently on Gen. MacArthur's staff as an executive in domestic communications in Japan. He returned to this country last fall. He is survived by a widow and two daughters.

Respects

(Continued from page 48)

Tucson area. The National Safety Council has commended him for his work and Arthur Godfrey, on one of his network shows, called attention to the KTUC efforts for safety.

In 1945 and early 1946 the station participated in an extensive fund raising campaign. And on Jan. 22, 1946, KTUC presented an iron lung to the Pima County Hospital.

Later that year, when the newspapers went on strike in Tucson, the station re-arranged its schedule to allocate two 15-minute periods a day to the city's papers for the presentation of local news. Events of local interest were aired in the morning at 7:45 by the *Arizona Daily Star* and by the *Tucson Daily Citizen* at 5:30 p.m.

Another promotion gimmick of Mr. Little's plugged not only his own station but also its rival and one of the KTUC advertisers. KTUC prints a booklet each month in which the program logs of both stations are presented, as well as a feature story spotlighting one of KTUC's advertisers. Mr. Little's theory in running the log of the rival station is: "More sets in use . . . with KTUC getting its share."

Active With NAB

Mr. Little's radio and public service activities are not confined to his station and Tucson. In 1947 he became a member of the NAB Small Market Stations Executive Committe and also is active in CBS District 9 affairs.

Tall and slightly greying, Mr. Little presents that "man of distinction" look. He drinks coffee constantly, smokes one cigarette after another and sports a well-trimmed red mustache. He is sharp witted and has been known to indulge in a few practical jokes.

Mr. Little is a member of the Tucson Rotary Club and serves on the board of directors of the local Chamber of Commerce. He is a member of the Towncats, an organization interested in the U. of Arizona football team, and last June was elected president of the Sunshine Climate Club.

At his home in the Tucson mountains Mr. Little spends many an hour in his workshop. As evidence of his handiwork, he can point with pride to an additional room which he built several years ago.

A great lover of dogs, Mr. Little has always had at least one. He is now breeding dogs at his home.

Vital statistics: He was born on Sept. 4, 1904, in Decatur, Ill., the son of a piano tuner. While in Oklahoma he met and married Lou Wilson. The Littles have no children.



WBT Charlotte General Manager Charles Crutchfield (r) assumes new role as a fund raiser. Kenneth (Red) Johnson, of the WBT Johnson Family Singers, station's manager for a day (Feb. 10), hands him prospectus on Davidson College $2,500,000 development program and sends him out to work on the campaign. To point up the drive Davidson students took over various businesses in Charlotte for a day, and Mr. Johnson got the WBT assignment. Station also alloted 50 spot announcements and two 15-minute programs to aid the college. WBT's promotion manager, J. R. Covington, is serving as a radio representative on the campaign promotion committee.

DEVNEY APPOINTED

Named Rambeau VP

APPOINTMENT of Edward J. Devney, formerly on the New York sales staff of Headley-Reed Co., as vice president of the William G. Rambeau Co., New York, was announced last week by William M. Wilson, executive vice president and eastern sales manager of the firm. His appointment is effective immediately.

Mr. Devney started in radio as a salesman at WHK-WCLE Cleveland, moving from there to WIBD Indianapolis. Later he joined the Howard H. Wilson Co., as New York manager.

CALF SALE

KDIX Helps Raise $13,000

OVER $13,000 was raised in the Dickinson, N. D., area for the infantile paralysis fund drive through the cooperation of KDIX Dickinson. Two "Polio Calf" sales were held last month at local livestock pavilions for the benefit of the drive, and broadcast by KDIX.

The still snow-blocked roads caused small attendance at the auctions, but phone calls kept the sales going. Bids were called in from a radius of over 100 miles and were credited to their proper counties. KDIX gave five hours and 25 minutes of air time to the project, in addition to 254 spot announcements and 10 quarter-hour shows aired during the drive.

Two telephone lines for bidders were available at KDIX and over 250 bids were received at the station. Each calf, contributed by local livestock firms, was sold over 400 times in the two auctions.

NEWSMEN BILLS

Action in 8 States—NARND

EIGHT state legislatures have received bills that would exempt radio and television newsmen from revealing their source of information, the National Assn. of Radio News Directors has announced.

A survey conducted by Tom Eaton, chairman of NARND's standards committee and news director of WTIC Hartford, lists the states as: Colorado, Connecticut, Indiana, Minnesota, Nebraska, New Jersey, New York and Oregon. Mr. Eaton said passage of the bills appears likely in all eight states.

A measure to protect reporters of all media—radio, television, facsimile and newspapers—was introduced in New York's State Senate by Sen. Thomas C. Desmond and was reported out favorably Feb. 17 by the codes committee.

The NARND survey shows that bills have been introduced in two states—Maine and Massachusetts—to exempt newspaper and wire service reporters only. NARND will fight to have the measures amended to include radio, television and facsimile newsmen, Mr. Eaton said.

NARND launched its campaign for privilege laws for newsmen of all media last month, when the board of directors unanimously approved the association's support in the drive to secure passage of the bill in New York. NARND will push for passage in states where enactment appears possible, according to Sig Mickelson, WCCO Minneapolis news and special events director and president of NARND.

INTERNATIONAL

NAB Committee Expanded

MEMBERSHIP of the special NAB committee studying international radio frequency allocations was expanded last week to include clear-channel representation. The committee was authorized by the NAB board at New Orleans [BROADCASTING, Feb. 21] after hearing a report by Forney Rankin, advisor to NAB president on international affairs.

G. Richard Shafto, WIS Columbia, S. C., NAB director-at-large for medium stations, was named chairman of the special committee. New member is John H. DeWitt, president of WSM Nashville and special engineering counsel for CCBS during FCC hearings.

Other committee members are Everett L. Dillard, KOZY Kansas City, NAB director-at-large for Class B FM stations; Henry W. Slavick, WMC Memphis, NAB District 6 director; Calvin J. Smith, KFAC Los Angeles, District 16 director, and T. A. M. Craven, of Craven, Lohnes & Culver, Washington.

The committee, named by NAB President Justin Miller, will cooperate in development of a government policy covering U.S. frequency and power requirements prior to the next NARBA conference.



And when we say reach.. we *mean* reach!

KDKA reaches *six* teeming Metropolitan Communities, night and day, in the 100% BMB classification.

KDKA reaches *twenty-four* counties, night and day, in the 95%–100% class; *forty-three* counties, night and day, in the 90%–100% class.

KDKA reaches more listeners in *corporate* Pittsburgh, more listeners in *metropolitan* Pittsburgh, than any other station.

Altogether, **KDKA** reaches 1,303,520 listener families in 194 U.S. nighttime counties; 1,159,910 listener families in 117 U.S. daytime counties.

Important reasons why **KDKA** is one of the nation's most resultful stations! Ask NBC Spot Sales.. about availabilities.

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50,000 WATTS
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WBZ · WBZA · WOWO · KEX · KYW · KDKA

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



IN EASTERN NORTH CAROLINA TOBACCO IS KING

WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM

"THE VOICE OF THE GOLDEN PLAIN"

WILSON, N. C.

5000 Watts — Full-Time
590 Kilocycles
Serving 1,125,000 People

NATIONALLY REPRESENTED BY WEED AND COMPANY

FINAL GRANTS

WDZ Shift Authorized; One Local Approved

FINAL DECISIONS were adopted by FCC last week to approve switch of WDZ Tuscola, Ill., to Decatur, Ill., and grant new local station at Beeville, Tex., to Bee Broadcasting Co.

The WDZ ruling was in conformity with the proposed decision of the Commission in that proceeding [BROADCASTING, May 3, 1948]. Chairman Wayne Coy dissented in both the final and proposed decision. WDZ is assigned 1 kw daytime on 1050 kc. The final action in the Beeville grant, for 250 w fulltime on 1490 kc, was a reversal of FCC's earlier proposal to deny the new outlet on engineering grounds [BROADCASTING, Aug. 9, 1948]. Comr. Rosel H. Hyde dissented in the final decision.

Majority Favors

The Commission majority favored the move of WDZ since Tuscola (2,838 pop. 1940 census) would continue to receive primary service from the station when relocated at Decatur (59,305 pop.). An auxiliary studio would be retained at Tuscola, FCC found. On question of some signal overlap with WMBD Peoria, Ill., associated in ownership, the majority found the duopoly rule (Sec. 3.35) would not be violated since Peoria and Decatur are distinct trade areas and stations have separate programming and sales operations.

Chairman Coy dissented on ground that move was contrary to Sec. 307(b) of Communications Act which calls for equitable distribution of radio services. He pointed out move deprives Tuscola of its only local station while adding a second outlet at Decatur. Comrs. George E. Sterling and Frieda B. Hennock did not participate in the final decision.

The Beeville grant was made on basis of need for a local broadcast outlet in an area where only one weekly paper is established. The mutual interference with KPAB Laredo and interference to KNOW Austin, Tex., by the proposed station was considered by FCC as not sufficient to warrant denial as it had held in its proposed ruling. The new Beeville station would provide a primary service daytime to some 57,000 persons and nighttime to some 8,100, the Commission found.

Comr. Hyde dissented on grounds that the Beeville outlet would impair the reception of KNOW in areas within the Austin trade area and "the effect must be to aggravate the competitive disadvantage of KNOW attributable to its relatively high frequency and low power as compared to other stations operating in its market area." Comr. Hyde said that the application should not be granted unless "an effective means of minimizing interference" to KNOW is found, such as reduction of power suggested by Bee Broadcasting.

Bee Broadcasting is a partnership composed of John D. Rossi, Beeville businessman, and V. L. Rossi, Corpus Christi oil man. John Rossi would devote fulltime to the station.

Comrs. Paul A. Walker, Robert F. Jones and George E. Sterling did not participate in the final decision.

CBS Growth

(Continued from page 24)

has grown from a single New York station to a network of 30 outlets.

"These CBS stations serve major U. S. markets which account for over 50% of our effective national buying power.

"CBS-TV advertisers:

"CBS-TV billings for the first quarter of 1949 will be 40 times what it was in the first quarter of 1948.

"And thirteen of the sponsored TV shows on CBS today are CBS-TV package programs.

"These facts summarize the recent trends toward CBS in radio and television.

"Yet all these trends implement but one basic, three-year-old CBS policy.

"This policy, simply stated, has been to obtain for CBS and its advertisers the best-integrated program schedule in the industry, broadcast over the strongest grouping of stations of any network.

"The practical advantages to advertisers of these accomplishments are, we believe, self-evident.

"They insure to CBS advertisers the largest audience, at the lowest average cost-per-thousand families, in broadcasting."

BENNETT ROSNER

Gets NBC Promotion Post

APPOINTMENT of Bennett S. Rosner as promotion manager of the NBC Radio-Recording Division was announced last week by Donald J. Mercer, director of the division.

Prior to joining the network, Mr. Rosner was a partner at Rosner & Hutner Assoc., New York, a promotion and public relations firm. Before that, he was special promotion and exploitation agent for United Artists Corp., and during the war headed the public relations office at an Eighth Air Force base in the European Theatre.

Mr. Rosner succeeds Frank W. McMahon, who was appointed to the sales promotion division of NBC advertising and promotion department.

STATE TOURNEY

Illinois Prep Games on Air

BROADCASTING of the Illinois State High School Basketball Tournament by 31 stations was approved at a meeting of representatives of Illinois Broadcasters Assn., the U. of Illinois and the Illinois High School Assn. last Monday. Tournament starts March 17 in Huff gymnasium on the Illinois campus.

The following 20 stations have been assigned space (three seats each) in the front row of the gymnasium balcony: WSOY Decatur, WVLN Olney, WMIX Mt. Vernon, WTMV East St. Louis, WBNU-FM Aurora, WTAD Quincy, WJBC Bloomington, WKRS Waukegan, WJOL Joliet, WDWS Champaign - Urbana, WFJS - FM Freeport, WCRA Effingham, WSIV Pekin, WMRO Aurora, WROK Rockford, WBYS Canton, WJPF Herrin, WDAN Danville, and WKID and WILL, both Urbana-Champaign.

Merrill Lindsay, WSOY general manager, who represented the IBA at last Monday's meeting, said WSOY will feed a network consisting of WTAX Springfield, WGEM Quincy, WGIL Galesburg, WCNT Centralia, WLPO LaSalle, WKIL Kankakee and WIRL Peoria. WKID will feed WWXL Peoria, WILA Woodstock and WKRS.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 28 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	267	Kaiser-Frazer (Weintraub)	28.1	21.1	+7.0	11
Original broadcast	26.0					
Added by 2nd broadcast	2.1*					
McGee & Molly	165	S. C. Johnson Co. (NL&B)	26.6	29.3	—2.7	2
Radio Theatre	149	Lever Bros. (JWT)	25.1	30.5	—5.4	1
Jack Benny	167	American Tobacco (BBDO)	25.0	25.6	—0.6	4
Original broadcast	22.1					
Added by 2nd broadcast	2.9*					
Bob Hope	151	Lever Bros. (Y&R)	21.0	26.5	—5.5	3
Godfrey Talent Scouts	150	T. J. Lipton-Div. Lever (Y&R)	20.8	18.9	+1.9	14
Duffy's Tavern	160	Bristol-Myers (Y&R)	19.7	20.0	—0.3	13
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.6	21.1	—1.5	10
Amos 'n' Andy	149	Lever Bros. (R&R)	18.9	23.2	—4.3	7
Stop the Music (8-9)	174	Smith Bros. (SSC&B)	18.8	—	—	—
(8:00-8:15, 15.4) (8:15-8:30, 16.2) (8:30-8:45, 23.2)	177	Eversharp (Biow)				
(8:45-9:00, 20.5)	179	Speidel Co. (C&P)				
	177	P. Lorillard Co. (L&M)				
Mr. DA	160	Bristol-Myers (DC&S)	18.6	17.1	+1.5	19
People Are Funny	164	B. & W. Tobacco (Seeds)	18.0	13.9	+4.1	32
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	16.9	11.6	+5.3	51
Big Town	132	Lever Bros. (SSC&B)	16.5	14.3	+2.2	28
Crime Photog.	163	Tone Div.-Gillette (FC&B)	16.3	10.8	+5.5	59

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

GraybaR recommends



GENERAL RADIO

Broadcast & Television Measuring Equipment

Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.* 4908

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Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2; 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

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(2) General Electric; (3) Whitney Blake;
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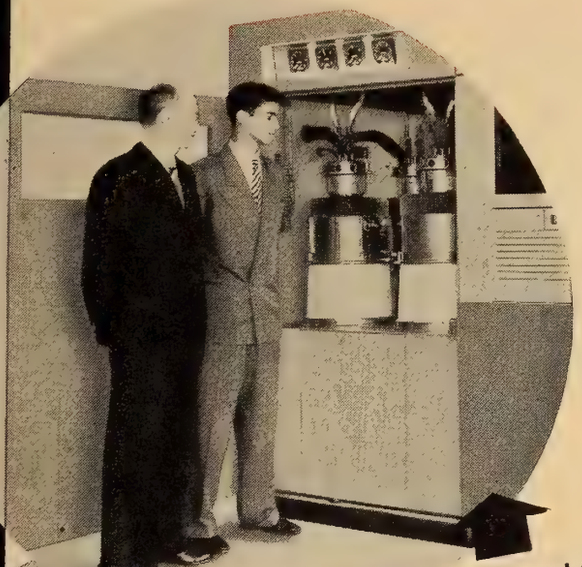
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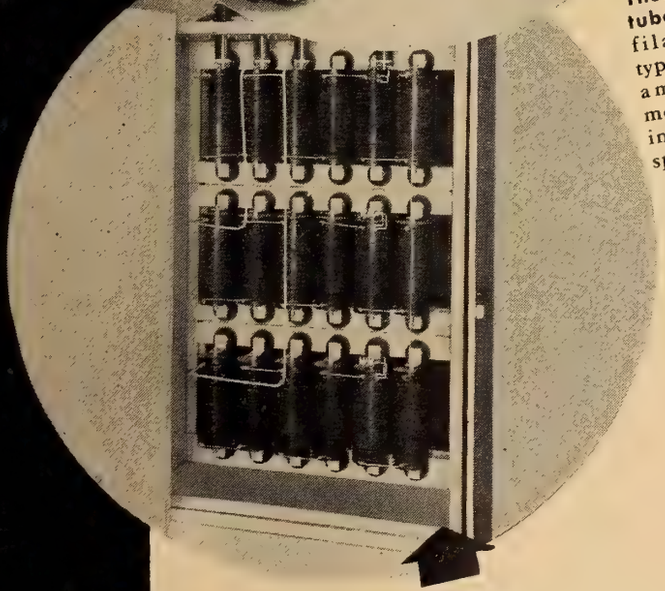


Full accessibility: built-in lighting, convenience outlets, full-length doors, and ample working space.

. . . the NEW Westinghouse 50 KW AM transmitter



Thoriated filament tubes: new low-filament-power type used in power amplifier and modulator; built-in provisions for spares.



No more rectifier troubles: Metal rectifiers only are used in the 50 HG-2, an *exclusive* Westinghouse feature.

Completely new design—not just a "worked over" old design—embodies every engineering improvement the present state of the art affords. The new Westinghouse AM 50 HG-2 includes features not available in any other transmitter today. Check these high lights of the latest addition to the famous Westinghouse line:

1. No tube rectifiers: the use of metal rectifiers in *all* power supplies eliminates rectifier tube replacement cost and greatly increases reliability and dependability of operation.

2. Extended supervisory control: complete supervisory control system, co-ordinated with sequential interlock system and with overload and safety protection systems, is provided.

3. Minimum floor space: the transmitter proper, which determines the basic building requirements, consists of only six individual, uniform cubicles. Floor space requirements are minimized and installation is simplified.

4. Fewer tubes and tube types: only *twenty* operating tubes of only *seven* types are used in the entire transmitter, including three diodes for r.f. rectification and a voltage regulator tube.

5. Centralized control: Operation is made easy and definite by provision of complete controls and indicators on the front panels of the transmitter cubicles. Motor-driven controls are used.

6. Built-in spares: the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

Add to these features the uncompromising quality of *every* Westinghouse transmitter, and you can see immediately why the new Westinghouse 50 HG-2 is *your* choice for 50-kilowatt operation. Call your local Westinghouse representative today, for full details, or write the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-02165

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST IN BROADCASTING

Feltis

(Continued from page 25)

AAAA; Kirk Jewett, ANA; Jack Kurie, ANA; Robert Richards, NAB.

BMB staff members present were Mr. Feltis and Mr. Langley.

When he joins KING Mr. Feltis will be returning to home territory. He began his radio career in 1929 as a salesman at KVOS Bellingham, Wash., the following year moved to KXRO Aberdeen, Wash., as acting manager and then spent three years as manager of KPW Wenatchee, Wash., before leaving that state to become sales manager of KFBB Grand Falls, Mont.

After serving as sales manager of KIDO Boise, Mr. Feltis returned to Washington to spend five years as commercial manager of KOMO-KJR Seattle. In 1942 he crossed the country to join the station relations department of the Blue Network and a year and a half later went half way back when he took the post of general manager of the Central States Broadcasting Co., operator of KFAB and KFOR Lincoln and KOIL Omaha. When the duopoly rule forced a separation of this trio, he remained with KFAB as general manager.

That was Mr. Feltis' position in 1944 when he was appointed head of the NAB research committee that developed the BMB plan and secured the NAB's approval of it.

The following January when BMB was officially formed, Mr. Feltis left KFAB to become BMB's first president.

In his new position at KING, Mr. Feltis will head up an existing AM-FM operation, to which TV will be added when and if the FCC grants the station's application for a video station. His first official duty will probably be the signing of an application for a subscription to BMB, a service KING currently lacks.

Commenting on the effect of the BMB development on his business plan, C. E. Hooper said:

"We can look for a substantial increase in our already sizeable area coverage index business. This index is in every sense of the word a measurement in that, for example, (A) If but two stations serve a county or an area and one station really has twice the audience of the other, our index will show approximately 66% and 33% respectively; (B) If four stations serve a county or an area and divide the audience equally our index will show approximately 25% for each.

"Buyer and seller experience with the BMB has taught both to appraise measurement methods critically. I believe the time and money spent on BMB is worth several million dollars to the industry in educational value alone."

WJR DECISION

SCOTUS to Review Appeal

THE SUPREME COURT agreed last week to review the so-called "WJR Decision" under which FCC would be required to accord a hearing to any existing station which claimed it would be "harmed" by the grant of a pending application [BROADCASTING, Oct. 11, 1948].

The case, an appeal from the decision of the U. S. Court of Appeals for the District of Columbia, was placed on the Supreme Court's summary docket, which means the time for argument will be cut to half an hour for each side. Authorities thought the case would be heard in one to two months.

The case involves FCC's non-hearing grant for a new daytime station at Tarboro, N. C. on WJR Detroit's 760 kc clear channel. On appeal by WJR, the Court of Appeals reversed the Commission's decision and attacked its reluctance to hold hearings in such cases.

FCC maintained that not only the Commission but administrative agencies generally will be saddled with "a serious burden" if the lower court's decision is allowed to stand. In radio cases, it would mean an existing station is entitled to a hearing even if the alleged interference would occur outside its normally protected contour.

HERBERT HOOVER, former U. S. President, is to address Thursday, March 10, luncheon meeting of Radio Executives Club, at New York's Hotel Roosevelt.



LABOR LAWS

NAB Offers Amendments To Senate Proposals

ELEVEN amendments to Senate legislation (S-249) to rewrite the existing labor laws were offered Thursday to the Senate Committee on Labor & Public Welfare by Don Petty, NAB general counsel.

The amendments are designed to protect the public against harmful labor-management disputes; recognize collective bargaining as a method of settling disputes, and not a favor granted any segment of society; protect freedom of collective bargaining where desired by a majority of employes; set up an area within which it may function, and create adequate procedural machinery.

Mr. Petty contended on behalf of NAB that in the present bill the obligation to bargain in good faith is imposed only on management whereas it should be mutual. He suggested an amendment covering this deficiency. Another proposed change would provide that employers are not obligated to bargain with a union representing supervisors if it also has non-supervisory employe members.

As to employer petitions, he offered language permitting labor or management to file a petition initiating petitions when the employer faces a request for recognition from one or more labor organizations. A fourth change would change provisions covering interference and coercion, would forbid coercion of employes in the exercise of their right to join or not to join a union.

In the interest of freedom of speech, a fifth amendment would specify that no statement by management or labor representatives should be deemed coercive unless it carries threat of reprisal or promise of benefit. An important oversight in the bill is failure to include "services" in the secondary boycott provisions, according to Mr. Petty, and proposed changes would strengthen the language in this respect including "make-work" tactics which bring higher costs and "are a cancerous growth within labor and management alike."

Seventh amendment urged by Mr. Petty permits injunction proceedings to enforce bans on secondary boycotts. The union shop is favored as the maximum statutory protection as against the closed shop, and amendments are offered to this effect. Featherbedding is forbidden in a ninth amendment. New definition is submitted for the term "labor organization" on the ground that there should be complete equality in responsibility of employers and unions for unfair labor practices.

Final amendment would protect rights provided under the Administrative Procedure Act with its separation of legislative, executive and judicial functions of government.

ELECT LINDSAY

Head of Ill. Broadcasters

MERRILL LINDSAY, general manager of WSOY Decatur, was elected president of the Illinois Broadcasters Assn. at its meeting in Springfield a fortnight ago. Other officers are Harold Safford, program director, WLS Chicago, vice president, and Hale Bondurant, general manager, WJBC Bloomington.

Charles Cook, general and commercial manager, WJPF Herrin, and Fred Mueller, general manager, WEEK Peoria, have been named directors.

TRANSFERS

Johns to Retire From WOSH

RETIREMENT of Myles H. Johns from controlling interest in WOSH-AM-FM Oshkosh, Wis., is revealed in transfer application filed last week with FCC. Mr. Johns sells his 55% holding in the station to his mother, Penrose H. Johns (15%), and brother, William F. Johns Jr. (40%, plus 15% now held). Total price is $62,000.

Other transfer applications also were filed by WNOC Norwich, Conn., and KCSU Provo, Utah.

WNOC is sold by H. Ross Perkins, sole owner, to Eastern Connecticut Broadcasting Co., new firm, for total consideration of $87,670. Eastern Connecticut is composed of three equal owners including John Deme, part owner of WLAD Danbury, Conn., and WNOC general manager.

Details of the transfers follow:

WOSH-AM-FM Oshkosh, Wis.—Assignment of license to Oshkosh Broadcasting Co., new partnership composed of same owners excepting one. Myles H. Johns, 55% owner sells 40% for $45,500 to his brother, William F. Johns Jr., now 15% owner, and other 15% for $16,500 to his mother, Penrose H. Johns, new partner. Myles H. Johns owns WMIL (FM) Milwaukee and 8.33% of KCBC Des Moines. William Johns Jr. is general manager and 22.5% owner of WSHB Stillwater, Minn. Others continuing in WOSH ownership are William F. Johns Sr. and Frederick W. Renshaw. WOSH is assigned 250 w on 1490 kc.

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Broadcasting Co. to Eastern Connecticut Broadcasting Co. for $61,335.45 plus assumption of liabilities totaling $26,335.45. Eastern Connecticut is composed of three equal owners: John Deme, WNOC general manager and part owner WLAD Danbury, Conn.; Harrison C. Noyes, president and part owner of daily Norwich Bulletin and Record, and Clifford C. Oat, general manager and part owner of the Bulletin and Record. WNOC is assigned 250 w on 1400 kc.

KCSU Provo, Utah—Assignment of license from The Central Utah Broadcasting Co. to Central Utah Broadcasting Co. Inc., new firm composed of former partners plus B. F. Farr, general manager of KEEN San Jose, Calif., who buys 25% interest for $7,000. Original partners are Frank A. Van Wagenen, 3/5 owner, and Harold B. Van Wagenen, 2/5 owner. KCSU is assigned 250 w on 1490 kc.

KXEL GIVES YOU

★ MORE LISTENERS PER DOLLAR

★ MORE LISTENERS *WITH* DOLLARS

• • • IN NORTHEAST IOWA

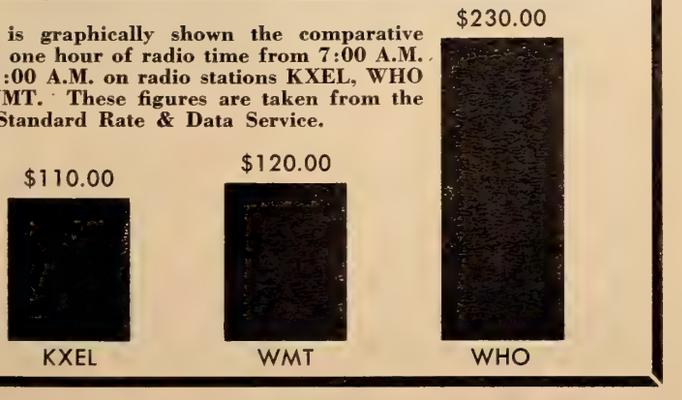
CONLAN'S LATEST COMPREHENSIVE STUDY OF LISTENING HABITS

	7:00 TO 8:00 AM	8:00 TO 10:00 AM	10:00 TO 12:00 NOON	TOTAL MORNING
KXEL	21.5%	25.0%	21.7%	23.0%
WHO	14.3%	13.9%	13.5%	13.8%
WMT	0%	5.5%	5.4%	4.6%

Here's the UNVARNISHED TRUTH on listening habits in Floyd County, Iowa, with borders more than 80 miles northwest from KXEL's transmitter.

Keen and observing time buyers who want to reach the vital and fabulous Northeast Iowa market have found what Conlan's newest study conclusively proves . . . THAT KXEL HAS CHANGED LISTENING HABITS IN IOWA . . . HAS REAPED A NEW HARVEST OF ENTHUSIASTIC LISTENERS.

Below is graphically shown the comparative cost of one hour of radio time from 7:00 A.M. until 8:00 A.M. on radio stations KXEL, WHO and WMT. These figures are taken from the latest Standard Rate & Data Service.



KXEL's *fine programming, fine production* and *comprehensive coverage plus shrewd know-how selling* have made KXEL the NUMBER ONE Station for radio listeners in this great market area. They are *sold on* and *sold by* KXEL.

A glance at the Comparative Cost graph should leave little doubt in your mind about the superiority of KXEL as the best buy in Northeast Iowa.

THIS GRAPH SHOWS THAT WITHOUT KXEL TO BROADCAST YOUR SELLING MESSAGE IN NORTHEAST IOWA YOU ARE PAYING FOR LISTENERS WHO AREN'T THERE.

Buy KXEL and you buy listener preference.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND-WATERLOO, IOWA

POWER SAVING

Radio Spreads Word

A TOTAL of $11,375.97 was spent in radio by the Puget Sound Power and Light Co., through Strang & Prosser, Seattle, to secure public cooperation during the recent electric-power shortage in the Pacific Northwest [BROADCASTING, Jan. 24].

The figure covers the months November '48 through February '49, and represents expenditures beyond Puget Power's normal radio advertising budget. The total does not cover such incidental costs as production and transcriptions.

The muncipally owned Seattle City Light Co., through Wallace V. Mackay Agency, spent approximately $1,500 on spot over all local stations, BROADCASTING learned last week.

WHDH RATES

Protection for One Year

WHDH Boston, which boosted its power from 5 kw to 50 kw Feb. 10, has announced that advertisers using its facilities on a continuing basis will be given a 52-week protection on rates as of Feb. 28.

The new WHDH transmitter is ten miles southwest of Boston at Needham. Station is using three Truscon towers, 570, 610 and 650 feet high. Transmitter is a Westinghouse.

WHDH also has installed a 5 kw Collins auxiliary transmitter and a gasoline-powered generator for use in the event of power failure.

Commercial



TREVOR ADAMS, previously in charge of radio and television activities of New York Yankees, has been named assistant director of sales for DuMont TV Network. Before joining Yankees, he was sales manager of WINS New York and formerly he had been sales director of Texas State Network and on sales staffs of WMCA New York and WHN (now WMGM) New York.

ALLAN W. KERR, senior account executive at WCBS New York since 1944, last week joined sales department of WPIX (TV) New York. Mr. Kerr was formerly with Free & Peters Inc., William G. Rambeau Co., Hearst Radio and Radio Adv. Corp., all New York.



Mr. Kerr

JOHN A. SCHNEIDER, formerly with National Outdoor Adv. Bureau, has been added to sales staff at WGN Chicago.

JOSEPH GOODFELLOW, former account executive at WHLI Hempstead, L. I., has joined sales staff of WNBC and WNBT (TV) New York as account executive. He previously was resident manager and vice president of KSJB Jamestown, N. D.

TED STRAUSS has been appointed commercial manager of KIXL Dallas.

LEO ROSEN, promotion manager of WROW Albany, has been appointed sales manager in addition to his present duties.

THOMAS M. COLTON, former manager of WDSR Lake City, Fla., has been named commercial manager of WRMS Ware, Mass.

WILLIAM P. MITCHELL has been appointed commercial manager of WBIG Greensboro, N. C. He succeeds **GILBERT M. HUTCHINSON,** who is now general manager [BROADCASTING, FEB. 7].

THOMAS P. HAWLEY, formerly with *Look* magazine, New York, and *Good Housekeeping* magazine in New York and Boston, has joined WCBS New York sales staff. Previous radio sales association was with KQW San Francico.

GEORGE R. GUYAN has been appointed western sales manager for WGN Chicago. Mr. Guyan, member of sales staff since July 1947, is former radio instructor at Stephens College, Columbia, Mo., where he also was program director at KFRU. After joining WBBM Chicago in 1939, he became chief announcer and head of daytime operations. He was named operations supervisor after serving as Army Air Force public relations officer during war.

RALPH BACHMAN, new to radio, and **DUANE CLARKE,** formerly of KWAD Wadena, Minn., have joined stales staff of KFGO Fargo, N. D.

GEORGE R. TURPIN, former manager of Continental Radio Features, Fort Worth, Tex., has joined commercial staff of WESC Greenville, S. C. He will continue to be connected with Continental.

JOHN E. HOPKINSON, former WJJD Chicago and Hearst newspaper advertising salesman, has been appointed exclusive representative of XERF Villa Acuna, Mexico, 150,000 w station across border from Del Rio, Tex. Mr. Hopkinson is president of Dwight Adv., Chicago.

ROLAND KAYE and **BADEN POWELL** have joined KFI Los Angeles as account executives. Mr. Kaye was formerly in charge of merchandising for Housewives Protective League Division of CBS Pacific Coast network, and before that sales service manager of KNX Los Angeles and CPN. Mr. Powell was formerly with MBS New York, and before that with KTRH Houston.

HAROLD GAISFORD, formerly with KLX Oakland, has joined sales department of KSFO San Francisco.

SAMUEL S. VIRTS, on sales staff of WJPS Evansville, Ind., is the father of a boy.

U. OF MIAMI Radio Dept. has added television to its curriculum, beginning in spring semester with lecture survey of TV field.

WSNY BATTLE

Leighton Resumes Control

AN ORDER appointing a temporary receiver for WSNY Schenectady, N. Y., has been stayed by Presiding Justice Snyder Foster of the Appellate Division of the New York Supreme Court. Justice Foster's ruling directs that George R. Nelson, former WSNY vice president and general manager, and a group of station stockholders who obtained the order be enjoined from taking any further steps in the matter.

Winslow Leighton, who succeeded Mr. Nelson as WSNY general manager and who is also president and treasurer of the licensee, Western Gateway Broadcasting Corp., resumed operation of the station Feb. 25, two days after the receiver, Harold Salern, had taken over.

The earlier order directing appointment of a receiver had been issued by State Supreme Court Justice Christopher J. Heffernan on request of Mr. Nelson, now head of a Schenectady advertising agency bearing his name, and six associates, all either past or present WSNY stockholders. They initiated an action in equity against Mr. Leighton and other defendants, charging that control of WSNY was obtained illegally while Mr. Nelson was on vacation in Florida in February 1948.

The Nelson group alleges that Mr. Leighton gained control through illegal stock purchases. The group also has filed a petition now awaiting action before FCC in which Mr. Leighton is charged with violation of U. S. statutes concerning transfer of control of radio properties. Also before FCC is an application filed by Public Service Broadcasting Corp. which was formed by Mr. Nelson and a group of Schenectady area business men for the frequency WSNY now uses, 1240 kc. WSNY is a 250 w fulltime outlet.

CFOS Owen Sound, Ont., moved into new building at end of February. Formal opening of new studios will take place in May.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA



NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

WSLI
JACKSON MISSISSIPPI
5000 WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

BACKGROUND FOR CONFIDENCE



LIMITING AMPLIFIER

used by more than 200 stations—AM, FM and TV

$855*

...One of the best investments your station can make!

WRITE us for bulletin listing reasons why. *General Electric Company, Room 102, Bldg. 3, Electronics Park, Syracuse, N.Y.*

* *Set of tubes approximately $33 extra.*

You, too, can put your confidence in—

GENERAL ELECTRIC



That's what all buyers of K-NUZ time give the fine results their clients get from K-NUZ's Texas style programming and spot schedules.

CLIENTS'
SALES
INCREASE
in Houston!



AS K-NUZ HOOPERS INCREASE

	OCT-NOV.	NOV-DEC.
Morning	11.9	13.4
Afternoon	8.4	9.5
Evening	10.8	12.3

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

FCC Federal Status

(Continued from page 28)

delegations of authority to the staff may be made.

"It should be recognized that this program is proposed as a temporary expedient designed to break the logjam which now confronts the Commission. Its purpose is to relieve the Commissioners of their burdensome work load which prevents them from devoting their energies to the basic and far-reaching problems of communications regulation."

Long-range planning activities, the group suggested, should be conducted on a continuous basis under the leadership of the chairman. It advocated a permanent planning committee of key staff members to assist the Commission in this work.

Panels System

In a discussion of the proposed system of panels for broadcast licenses, special radio licenses and common carrier regulation, they recalled that FCC had previously tried the system and abandoned it. "Apparently," the group concluded, "members were unwilling to specialize and too many matters required action by the whole commission."

"There is serious risk," the report warned, "that the Commissioners would develop parochial points of view which would affect their approach to problems requiring action by the full Commission.

"Moreover, if the panels should require a larger Commission in order to staff them, that would be most undesirable. On the other hand, if the panels were able to dispose of a large part of the work of the Commissioners without appeals to the whole body, they would relieve the members of much of the present pressure of work load and leave time for planning and broader issues."

It was the opinion of the task force that these factors could best be weighed by the FCC and the use of panels should be left to their discretion. A panel system, the task force said, should not be required by law.

It was suggested that the Commission "might find it advisable to postpone the adoption of panels until the other recommendations have been given an adequate trial."

Fears that FCC might be taken out from under the wing of Congress and placed in some department under the executive branch prompted introduction of an amendment to a government reorganization bill (S-526). The amendment, offered by Sens. Edwin C. Johnson (D-Colo.) and Burnet R. Maybank (D-S. C.), would prevent absorption of FCC by a large executive department [BROADCASTING, February 21].

Sen. Johnson testified before the Senate Committee on Expenditures in Executive Departments on the amendment Feb. 28. No action was taken on the bill by the committee, which failed to reach a vote.

The committee, according to its chairman, Sen. John L. McClellan (D-Ark.), is considering limitations on the President's authority for government reorganization under the bill.

Legislation

(Continued from page 28)

the risk of obsolescence in television sets as he does with other purchases.

Comr. Hennock thought the public is entitled to a "calculated" risk. She proposed a requirement that manufacturers "indicate plainly of just what components the set is composed, what functions it and they will serve and, based on public notices issued frequently and regularly by the FCC, whether there are under consideration any changes in frequency allocation or standards for such equipment, which would, if adopted, render such equipment less valuable." Comr. Hennock also proposed that the manufacturer furnish the Commission data on adapting equipment.

Comr. Hennock suggested the Federal Trade Commission have jurisdiction under such legislation, and work in close cooperation with the FCC.

Color Question

Another view was expressed by Comr. Jones, on the question of color television. The majority answered affirmatively a question asking whether consideration had been given to a frequency allocation plan to insure the use on a broad commercial scale of color.

Reviewing the hearing of last September, the Commission recalled that it resulted in "fairly general agreement among those who testified that the 475 to 890 mc band should be used for black and white television" and a portion of that band should be reserved for further experimentation with color. There was agreement, too, that color was still not ready and more laboratory and experimental work was needed, the Commission reported.

The Commission said it has not yet reached a decision on these matters.

"In disposing of the questions raised in this proceeding," the report said, "the Commission must face the important policy questions involved in determining the future of television in this country. A decision must be made on the question of utilizing UHF for high-definition black and white, color, the present black and white system or any other system."

Comr. Jones thought it is time now for color television and that modification of black and white transmitters and receivers would be minor compared to other considerations.

FCC, he said, should be the first to provide standards for orderly development of color television. The investing and listening public, he said, should decide what it wants.

"I do not think we are obligated to consider the private interests of any of these 55 licensees or the manufacturers who are tooled up for black and white transmission and receiver production," Comr. Jones said. FCC's only interest, he said, should be the public interest.

Comr. Jones told the committee he was "distressed" because "the inventor of the color television art does not now have the enthusiasm consistent with the zeal ordinarily growing from such a discovery as 6 megacycle color television." Observers construed Comr. Jones' remark to be a reference to CBS color developments.

Comr. Jones wrote:

In my opinion color television can be provided for now. Every day the problem of changeover becomes more severe. The modification of black and white transmitters and receivers is minor compared to the other considerations involved. This modification of receivers should not cost more than converters for present TV receivers to receive signals in the UHF band if and when UHF bands are opened to commercial broadcasting.

I believe television will not be a full-grown industry until color is provided. Color excites one of our most responsive senses. A travelogue in color, an oil painting reproduced in color, an advertisement for colorful clothing in color—what a difference in enjoyment the TV viewer would get. If we think in terms of opening the UHF in 6000 kc band width per channel so that licenses may be granted and licensees may operate TV broadcast stations in small markets where FM and AM broadcasters now serve the public interest,

(Continued on page 64)

MEMO to:
FRANK SILVERNAIL, BBD&O

Looking for an established women's program? Your best buy is the Mary Monroe Program 2:15-2:30 P.M. daily, on WCKY with a 4.8* rating.

**(Pulse Jan.-Feb.).*

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

March 1, 1949

To the PRESS and RADIO:

Subject: RAILROAD EFFICIENCY

Modern railroading must be efficient if our railroads are to be able to provide the mass transportation upon which this nation's present economy -- its very standard of living -- is based.

Let's see how well the railroads are meeting this requirement.

In 1948, the American railroads carried nearly half again as much freight traffic as they did during the pre-war record year of 1929, and they did it with about half a million fewer cars than they had twenty years ago.

The railroads were able to do this much greater transportation job with considerably less equipment because they were operating at record efficiency. For instance, in 1948, the average freight train did more work than ever before as measured in tons of freight moved one mile in an hour. It turned out 18,779 net ton-miles of transportation service for each hour it was on the road as compared with 10,580 ton-miles in 1929.

This is but one example of the ever-growing efficiency of railroading -- an efficiency which has meant lower costs than would otherwise have been possible in the face of rising wages and price levels. It has also meant better service and greater adequacy and dependability. This efficiency will continue to increase as time goes on.

Sincerely,

William T. Faricy

Legislation

(Continued from page 62)

color is almost a must to cut down operating expenses. For example, black and white TV has to depend largely upon action (movement) which becomes a rather expensive type of program to produce. The enjoyment of color alone would necessitate less action. Possibly the industry has been too wrapped up in the fact that TV is such an effective advertising medium, giving the viewer such an indelible impression of the broadcast. This is a two-edged sword. The indelible impression not only makes repetition less necessary but also more objectionable. One might listen to the same identical record of music hundreds of times over a long period but he would not enjoy such repetition of the same movie. This factor is a major one in TV and can be expected to become more crucial as the novelty wears off. Color will provide a whole new dimension in programming.

I have stated my views more fully because I do not think 1,000,000 receivers now should impair the whole future television system.

On the question of monopoly control in the manufacturing of transmitters and receivers, the committee was advised that FCC is presently conducting a study of the patent situation in the radio field and also "the practice of companies buying patents which they do not themselves own for licensing to others, in order to determine whether such practices are inconsistent with the Sherman Act."

The Commission had concluded, the report said, that under the Communications Act of 1934, it is authorized to promulgate regulations "designed to correct the abuses disclosed by its investigation of chain broadcasting."

FCC told the committee "appropriate action may result" from the interpretation of the Sherman Act given by the Supreme Court in the so-called network case in which it was held that prohibitions of the Sherman Act do apply to broadcasting.

The Commission reviewed its anti-trust authority, the current patent probe and multiple-ownership rules. FCC feels, the report said, that it would be warranted in refusing a renewal of license on the ground of lack of qualifications if a network compelled its affiliates to violate the network regulations. "However," the Commission conceded, "this is a clumsy method of enforcing regulatory policy."

The majority held that opening up the UHF television band under standards different than those in VHF would mean "fairly slow" development of UHF. Comr. Jones, however, took a more optimistic view.

The result of opening the UHF band, the Commission held, would be "great pressure on the Commission to make a nation-wide television system out of the present 12 VHF channels, an obviously impossible situation."

Considering Problems

Sen. Johnson was given Commission assurance that it is "considering the problems of 'Stratovision' and will give earnest and sincere consideration not only to the technical problems but to the economic and social problems which are implicit in the system."

The Commission said it was watching the Stratovision experiment with "great interest" and felt that "if the system works, it could mean television service to extensive rural areas which would otherwise be outside the range of any television station utilizing a land-based antenna."

If successful, Stratovision, the Commission said, "would do for UHF television what the clear channels were designed to do for standard broadcasting and very high power stations are authorized to do in the FM field. The Commission feels that it must be concerned about getting television service to all the people of this country and not simply to those living in suburban areas."

Sen. Johnson, foe of high power on clear channels, had earlier indicated he would delay introduction of a bill he had threatened to introduce to prevent licensing of Stratovision [BROADCASTING, Feb. 7].

A promise was offered by the Commission that it would give "very careful consideration" to whether Stratovision, if it proves feasible, would be restricted to relay functions or whether operators would assume the obligations of a common carrier.

Licensing of Stratovision would result, the report said, in "very careful safeguards" being imposed. One safeguard might be to limit ownership to one station to any one group. Authorization of Stratovision, the Commission said, would also call for careful consideration of the question as to whether "networks should be precluded from owning any such stations and, indeed, whether such stations should be permitted to be affiliated with any of the networks. In this manner Stratovision stations might serve as a very useful antidote to the power presently held by the networks over programs heard by the American people."

Jones' Views

Comr. Jones gave additional views on Stratovision. "Stratovision system of operations," he said, "appears at the present state of the art to offer the only possibility for the thinly populated areas of the country to generally receive satisfactory TV signals."

Stratovision stations, he maintained, should be so located as to "supply the large areas principally and the highly populated areas incidentally." Comr. Jones warned that "we should not permit a situation to develop as in the case of our present clear channel stations which are used primarily to supply large cities."

He contended that Stratovision should be considered as a common carrier if it was considered undesirable to identify it as a licensee.

"If three broadcasting channels were provided for each Stratovision plane, three separate programs would be available over all the large areas," he pointed out. Under such an arrangement no network or group would necessarily have exclusive use of any Stratovision facility, he said.

HUMAN RELATIONS

Improvement Is IDE Aim

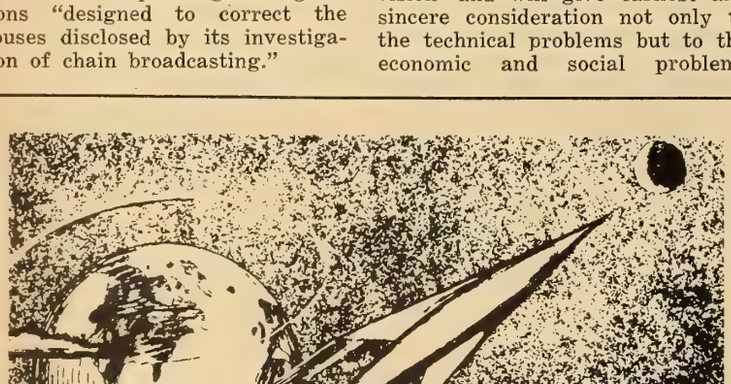
HUMAN RELATIONS programs for specific use in schools throughout the country as well as by radio stations will be the primary 1949 objective of the Institute for Democratic Education Inc., its board of governors announced at a meeting Feb. 24 at New York's Waldorf-Astoria Hotel.

Board members who met to plan the year's activities include Elsie Dick, MBS director of women's and religious activities; Robert B. Hudson, CBS director of education and opinion broadcasts; I. Keith Tyler, director of radio education, Ohio State U.; Rabbi William F. Rosenblum, Temple Israel, New York; and others.

The Institute plans to produce a new, special series of *Lest We Forget* children's programs for simultaneous release to schools and stations, based on those transcribed during 1948 and used on playback machines in classrooms and for broadcast by Board of Education radio stations in various cities. For his work as IDE program director, and his recognition of the need for overcoming prejudices in children, Harold Franklin received special commendation from the board of governors.

Also announced by the board was that in 1948 the Institute's radio programs were broadcast by the largest number of stations in its history. *These Great Americans* was carried by 900 stations, *The American Dream* by 810, and *Stories to Remember*, by 302. *Little Songs on Big Subjects*, produced in cooperation with WNEW New York, were broadcast by 618 stations in a second release, matching in station coverage, the release of the preceding year.

Another Institute program, the 13-program dramatic Italian-language series, *Il Prossimo Tuo* (The Man Next Door), produced in cooperation with WOV New York, is soon to be released to all Italian language stations in the United States, and is the first major transcribed series dealing with discrimination problems in the history of foreign language broadcasting.



What's the 1960 Picture?

Will our rockets have reached the moon? Will the uses of atomic energy be a boom to mankind? And what about broadcasting? Perhaps a new miracle of air transmission will be exciting the world.

In 1960, as today, you can bank on this: Havens & Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Watch the First Stations of Virginia in 1949.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens & Martin, Inc., Richmond, Va.
John BLAIR & Co., National Representatives
Affiliates of NBC

NBC AFFILIATE
WORZ
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

66-G

Here's the Recorder You asked for!

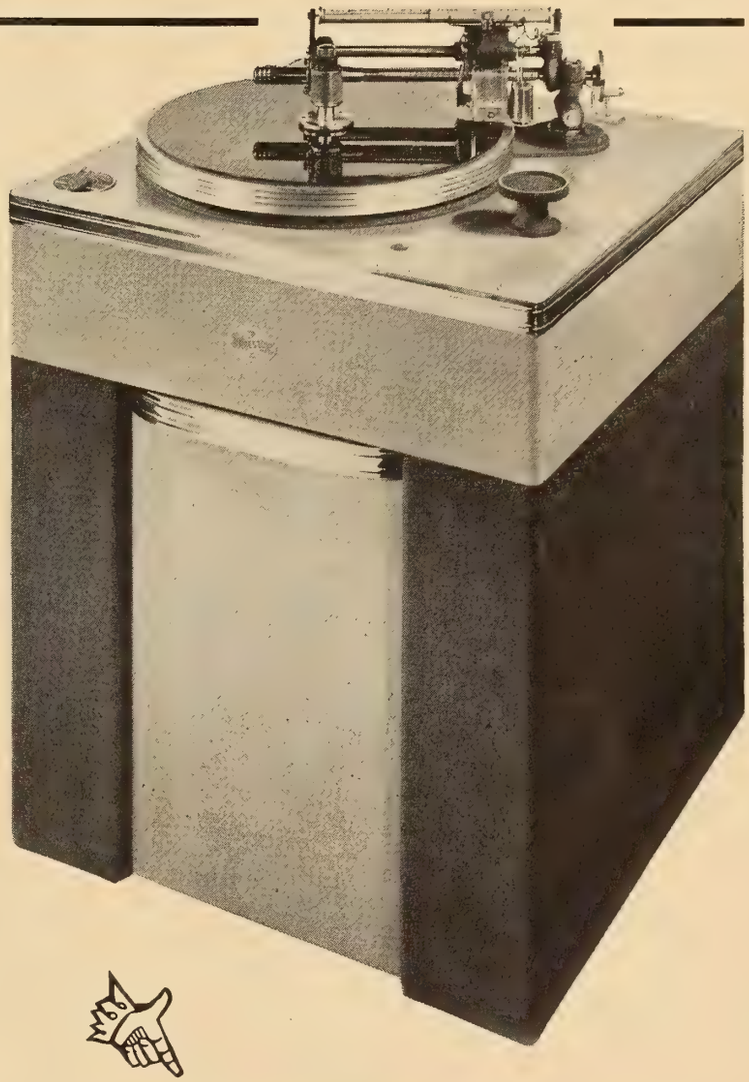
The best features of Presto's dual motor gear drive *with* the overhead mechanism and turntable of the famous Presto 6-N.

YES, engineers have often asked us for a compact, economical yet high-quality recorder. Now you may have it in the Presto 66-G for standard and microgroove recording.

Here is a unit ideally suited and priced for the typical broadcast station or large transcription manufacturer. List price, Standard Model, *$996!* ($70 additional for microgroove.)

Here's perfection in total speed regulation and very low mechanical disturbance, thanks to the standard Presto dual motor gear drive. Here's high-quality recording, too, for the 66-G, of course, includes the Presto 1-D cutting head.

You'll find 66-G equal to the most exacting recording tasks when used with suitable amplifiers such as Presto 92-A recording amplifier and 41-A limiter amplifier.



FOR HIGHEST FIDELITY . . . IT'S PRESTO DISCS

Microgroove, even more than standard recording, demands a perfect disc. The answer is Presto. For, sixteen years ago, Presto made the *first* lacquer-coated discs . . . and today Presto discs are *first* in quality.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

READY NOW: Magnetic Tape Recorder

Presto will show its new super quality magnetic tape recorder at Booths 25-26 at the I.R.E. Show, March 7th. Be sure to see it!

Mailing Address: P. O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

WHAS Bidding

(Continued from page 27)

evidence as to its financial ability to build and operate WHAS-TV. This suggestion came when it developed that Avco Mfg. Corp., Crosley parent, had signified plans to lend Crosley enough money to buy WHAS but had made no comparable commitment with respect to construction of WHAS-TV.

Crosley spokesmen said they felt additional evidence was unnecessary but that they would supply it. Mr. Shouse testified that Crosley's total assets amounted to $4,453,001 while those of Avco and all its subsidiaries aggregated $89,833,443, as of last Nov. 30.

Discussing sale of the WHAS interests, Mr. Baker said book value of the stock being transferred is $391,954 and that the replacement cost of the equipment was estimated at $751,615 in 1947. The latter figure, he said, does not include $215,000 in leasehold improvements made by WHAS in connection with the new quarters, or some $84,000 which has been spent on equipment.

Mr. Baker estimated that the adjusted sales price will be approximately $1,825,000 as of mid-March. The contract also provides for Crosley to lease space in the new *Courier-Journal* building for 10 years at $75,000 a year. Failure to get the TV grant extended would have no bearing on the sale contract.

Mr. Baker said the net worth of WHAS Inc., licensee of the radio properties, is $391,000 of which $51,000 is cash. WHAS earnings in 1947 were $139,711 before taxes and $84,262 after; in 1948, $253,772 before and an estimated $162,572 after. The radio and newspaper properties and the commonly owned Standard Gravure Co. have combined current assets of $2,014,885; current liabilities of $1,099,622, and net current assets of $915,263, Mr. Baker reported.

He attributed the decision to sell the radio stations to a desire of Mr. Bingham for "complete financial self containment." The $6,000,000 bond issue for construction of the new building is twice what had been expected in original planning, and in itself violates a 30-year family tradition, Mr. Baker reported. Complete ownership and control of their properties has been "almost a fetish" with Mr. Bingham and his father, the late Judge Robert Worth Bingham, he asserted, explaining that sale of the WHAS stock "provided a means of making a substantial reduction in the amount of . . . outside financing."

In his discussion of the Crosley interests, particularly the operation of clear-channel WLW, Mr. Shouse said the company's new FM stations at Columbus and Dayton would duplicate the programs of Crosley's Cincinnati FM outlet, which itself duplicates WLW programs.

He also disclosed hopes that Crosley's WINS New York would achieve its authorized 50 kw nighttime operation "sometime this summer." The technical problems which have stood in the way, he said, have been "pretty well licked."

Alien Owners Factor

The question of aliens' interests in Avco, the owner of Crosley, came in for extended discussion after it was brought out that a survey of stockholders, made by Avco's transfer agents, indicated 2% is owned by aliens, 67% by U. S. citizens, and 31% by U. S. residents whose citizenship is not known (they didn't reply to questionnaires). FCC counsel noted that when Avco acquired Crosley in 1945, 1.24% of the stock was listed as alien-held and 79% by U. S. citizens.

Robert E. Dunville, Crosley vice president and general manager, took the stand Thursday afternoon to discuss WLW merchandising operations and advertising standards. His testimony was slated to continue Friday (see story, page 90). Technical testimony relating to the question of signal overlap between WHAS and WLW—and whether it is sufficient to justify FCC invoking its duopoly ban—probably will highlight this week's sessions.

Mr. Bingham was the first WHAS witness, testifying principally on the history, policies and goals of the stations operations.

Mr. Sholis, WHAS director, presented a detailed series of exhibits ranging from background information on past WHAS operation to a pictorial review of new construction progress. He explained that the delay in TV construction stemmed from the many delays in the construction of the new building, planned during the war and begun in January 1946. It was to have been completed within two years, he said. He reviewed WHAS' interest in television since its first application for a station in the late 1920s as well as technical and other difficulties encountered since the video permit was granted.

Mr. Sholis testified that investment in building plant for TV totals $275,000 to date. Mr. Towner stated that his revised estimate of investment in TV by date of operation will total some $306,712 and that additional sums would have to be spent soon after for additional equipment as operation expanded. Some $50,000 already has been spent in equipment over the figure quoted for current building plant investment, it was said.

The WHAS representatives pointed out that it was not possible from a business, operational or practical standpoint to put the TV construction ahead of the AM-FM move because of the integrated set up in the new building. It also was pointed out that even if additional construction time were denied WHAS and the facilities awarded some other applicant, the commencement of a second TV service in Louisville would be delayed even longer. WAVE-TV is now operating there on Channel 5 (76-82 mc).

PARAMOUNT

Radio, Video Interests Definitely Split

PREDICTIONS that Paramount Pictures' radio and television interests would be divided [BROADCASTING, Feb. 14] were confirmed last week with official disclosure of terms of the anti-trust consent decree designed to split the film firm into two separate companies.

WBKB (TV) Chicago, licensed to the Paramount subsidiary Balaban & Katz, will go to a firm to be known as New Theatre Co., it was reported, while KTLA (TV) Los Angeles, licensed to Paramount Television Productions, and Paramount's 29% interest in Allen B. DuMont Labs will go to a second new firm, New Picture Co.

Presumably Balaban & Katz's WIBK (FM) Chicago and other Paramount radio and television interests and applications will also go to the new theatre concern, with the exception of a San Francisco TV application. These other interests include 25% of WSMB New Orleans, 50% of a firm applying for AM in Atlanta, 10% of one in Hot Springs, and television applications for Detroit, Boston, Tampa, and Des Moines.

In television, each of the new firms presumably would be allowed five stations, whereas Paramount now has that maximum if FCC makes final its proposed finding that the film company controls DuMont.

DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh and is applying for Cincinnati and Cleveland. Both Paramount and DuMont are fighting FCC's holding that the film company controls DuMont.

Terms of the Paramount consent decree, which would terminate the government's anti-trust suit against the company, were revealed by the Justice Dept. The department and the Paramount board have agreed to the terms, which must also be approved by the company's stockholders and the New York District Court. The stockholders' vote is slated for early April.

Under the decree, Paramount would be divided into two separately owned companies. One would produce and distribute films and the other would operate theatres. About 800 of Paramount's present 1,450 theatres would be sold, however.

Stock of the new theatre company will be placed in the hands of a voting trustee which under court supervision will administer trust provisions designed to insure separate voting control of the two new firms by the end of five years. Paramount stockholders will be issued shares of stock in the new picture company and certificates of interest in the new theatre firm.

The certificates may not be converted into stock in the theatre company, however, until the owners certify they own no stock in the picture company. If by the end of two years 51% of the stock of the new theatre concern has not been released from the trust, the trustee shall retain 100% for all dividends due persons who have not yet converted.

Upcoming

March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.
March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13, Management sessions).

FOR SALE

Store Broadcast Equipment

Broadcast Quality Wired Music Studio Console: Dual Control Panel, 2-speed REK-O-KUT Model V Turntables; Western Electric Salt Shaker Microphone; Dual Meissner Model 9-1091 AM and FM Tuning Receivers with Monitoring Speakers; Pre-Amps and Line Driving Amplifiers. Complete for Wired Music, Store Broadcasting, or Remote Studio Operations. Complete Western Electric Limiter Amplifier; including, 126-C Amplifier, 298-A Control Panel, and 208 Rectifier. REK-O-KUT Master Pro, Model M-5, Record Cutter.

Can be bought complete or separately. Excellent condition.

CONSUMERS AID, INC.

9 S. Clinton St. • FInancial 6-3065

CHICAGO, ILL.

PUBLIC RELATIONS EXPERT

Salary: 50¢ for life.

Best in the business. Experienced in all lines. Good appearance. Personable. Tireless worker. Proven results. NAME: MICRO-LITE, the handsome miniature keychain flashlight. Imprinted with your name and give as a premium, it is the best good will builder in the business. (It has also worked wonders for stations themselves.)

For promotional plan tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B-37

MICRO-LITE CO., INC.

44 West 18th St., New York City-11

ADV. BUREAU

Calif. Broadcasters Study Plan

CALIFORNIA Broadcasters Assn. is considering establishment of a Bureau of Advertising, similar to that maintained by newspaper publishers, to promote radio as an advertising media.

The idea was evolved at the association's annual meeting in San Francisco Feb. 25 and was turned over to the organization's board of directors for implementation.

The proposed bureau would be supported by all member stations of the association and would carry out projects designed to favorably influence advertisers on behalf of radio generally without emphasizing any particular type or field of advertising.

The conference, attended by nearly 100 broadcasters from throughout the state, also:

Discussed ways and means of cutting station operation overhead.

Received reports on the New Orleans NAB meeting from William Smullin and Calvin Smith, directors of Districts 15 and 16.

Elected new officers for 1949:

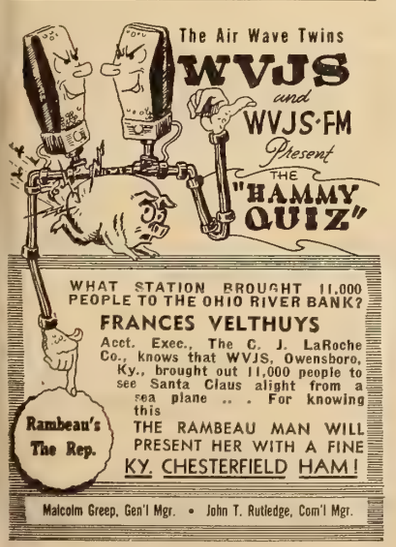
Art Westlund, general manager and president of KRE Berkeley, was elected president of the association, succeeding Harry Butcher, general manager of KIST Santa Barbara. Other officers elected:

Don Tatum, of Don Lee Broadcasting System, vice president and director; Ed Barker, manager KLOK San Jose, vice president and director; Paul Barlett, KFRE Fresno, re-elected secretary-treasurer; Van Newkirk, KRO San Bernardino, director. William Bates of KRTB Modesto, continues as a "holdover" director.

Major portion of the all-day meeting was occupied by two panel sessions: "The Development of New Business" and "Station Overhead."

The New Business panel, which brought forth the idea for a Bureau of Advertising, was headed by Philip G. Lasky, KSFO San Francisco. Participants included Lincoln Dellar, KXOA Sacramento; Cal Smith, KFAC Los Angeles; and Glenn Shaw, KLX Oakland.

The panel on overhead was led by Mr. Westlund. Participating were Gayle Grubb, KGO San Francisco; David McKay, KGYW Vallejo; and William Smullin, KIEM Eureka.



BASEBALL

Atlantic to Sponsor

ATLANTIC Refining Co. is completing arrangements for its 14th consecutive season of sponsorship of professional baseball broadcasts this year, Richard Borden, advertising manager, has announced.

The comprehensive schedule will cover all day and night home games of the Philadelphia Athletics and Phillies and the Boston Braves and Boston Red Sox; all day and night games played by the Pittsburgh Pirates, and all day and night games of the Baltimore Orioles in the International League —a total of 616 contests to be broadcast.

Training Games

Atlantic also has arranged to sponsor broadcasts of a number of training games to be played by the Boston and Philadelphia teams and the intra-city contests to be staged at Philadelphia and Boston, between the Athletics and Phillies, and the Braves and Red Sox, prior to the opening of the regular schedule.

A regional network will be used to carry the Philadelphia games throughout eastern Pennsylvania, originating from WIBG Philadelphia. A network will carry the games in the New England states, broadcasts originating from WHDH Boston. Pittsburgh games will be aired over a network in Western Pennsylvania, the broadcasts originating from WWSW Pittsburgh. Games of the Baltimore Orioles will be broadcast over WITH that city, with contests on the board being reconstructed. Atlantic will have a co-sponsor in each of the four territories covered.

For the third consecutive season, Atlantic Refining also will telecast the home games of the Athletics and Phillies in Philadelphia. The company will use all three Philadelphia television stations—WFIL-TV, WCAU-TV and WPTZ—on a rotating schedule.

N. W. Ayer & Son, the advertising agency which has handled Atlantic's sports broadcasts since their inception in 1936, will direct the entire program.

For a number of years, the Ayer agency has assembled all members of the announcing staff for a meeting. All members of the announcing staff will meet in a one-day session in Philadelphia on April 12.

WAYNE VARNUM

Dies March 1

WAYNE VARNUM, 36, head of the public relations firm of Wayne Varnum Assoc., New York, and former publicity director of Columbia Records Inc., died last Tuesday at the National Naval Medical Center, Bethesda, Md., after a long illness.

Mr. Varnum, returning to Columbia Records after his discharge from the Navy as lieutenant in 1946, organized the firm's first New York publicity office.

WARD QUAAL

Is CCBS Acting Head

WARD L. QUAAL, who has been producer-director of public service programs of WGN Chicago, last week assumed new duties as acting director of the Clear Channel Broadcasting Service, in the absence of Director Louis Ruppel due to illness.

Mr. Ruppel, former publicity director of CBS, was slated to assume the CBS directorship Feb. 1 [BROADCASTING, Jan. 31] but as yet has been unable to do so because of a spinal condition which required an operation. He has been in Presbyterian Hospital in Chicago, where his condition is reported good.

Lila Irene Lewis

LILA I. LEWIS, with George H. Hartman Co., Chicago, advertising agency, since 1935, died Feb. 28 at St. Luke's Hospital in Chicago. Miss Lewis started in advertising with Wm. J. Rankin Co., that city, and wrote and conducted her own household advisory program at WLS Chicago in the early days of radio. She was one of the original members of the Women's Advertising Club of Chicago. Funeral services were held March 3 in Belvidere, Ill., her home town.

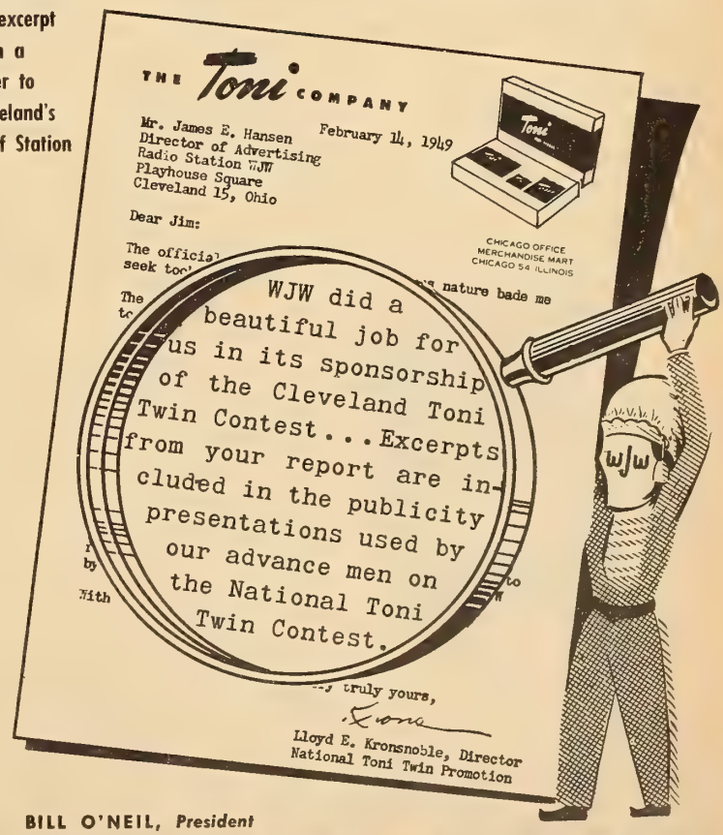
NEW QUAKER SHOW

Donald on ABC March 30

NEW TYPE of audience participation show, *Talk Your Way Out of It*, featuring Peter Donald, will be aired by ABC starting March 30 under sponsorship of Quaker Oats Co., Chicago.

Replacing the company's current sponsorship of *Ladies Be Seated*, the program will be heard Monday, Wednesday and Friday, 3-3:30 p.m. (EST). Prizes of cash and Quaker Oats products will be awarded contestants who best talk their way out of situations posed by Mr. Donald. Quaker agency is C. J. LaRoche & Co., Chicago.

An excerpt from a letter to Cleveland's Chief Station



BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

America's leading engineers of important industrial organizations

SWITCH to NEWARK for

TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment... *from the tiniest replacement part to the most complete installation* . . . on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the *best!*

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.



Send TODAY for FREE new 1949 NEWARK CATALOG

Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at **115 W. 45th St.** Downtown at **212 Fulton St.** in **NEW YORK** **323 W. Madison St.** in the heart of **CHICAGO**

NEWARK RADIO & TELEVISION

MAIL NOW!

Dept. B

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:

Name_____

Address_____

City_____ State_____

NBC's Answer

(Continued from page 23)

given a list of new programs which NBC controls and which will be broadcast when facilities become available. Included are Dean Martin and Jerry Lewis; Henry Morgan; Charles Boyer, in a dramatic series created especially for him; Jose Ferrer, in a new dramatic series; *Four Star Playhouse*, featuring Rosalind Russell, Olivia De Havilland, Cary Grant, and Edward G. Robinson; James Mason and his wife, Pamela Kellino, in a new dramatic series; *The Man Who Came to Dinner*, a series based on the famous stage play; *My Life and Hard Times*, a comedy series based on the book by James Thurber and being written by Mr. Thurber and Goodman Ace; Douglas Fairbanks Jr., in a series highlighting his swashbuckling roles; Dick Powell, in a revised version of the Richard Rogue adventure series; and Kenny Delmar, featured as *Senator Claghorn*.

It was reported in high network circles that U. S. Steel has switched to NBC from ABC. Harry Kopf, administrative vice president in charge of sales, revealed that 11 current evening advertisers on other networks have "expressed a desire to do business with NBC to improve their facilities and enlarge their audience."

One of the best received of many speeches by NBC officials was Vice President John F. Royal's frank appraisal of the network's plight, in which he admitted "the opposition has been outpunching us." He recalled that NBC "had Godfrey once, but didn't even know it."

Denny Plea

Executive Vice President Charles R. Denny called for "hard work and imagination, week by week, month by month, to develop new ideas and talent, to prevent our programming from going stale, and to attract and hold audiences."

"It means promoting our shows up to the hilt," he said. "It means lining up a well-planned schedule where each program contributes to the popularity of the others." In his talk he discussed plans for further development of "mood sequence" in programming, the cost of talent as compared with each rating point.

The high rating of mystery shows which now appear as early as 8 p.m. on CBS was considered during one closed session and there were indications that NBC is changing its thinking on giveaway programming.

Probability that Mr. Denny's idea soon will be put into practice were seen in the report that NBC has the following Sunday night schedule lined up:

6:30—Dean Martin and Jerry Lewis.

7—Audience participation show (to be announced).

7:30—Phil Harris-Alice Faye.

8—Fred Allen.

8:30—Henry Morgan.



At affiliate luncheon (l to r): Walter Damm, WTMJ Milwaukee general manager, Charles R. Denny, NBC executive vice president, and Wayne Coy, FCC chairman.

9—Theatre Guild.

10—*Take It Or Leave It.*

10:30—Horace Heidt.

Network Periods Sold

Mr. Trammell said NBC continues to have more network periods sold than any of its competitors. In evening network time, it has available only one and one-quarter hours as contrasted with three and one-half hours for the "second network," he said. Of this amount, NBC is withholding one quarter-hour for a public affairs broadcast and expects soon to announce the sale of an hour period, he added. In the daytime, Monday through Friday, NBC has two and one-quarter hours open and the "second network" eight and three-quarter hours, he added.

Coast-to-coast television by 1953 was forecast by Carleton D. Smith, director of TV operations for the network, at a special television session for the delegates. He reported that Wilmington will join the network by July 1, Hartford by August, and a Boston-to-Providence channel will be provided by September. Service to Rochester, Erie, Lancaster, Utica, Syracuse, Columbus, Dayton, and Cincinnati is promised for the last quarter of this year, he revealed.

"As of Jan. 1, a Los Angeles-to-San Francisco leg will have been added and in the first quarter of 1950, Harrisburg and Norfolk will be connected to the network cable and a leg from St. Louis to Memphis added," he said. "Indianapolis will be added in March and Fort Wayne in May. Johnstown, Reading and York will be connected in September, Louisville in October, and three westbound circuits out of Chicago will be extended to Des Moines and Twin Cities in late 1950. The Davenport-Tri City area will be served by this leg."

Mr. Smith disclosed that of 55 stations now in operation, 29 are NBC affiliates.

Norman Blackburn, national program director for NBC television, outlined plans for additional popular and public service programs. He announced that the network plans to expand its special events operation, bringing to the viewer more programs like *Operation Airlift TV* and the special video pickup from the aircraft carrier *Leyte*.

Mr. Kopf reported NBC anticipates all evening TV advertising periods "with very few exceptions," will have been sold or will be in an advanced stage of sale development before the end of the year."

Survey Report

A report was made on an NBC coincidental call survey conducted by affiliates Feb. 25 in eight markets. The survey showed 2,700 calls made and gave 42.3% of the audience to NBC and 11.5% to DuMont. The sets in use numbered 67.8.

The resolution endorsing the network's policies:

The affiliates of the National Broadcasting Company in Chicago today hereby express unanimous and enthusiastic approval of the network program policies past, present and those proposed for the future.

Further, they are in complete accord

WMPS
MEMPHIS
68
On Your Radio



10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

with NBC's plans to afford opportunities to new American talent and are confident that this field has unlimited potentialities.

To the end that all NBC programs shall have the widest opportunity, the affiliates declare their intention to accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's number one network.

A few left the conference unconvinced that NBC can meet present competition with the announced plans while the vast majority were obviously encouraged by what they had heard at the meeting. Representatives of several larger affiliates refused comment and had little to say during the meetings.

Several expressions of enthusiasm for the frank discussion of problems were heard from those present. Mr. Campbell praised NBC's interest in the fundamentals and the selling of merchandise and remarked: "It is sad commentary on American radio when two or three comedians represent the difference between success and failure." He urged leaving "complacency behind and going to work." In his opinion "there is no question but that NBC is the best network facilities-wise."

E. B. Craney, KXLF Butte, Mont., remarked that the meeting "seemed like a wake at first, then developed into a second honeymoon, but ended up like Confession."

An enthusiastic supporter of NBC's aims and objectives at the meeting was Ed Yocum, KGHL Billings, Mont., who said the network "made a great contribution to the whole industry by stopping a trend toward talent costs three times the size of facilities costs. This has been the greatest move toward strengthening the network in my 15 years' affiliation with NBC," he declared.

Those registered for the meeting included:

Adock, S. E., WROL Knoxville, Tenn.; Alexander, John, KODY North Platte, Neb.; Allman, Frederick L., WSVA Harrisonburg, Va.; Arnoux, Campbell, WTAR Norfolk, Va.; Baker, R. R., WTRC Elkhart, Indiana; Baltimore, David M., WBRE Wilkes-Barre, Pa.; Baltimore, Louis G., WBRE Wilkes-Barre, Pa.; Bannister, Harry, WWJ Detroit, Mich.; Barnes, Tom, WDAY Fargo, N. D.; Barnes, William C., WMVA Martinsville, Va.; Barnett, Stanley, WOOD Grand Rapids, Mich.; Bartlett, Paul R., KERO Bakersfield, Calif.; Baskerville, Chas., WFLA Tampa, Fla.; Baudino, J. E., KDKA Pittsburgh, Pa.; Baxter, E. V., KOAM Pittsburg, Kan.; Beaver, C. K., KTBS Shreveport, La.; Becker, Aurelia S. (Mrs.), WTBO Cumberland, Md.; Bengtson, C. A., WINR Binghamton, N. Y.; Bevis, Charles C., WNBK, Cleveland, O. Bock, Hal, KNBH Hollywood, Calif.; Bowry, Walter A., WMBG Richmond, Va.; Boyle, John H., WAVE Louisville; Boyle, John J., WJAR Providence, R. I.; Bradham, Robt. E., WTMA Charleston, W. Va.; Brown, Enoch, WMC Memphis; Brown, Hal, KMJ Fresno, Calif.; Brown, Walter, WTNT Augusta, Ga.; Bruzek, Walt, KROC Rochester, Minn.; Burbach, George M., KSD St. Louis; Burke, H. C., WBAL Baltimore; Campbell, Martin, WFAA Dallas; Chapman, Roy T., KTSM El Paso; Clinton, Geo. H., WBLK Clarksburg, W. Va.; Conly, J. B., KYW Philadelphia; Craney, E. B., Z Net Butte, Mont.; Cranston, Geo., WBAP Fort Worth, Tex.; Cremeens, George H., WEEK Peoria, Ill.; Dahl, Howard, WKBH La Crosse, Wis.; Damm, W. J., WTMJ Milwaukee, Wis.; Dandelake, James, WORZ Orlando, Fla.; Daniel, Harben, WSAV Savannah, Ga.; Daniel, Harben (Mrs.), WSAV Savannah, Ga.; Dumm, Robert, KNOE Monroe, La.; DeGroot, Don, WTAC Flint, Mich.;

(Continued on page 70)

NBC DEFENSE

Bannister Is Speaker At Chicago Council

ON THE HEELS of NBC's two-day affiliates meeting in Chicago, Harry Bannister, general manager of WWJ and WWJ-TV Detroit, made a strong case for NBC Wednesday before the Chicago Television Council.

Asserting that NBC could have matched CBS dollar-for-dollar "at any stage of the recent negotiations for capital gain deals," he listed several reasons why NBC "played it smart."

Among the reasons:

(1) Cost of talent had skyrocketed too far our of sight during the war and postwar years, followed by a trend in the other direction.

(2) Most of the acts purchased by CBS are "old and may soon be outdated. . . ."

(3) No one knows how great the inroads of TV into AM will be.

"Even if there were no television, sponsors soon would demand great reductions because of climbing costs," Mr. Bannister asserted, "and the transition facing us and with the transition facing us when radio is going down and TV up, the smart thing is to wait for the almost certain evolution into television."

He asked his audience whether they would have selected any one of the big acts in radio today 20 years ago. Recalling that CBS spent "millions in its terrific battle for color," he said the network was forced to make raids on NBC's talent to "make any showing at all." He described color TV as "a gadget, something added, and not a basic ingredient of television."

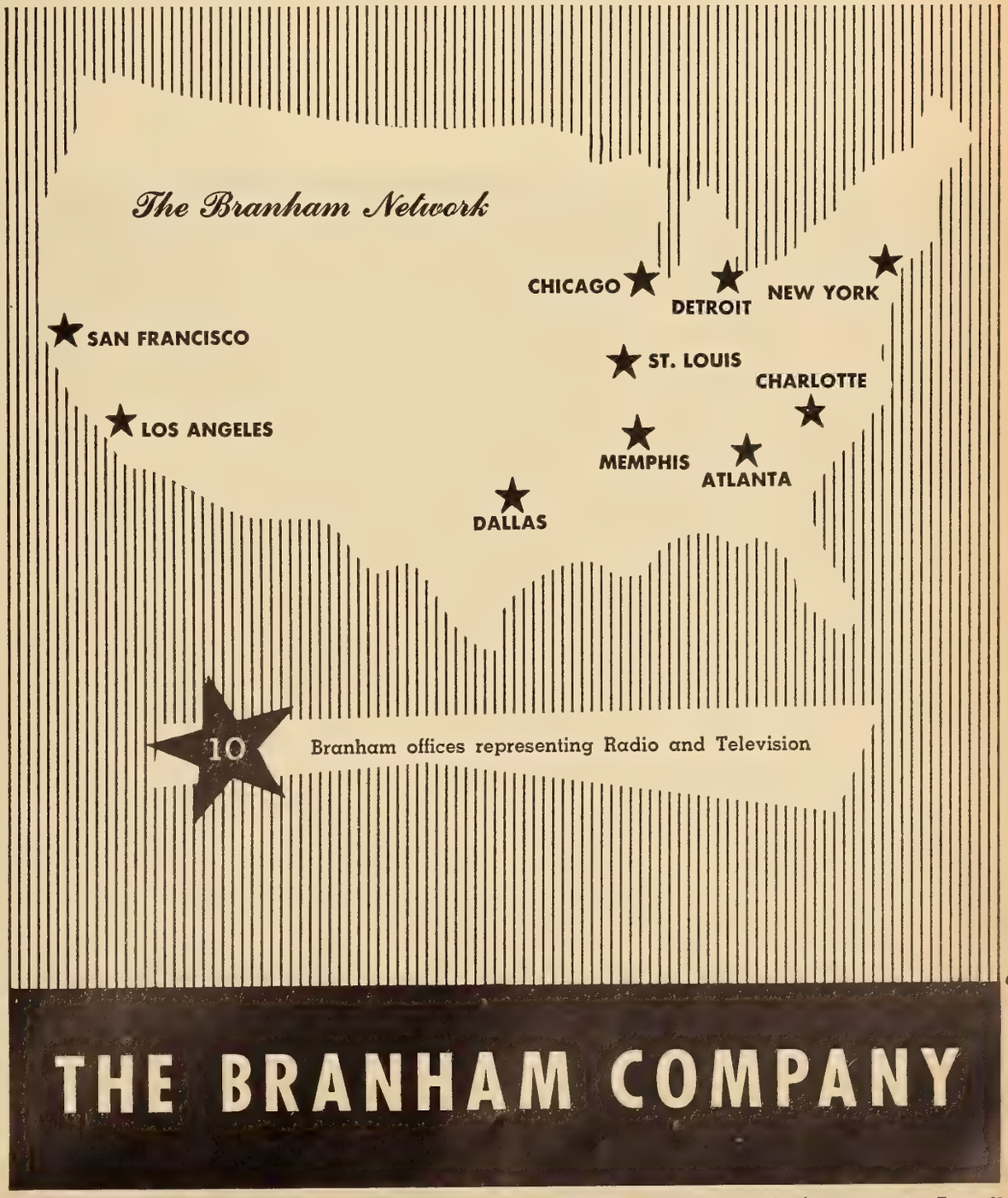
"Whoever heard of anyone staying away from the theatre because a motion picture didn't happen to be in technicolor," he asked.

He observed that television is at a "happy stage when it doesn't have to be good," but warned that those in TV should be "conscious of their responsibility and put out their best efforts."

Telling of his Detroit operation, he predicted that WWJ-TV would be on a self-sustaining basis by next March.

But SPAC Lacked Lac

THERE WAS more than the usual amount of churning about the corridors as NBC's affiliates met last week on the third floor of Chicago's Stevens Hotel. Next door to the NBC gathering was a convention of the American Dairy Assn.



NBC's Answer

(Continued from page 69)

DeMoss, Lyle, WOW Omaha, Nebr.; DeVois, Chas., WROL Knoxville, Tenn.; Denny, Charles E., WERC Erie, Pa.; Diehm, Victor C., WAZL Hazelton, Pa.; Dunn, David E., WSFA Montgomery, Ala.; Dunn, Jack, WDAY Fargo, N. D.; Dunning, Dick, KHQ Spokane, Wash.; Essex, Harold, WSJS Winston-Salem, N. C.; Elwood, John, KNBC San Francisco; Evans, Ralph, WHO & WOC Davenport, Iowa; Evjue, William, WIBA Madison, Wis.; Ewing, F. C., WGRM Greenwood, Miss., Ewing, P. K. Jr., WMIS Natchez, Miss.; Fantle, S. Jr., KELO, Sioux Falls, S. D.; Fay, William, WHAM Rochester, N. Y.; Fidlar, Robert, WIOD Miami; Fisher, O. W., KOMO Seattle; Fitzer, Dean, WDAF Kansas City; Foster, John P., WJAC Johnstown, Pa.; Fox, S. S., KDYL Salt Lake City; Freburg, Charles R., WOC Davenport, Iowa; Fulton, Harold, WHO Des Moines; Gentling, David, KROC Rochester, Minn;

Gillin, John J., WOW Omaha; Gluck, E. J., WSOC Charlotte, N. C.; Greenebaum, Milton, WSAM Saginaw, Mich.; Halff, Hugh A. L., WOAI San Antonio; Hance, Ken, KSTP St. Paul, Minn.; Hanna, Eloise Smith, WBRC Birmingham, Ala.; Hansen, Vernon K., KCRA Sacramento, Calif.; Harrington, R. B., WSVA Harrisonberg, Va.; Harris, Jack, KPRC Houston, Tex.; Harris, Wiley P., WJDX Jackson, Miss.; Havens, Wilbur M., WMBG-WTVR Richmond, Va.; Hill, Eugene S., WORZ Orlando, Fla.; Hopkins, Jack, WJAX Jackson, Miss.; Hough, Harold, WBAP Ft. Worth, Tex.; Hovel, Ben F., WSAU Wausaw, Wis.; Hubbard, Stanley E., KSTP-TV St. Paul, Minn.; Hyett, Harry, WEAU, Eau Clair Wis.; Jackson, Aubrey, KGNC Amarillo, Tex.; Jackson, Glenn, WSPD Toledo, Ohio;

Johnson, Walter, WTIC Hartford, Conn.; Joy, Geo. E., WRAK Williamsport, Pa.; Kelly, E. C. KCRA Sacramento, Calif.; Kennedy, Ken, WDAY Fargo, N. D.; Kerns, Robt., WLOK Lima, Ohio; Kerrigan, Jack, WHO Des Moines, Iowa; Kripps, Nelson, WAPO Chattanooga, Tenn.; Lanford, T. B., KPLC Lake Charles, La.; LeGate, J. M., WIOD Miami; Leich, Clarence, Leich, Martin, WGBF Evansville, Ind.; Leonard, James, WLW-C Columbus, Ohio; Loveman, E. G., WPTZ Philadelphia; Kirchhofer, A. H., WBEN Buffalo, N. Y.; Loyet, Paul A., WHO Des Moines, Iowa; Lutken, P. K., WJDX Jackson, Miss.; Manship, Chas. P. Jr., WJBO Baton Rouge, La.; Mackin, Joseph F., WMAM Marinette, Wis.; Manship, Douglas L., WJBO Baton Rouge, La.; Manson, Ray H., WHAM-WHTM Rochester, N. Y.; Mark, Carl. WTTM Trenton, N. Y.; Marshall, Hunter, WSOC Charlotte, N. C.; Martin, A. F., WKPT Kingsport, Tenn.; Martin, H. K., WALA Mobile, Ala.; Mason, Richard H., WPTF Raleigh, N. C.; Markham, G. Emerson, WGY Schenectady, N. Y.; Meagher, John F., KYSM Mankato, Minn.; Merino, John C., KFSD San Diego; Metzger, Tom, WMRF Lewistown, Pa.; Morency, Paul W., WTIC Hartford, Conn.; Moroney, James M., WFAA Dallas;

Morton, Geo. W. Jr., WAVE-TV Louisville; Mueller, Fred C., WEEK Peoria, Ill.; Murphy, John T., WLW-D Dayton, Ohio; Murphy, Morgan, WEBC Duluth; Mussell, W. O. Jr., WORZ Orlando; Musselman, Bryan WSAN Allentown, Pa.; Murrall, Wm. O., WORZ Orlando; MacBridge, W. E., WWJ-TV Detroit; MacKey, J. Wright, WRAK Williamsport, Pa.; McAndrew, Wm. R., WRC-WNBW Washington, D. C.: McCollough, Clair R., WGAL-WGAL-FM Lancaster, Pa.; McCormick, John, WTAM-WNBK Cleveland, Ohio; Nelson, Arthur F., WHLB Virginia, Minn.; Nethery, Chas., KRIS Corpus Christi, Tex.; Noe, James A., KNOE Monroe, La.; Nolte, Vern A., WHIZ Zanesville, Ohio; O'Connor, Gerard P., WERC Erie, Pa.; Ogle, Barney, KRGV Weslaco, Tex.; Outler, John M. Jr., WSB Atlanta; Pape, W. O., WALA Mobile, Ala.; Park, Daniel C., WIRE Indianapolis; Peace, C., WFBC Greenville, S. C.; Peterson, O. H., WMFG Hibbing, Minn.; Phillips, John S., WGKV Charleston, S. C.; Pill, Howard E., WSFA Montgomery, Ala.; Pulitzer, Joseph, KSD St. Louis; Randolph, F. M., KVOO Tulsa; Reineke, Earl, Reineke Marie E., WDAY Fargo, N. D.; Reinsch, Leonard, WSB Atlanta; Ricketts. Leo, KCRA Sacramento, Calif.;

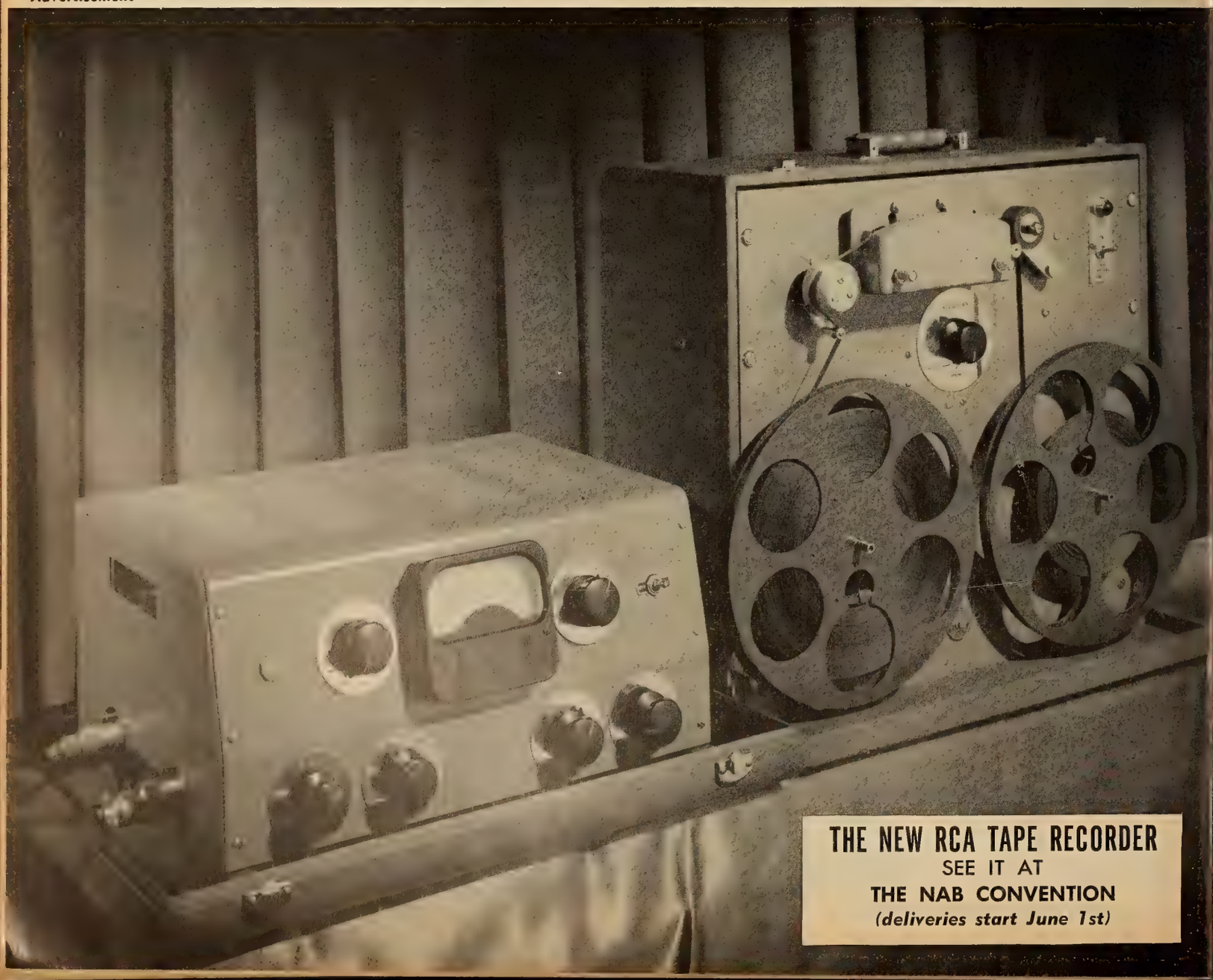
Rines, Wm. H., WCSH-WLBZ Portland, Me.; Rippetoe, W. F., WBOW Terre Haute, Ind.; Robinson, Wm. P., WLW Cincinnati, Ohio; Rowan, B. J., WGY Schenectady, N. Y.; Ryan, W. B., KFI Los Angeles; Samardick, P., Samardick, Robt. P. Jr. WOW Omaha; Sanders E., WOC Davenport, Iowa; Schilpin, Fred, KFAM St. Cloud, Minn.; Schmitt, Ken, WIBA Madison, Wis.; Sennett, B. W., WERC Erie, Pa.; Shultz, John W., WMVA Martinsville, Va.; Slavick, H. W., WMC Memphis, Tenn.; Smith, Cal, KROC Rochester, Minn.; Stone, Harry, WSM Nashville, Tenn.; Sugg, P. A., WKY Oklahoma City; Swartley, Bill, WBZ Boston; Taylor, Archie J. KANS Wichita, Kan.; Taylor, Dale, WENY Elmira, N. Y.; Taylor, D. L., KGNC Amarillo, Tex.; Terry, Marshall, WLW-T Cincinnati, Ohio; Thomas, Geo. H., KVOL LaFayette, La.; Thompson, C. Robt., WBEN Buffalo, N. Y.;

Thoms, Harold H., WISE Asheville, N. C.; Veal, J. H., WCOA Pensacola, Fla.; Wade, R. E., KOAM Pittsburg, Kans.; Wagner, Wm. D., WHO-WOC Davenport, Iowa; Wagstaff, W. E., KIDO Boise, Idaho; Walker, Wm., WMAM Marinett, Walters, Granville, WAML Laurel, Miss., Wardell, Gordon, KGBX Springfield, Mo.; Ward, S. O., WLAK Lakeland, Fla.; Weir, E. A., CBL-CBM Toronto, Canada; Westmoreland, H. E., WEBC. Duluth; Wheelahan, H., WSMB New Orleans; Wheeler, Edwin K., WWJ Detroit; White, R. E. KYW Philadelphia; Widenhofer, Norman C., WGL Ft. Wayne, Ind.

NBC PERSONNEL

Adams, David, Adams, B. M., Beville, H. M. Jr., Blackburn, Norman, Cash, Norman E., Chotzsinoff Samuel, Compere, T. H., Coons, Sheldon, De la Ossa, E., Denny, Charles R., Diefenderfer, G. W., Dunlap, Orrin E. Jr., Dyke, Ken R., Eiges, Sydney H., Ewing, Robert, Fisher, Sterling, Flanigan, Robt. M., Flynn, S. A., Fulton, Arthur C., Galbraith, John, Gaines, James M., Guilbert, Robert, Hammond, Charles, Hanson, O. B., Heck, Homer, Hedges, William S., Herbuxeaux, Jules, Hickox, Sheldon B. Jr., Hirsch, Phil, Jacobson, Art, Johnson. Russ, Johnson, Arnold, Kaney, A. W., Kelly, N. Ray, Knode, Thomas E., Kopf, Harry, Lasley, David, McConnell, James C., McGovern, George, McPartlin, John, Moore, Paul, Morgan, Clay, Morris, George L., Myers, J. R., Morton, Oliver, McCluer, Paul, McGovern, George, McCray, Thomas, C., McEdwards, W. J., McFadden, Thomas, Nelson, James, Norr, Roy, Neubauer, Rudi N., Pierce, Jennings, Luttgens, H. C., Ray, William, Reilly, William F., Rittenhouse, Paul, Royal, John F., Russell, Frank, Ryan, Jack, Shelby, Robert, Showerman, I. E., Smith, Carleton D., Smith, Hal, Strotz, Sidney, Trammell, Niles, Walker, Albert, Waller, Judith. Wehrheim, John., Whalley, John F., Woolley, Easton C.

Advertisement



March 7, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 10



By GEORGE VOIGT

THE FABULOUS San Francisco Bay area, with its 783,540 radio families, centers around the City of San Francisco, which claims the highest per capita income ($2,326) of any comparable city in the nation.

Local, regional and national advertisers value this market so highly that they place some $6 million in radio business annually with the 16 AM, 11 FM and one TV stations which serve it.

Approximately $20 million of radio billings originate here and are placed by Bay Area agencies in all parts of the United States.

Like Rome, San Francisco is built on seven hills. Its 814,500 inhabitants, made up of racial and national groups from every civilized country in the world, are squeezed onto a peninsular area of 45 square miles.

Its greatest single asset is San Francisco Bay, the largest and one of best land-locked harbors in the world.

On the mainland across the Bay to the east, and linked to San Francisco by the longest bridge in the world, lies Oakland, with 401,000 inhabitants and almost as many suburbs.

Between them, San Francisco-Oakland form the metropolitan center of a nine-county empire of 86,000 square miles and with a population of 2,616,500.

Counties of the Bay Area include: San Francisco, Alameda (Oakland), Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma.

Some of the counties object to being lumped together. San Jose, for example, often argues it is the metropolitan center of Santa Clara county and should not be included within the San Francisco-Oakland region.

The U. S. Census of 1940 included only the first five counties in the metropolitan district. However the bureau is expected to treat the nine as a unit in 1950.

Many of the counties are almost entirely agricultural areas spotted by scores of small towns but without a single city. They contain some of the richest dollar producing farm land in the U. S. Others, like Marin and San Mateo (sometimes referred to as San Francisco's bedrooms), are little more than residential districts with a scattering of industry, farms and, in San Mateo, dollar-fat race tracks.

Radio stations, newspapers, advertisers, industrialists, chambers of commerce, trade associations, political groups all consider the nine counties a unit and plan their operations accordingly.

This economic unit spreads out around the Bay like a giant half-wheel from the San Francisco-Oakland hub. It is physically united by, in addition to the San Francisco-Oakland Bay Bridge, numerous lesser bridges and one equally famous and important—Golden Gate, spanning the entrance of the Bay and connecting San Francisco with the North Bay counties.

(Continued on San Francisco 3)

Tenth of a Series

In 1849 business opportunities
in San Francisco were limited



IN 1949 IT'S A DIFFERENT STORY

Of the nation's twelve cities in
the five hundred thousand to
one million population group,
SAN FRANCISCO is —

1st IN PER CAPITA INCOME..... $2,326

1st IN NET EFFECTIVE BUYING INCOME... $1,828,042,000
(MONEY TO SPEND)

1st IN RETAIL SALES... $1,267,397,000

AND REMEMBER—SAN FRANCISCO IS ONLY
18% OF KNBC'S RICH LISTENING AREA!

THE BONANZA STATION
OF CALIFORNIA

KNBC

50,000 WATTS 680 K.C.

Are you getting your share of this rich California "gold mine"? Why not get in touch with KNBC or any NBC Spot Sales Office for details?

Source: Copyright 1948, Sales Management Survey of Buying Power; further reproduction not licensed

(Continued from San Francisco 1)

The area encompasses a wide range of living conditions and climate. It ranks sixth among the nation's metropolitan areas in number of families, retail sales and income.

San Francisco itself ranks first in per capita income among the nation's 200 leading cities with an even higher figure.

It is the nation's second largest regional security market. The world's largest bank is headquartered here, as is the 12th Federal Reserve District, which ranked third in volume of business in 1947.

It has the lowest percentage of tax delinquency—0.97 per cent in 1947—for any city of over 500,000.

It is one of two world communication centers in the nation. Trans-Pacific communications are handled by four major radio and one cable system. It is headquarters of telegraph and telephone companies serving the Western Regional Area. It is communications center and overseas relay station for all military services in the region and under the Western Sea Frontier and Western Command. The CAA maintains its West Coast Overseas Foreign Air Communication station in San Francisco to gather and disseminate weather data throughout the Western Pacific and Orient. It has the highest telephone density in the nation.

Major Terminals Operate In Bay Areas

It is a major transportation center and air terminal of the Pacific. Eight major airlines, an important "feeder" line and numerous charter lines operate out of San Francisco. More than 40 common carrier truck lines carry cargo to and from the area. Four class one railroads and four major transcontinental bus lines serve the city.

Total income of Bay Area residents in 1947 was $4.5 billion; retail trade amounted to $3 billion; wholesale trade to $5.7 billion; bank debits were $33 billion.

The Bay Area ranks third in tonnage of water-borne commerce among ports of the nation.

The area ranks high in post-war growth.

Population has increased 50 per cent. The Chamber of Commerce, differing with BMB, estimates that 886,597 families live in the area.

BMB's estimate of total families in the area is 789,190 of which 783,540 have radios.

Business generally, as reflected by bank debits, has almost tripled. Trade, both wholesale and retail, has more than tripled.

In the three years 1945-47 a total of 2,399 industrial projects —new industries or expansions— were completed in the area at total cost of approximately $361,000,000.

Civilian employment increased to 891,000, one-third of a million above 1940.

This large, wealthy and fast growing market is served by 16 AM, 11 FM, and one TV station. In addition one TV station is on daily test pattern, two other channels have been assigned and two are to be assigned. There are a number of smaller AM stations serving parts of the area.

To reach the audience some 2,000 national, regional and local advertisers place more than $6 million business annually with the stations.

Approximately 30 advertising agencies place the bulk of this business. However, of the 250 agencies in the area, more than 80 radio-minded firms, including some 20 national agencies, have their finger in the pie.

The $6,000,000 spent annually for advertising on Bay Area radio stations has paid off well for the advertisers. Campaign success stories are numerous. They range from the spectacular campaign that in less than a year skyrocketed a local car dealer to national prominence, to the steady buildup of goodwill for Standard Oil of California during the 22 years of its *Standard Hour* of fine music.

Standard Oil is the oldest continuous user of West Coast radio. *Standard Hour*, strictly institutional, went on the air over NBC Pacific stations in October, 1926. Its companion program, "Standard School Broadcast," began in the same list of stations in November, 1928. Neither program has ever contained a commercial sales message during all their years on the air.

But their success in building good will for Standard Oil Co. is unquestioned by either company officials or BBDO, agency handling the Standard Oil account.

Commercial plugs for the company are carried on the weekly *Let George Do It* on Don Lee-MBS stations; the daily *Farm News* on KNBC San Francisco and KFI Los Angeles; and the *Standard News* on four Alaskan stations.

One of BBDO's success stories is that of Circus Foods Inc. Utilizing 25 stations with "a very thin schedule and in the face of stiff competition," BBDO put on a one-minute transcribed spot campaign that in three months boosted sales throughout the West to a new high.

The "absent minded elephant" singing commercials used were irritating but clever and they sold peanuts, expanded existing markets and developed new markets for the company.

The success story of the local car dealer mentioned above used a similarly aggravating but original and effective spot campaign. The campaign, handled by Sherman & Shore and using a $6,000 monthly budget, built Horsetrader Ed's into the nation's largest used car business with total sales in 1948 reaching $3,780,500 [BROADCASTING, Feb. 7].

Regal Amber Beer's Success Story

A prize-winning success program is *Light and Mellow* on KNBC. *Light and Mellow*, as almost anyone in Central and Northern California can tell you, means Regal Amber Beer. Since the program went on the air in April, 1942, *Light and Mellow* has become one of the best known trade mottos.

It is a half-hour weekly program sponsored by Regal Amber Brewing Company through the M. E. Harland agency, San Francisco. It consists of popular and classical music with mellow-voiced singers and announcers.

The program received the Advertising Assn. of the West's Vancouver Trophy for the best job of radio advertising in the 11 Western States and Western Canada in 1948.

Skippy Peanut Butter (Rosefield Packing Co.) handled by Young & Rubicam Inc. San Francisco, is an outstanding example of a Western product successfully promoted almost exclusively by radio.

The account started using radio in 1941 over a single station, KQW San Francisco. Today it is sponsoring its weekly, 30-minute transcribed *Skippy Hollywood Theater* on 47 major stations. During its seven year use of radio it has grown into America's largest selling peanut butter, says Y&R.

Chemicals Inc., (Vano) Oakland has found radio advertising so successful it has increased its radio budget for 1949 by 40 per cent, according to Bill Morrison, radio director of Garfield & Guild, agency servicing the account.

The company was a heavy user of regional network time until the first of this year, when it switched to spots on the Pacific Coast. Among its sponsored programs are *Favorite Story* on KNBC San Francisco, *David Runyon Theater* on KFI Los Angeles, and *Art Baker's Notebook* on KOIN, KJR, KHQ, KGB, and KFRE.

Kay Jewelry Co., originally a San Francisco store (retail), began using radio eight years ago. Initial campaign proved so successful radio now takes a major portion of its advertising budget. It began sponsoring nightly live and recorded 60-minute *Sweetheart Swingtime* on KNBC San Francisco. Two years ago it started a similar program on KFI Los Angeles. Since starting to use radio the company has spread out with stores in Sacramento, San Jose, Oakland, San Diego, Los Angeles and San Fernando. Garfield & Guild, San Francisco, also services this account.

A total of approximately $20 million of radio billings originates in the Bay Area and is handled by Bay Area agencies—local, regional and national. These additional billings are placed throughout the nation.

The area's radio history is as colorful and unusual as the history of San Francisco Bay itself.

KQW claims the first successful broadcast in the world in San Jose in 1909. The station calls itself "The San Jose station for the San Francisco Bay Area." It is the CBS outlet with studios in San Francisco.

Bay Area Claims Firsts in Radio

The Bay Area also claims:

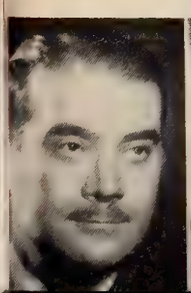
- World's first (KQW) two-way voice broadcast by radio.
- First regular radio programs —in 1912 on KQW with Al Pearce and brother Clarence singing and playing ukeleles.
- First receiving studio (KQW).
- First government licensed station (KQW).
- First broadcasts of grand opera direct from the stage and first football broadcasts direct from field, both on KPO, now KNBC.
- World's first TV broadcast (Farnsworth)

Although KPIX, the area's first commercial TV station, started telecasting only last Christmas Eve, modern, non-mechanical television originated in San Francisco in 1927 when a 21-year-old lad, Philo T. Farnsworth, first linked the photo-electric cell with a cathode ray tube utilizing no mechanical parts.

The first picture flashed on the tube was a rather fuzzy triangle, then a dollar sign, dedicated to the

(Continued on San Francisco 4)

Philip G. Lasky
Vice Pres.
Gen. Mgr.
KSFO



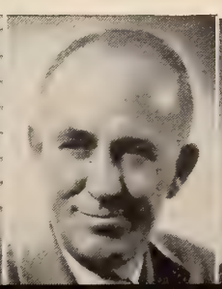
John W. Elwood
Gen. Mgr.
KNBC



Lee Mikesell
Gen. Mgr.
KSAN



Gayle V. Grubb
Gen. Mgr.
KGO KGO-TV



Arthur Hull Hayes
CBS Vice Pres. in Chg.
Of San Fran. Office



Wm. B. Pabst
Gen. Mgr.
KFRC



E. P. Franklin
Gen. Mgr.
KJBS



Don Fedderson
Vice Pres.
Gen. Mgr.
KYA



(Continued from San Francisco 3)

financial backer. Three years later, in 1930, young Farnsworth sent his first image sailing through the ether—a picture telecast from the tower above his Telegraph Hill laboratory to the Merchants Exchange Building a mile away.

Top radio artists who were first known only to San Francisco-Oakland radio audiences include: John B. Hughes, Kay Kyser, Benay Venuta, Meredith Willson, Tony Martin, Tom Breneman, Ralph Edwards, Don Wilson (who sang in the Piggly Wiggly quartet), Harold (Great Gildersleeve) Peary (who barked like a dog on a Little Orphan Annie series) and others.

There were many experimental and, to the backers, costly radio stations started in the area shortly after KQW was granted in 1912, claiming the first U. S. operation permit ever issued. But most of them went under and left no trace but an assortment of call letters in the memory of old timers.

Of the survivors, three besides KQW, CBS outlet, are owned by or affiliated with networks. These are KNBC (until recently KPO), owned by NBC, went on the air in 1921; KGO, owned by ABC, went on air in 1924; KFRC, affiliated with MBS, began in 1924.

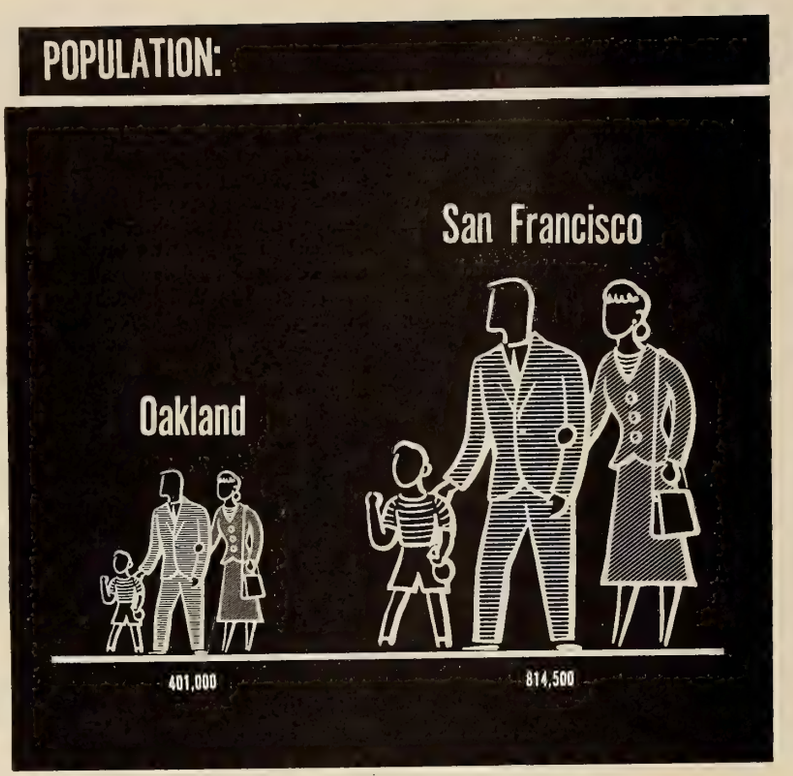
The Order of Stations' Starts in Bay Area

The independents, in order of their appearance on the air, are:

KWBR Oakland, 1920; KLX Oakland, 1921; KSAN San Francisco, 1922; KRE Berkeley, 1922; KJBS San Francisco, 1925; KROW Oakland, 1925; KSFO San Francisco, 1925; KYA San Francisco, 1926; KVSM San Mateo, 1946; KTIM San Rafael, 1947; KSMO San Mateo, 1947; KGYW Vallejo, 1947.

These 16 stations blanket the Bay Area thoroughly and reach out into population centers throughout the 11 Western States. They provide Bay Area listeners with every type of programming.

The four network stations and larger independents have a varied lineup of commercial accounts, local regional and national. Some of the smaller and more regionalized stations depend on local advertisers for the bulk of billings. A few exist almost entirely on local advertising. One of these smaller stations, concentrating on strictly local programming material and local advertisers, reported its gross billings for last year at near $500,000.



Most balanced programming from listener point of view comes, of course, from network outlets. They give their listeners the best of the network programs—big name and variety shows and plays—plus heavy schedules of local news, talent and special events. Many regional network shows originate in San Francisco. All four network outlets place emphasis on public service programs.

Most of the independents specialize in their programming.

KYA calls itself "The Sports Station" for the Bay Area. It places emphasis on all sports in season. Sports Editor Bob Fouts has three commercial 15-minute sportscasts daily plus sponsored sports bulletins twice hourly. Station also is heavy on news reporting and disc-jockey musical programs.

KJBS presents a day of news, music and variety shows but specializes, perhaps more than any of the other San Francisco stations, in covering civic events of special interest. It is noted, for example, for such radio stunts as bringing the voice of a 1906 alumnus by short wave 6,000 miles from Buenos Aires to a U. of California alumni and faculty gathering at Berkeley; and rebroadcasting a short-wave transmission from a submerged submarine during Navy Day celebrations.

KSFO also presents a balanced program but has its specials. It plays sports up. Its outstanding specialty, however, is on-the-scene coverage of big news events. It had, for instance, special events crews on the scene to cover preparations at Bikini for the Atom Bomb tests and to cover the Hilo tidal wave disaster.

KSAN is the San Francisco station for popular music—more than 15 hours of it daily. Station also is a heavy user of recordings. Specialization is most necessary for this station, only 250 watter in the city. But it has exclusive listening loyalty of large block of San Francisco's foreign speaking population; it is only station in city programming foreign language broadcasts—in Chinese, Spanish, Italian and Greek. It also emphasizes educational and community event programs.

In the East Bay KWBR is only station presenting foreign language broadcasts. It also is the only 24-hour station currently operating in the Bay Area. KWBR employs beamed technique of block programming for special listening groups throughout the day—programs to housewives in forenoon, popular recorded music during midday, foreign language broadcasts during evening.

The other two Oakland stations, KROW and KLX compete for listeners with a similar general program format. Both emphasize local news coverage, community events and special services. KROW is heavy on disc-jockey music programs. KLX, *Tribune*-owned, builds special news and sports features around the *Tribune* city room and personnel.

KVSM and KSMO, two of the newest stations in the area, located in San Mateo on the peninsula south of San Francisco, program so differently they hardly are in competition for listeners, each claiming particular and separate audiences.

KVSM serves the locality with specialized coverage of local events and news, in cooperation with two peninsula newspapers, and presents a more balanced program of popular music, participation shows (often direct from establishment of local advertiser) and sports.

KSMO operates on a one program policy: "No jive, no hillbilly music, no soap operas, no singing commercials, no crime thrillers, just the world's greatest music." The policy, while losing some listeners, has built the station a large and loyal audience throughout the Bay Area that it would not otherwise have captured.

KTIM and KGYW Share North Bay

KTIM and KGYW share the North Bay. KTIM broadcasts as "The Voice of the Northbay." KGYW promotes itself as station of the "Queen City" of the North Bay (Vallejo). Both program music, news, community affairs and special services. However, both stations in most cases so completely localize their programming they seldom come into serious conflict. The North Bay is large geographically and the two stations are sufficiently separated (KTIM is in San Rafael) to command sizeable audiences without encroaching on each other's territory.

KRE Berkeley, specializes in music of what is often considered two extremes: classical and "advanced" or "pure jazz" music. It balances music with a schedule of local live features, news, religious and educational programs. Berkeley is seat of U. of California, largest university in America, and many programs originate on the campus with student or faculty talent.

KNBC, KGO, KQW (NBC, ABC and CBS outlets) and KLX have FM stations duplicating AM schedules at no extra cost to advertisers. KJBS and KWBR (an Oakland station with its FM located in San

(Continued on San Francisco 6)

S. W. Warner, Co-owner, Gen. Mgr., KWBR KWBR-FM

Clifford Fox, Exec. Mgr., KVSM

David McKay, Co-owner, Gen. Mgr., KGYW

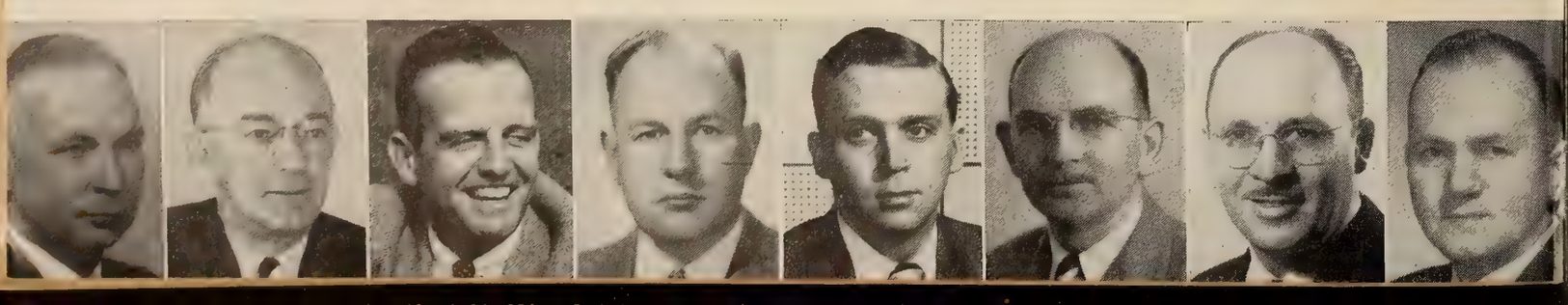
Arthur Westlund, Pres. and Gen. Mgr., KRE

Hugh Turner, Vice Pres., Gen. Mgr., KTIM

Wilton Gunzendorfer, Gen. Mgr., KROW

Glenn Shaw, Gen. Mgr., KLX

Jack H. Schacht, Gen. Mgr., KSMO





Sales Go Up
and
Stay Up
WHEN YOU USE MUTUAL-DON LEE
KFRC

For Economical, Complete Coverage of the San Francisco Metropolitan Market

MILK COMPANY

13½ Years on KFRC—1 Hour Show Weekly

Jumped from 4th to 1st place in milk distribution within a year after starting on KFRC. *Still* in 1st place. Show has been their main advertising since 1935 and has such competition as "Truth or Consequences," "Life of Riley" and "Your Hit Parade."

LARGE NATIONAL MEN'S CLOTHING CHAIN

8 Years on KFRC—15 Minutes, 6 Days a Week

Store managers state their morning news strip on KFRC is the most productive advertising they have ever used. This newscast had such a high appeal to feminine listeners, the store found it profitable to open a women's department.

Write your own sales success story in the booming San Francisco-Northern California Market. Contact Merwin L. McCabe, Sales Manager

KFRC
SAN FRANCISO

5000 WATTS—610 KC—NON-DIRECTIONAL
TRANSMITTER LOCATED IN HEART OF CITY

Key Station of the Mutual-Don Lee Broadcasting System
1000 Van Ness Avenue • Prospect 5-0107

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY • NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES

DAY AFTER DAY
THE SAME STORY
MEANS MORE SALES

GROWING WITH THE
OAKLAND • SAN FRANCISCO BAY AREA

960 on your DIAL

KROW

SINCE 1925

NEWS — SPORTS
MUSIC — IDEAS

KROW—OAKLAND
Phone: TWinoakes 3-9600

(Continued from San Francisco 4)

Francisco) both have FM with schedules separate from their AM and have time to sell. There are an estimated 60,000 FM sets in the Bay area.

Exclusively FM commercial stations on the air at present are KRON and KSFH San Francisco, KRCC Richmond, KSBR San Bruno and KDFC Sausalito.

In addition to these, KRE is scheduled to begin FM operation this month.

The independent FM stations are heavy on popular and classical music, news and educational or "think" programs.

KRCC, which is affiliated with KTIM-AM, has been on the air since Feb. 1, 1947. Licensed to Contra Costa Broadcasting Co., it operates from 6:45 a.m. to 2:30 p.m. daily and 8 a.m. to 4 p.m Sunday.

KRON, on the air daily except Saturday and Sunday, 2 to 10:05 p.m., is licensed to San Francisco *Chronicle*. It started operation on July 1, 1947.

KSFH, operating on a schedule of 3 to 10 p.m. daily, went on the air in Oct., 1947. It is licensed to Pacific Broadcasting Co.

KSBR operated on an experimental basis for 18 months before going commercial in May 1948. Daily schedule is 3 to 10:15 p.m. It is licensed to Radio Diablo Inc.

KDFC went on the air Sept. 1, 1948, and is licensed to Sundial Broadcasting Corp. It operates daily 3 to 11 p.m.

Television bowed into the Bay Area last Christmas Eve when KPIX started telecasting. TV sets, which had been moving slowly in retail stores, immediately began to sell. The number of sets doubled in one week to more than 1,000 preceding KPIX's first broadcast.

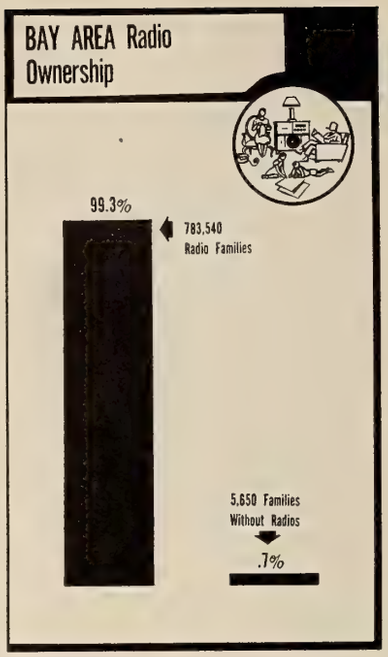
KPIX Telecasts New Years Day Event

By January 1, when KPIX, with a burst of color and publicity, televised the East-West New Years Day football classic, the number of sets was estimated at 3,500. This month estimates, gathered by surveys of Bay Area dealers, place number at 5,000.

Advertisers seem less wary of TV than they have been of FM, judging by accounts already placed on KPIX. The station, with a telecasting schedule of 14 hours weekly, is supported by 20 local and national advertisers. Station sells its facilities for $250 an hour Class A time. Additional charges for production, talent, technical, and remote pickups are quoted individually.

KGO-TV (ABC), the area's second TV station, is currently on daily test pattern and expects to commence its regular telecasting by May 1. No rates have yet been quoted but station already is lining up accounts.

The station plans a telecasting schedule of one-third live programs, one-third kinescope and direct film, and one-third remotes, special events and newsreel material. It will draw from network outlets in Hollywood and the East for programs.



KGO-TV becomes one of five ABC TV stations. The others are WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and KEXA-TV Los Angeles, now testing.

Following KGO-TV will be the *Chronicle* station, KRON-TV. Just when this outlet will start telecasting is a matter for conjecture. Best estimates seem to be mid-year. It will be an NBC affiliate.

(KPIX-TV is now operating with an interim NBC affiliation pending completion of the KRON-TV station.)

KPIX-TV, operating on Channel 5, maintains a transmitter at Mark Hopkins Hotel; KGO-TV, on Channel 7, has a transmitter on Mt. Sutro in the old Sutro Mansion; KRON-TV, on Channel 4, is erecting transmitter atop the San Bruno range.

There are three other channels assigned to the city—2, 9, and 11.

KFRC has a construction permit for Channel 2 now pending before the FCC. But the application will not be acted upon until the Commission disposes of another case involving the Don Lee Network.

The five applicants for the two remaining channels are: Paramount Television Productions Inc., 20th Century-Fox, CBS, Television California (owned by Edwin Pauley) and KROW Oakland.

In addition, San Jose has been assigned Channel 13 and three companies have entered applications. They are Radio Diablo Inc., owners of KSBR-FM San Bruno, Video Broadcasting Co., and FM Radio and Television Co.

Many of the top national agencies maintain regional headquarters in San Francisco. They handle an imposing list of national, regional and local accounts.

Because of the wild scramble for clients, these ultra conservative San Francisco agency men are reluctant to disclose figures on radio billing. In most cases they even refuse to list accounts. But it is estimated radio billings out of San Francisco area in past year were approximately $20,000,000.

Foremost among the agencies, not necessarily in this order, are such firms as McCann-Erickson; BBDO; Knox Reeves; J. Walter Thompson Co.; Honig-Cooper Co.; Botsford, Constantine & Gardner; Beaumont & Hohman; Biow Co.; Roy S. Durstine Inc.; Ruthrauff & Ryan; Foote, Cone & Belding.

Billing Credits To San Francisco

Most of these agencies, because of network production facilities and name talent, have Los Angeles or Hollywood radio service offices. However, billing accounts from this area are credited to San Francisco.

San Francisco regional headquarters of BBDO service radio clients with aggregate billings estimated at $1 million or more. Charles H. Ferguson, vice president in charge of Pacific Coast offices (Los Angeles and San Francisco) spearheads operations. James A. Barnes is radio director. He was an account executive before taking the directorship five years ago.

BBDO, San Francisco, services a variety of accounts, including

1310 ON YOUR DIAL
KWBR
★ ★ OAKLAND, CALIFORNIA ★ ★

1000 watts
24 hours daily

327 21st Street
S. W. Warner, Gen. Mgr.

"OAKLAND'S PIONEER STATION"

. . . In the Bay Area metropolitan district, if you want your advertising dollar to stretch, choose KWBR and KWBR-FM . . .

Standard Oil Co. of California; Golden State Co. (dairy products); Circus Foods Inc. (packaged salted peanuts); Tea Garden Products (jellies, jams, syrup).

Biow Co., San Francisco, also is in the million dollar class. It is headed by Leslie Hannah, general manager. Besides servicing Roma Wine and other accounts, this agency in mid-January acquired major part of the near million dollar Langendorf United Bakeries Inc. advertising business (Langendorf, Dr. Penland, Hollywood breads and Langendorf cake). At least 50% of this account's billing goes to local and regional radio.

Beaumont & Hohman, in the past two years, has developed the long radio-dormant A. Schilling & Co. (coffee and spices) into a substantial spot user of radio west of the Mississippi. Pacific Greyhound Bus Co., through B & H, sponsors weekly *Romance of the Highways* on ABC Pacific stations.

McCann-Erickson has several major accounts in San Francisco. It services W. P. Fuller & Co. (paints, household products), users of West Coast spot and regional network time. Agency also places heavy spot schedule for S.O.S. Co. (scouring pads) on the West Coast. General Brewing Corp. (Lucky Lager beer) is another big radio user that consistently sponsors recorded music on California stations in addition to spot announcements.

Pioneer among San Francisco agencies is Brisacher, Wheeler & Staff, established in 1919. Headed by Emil Brisacher, president, and Franklin C. Wheeler, executive vice president, the agency has gone through a succession of expansions and name changes in its history.

The firm maintains branch offices in Seattle, Los Angeles and New York. Agency's radio billings this past year exceeded a million dollars. Deane Weinberg is San Francisco radio time buyer.

Major radio clients include Peter Paul Candy Co. (Mounds, Almond Joy, Walnettos); Acme Breweries; Dennison Foods Inc.; Par Soap Co.; Old Homestead Baking Co. (bread).

Garfield & Guild Handles Many Accounts

Garfield & Guild Adv. is another active radio agency. Sidney Garfield started the agency about 18 years ago with a few small accounts and serviced 35 regional and national advertisers with more than a million dollars in radio billing last year. Bill Morrison, radio director for the past five years, said about 80% of the firm's billing goes to radio.

Walter Guild, who left the firm March 1 to form Guild, Bascom & Bonfigli, worked part time for Mr. Garfield while an announcer on KSFO. He joined the agency as account executive on a full time basis in 1939 and became a partner in 1943, when his name was added to the firm. Name Garfield & Guild remains with Mr. Garfield under the new setup although some accounts will move to the new GB&B firm.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Strykers soap), Gravem-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

Harrington, Whitney & Hurst Inc., with San Francisco and Los Angeles offices, in business since June 1946, has several radio accounts. Jean Wherland, media director, handles radio time buying.

E&J Gallo Winery, Modesto, Calif., currently is using heavy spot schedule nationally. Spreckels Sugar Co., and Marlo Packing Corp. (food products) are regional spot users. E. E. Booth Co. (Crescent Brand foods) is a potential. Avoset Co. (whipped cream) is using participation show on WFIL (TV) Philadelphia. Marlo is testing on KFI-TV Los Angeles.

Russell, Harris & Wood Inc., in business only two years, is rapidly rising agency in San Francisco with radio billing in excess of $50,000 last year. King Harris, vice president and radio director, predicts 1949 will double that figure. Hilda Kirby is time buyer for the agency.

The agency has a healthy string of regional and local accounts, including 6th Army Recruiting Service (eight western states) conducting five spot campaigns yearly in addition to five-minute Ira Blue sportscast on 22 ABC western outlets; West Coast Soap Co., Oakland (Pow-wow cleanser), sponsoring participation in women's programs on California stations; Brents Jewelry Co., Oakland (regional retail chain), using spot campaigns on seven Bay Area stations. World Insurance Co., Omaha (hospital insurance plan), and Sterling Furniture Co. (retail) are also radio users.

Ad Fried, of the small but livewire Oakland agency bearing his name, reports radio billings over $100,000 and believes 1949 will be even better. Viewing radio as "very healthy" he contends it is difficult to buy good time on many stations in the area at the present time.

He said it is important, however, that stations "hold the line" on rate increases.

His local and regional radio clients include Cochran & Celli (Chevrolet dealers); San Pablo Furniture Warehouse (retail firm); West Coast Soap Co. (White Navy, Pow-wow); Holly Meat Packing Co. (smoked meats), sponsoring John K. Chapel, news analyst daily on KROW with plans to expand to other California outlets. Davi Miracle Foam (rug, upholstery cleaner) has a Pacific Coast spot campaign on air.

Emil Reinhardt Adv., Oakland, in business since 1932, services a number of local and regional advertisers. Joseph Connor heads radio department.

With a ten-man staff, Mr. Reinhardt personally directs some of the accounts. Agency buys a heavy and consistent schedule of programs, chain break and spot announcements in the area for San Francisco Brewing Corp. (Burgermeister beer).

The agency also place programs and announcements on various Pacific Coast outlets for Walter N. Boysen Co., San Francisco. Kilpatrick's Baking Co. (store delivery) reportedly is the agency's biggest user of radio. An extensive list of stations is utilized for spot announcements, chain breaks and programs in Northern and Central California. Old Home Bakery, Sacramento, uses spot schedule on stations in that area.

Mrs. Gertrude B. Murphy is radio and television director of Long Adv. Service, San Francisco and San Jose. Among accounts are Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho soups), a heavy buyer of spot and regional network time; California Prune & Apricot Growers Assn., seasonal users of national spot and participation radio, currently using Kate Smith Show on WIP Philadelphia. Pioneer Investors Savings & Loan Assn., sponsors three times a week a KQW newscast.

Ralph G. Cahn Adv., services Pa-

(Continued on San Francisco 8)

KVSM

The *First* STATION For The *Rich* SAN FRANCISCO PENINSULA

1050 ON THE DIAL

Represented by:
DONALD COOK, INC.
GENE GRANT & CO.

More than 4,000 families pay $1 a year to get KSMO's Program Schedule!

When thousands of listeners pay out cash every year to get a radio station's program schedule...

THAT STATION REALLY HAS A FIRM GRIP ON ITS AUDIENCE!

And in the San Francisco Bay Area, that station is KSMO. On KSMO you get solid listener loyalty that really pays off at the cash register.

It's smart to have your product talked about on KSMO, which is the-most-talked-about-radio-station in the Bay Area.

Why is KSMO talked about? Why do listeners gladly pay for KSMO's Program Schedule?

Because KSMO is the only Bay Area radio station which broadcasts the world's great music exclusively. Good music has had a big appeal in the San Francisco Bay Area ever since the Gold Rush Days—and that's why KSMO is really in the groove with plenty of people here!

KSMO

REPRESENTED NATIONALLY BY
W. S. GRANT CO., INC.
San Francisco • Los Angeles
Chicago • New York

The
Smart
Advertiser
Knows

YOU CAN'T BEAT RESULTS

K
Y
A

San Francisco's
Leading
Independent
Station

1260 KILOCYCLES

5,000 WATTS
DAY
1,000 WATTS
NIGHT

THE BEST BUY
in
THE BAY AREA

Represented by:
ADAM J. YOUNG, JR. INC.
New York—Chicago

(Continued from San Franciso 7)

cific Olive Co. account out of San Francisco and uses participation programs and announcements on Pacific Coast stations.

L. C. Cole Co. handles Tecate Beer, a spot user.

Other successful radio-using agencies are M. E. Harlan Adv.; Richard Jorgensen Adv.; Kelso Norman Adv.; Knollin Adv.; Rhodes & Davis; Boone, Sugg, Tevis & Walden; Theo. H. Segall Adv.; Robert D. Young Adv.; Smith, Bull & McCreery Inc.; Allied Adv. Agencies Inc.; and Ryder & Ingram Ltd., Oakland.

Television is the main topic of every agency man's conversation these days. Highly enthusiastic about the medium's potentiality, they believe San Francisco can develop into an important TV center. However, they do not believe TV will push AM radio into the background.

Several agencies are making budget recommendations that will include local TV. Some already have clients using the medium in other TV centers.

Fortnight magazine, through West-Marquis Inc., sponsors the weekly 30-minute live *New Charades* on KTLA-TV Hollywood; Sunnyvale Packing Co., through Long Adv., has a nightly ten-minute news feature on KTLA. Honig-Cooper Co., for Wine Growers Guild, filmed one minute commercials which were telecast in Los Angeles, Chicago and New York. Standard Oil sponsored the Los Angeles Angels' home baseball games last season on KTLA, with James Barnes, BBDO San Francisco radio director, supervising production of the commercials.

J. Walter Thompson Co., with Fred H. Fidler, new vice-president in charge of Pacific Coast operations, has several clients who will be active in video in the near future. Mr. Fidler is recognized as a pioneer in TV production and commercial films. He had several years' experience in New York servicing agency clients there before returning to San Francisco recently. He also pioneered commercial radio advertising on the West Coast.

Elliott, Daly & Schnitzer Adv. has several major clients who will include TV in their budgets. John C. W. Daly, agency partner and San Francisco manager, said:

"It is our opinion that once they get their feet wet they'll be TV advertisers for good, even though cost per viewer is many times the cost per listener of regular AM broadcasting.

"With the era of television just beginning in San Francisco, agencies and stations alike have a tremendous educational job to do among advertisers. Few advertisers doubt the potential advertising impact of TV, but high cost of producing top quality TV entertainment, plus high time costs per viewer, has made many decide to 'wait and see'."

Brisacher, Wheeler & Staff is studying TV and has campaigns in the planning stage, according to Franklin C. Wheeler, executive vice-president. He also believes video will have a terrific advertising impact and will be a stiff competitor of AM radio.

Industrial advertisers whose appropriations now go to black-and-white only are potential sponsors, says Robert W. Conley, president of Conley, Baltzer, Pettler & Steward Adv., San Francisco.

He believes video is a natural for manufacturers of any type product that can be demonstrated. Agency has been specializing in industrial accounts and now is branching out to include radio-video.

STATION DATA

Background of Bay Area Outlets

KFRC

1000 Van Ness Ave.
Prospect 5-0107
5000 w 610 kc

FIRST licensed Sept. 24, 1924 . . . a 50 watter owned by Radio Arts Studios with transmitter atop Whitcomb Hotel . . . due to some freak beaming this 50 w station was heard regularly up and down Atlantic Seaboard, in Alaska, Hawaiian Islands, and as far away as New Zealand. . . . Purchased by the late Don Lee in 1926, station power following year was upped to 1000 w . . . new transmitter erected atop Don Lee Bldg . . . studios in 1928 moved to present location on mezzanine of Don Lee Bldg. . . . shortly after move the late Harrison Holloway, then 27, took over to become youngest general manager of a radio station. . . . Under Mr. Holloway station embarked on colorful, unorthodox, sometimes crazy, often brilliant style of program pioneering . . . many of the top artists and management in radio and advertising today were in the station's stable in those days . . . many shows originated by staff in those days still on the air . . . in 1936 the late Mr. Holloway became general manager of KFI Los Angeles. William D. Pabst succeeded him in that capacity at KFRC . . . station went to 5000 w about that time . . . with Don Lee Broadcasting System and CBS severing relations after five years, regional network at beginning of 1937 affiliated with CBS and KFRC became San Francisco outlet. . . . Merwyn (Dixie) McCabe is KFRC sales manager. . . . John Blair & Co. is national representative.

KGO; KGO-FM; KGO-TV

155 Montgomery St.
Exbrook 2-6544
50,000 w 810 kc
25,400 w (TV)
12,600 w (aural)
Channel 7

KGO went on the air in East Oakland, Jan. 8, 1924 with a blaze of international publicity . . . with 1000 w it was most powerful station of its day . . . claimed the largest broadcasting plant in the world . . . built by General Electric, it was the first radio plant ever constructed from ground up exclusively for broadcasting and first to have studios and transmitter at separate locations . . . KGO boosted power to 5000 w in 1927, to 7500 w in 1928 and to maximum 50 kw on Dec. 1, 1947 . . . auxiliary studios were established in St. Francis Hotel, San Francisco, in May, 1924. Four years later studios and executive offices, then NBC Blue station, moved to 111 Sutter St. Now ABC-owned and operated, KGO shares on lease basis NBC Radio City studios at Taylor and O'Farrell Sts. Executive offices are at 155 Montgomery St. . . . in 1941, just 16 days after Pearl Harbor, RCA purchased station from GE . . . when RCA straightened out its network properties to FCC satisfaction in 1943, KGO ended up as a key station owned by ABC . . . station changed management frequently during this unsettled period . . . Gayle V. Grubb, now general manager, took over in 1945 . . . He will also manage KGO-TV, second television station in Northern California now on test-pattern . . . Vincent A. Francis is sales manager of both operations . . . Has FM duplicating AM schedules.

KGYW Vallejo

141 Highway 29
Vallejo 3-5667
250 w-D 1190 kc

WENT ON AIR Nov. 29, 1947 under partnership of H. Q. Joucken and David McKay . . . licensed to California-Nevada Broadcasting Co. . . . studios and transmitter located at 141 Highway 29 . . . formerly a San Francisco station account executive, Mr. McKay doubles as general and commercial manager . . . he said station specializes in "filling the holes" left in North Bay areas by larger, more powerful stations . . . besides local business, he makes frequent trips to San Francisco to contact agencies for regional and national advertisers . . . with personnel of 12, station concentrates on local coverage of news, special events and community projects . . . services Vallejo and adjacent areas with an estimated population of more than 85,000 persons.

KJBS; KJBS-FM

1470 Pine St.
Ordway 3-4148
1000 w LS 1100 kc
30,000 w 98.9 mc

WENT ON AIR in Jan. 1925 as weak-voiced 5 watter using 600 volts of storage battery power . . . organized and owned by Julius Brunton & Sons . . . three months after inception changed call letters from KFUQ to KJBS, utilizing initials of company name . . . in 1927 station installed new transmitter and began increasing power . . . to 50 w 1927 . . . 100 w 1928 . . . 500 w 1934 . . . also in the latter year a new tower and an-

tenna system was installed, increasing field of strength 50%, and KJBS manager, Ralph Brunton, took over management of KQW San Jose when that station was purchased by Brunton Bros . . . KJBS and KQW linked by telephone lines to allow simultaneous broadcast of programs . . . as stations increased in number through years, KJBS changed frequency often to find channel for its small power . . . now broadcasts on 1100 kc, with 1000 w LS . . . in 1937 station moved to present quarters at 1470 Pine St. . . . dominating scene is 250 foot vertical radiating antenna which rises from sidewalk . . . entrance to studios is under legs of self-supporting tower which, with top 100 feet illuminated by red neon strips, has become landmark in center of city. . . .FCC duopoly ruling caused Brunton Bros. to sell KJBS. . . . Licensee is now KJBS Broadcasters Inc. with Edwin P. Franklin, a corporation officer and general manager . . . Stanley G. Breyer is commercial manager . . . National representative is Headley-Reed Co. . . . Recognized as a "money maker" among broadcasters, station is healthy with business . . . sells FM separately from AM . . . claims many firsts including first mobile shortwave radiophone transmission; first West Coast station to install Western Electric reproducing equipment.

KLX KLX-FM Oakland

Tribune Tower
Glencourt 1-0660
1000 w 910 kc

FOUNDED in 1921 by J. R. Knowland Sr., publisher of *Oakland Tribune*, as the "Tribune Station" . . . licensed to Tribune Building Co. . . . present call letters adopted July 1922 . . . went to 1000 w in 1933 . . . currently has application pending for increase to 5 kw full-time . . . last April KLX-FM went on air with 20,000 w . . . FM duplicates AM programming 18 hours daily . . . Glenn Shaw, present general manager, came to station from KSL Salt Lake City in 1944 . . . station programming built around sports features and hourly news from *Tribune* city room, with block programming of personality record shows . . . active in merchandising and promotion . . . last year won two of 14 CCNY national awards for radio promotion . . . only awards won on West Coast . . . recently organized a "Backyard Network" of Northern California independents to carry KLX special and sports features . . . studios located in Tribune Bldg. . . . National representative is Burn-Smith Co.

KNBC KNBC-FM

Taylor & O'Farrell Sts.
Graystone 4-8700
50,000 w 680 kc

AN EX-SAILOR, Joe Martineau, built first KNBC transmitter of odds and ends of material at cost of $2,400 in 1921 . . . set up as KPO on roof of old Hale Brothers Dept. store in downtown San Francisco . . . one of 12 stations in area all broadcasting hour or so daily on 833.3 kc . . . KPO had 11 a.m. to 12 noon . . . only station programming with live talent . . . in second year imported Reinald Werrenrath from New York to sing at $2,500, one of largest radio fees ever paid for single performance at that time . . . Southern Pacific sponsored event . . . during this period KPO claimed to be first station ever to broadcast grand opera direct from stage . . . first to broadcast football direct from field . . . among first to broadcast full length symphony concerts . . . first manager was James W. Laughlin, manager of Hale Brothers, who guided station until 1932, when NBC assumed management and operation . . . in 1925 station purchased jointly by Hale Brothers and *San Francisco Chronicle* . . . frequency and power changes during these formative years included: From original 50 w to 500 w in 1922 . . . 1923 assigned 750 kc and later same year to 710 kc . . . power increased to 1000 w in 1925 . . . same year participated in its first national network program—inauguration of Coolidge . . . on Jan. 31, 1927, became one of original 35 stations of NBC network . . . power increased to 5 kw 1928 . . . following year new transmitter in operation atop Hale Brothers and present frequency—680 kc—assigned . . . in 1931 power increased to 50 kw . . . NBC took over managerial control in 1932 with Don E. Gilman, v.p. in charge of NBC's Western Division, as manager . . . station purchased outright by NBC in 1933 . . . during this period station instituted ship-to-shore transmission of regular program service with variety show broadcast from ship enroute to Honolulu . . . soon after NBC took over station moved transmitter to Belmont, 20 miles south of San Francisco, where it remains today . . . studios moved from Hale Brothers store to NBC studios at 111 Sutter St. . . . Lloyd Yoder, currently manager of KOA Denver, became general manager in 1937 . . . Yoder succeeded by Alvin E. Nelson in 1939 . . . in 1942 moved into its present streamlined, glassbrick and steel Radio City studios at Taylor and O'Farrell Sts. . . . same year John W. Elwood became general manager and continues in that capacity today . . . in 1947 station assumed present call letters . . . FCC has granted construction permit for vertical radiator type antenna . . . new antenna, to be completed this mid-year, will stand 550 feet and increase station's effective radiated power . . . KNBC won six awards and citations for public service last year . . . station has FM duplicating AM programs. Alfred Crapsey is commercial manager.

KQW KQW-FM

140 Jesse St.
Exbrook 2-3233
5,000 w 740 kc

KQW traces history back to 1909 when Dr. Charles D. Herrold, San Jose inventor, strung 11,500 feet of wire between two 7-story build-

(Continued on San Francisco 10)

FREE TO SPONSORS!



22 Million People see KLX sponsor copy every year on this promotional bulletin!

YES, you get plenty of extra promotional dividends on KLX — and KLX also has the lowest cost per thousand of any independent station in the rich Oakland market. For high-powered promotion and low-cost results, use KLX, #1 in Oakland, California!

KLX #1 in OAKLAND CALIFORNIA

Tribune Tower, Oakland 4, California

J. R. Knowland, Jr., President **Glenn Shaw, Gen. Manager**

(Continued from San Francisco 9)

ings in San Jose and conducted one of the world's first successful broadcasts . . . made history again in 1912 with two-way communication by voice in a broadcast between Garden City Bank, San Jose, and Fairmont Hotel, San Francisco . . . later same year KQW began broadcasting regular programs —featuring songs and ukelele tunes by two high school boys, Clarence and Al Pearce—it also claims the first U. S. Government license . . . year later established what was claimed to be world's record for long-distance radio transmission when broadcast picked up by Army transport 950 miles at sea . . . thrilled visitors to 1915 Panama-Pacific Exposition, San Francisco, with broadcast of music to fair from San Jose . . . shortly afterward station established hookup with KDN San Francisco and opened studio for reception of daily concerts broadcast from Fairmont Hotel . . . present call letters KQW assigned 1921 . . . Dr. Herrold transferred broadcasting rights to First Baptist Church of San Jose in 1925 . . . then broadcasting with 500 w on 1010 kc . . . station sold to Brunton brothers 1934 with Pacific Agricultural Foundation as licensee; Ralph R. Brunton, president and general manager . . . 1935 increased to 1000 w unlimited time . . . affiliated with Don Lee-Mutual 1938 . . . increased to 5 kw night 1939 . . . same year installed directional antenna and moved transmitter to Alviso . . . assigned 740 kc with 5 kw fulltime 1941 . . . broadcasting as independent . . . affiliated with CBS Jan. 1, 1942 . . . KQW-FM on air Feb. 1, 1948 . . . 103.7 mc, Channel 279 . . . KQW got permit last August for 560 kc with 5 kw, with KSFO getting 740 kc with 50 kw. Change hasn't been made yet . . . mid-February CBS, 45% owner, FCC consent to assume full ownership. Arthur Hull Hayes is CBS vice president in charge of San Francisco office. Myron A. Elges is sales manager. Edward Petry & Co. is national representative.

√*CHECK THESE FEATURES!*

√**SPORTS REPORTS**
ON THE HOUR
11 a.m. — 6 p.m.

√**NEWS AT THIRTY**
ON THE HALF HOUR
10:30 a.m. — 5:30 p.m.

√**PROGRAMMED POPULAR MUSIC**
15 HOURS DAILY

√**THE RACE RECREATION**
RE-RUNNING OF THE DAY'S RACES
at a California Track
6:30-7 p.m.

√**FOREIGN LANGUAGE***
SPANISH
ITALIAN
GREEK
CHINESE
*(Exclusive in San Francisco)

CALL OR WIRE FOR LOW RATES ON ABOVE FEATURES

KSAN
on your dial
1400 1450 1500
LEE MIKESELL
GEN. MGR.
REPRESENTED BY RAMBEAU

KRE Berkeley

601 Ashby Ave.
Ashberry 3-7715
250 w 1400 kc

FIRST LICENSED in 1922 to Maxwell Electric Co., Berkeley, as 100 watter with transmitter in Hotel Claremont . . . later same year ownership transferred to *Berkeley Daily Gazette* and additional studios established in downtown Berkeley . . . First Congregational Church acquired station in 1927 . . . after three and one half years of turbulent, semi-commercial operation, Lawrence F. Moore was named station director with full responsibility . . . complete new transmitter and associated equipment installed and station went on regular 9-hour daily schedule . . . studios were established in Oakland for about a year . . . then move was made to Glenn-Connolly Bldg. in downtown Berkeley. This was in late 1933 . . . With fulltime operation granted in June 1934, station shortly after went on a 24 hour schedule, become first "round-the-clock" operation in Northern California . . . daytime power was increased to 250 w in January 1935 . . . with license assigned to Central California Broadcasters Inc., Arthur Westlund, who had succeeded Mr. Moore, continues as general manager and also heads corporation as president . . . in November 1938 KRE settled at present location . . . currently operates 18 hours daily. . . . Present fulltime granted in 1939 . . . KRE-FM operations schedule to start this month on Channel 275, 102. 9 mc., with transmitter atop 1850 foot Round Top Mountain.

KROW Oakland

464 - 19th St.
Twinoaks 3-9600
1000 w 960 kc
(CP 5000 w 960 kc)

STATION began in 1925 as KFWM with 50 w power on 1500 kc . . . following January granted 500 w fulltime on 1270 kc . . . shortly thereafter adopted present call letters, KROW, and changed to 930 kc . . . in 1928 station incorporated . . . in 1930 won *Radio Digest* medals for creating most outstanding programs and making greatest progress in state of California during year . . . during that year such now famous stars as Del Courtney, Ran Wilde and Ralph Edwards got their start on KROW . . . in 1933 power upped to 1000 w . . . in 1935 moved to present studios at 19th and Broadway, Oakland . . . in 1941 changed to present frequency, 960 kc . . . currently constructing new AM transmitter for power increase to 5 kw day and night . . . site for new plant will be known as KROW Island and will be located in shadow of San Francisco-Oakland Bay Bridge . . . three 250-foot towers will be constructed on the 20-acre island . . . top portion of center tower will be used for interim FM operation . . . KROW is one of five applicants for one of two remaining TV channels in area . . . if granted KROW will be only East Bay TV outlet . . . since 1944 station has been owned by Sheldon F. Sackett. Wilton Gunzendorfer is general manager, named in 1945 after serving as commercial manager . . . licensee is KROW Inc.

KSAN

1355 Market St.
Market 1-8171
250 w 1450 kc

ON THE AIR since 1922, station went through a series of ownerships and call-letter changes . . . only station in San Francisco today operating on 250 w . . . in 1939 moved transmitter and studios to present location atop Western Merchandise Mart in heart of city . . . Licensed to Golden Gate Broadcasting Corp., president and owner is S. H. Patterson. . . . Lee Mikesell is general manager . . . concentrates on local and civic affairs and music . . . programs more than 15 hours musical entertainment daily . . . employs one of the few Negro disc jockeys in area—Bill Forney . . . only station in San Francisco programming special foreign language broadcasts for large foreign population . . . for several years has had programs in Chinese, Spanish, Italian, Greek . . . commercially sound . . . William G. Rambeau Co. is national representative.

KSFO; KPIX (TV)

Mark Hopkins Hotel
Exbrook 2-4567
5000 w-LS; 1000 w-N 560 kc
29,900 w(TV) 15,400 w(aural)
Channel 5

STATION began as KTAB Oakland in 1925 with studios and transmitter located at Tenth Avenue Baptist Church operating with 500 w . . . it owned the first factory-built transmitter in Northern California . . . in 1929 station established auxiliary studios in San Francisco and power increased to 1000 w . . . in 1932 main studios moved from church to larger quarters in Sweet's Ballroom, Oakland . . . in 1933 station became property of present licensee, The Associated Broadcasters Inc., and studios on both sides of Bay were moved—in Oakland to the Insurance Bldg., in San Francisco to building near Union Square . . . in 1935 call letters changed to KSFO and main studios moved to San Francisco's Russ Bldg. . . . became CBS outlet in 1937 and power raised to 5 kw daytime . . . moved again in 1938 to Palace Hotel, and again 1942 to Mark Hopkins Hotel, where, but in different part of hotel, it remains today, now an independent . . . Philip G. Lasky has been executive vice president and general manager since 1935 . . . last Christmas Eve KSFO went on air with its TV station — KPIX — to become first commercial station in Northern California . . . now programs 14 hours weekly and is supported by 20 national and local advertisers . . . in last two weeks of 1948, after KPIX began test-patterns, number of TV sets in area jumped from less than 1000 to 3500 and current estimates place the number near 5000 . . . KSFO has grant for 740 kc with 50 kw . . . station also operates two international short-wave stations—KWID (100 kw) and KWIX (50 kw). . . . Jack Campbell is commercial manager of KSFO and KPIX (TV).

KSMO San Mateo

811 B St.
Diamond 4-2594
1000w 1550 kc

STARTED OPERATION March 17, 1947 with a one-program policy: "No jive, no hill-billy music, no soap operas, no singing commercials, no crime thrillers; just the world's greatest music" . . . licensed to Amphlett Publishing Co., was organized by John H. Schacht, former San Francisco and New York radio executive, who serves as general manager; J. Hart Clinton, president of *San Mateo Times*, who is station president; and Wilton F. Delmar, program director . . . in two years of operation they have made the one-program policy pay and have established a growing and loyal audience, not only "down the peninsula" but in the Bay Area . . . studios are maintained in San Mateo . . . has sales staff combing San Francisco and Oakland agencies for business as well as catering to town merchants . . . station representative is W. S. Grant Co.

KTIM San Rafael

1117 Fifth Ave.
San Rafael 1510
1000 w-D 1510 kc

ORGANIZED at beginning of 1947 and went through the usual growing pains . . . maintains studios in both San Rafael and Richmond . . . concentrates on local programming for Marin and Contra Costa counties . . . licensed to Marin Broadcasting Co. . . . controlling interest held by Roy A. Brown, president, who is publisher of *San*

KGYW

The only station offering the 85,000 people in Vallejo a purely local radio service.

Yes, the networks serve Vallejo quite satisfactorily, but for local home-town impact on 85,000 Vallejoans—it's

KGYW
1190 KILOCYCLES
VALLEJO

BASIC RATES FOR BAY AREA STATIONS

Following are the basic (Class A time) one-time hour rates charged by San Francisco-Oakland Bay Area stations:

BASIC (CLASS A TIME) HOURLY AM RATES
(San Francisco-Oakland Bay Area Stations)

KNBC (NBC)	$480	KROW	125
KGO (ABC)	450	KLX	120
KFRC (Don Lee-MBS)	400	KWBR (24-hr. station)	120
KQW (CBS)	325	KRE	47
KSFO	250	KTIM	50
KYA	206	KSMO	90
KSAN	100	KVSM	65
KJBS	170	KGYW	50

KPIX, only Bay Area TV station thus far operating commercially, charges $250 an hour, Class A time, for facilities only. Production, talent, technical and remote pick-up charges quoted individually.

Rafael Independent . . . vice president and general manager is Hugh Turner, who also guides FM affiliate, KRCC Richmond, co-owned by Contra Coast Broadcasting Co. . . . combined AM-FM operates as "The Voice of the Northbay" . . . with kinks ironed out KTIM, commercially speaking, is reported as "starting to see the light of day."

KVSM San Mateo

279 Baldwin Ave.
Diamond 4-2541
250 w-D 1050 kc

ORGANIZED September 1946 by group of San Mateo citizens—Hugh H. Smith, former chairman of San Mateo County Board of Supervisors, Judge Edmund Scott, and two radio engineers, Merwyn F. Planting and Gordon D. France . . . group was licensed as San Mateo County Broadcasters . . . Clifford Fox is general manager . . . servicing the peninsula area, KVSM also maintains studios in San Leandro "across the bay" having established cooperative news and special events coverage with *San Leandro News-Observer* . . . in July 1948 additional studios opened atop President Hotel in Palo Alto when a similar cooperative deal was worked out with *Palo Alto Times* . . . station concentrates on local news coverage and community special events. Donald Cooke Inc. is national representative with Gene Grant & Co. handling similar representation in California.

KWBR; KWBR-FM Oakland

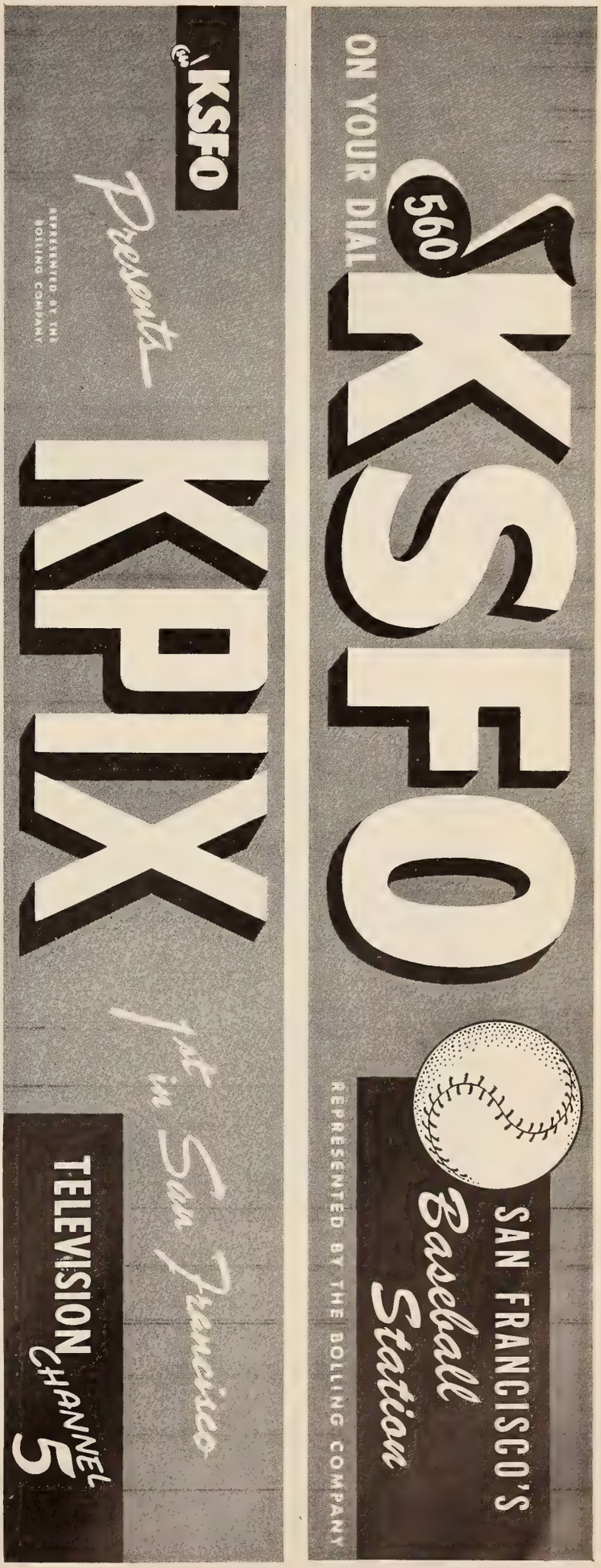
327 - 21st St.
Higate 4-1212
1000w 1310 kc
10,000 w 97.3 mc

STAFFORD W. WARNER and Eugene N. Warner organized KWBR in 1920 in conjunction with first radio stores in Bay Area . . . original call letters 6XAM . . . commercial call letters KLS issued 1923 . . . power then 25 w . . . station operated on daylight schedule until 1937 when new frequency at 1310 and unlimited hours operation granted by FCC . . . 24-hour operation continuous ever since . . . also in 1937 moved to present site where station has unique studios and offices in Radio Village, 327 21st St. . . . 20,000 square feet . . . rustic structure built around scenic court . . . power increased to 1000 w day and night 1940 . . . call letters changed to KWBR in September 1945. . . . In September 1947 KWBR-FM added to broadcast activities . . . program policy employs beamed technique with block programming of broadcasts to special listening groups throughout day . . . special foreign language broadcasts nightly—Spanish, Italian, Portuguese—for large foreign groups in area . . . FM studios and transmitter located in Twin Peaks area of San Francisco . . . Station has been under same ownership since beginning . . . Stafford Warner is general manager, F. Wellington Morse station manager.

KYA

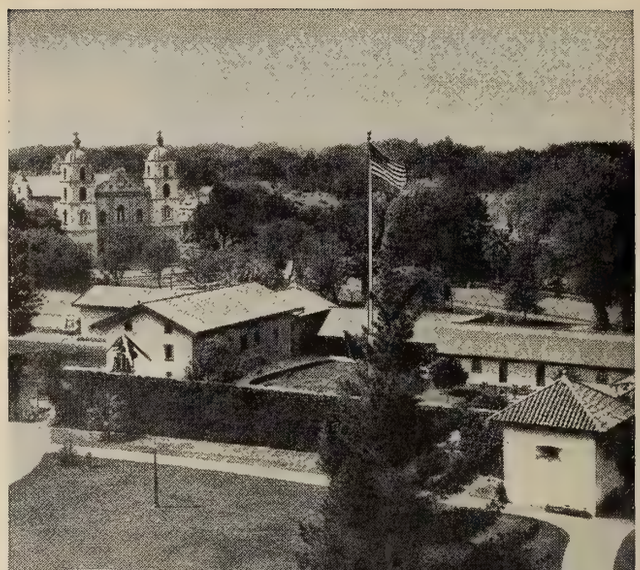
Hearst Bldg.
Douglas 2-2536
5000 w-LS; 1000 w-N 1260 kc

KNOWN as "The Sports Station" of the Bay Area, KYA has been in operation since Dec. 17, 1926 with a succession of ownerships. Hearst Radio Inc. bought properties from NBC and subsequently sold it in 1944 to Palo Alto Radio Station Inc., present licensee. Don Fedderson became vice president and general manager. With its sale to Dorothy Thackrey about a year later, he continued in that capacity and is also general manager of KLAC and KLAC-TV Hollywood of which she also is licensee. Dave Lundy is general sales manager of the three properties. . . . Three stations have been sold to Warner Bros. for reported $1,045,000, subject to FCC approval. . . . During those years of frequent ownership changes the station became outlets of CBS and NBC Blue, originating shows for those networks on alternate days. It was also a UBC associate station, originating many programs of the now non-existing network. . . . Currently operating with 5 kw-LS and 1 kw-N on 1260 kc, KYA studios and executive offices are in the Hearst Bldg. with transmitter at Candlestick Point. . . . Move will be made to larger quarters in Fairmont Hotel by May 1. . . . Besides sports, station specializes in community events and goes in heavy for newscasts as well as recorded musical programs. . . . National representative is Adam J. Young Jr. Inc.





ANYONE IN TACOMA can tell you about this Washington mountain. It's as familiar as ABC in Tacoma where 80% of the radio families listen regularly to the Coast's most powerful network. In 42 Coast towns (and 97 counties) ABC has at least 50% BMB penetration.



BOOM-DAY MEMENTOS from 1849 are preserved in this landmark, as familiar to Sacramentans as the ABC spot on the dial. To hit a 1949 bonanza in Sacramento, switch to ABC. Even before KFBK boosted its power to 50,000 watts, BMB said ABC reached 89% of Sacramento's radio families.



CAN YOU NAME what kind of fruit is almost as numerous as ABC listeners in Watsonville, California? These blossoms should give you a clue. And to reach Watsonville's radio families, take your cue from BMB which proves 84% of them listen regularly to ABC. Outside markets or inside, big or small—ABC delivers them all.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast's Most Powerful Network, now delivers 227,500 watts of power—53,500 more than the next most powerful network at night. This includes FOUR 50,000 watters...a 31% increase in facilities during the past year.

LOWER COST...ABC brings you all this at only $1,275 for a night-time half-hour. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

KEY
A—Mount Rainier
B—Sutter's Fort
C—Apples

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

Allied Arts

MEL LONDON, former program director at WGNR-FM New Rochelle, has joined Wilbur Stark-Jerry Layton, New York. He will co-write *Red Benson's Movie Matinee.*

EVANS PLUMMER, radio and movie magazine editor, has joined Gladys Rubens Musical Workshop, Hollywood, as associate to promote and develop television talent and shows. School has been staging juvenile musical comedy *Sandy Dreams* over KTLA Hollywood.

HAL HOWARD, formerly with Beverly Hills office of Music Corp. of America, has joined Dallas branch, which has moved to larger quarters in Remington-Rand Bldg.

GUERIN ENTERPRISES, St. Louis film producer, has opened new studios and offices at 427 N. Euclid Ave. **FORT B. GUERIN Jr.,** president, said new facilities will enable firm to supply TV industry with complete film service.

MARSCHALK & PRATT Agency, New York, has subscribed to National Nielsen Radio Index for three years, A. C. Nielsen Co. reported last week. Class A service agreement calls for extra-week ratings and non-network optional feature.

NAN PENDRELL, New York advertising, merchandising and promotion specialist, has moved offices from 42 E. 51st St. to 37 W. 57th St. Telephone: Murray Hill 8-3515.

LEVEE-STARK Inc., Beverly Hills (talent agency), moves to new offices at 8782 Sunset Blvd., Los Angeles. Telephone: Crestview 1-5781.

ED NIEHAY, salesman with Continental Radio Features, Fort Worth, Tex., direct sales organization handling participating radio shows, has been named manager of firm.

BEN BENJAMIN, radio-television head of Levee-Stark, Los Angeles talent agency, is the father of a boy, Jeffrey Arthur.

ERNEST SAMUELSON has been named Kansas City, Mo., district sales manager for Radio Features, Chicago, producer of *The Deems Taylor Concert, Tello-Test* and Mutual co-op, *John Nesbitt's Passing Parade.* Mr. Samuelson's headquarters will be at 1909 E. 39 St., Kansas City.

SCHOOL OF RADIO TECHNIQUE has opened new offices at 316 W. 57th St., New York. **THOMAS H. HUTCHINSON** is director.

SAM HUNSAKER Productions Inc., New York, is readying series of television films for national distribution featuring **SHEILA BARRETT,** mimic.

Equipment

ALLAN B. MILLS, merchandise manager of RCA Victor Home Instrument Dept., has been appointed general sales manager. He is succeeded as merchandise manager by **H. M. RUNDLE,** who has been in charge of home instrument styling. Mr. Mills has been with RCA Victor since 1923, Mr. Rundle since 1930.



Mr. Rundle



Mr. Mills

WESTINGHOUSE Home Radio Div. has announced new table model television receiver, H-196-DX, with modern-styled mahogany cabinet, 52-square-inch viewing screen and suggested retail price of $325 plus tax, installation and warranty fees. Also announced was model 223 with suggested retail price of $269.95.

SIGHTMASTER Corp. announced fortnight ago it was sticking to all-glass cathode-ray tube, as it brought out first 15-inch tube receiver to sell at $495—same price as 16-inch metal tube sets.

RCA ENGINEERING Products Dept., Camden, N. J., has introduced new life-size television projection system (TLS-87), especially adaptable for large public gathering places. System features "out-of-the-way" ceiling mounting for barrel-shaped projector. Control console can be built-in if desired.

DR. HANS KOHLER, formerly with Radio-Marine Corp. and member of Research Labs of Signal Corps, has been appointed to staff of National Bureau of Standards, where he will do theoretical work in electronics division.

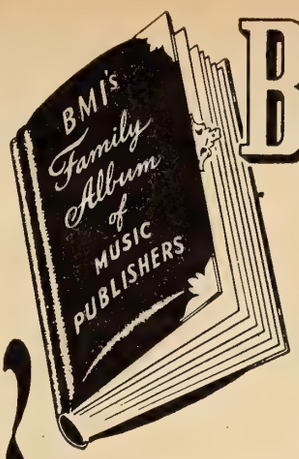
GENERAL ELECTRIC Co., Syracuse, N. Y., has announced two new table video receivers: Model 830, 12½-inch picture tube, list price $399.95; model 835, 10-inch tube, list price $325.

R. L. COWARD, salesman at Knoxville branch of Graybar Electric Co., New York, has been appointed manager of Bristol branch. **R. J. FRANZEN,** assistant to lines manager at Seattle, has been named manager of Graybar Tacoma branch.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri



BMI'S WHO'S WHO *in Music*

PEER INTERNATIONAL CORP.
and
MELODY LANE PUBLICATIONS, Inc.
1619 Broadway, New York 19, N. Y.

The Popular, Latin-American, Folk and Hawaiian catalogs of these firms are among the most extensive in publishing circles. Both firms, included in the successful interests of Ralph Peer, were among the first to join the BMI family and have consistently given broadcasters song-hit after song-hit.

I LOVE YOU SO MUCH IT HURTS

Recorded by

BUDDY CLARK (Columbia)
REGGIE GOFF (London)
JIMMY WAKELY (Capitol)
FRONTIERSMEN (Victor)
VIC DAMONE (Mercury)
NOVATIME TRIO (NBC Thesaurus)
MILLS BROTHERS (Decca)
FLOYD TILLMAN (Columbia)
SHORTY LONG (Decca)
SMOKEY SMITH (Crystal)
TOMMY CLAYTON (Varsity)
DEAN HUDSON (Lang-worth)

ONE HAS MY NAME
(The Other Has My Heart)

Recorded by

BOB EBERLE (Decca)
JIMMEY WAKLY (Capitol)
TEXAS JIM LEWIS (Exclusive)
RED PERKINS (DeLuxe)
JACK LATHROP (Victor)
SLIM DUNCAN (Columbia)
EDDIE DEAN (Crystal)
TOMMY CLAYTON (Varsity)

EVER POPULAR STANDARDS

DEEP IN THE HEART OF TEXAS
GREEN EYES
GEORGIA ON MY MIND
YOU BELONG TO MY HEART
FRENESI
BRAZIL
YOU ARE MY SUNSHINE
BESAME MUCHO
BABALU
CUANTO LE GUSTA
COME TO THE MARDI GRAS
I'LL NEVER LOVE AGAIN
PERFIDIA

BROADCAST MUSIC, INC.
580 Fifth Avenue
New York 19, N. Y.

BMI *Pin-up Sheet*

MARCH

BEAUTIFUL EYES (Duchess)
BOUQUET OF ROSES (Hill & Range)
DAINTY BRENDA LEE (Lutz)
I COULDN'T STAY AWAY FROM YOU (Johnstone-Montei)
I GOT A GAL IN GALVESTON (Republic)
I LOVE YOU SO MUCH IT HURTS (Melody Lane)
I WISH SOMEBODY CARED ENOUGH TO CRY (London)
IT'S A BIG WIDE WONDERFUL WORLD (BMI)
JUST REMINISCING (Encore)
LOOK UP (Patmar)
MISSISSIPPI FLYER (Mellin)
WIND IN MY SAILS (Marks)
YOU, YOU, YOU ARE THE ONE (Campbell)

Production

RICHARD STEELE, formerly of WBKB (TV) Chicago, has been appointed production facilities supervisor at WNBQ (NBC) Chicago. LYNWOOD B. KING Jr. has joined video staff as assistant operations manager.

BERNARD MOORE, chief announcer and production manager at WKNB New Britain, Conn., has been appointed program director of WKNB and WFHA (FM).

FRED KELLER, with WBEN Buffalo since 1942, has been appointed executive producer of WBEN-TV. He succeeds JOSEPH A. JENKINS, now program director of WNBK Cleveland.



Mr. Keller

CHARLES POWERS, ABC director of such shows as *Famous Jury Trials* and *Our Job Is Manhattan*, has transferred to network's television operations as video cue thrower.

JACKSON GREEN has been appointed director of production facilities at CBS-TV in New York. EILEEN LANGE, former fiction editor of *Women's Home Companion* and associate editor of *Good Housekeeping*, has joined CBS-TV as story editor.

ROBERT H. FORWARD, former production manager and assistant program director for Mutual-Don Lee, Hollywood, joins KTTV (TV) Los Angeles as assistant to program director HAL HUDSON.

BOB LEWIS, former assistant radio director for State Advertising, Chicago, has joined WGN Chicago as continuity writer.

VANBUREN De VRIES, producer-director at WMAL-TV Washington, March 9 will address Washington Film Council's television forum, speaking on video film from producer's angle. March 17 Mr. De Vries will speak to Broadcasters' Workshop of General Conference of Seventh-Day Adventists on "How Important Is Your Script?"

NORMA SCHNEIDER joins NBC's Central Division as script coordinator in continuity acceptance department, replacing CAROL SOMERVILLE, who has resigned to be married.

MARGERY (Jerry) QUIZZ, with WCBS New York's *Hits and Misses* program since last November, and former music director of KRUX Phoenix, has been appointed record librarian for WCBS.

GLENN UHLES returns to NBC Chicago as assistant night manager after working for two years in guest relations department of ABC Chicago.

ALAN CUMMINGS, formerly with WITH Baltimore, WARL Arlington, Va., and freelancer with Washington, D. C., area stations, has joined WWDC Washington as all-night man. He replaces LES SAND, resigned.

WILL CARLSON, formerly with WBCK Battle Creek, Mich., has joined announcing staff of WKBN Youngstown, Ohio.

BILL ROUSSEAU has been named direcor on CBS *Your Lucky Strike*, replacing HARLAN DUNNING who left to join BBDO, Los Angeles, as account executive.

MAX FERGUSON, formerly of CBH Halifax, has joined announcing staff of CBL and CJBC Toronto. KEN HOMER is new announcer at CBH.

RUTH BROWN, formerly with WCSH Portland, Me., has joined KJBS San Francisco as music librarian.

LEONARD LEIGH, organist, has joined KOOL Phoenix, Ariz., where he conducts *Leonard Leigh Plays the Hammond*, Mon.-Fri., 8:45 p.m.

JANET ANGEL has joined WMID Atlantic City, N. J., where she is in charge of continuity and traffic. Miss Angel was formerly with WLAG La Grange, Ga.

CLEDGE ROBERTS, senior producer at WPIX(TV) New York, and instructor at Television Workshop of New York, and RUDY BRETZ, recent operations manager of WPIX, have been promoted to supervisory positions at Workshop.

JOAN KAY (Mrs. N. E. Bibow), "Christine" on WNMP Evanston, Ill.'s *Aisle of Styles* program, is the mother of a girl, Susan Elizabeth.

SAM GIFFORD, formerly with WOWO Fort Wayne, Ind., and WWNC Asheville, N. C., has joined announcing staff of WHAS Louisville.



Mr. Gifford

JAMES EBERLE, special events director for television at WWJ-TV Detroit, has been appointed program supervisor. KEITH McKENNEY, former program supervisor, has been appointed production manager.

CLIFFORD SHAW, staff pianist at WAVE Louisville, has written six new songs which are now in process of being published. Songs are: "If There Be Ecstasy," "Love in Springtime," "Little Song," "Promenade," "After the Pangs of a Desperate Lover" and "When I Am Dead My Dearest."

TOBE REED has started new quarter-hour show of his own on ABC Pacific Coast and Mountain stations. He will tell "little known" human interest stories and interview various Hollywood personalities.

FRANCES SCULLY, m.c. of KECA Hollywood *Star Gazing*, has been named president of Hollywood Women's Press Club. LEE HOGAN, NBC Hollywood fashion editor, named secretary.

RICK VOLLAERTS, writer on NBC *Ozzie & Harriett Show*, is the father of a girl, Victoria Land.

BILL WALKER, member of the WIND Chicago music staff, has written three songs which will be recorded and released by VRT Records, new Chicago firm, some time this month.



CHRISTMAS came in February for Johnny Clarke, m.c. of three-hour morning show over WNJR Newark, N. J. Mr. Clarke requested listeners to send in Christmas cards to be used by local Girl Scout councils to make scrapbooks for North Jersey hospitals and orphanages. Mr. Clarke is shown thanking listeners for response.

SAM HEARN has joined cast of NBC *Dennis Day Show*.

ART MERCIER, WBBM Chicago announcer, is author of "Bait Casting for Lunkers" which will appear in the April issue of *Outdoorsman*.

WILLIAM E. HEALION has joined Chicago's video department as a title artist.

DONALD M. HINE, KTSL (TV) Hollywood producer, and Patricia Elaine Curry have announced their marriage.

JOHN MOORE, formerly of CKWS Kingston, Ont., has joined announcing staff of CBO Ottawa.

FLORENCE JANKOWSKI, writer at WBCK Battle Creek, Mich., and Bernard G. Cunningham were married Feb. 26 and left for Renfrew, Scotland, where Mr. Cunningham will work.

TONY ELLIS, scriptwriter on Don Lee's *Count of Monte Cristo*, is the father of a boy.

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON

Tailored



RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city. Phone 4-3262

American RADIO PUBLICATIONS, INC. 121 N. Washington St., Peoria 2, Illinois Member NAB

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000 · NEGRO 300,000 · GERMAN 100,000 · SPANISH 250,000 · ITALIAN 100,000 · SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by ART CROGHAN & GENE AUTRY

U. OF OKLA.

Eddy, Mitchell, Sill Speakers

WILLIAM C. EDDY, general manager of WHEN (TV) Syracuse, was scheduled to be one of the featured speakers at the U. of Oklahoma's annual Radio Conference. The three-day meet, held at Oklahoma City and Norman, closed last Saturday (March 5).

Capt. Eddy, commanding officer of the Navy's radio and radar school in Chicago and author of *Television: The Eyes of Tomorrow*, was to have been principal speaker at a dinner session Friday at the Biltmore Hotel. His subject was: "General TV Operations." This year's conference theme, "Survival in a Changing World," was subdivided into current problems of operation and the transition of television.

Other radio leaders scheduled to speak included Jerome Sill, general manager, WMLO Milwaukee, Wis.; Frank Marx, ABC vice president in charge of engineering; Beulah Zachary, WBKB Chicago TV producer-director, and Maurice Mitchell, NAB director of broadcast advertising. Mr. Mitchell's topic was "Economic Aspects of Radio Advertising." Other speakers were previously announced [BROADCASTING, Feb. 28]. Mr. Marx discussed "Factors in Planning for Television" in final Saturday sessions.

Sessions were devoted chiefly to station problems and covered station-agency relations, future of low-power campus stations, news, in addition to station and television operations. Highlight of Saturday's agenda was a luncheon sponsored by the Assn. for Education by Radio at the Biltmore in Oklahoma City.

PROGRAM SERVICE

Plan Distribution System

DUAL plan has been announced by the Broadcasters Guild covering a monthly information service to members plus machinery to distribute local and regional programs of members on national basis.

Explaining the move, James Parks, BG Hollywood vice president, said, "Surveying the field for properties particularly suitable to the Guild distribution system, we have found that many locally produced programs have good transcription possibilities."

The news service inaugurated March 1 as "Radio News Digest," will highlight radio and television developments plus inform member stations of new projects and activities of the Guild.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative: J. P. McKINNEY & SON

'Break' the Bank?

WHEN KTUL Tulsa's Eddie Coontz ribs sponsors on his *Morning Watch* platter show, none is likely to be immune —not even a bank. The National Bank of Commerce, one of the city's oldest and most conservative banking institutions, is receiving gentle needling thrice weekly. A 52-week series, the promotion is designed to "humanize" the banking business and popularize its services. J. D. McBirney, National's president, and his associate, Carl Wedeman, are sold on Eddie's style of moving merchandise — they're both Coontz fans.

On All Accounts

(Continued from page 16)

RKO lot, he was singled out by A. H. Woods, Broadway producer, for a role in "Arrest That Woman." After getting to New York Earl felt the role was not for him. It was finally decided to spot him in the Chicago company of "The Night of January 16."

Next came word that a part could be had in the Broadway production of "Behind the Red Lights" based on the career of Lucky Luciano. He hustled to New York and was with it for seven months.

The summer of '37 found Earl in Detroit growing very interested in radio. When a job loomed on the staff of WWJ, he was all for it. In late '38, he had a nibble from NBC Chicago and next shifted to the production staff there. By August '41 he had become a production director but Earl had his eye on a California return.

At this time the Red-Blue separation was looming and he gambled that a job might develop as a result. He joined NBC in February '42. Among the shows he worked on were *Kraft Music Hall* and Chase & Sanborn's Charlie McCarthy show.

In '43 Danny Danker approached Earl to join J. Walter Thompson Co. He did, and produced the RCA *What's New* series in mid '43. Next followed assignments on Frank Sinatra's first commercial program, for Vim's Vitamins, and Charlie McCarthy. He has also produced seven of the Elgin Thanksgiving and Christmas two-hour programs.

Several trips east with touring radio shows brought him to New York where the TV bug got him. Last summer he spent much time looking, listening and learning. When the Charlie McCarthy show ceased, he went east again for more look-see at TV. And in January of this year he was named to his present estate.

Mr. became "Mr. and Mrs." when Earl married June Pauly, May 21, 1947. The family hearth is in Beverly Hills, Calif. Hobby hours are largely devoted to theatre, golf and fishing.



News

JOHN MATERS has been appointed news editor of WJEF Grand Rapids, Mich. **BOB SIDNEY**, staff announcer, has been appointed sports editor.

CHUCK CLEAVER, former news editor at WRRN Warren, Ohio, has joined news staff of WKBN Youngstown, Ohio. **DON BRICE**, WKBN news editor, is the father of twin girls.

CHUCK HEALY, former sports director of WKIP Poughkeepsie, is new assistant sportscaster at WBEN and WBEN-TV Buffalo.

ROBERT F. HURLEIGH, WGN Chicago news director, will receive 1948 award of commendation from Illinois division, Polish American Congress, today (Monday) on his 6:30 p.m. (CST) newscast. Citation is for "forthright and distinguished radio commentaries on the news of world events; bold exposé of the Communist threat to world peace and security; intrepid defense of the principles of American democracy."

MANCHESTER BODDY, editor and publisher of Los Angeles *Daily News*, has started three weekly news analysis broadcasts on KFWB Los Angeles.

H. R. BAUKHAGE, ABC commentator, will substitute for Bryson Rash, network's White House correspondent, on latter's *Capital Close-Up* program March 11 and 18 over WMAL-TV Washington. Mr. Rash will be in Key West, Fla., with President Truman.



FEW MINUTES after this four-engine experimental Beechcraft plane crashed near Wichita, Kan., KANS Wichita had the story on the air with the identity of the pilot who was killed. News Editor Dick Gavitt arrived on the scene of the accident about 15 minutes after the plane came down. He immediately rushed to the studio and aired a bulletin, which was followed later by a detailed account.

Feature

(Continued from page 16)

the twins and giving them the "keys to the city."

Newswise, however, the snub appeared to be an example of cutting off a nose to spite a face. The newspapers also passed up a picture when the "keys to the city" turned out to be the keys to a jail. The six twins and their beauty consultant were arrested and put behind bars in the Tulsa "bastille." The charge: Violation of the Oklahoma cosmetology statute, served during a personal appearance in one of the city's leading department stores.

Their unexpected arrests finally broke the icy silence of the *Tribune*, which grudgingly gave space to save face. *But*—

Observers noted that the Toni twins "incident" was not a mere isolated one in the current Radio-Press War. Newspaper antagonisms have long been smoldering on the Tulsa front.

Last year ABC Central Division conducted a survey of 103 ABC stations, 33 affiliated with daily newspapers in 19 states. In Tulsa the network noted that "the *Tribune* and the *World* have strict policies against the use of radio news." It reported: "Newspapers have been charging regular rates for carrying program schedules, and no radio column, except for John Crosby, appears in this city. Here it has been stated that only articles are carried by Crosby that are critical of radio, according to KOME, ABC Tulsa affiliate."

The Tulsa *Tribune* was quoted by KTUL with this editorial reply, in part, on the Toni incident:

"Nobody really would have given a toot which twin had the trade name marcel had it not been for the very people who didn't want anybody to give a toot.

"All the 'which twin has the —' publicity stunts were falling flat as a flounder. The newspapers weren't having any, thank you.

"But look what happened. Somebody put their manicured foot in their mouth by trying to prevent publicity which wasn't there, and wound up giving the twins and their hair-twister publicity which, ironically, they never could have bought and which spread over the whole country. . . .

"The twins, three sets of them, came to town. But nobody displayed much interest. They whirled around in cars with the trade-name painted on the sides, preceded by a shrieking siren. A few people glanced their way. That was all.

"They probably would have left town, just as unspectacularly as they entered, if—and here the foot-in-the-mouth development enters.

(This assumption, of course, discounting the fact that station KTUL had been blasting the Toni-Twin contest message over the air for a week—and also that there are more than a score of popular twins in Tulsa and others in neighboring communities — KTUL.)

"Most of the state's beauty parlor operators are frankly, openly and aggressively fighting all varieties of 'home' beautification of the female. Cuts them out of business.

"So, when the (trade name) twins came to town and set up business in several stores, Miss Enola Shumate, Oklahoma City, state cosmetology board inspector, was watching with an eagle eye.

"Not long afterward warrants were issued for the (trade name) caravan. They had been, the warrants alleged, lecturing and demonstrating a hair preparation 'without a license.'

(Local counsel for the Toni Twins contended, however, such was not the case, that the girls and products were merely on display. At any rate, there's more—KTUL.)

"But where few if any people knew the (trade name) twins were in town before, or even gave a toot, all of a sudden everyone knew it. When the three sets of twins and their retinue were tossed in the jail, their invasion of Tulsa suddenly became 'news.'. . ."

Despite the newspapers' anti-radio policy, listeners who had heard about the twins on KTUL still jammed department stores to see them before police arrived.

Mused KTUL: "It will be interesting to see the reaction to similar activity when another (trade name) home permanent concern, currently carrying a heavy schedule of newspaper advertising, comes to Tulsa with a promotion campaign."

Technical

JOHN BATTISON, allocation engineer for ABC, was to leave March 5 for London where he will present paper on "American Broadcasting" to British Institute of Radio Engineers.

GEORGE C. HANSEN, formerly with KSTP-TV St. Paul as television studio supervisor, has joined Airborne Instruments Lab., Mineola, N. Y., as supervisor of technical services. Three other former officials at KSTP are now with Airborne: **HECTOR R. SKIFTER** is president of firm; **DONALD M. MILLER** is vice president in charge of engineering and production, and **J. N. FRICKERS**, former KSTP vice president in charge of engineering, is director of engineering services for Airborne.



Mr. Hansen

GENERAL ELECTRIC Co., Transmitter Div., Syracuse, N. Y., has announced new utility video amplifier, Model 4TV17A1, for two-channel general purpose use as line or monitoring amplifier, and as line amplifier and supersync mixer. Amplifier is especially useful in raising remote programs as low as 1.2 volts up to standard 2.0 volts for transmission.

CAN YOU USE A ROTARY SWITCH WITH . . . .



- A tamper-proof rotor arm (patented)
- Extra long life
- Low and uniform contact resistance
- Minimum thermal noise
- High resistance to leakage
- Trouble-free operation

Consult the Daven Company on your switch requirements. A complete line of standard switches is offered; contact our Engineering Department for special switch problems. Write for Bulletin SW-1, Dept. BD-3 for complete information on standard switches.



AM TRANSMITTER AND TOWER FOR SALE AT *A REAL BARGAIN!*

New transmitter at new site necessitates disposal used 250 watt Western Electric 23A transmitter, complete with tubes. 199 ft., self-supporting Blaw-Knox tower, including lighting equipment ready to ship. Save a lot on this well cared-for equipment. Transmitter *$800*. Tower *$1350*.

KWNO, Winona, Minn.

WINZ

BALCOM SPEECH

Room for Both TV, Radio

TELEVISION will never supplant radio, there being room for both services, Max F. Balcom, president of Radio Mfrs. Assn., declared Wednesday in addressing the Town Meeting of Radio Technicians at the Rodger Young Auditorium, Los Angeles.

"Television is the newest and the most exciting addition to the receiver line," he told the meeting. "I do not mean to imply, however, that radio receivers are passing out of the picture. On the contrary radio set production in units undoubtedly will continue well ahead of television for several years to come.

"While the industry is turning out 2 million or more TV sets in 1949, it will be producing, I believe, at least 10 to 12 million radios, which is equal or better than the production in all but one or two prewar years.

"Don't overlook the fact that there are approximately 75 million radio receivers in this country, some 2,000 AM stations, and more than 700 FM stations. Neither the public nor the station owners are going to scrap such an investment in a hurry, regardless of the attraction of television. Sales of automobile radios and portables, moreover, are the greatest in the industry's history and are likely to remain at a high level for some time."

Mr. Balcom predicted over half the manufacturing industry's income in 1949 will come from television sets and that all set sales will surpass the 1948 record in dollar volume. He said TV sets have an average retail price between $350 and $400 compared to around $55 for radio sets.

Within a few years the television-radio industry will rank with the largest industries in the United States, he indicated.

CERTIFICATE of appreciation for weekly series of discussion programs, *Wake Up, St. Louis*, has been presented to KXOK St. Louis by St. Louis Junior Chamber of Commerce.

Turntable



FREDERIC W. ZIV Co., Cincinnati, has announced purchase of five of its shows by WGBR Goldsboro, N. C. Shows, signed for 52 weeks, are: *Easy Aces, Philo Vance, Boston Blackie, Wayne King Show* and *Guy Lombardo Show*. Ziv account executive on contracts is **GUY ZWAHLEN.**

DECCA RECORDS Inc., New York, at directors' meeting last Tuesday, declared regular quarterly dividend of 12½¢ per share on capital stock payable March 29, 1949, to stockholders of record March 15, 1949.

STANCIL-HOFFMAN Corp., Hollywood, has developed new lightweight, midget magnetic tape recorder known as "Mini-Tape." It weighs less than 10 pounds and can be carried by shoulder strap. Coincident with announcement, firm formally changed name from William V. Stancil Co. to Stancil-Hoffman Corp., and announced plans for starting production of wide-range playback only machine.

CHARLES MICHELSON Inc., New York, has announced signing of following new contracts for its transcribed shows: Taking *Blackstone, Magic Detective* are WATN Waterbury, N. Y.; KANE New Iberia, La.; WAGM Presque Isle, Me.; WMAJ State College, Pa.; WLAM Lewiston, Me.; WSIX Nashville; KFJI Klamath Falls, Ore.; KLMR Lamar, Col.; WGNS Murfreesboro, Ky.; WCCP Savannah, Ga.; WMAP Monroe, N. C.; WIDE Biddeford, Me.; WKAX Birmingham, Ala.; WDSU New Orleans; KORE Eugene, Ore.; KYSM Mankato, Minn.; WLOX Biloxi, Miss.; WOPI Bristol, Tenn.; KIRO Seattle, Wash.; WHAP Hopewell, Va., and WNNC Newton, N. C.; *My Prayer Was Answered*—WILE Cambridge, Ohio; *The Sealed Book*—KRKN Ft. Smith, Ark. Taking *Mystery Package* are WALA Mobile, Ala.; WLNA Peekskill, N. Y.; WNOC Norwich, Conn., and KTHT Houston, Tex.

CAPITOL RECORDS Inc., Hollywood, has announced regular quarterly dividend of 65¢ per share on $2.60 convertible preferred stock, payable April 1 to stock of records March 15.

WEEKLY program of developments of UNESCO, *UNESCO World Review*, has been mailed to 500 program directors of leading stations.

*Returning to the Network**

WLS NATIONAL BARN DANCE

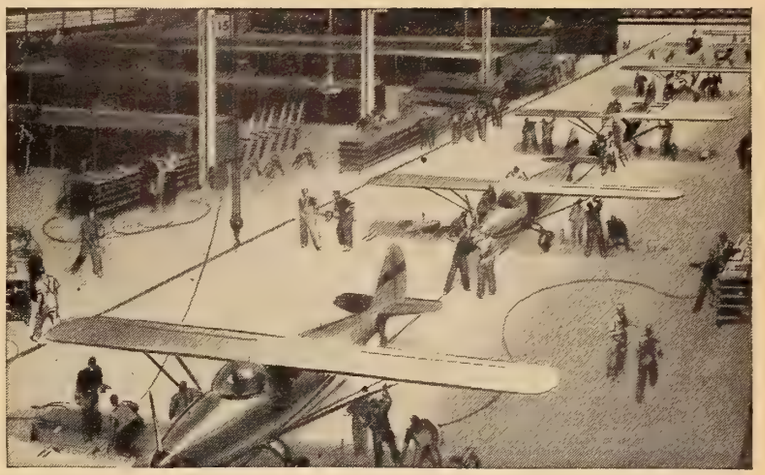
*ABC, 9:00 TO 9.30 P.M. C.S.T. SATURDAYS FOR PHILLIPS PETROLEUM COMPANY

Represented by JOHN BLAIR & CO.

50,000 Watts — ABC Affiliate

WLS CHICAGO 7 The PRAIRIE FARMER STATION

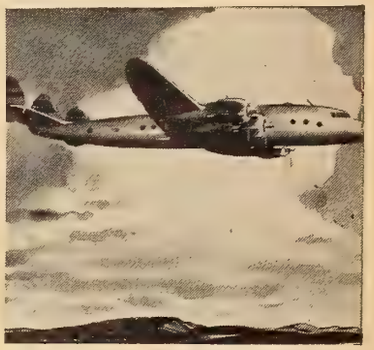
Seven new planes completed ...at a cost of $4.30!



New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets many supplies and parts — by Air Express. The cable was ordered in A.M., delivered to plant same day. 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.



$4.30 included pick-up and delivery at no extra charge—and receipt for shipment. All this, plus the *world's fastest shipping service.* That's Air Express—used with profit by every business.



Shipments go on all flights of Scheduled Airlines. Speeds up to 5 miles a minute—no waiting around. Around-the-clock service. Direct service to over 1,000 airport cities, air-rail for 22,000 off-airline offices.

Facts on low Air Express rates:

22 lbs. of new fashions goes 700 miles for $4.73.
6-lb. carton of new jewelry line goes 1,000 miles for $2.24.
Same day delivery in both cases if you *ship early.*

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Commercial manager and announcer for network station in small town in northern part of Virginia. Box 345a, BROADCASTING.

Wanted—First class manager and announcer for Mutual network station in Virginia. Box 346a, BROADCASTING.

250 watt fulltime station major southern market looking for capable manager with selling ability. Give full details first letter. Box 344a, BROADCASTING.

Salesmen

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

Salesman capable of taking position of commercial manager for Florida network station. Straight salary for one who can produce business. Must have had 5 or more years of radio selling experience. Send outline of experience, photo to Box 288a, BROADCASTING.

Salesman: Established territory. Eastern market. Future for television. Drawing account. Excellent opportunity for right man seeking a permanent job with a future. Box 323a, BROADCASTING.

Wanted—Salesmen calling on FM stations to sell FM promotions. Box 368a, BROADCASTING.

Salesman wanted for 250 watt Mutual station, unopposed in 17,000 city. Affiliated with newspaper and general conditions very favorable. Right man could quickly have charge of sales department. Producer needed and pay commensurate. W. D. Dixon, KVWC, Vernon, Texas.

Experienced salesman for progressive Massachusetts daytimer 280,000 primary population. Fair treatment, unusual sales potential. Frank McArdle, WCRB, Waltham.

Salesman on L. I. and N. Y. accounts—car, experience and L. I. residence essential. Salary. Joseph A. Lenn, Vice Pres., WHLI. Hempstead, L. I.

Announcers

Wanted—Experienced announcer, 250 watt Mutual station in Virginia. Forward all details, photograph and audition disc. Box 239a. BROADCASTING.

Excellent southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

An experienced announcer who has first class ticket. Emphasis on announcing ability. Florida network station. Must have car. Send disc, photo, outline of experience and salary requirements to WSPB, Sarasota, Florida.

Announcer with first phone. Commercial board schedule, programming, news. Submit photograph, disc, references. Station KUBC, Montrose, Colorado.

Help Wanted (Cont'd)

Southern California station has permanent position for announcer with thorough knowledge and background classical music. Deep voice and writing ability. He will produce. Write and announce two hour nightly symphony five nights weekly. Be record librarian. A first class ticket will add to his earnings or he may have a sales background which will add to earnings. But he must be one of these combinations. Submit transcription classical program. Photo and letter of qualification one package. Don't waste everybody's time if your pronunciation isn't perfect and your classical background complete. Box 287a, BROADCASTING.

Experienced staff man. Send letter, full details, salary desired, disc. WSAZ, Huntington, W. Va.

Announcer—Early morning DJ wanted immediately by midwestern 1000 watt daytime station. Must have pleasing friendly voice for informal musical clock type show. Box 312a, BROADCASTING.

Top morning man: New York State NBC affiliate. Must be experienced. 5 day week, salary, talent. Send disc, qualifications. Box 292a, BROADCASTING.

Wanted — Combination announcer-engineer with emphasis on announcing. Also one experienced announcer. Pleasant working conditions. Please contact: Manager, WRQN, Vidalia, Georgia. Telephone 327 or 693.

Wanted—Experienced announcer 250 watt NBC affiliate, southerner preferred. WGRM, Greenwood, Mississippi.

Sportscaster, must be experienced and aggressive. Start $75.00 week. Send disc, photo, complete background. Box 350a, BROADCASTING.

Five combination men with first class engineer's license. Top pay for top personality deejays, immediate openings. Rush disc and complete data to Earl Harper, WNOR, Norfolk, Virginia.

Technical

Have immediate opening two transmitter operators with first class tickets. Car necessary. Previous broadcast experience unessential. No Floaters. Chief Engineer, KCTI, phone 770, Gonzales, Texas.

Chief operator's assistant for upstate New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

Wanted—Chief engineer for established midwest station in city over 50,000. 250 watts unlimited AM. 10 kilowatts FM. Network affiliate. Completely news plant. Experience and trouble shooting ability essential. Must be able to manage personnel. Good remuneration. Paid vacation. Free group insurance with hospital benefits. Our operation requires chief to pull some transmitter shifts. Write all details. Box 290a, BROADCASTING.

Station in upstate New York has immediate openings for engineers, program-director-announcer and announcers. If interested wire immediately, Station Manager, WOPT, Oswego, New York.

Production-Programming, others

Program director 5 kw Mutual. Middlewest. Start $75.00 week. Send disc, complete background. Box 289a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

I want to get in touch with a competent program director who wants to really do a job and a name hillbilly to serve as disc jockey and emcee. State your minimum salary requirements to start. Box 265a, BROADCASTING.

Program director with some announcing duties, wanted by midwestern 1000 watt daytime station. Send all qualifications and starting salary. Box 311a, BROADCASTING.

Program director-announcer wanted by west Tennessee station. Must be thoroughly experienced, a real opportunity, permanent. State beginning salary requirements. A. B. Robinson, Box 309, Jackson, Tennessee.

Girl continuity writer capable of air work. Education preferred. Write or wire details to Leonard G. Anderson, WKBH, LaCrosse, Wisconsin.

Program director—Midwest Mutual affiliate. Some announcing. Capable of operating on limited budget and supervising announcing staff. Complete background, references and disc. State required salary. Box 355a, BROADCASTING.

Situations Wanted

Managerial

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record. A-1 references. Box 117a, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Manager-engineer. Married, sober and reliable. Will construct and organize your station for efficient and profitable operation, or if already in operation, will manage your station in the interest of economy and profits. Box 295a, BROADCASTING.

Commercial manager available. Experience, fifteen years advertising director of daily newspaper, four years as commercial manager of 5000 watt network station. Reason: station leaving air. Box 297a, BROADCASTING.

Manager presently employed 5000 watt network affiliate. Eight years with present company. Excellent experience in sales, promotion, programming. Knows how to handle employees. Family man. Highest recommendations. Good sound proposition only. Box 298a, BROADCASTING.

Commercial manager—10 years experience all phases. Can qualify as manager. Dependable. College education. Desire permanent connection with a future. Excellent references. Box 325a, BROADCASTING.

Young manager and young program director, presently employed, want to put new station on air in city of 30,000-100,000 or make money loser a profitable investment. Have just built and organized independent small market station. First year profits after taxes: 18.5 percent of original investment. Records available. Experienced in sales, news reporting, community programming, station promotion and business management. High salaries necessary. Box 309a, BROADCASTING.

Employed manager—New or established station. Organization and experience all departments, stations from ground to prominence. 250 to 10,000 watts. Specialize efficient staffs, good programming and overall administration. 10 years radio. Former FCC employee. Stable. Box 219a, BROADCASTING.

Situations Wanted (Cont'd)

Manager-commercial manager. I have come up through the ranks from salesman to station manager and know the business from beginning to end. I have a proven and successful record with network and independent stations in both large and small markets. Middle aged, excellent character, top references. Available at once. Box 305a, BROADCASTING.

Manager with 23 years of successful background would like reasonable offer. Family man, sober, knows sales, production and promotion and works right in the thick of things. Good voice, likeable personality and not afraid of work. Will be available after March 15. Box 351a, BROADCASTING.

Experienced active commercial manager or salesman, successful record, desires position with progressive station salary-bonus basis, about $100 week guarantee. Married, ambitious, reliable, best references. Presently employed. Available on resignation. Box 365a, BROADCASTING.

Announcers

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 753, BROADCASTING.

Topnotch morning personality. College graduate, 9 years experience announcing, selling and programming. Excellent record. Excellent references. Box 272a, BROADCASTING.

Here's your chance to save headaches. Full staff now available. Experienced reliable men. Reason for change, station ownership policies. Manager-program director, all straight announcers plus specialties of newscaster, sportscaster and play-by-play, disc jockey, continuity writer. All work together cooperatively. No friction. A must for good station operations. Box 242a, BROADCASTING.

Play-by-play sportscaster with over two years experience. Best references. Box 260a, BROADCASTING.

Announcer, approximately two years experience for northern Illinois. Good staff man. Specialist news, serious music. Worked net affiliate serving 340,000. Matthew Teolis, 4343 N. Greenview, Chicago.

Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Combination announcer-engineer, married, dependable and will go anywhere. For further particulars and disc write or wire John Mursu, 408 E. 14th St., Minneapolis, Minnesota.

Experienced announcer desires job in Michigan. Good references. For information write Noble Gravelin, 2511 Auburn Ave., Pontiac, Michigan, or call 2-3032.

Announcer (mail pull) 29, married. Announcing, news, farm editor. Photo and disc available. P. S. Not too proud to clear shrubs, bulbs, etc., from studio. Pathfinder School of Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Sports announcer and good, reliable staff man, experienced play-by-play. Family, 29. Conscientious, willing. Box 293a, BROADCASTING.

Dependable salesman available for your sponsors. Can deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work. Flexible enough to change to required conditions. Box 847, BROADCASTING.

Announcer, 28, married. College graduate. 3 years experience in small stations. Can offer you sincerity and hard work in exchange for opportunity with progressive midwest station. Box 299a, BROADCASTING.

Situations Wanted (Cont'd)

Thoroughly experienced announcer. Good voice. Combination or otherwise. Want Illinois or vicinity. Presently employed on network in south. Box 302a, BROADCASTING.

Experienced announcer, outstanding voice. Golden personality. Wishes to make change. Presently employed. Box 303a, BROADCASTING.

Announcer, 23, married, sober, versatile, well-trained by professionals. University background. Will travel. Disc and photo upon request. Box 304a, BROADCASTING.

Announcer. Like Diogenes, I too am seeking a man, however, a man who will pay a reasonable salary to one (me) who has had a year of general announcing experience and board operation. Will travel. Peter Lewicki, 4812 S. Avers Ave., Chicago 32.

Prolific announcer—2 years experience. Powerful voice, authoritative newscasting style. Single, 24, will tackle anything promising. Box 308a, BROADCASTING.

Experienced announcer—script writer with 5000 watt network affiliate. Specialize in adlib. Disc shows, comics, audience participation, etc. Prefer east. Available immediately. Transcription, photos, scripts and references on request. Box 310a, BROADCASTING.

Versatile announcer, 23, well versed, sportscasting, newscasting, commercial message, acting, at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 318a, BROADCASTING.

Midwest senior announcer wants a change for the better. I give no one a hard time—even get along with my mother-in-law. Have done every show in the book. Box 330a, BROADCASTING.

For thoroughly experienced announcer contact N. B., Box 334a. BROADCASTING. Disc, complete details available.

Experienced, dependable staff announcer. Excellent sports background, play-by-play. Qualified newsman. MC work, special events. Box 294a, BROADCASTING.

No floaters! If yours is an established station whose staff members are not always "looking around for something better"; if conscientiousness, enthusiasm, and a well-rounded experience are of consequence to you; if you want a production-minded announcer at your mikes and turntables, then I want to become an important part of your staff. Veteran, married, prefers network-affiliate in large midwestern city. Box 337a, BROADCASTING.

Versatile announcer, 23, well versed; sportscasting, newscasting, commercial message, acting at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 339a, BROADCASTING.

Announcer—29, vet, some good experience, disc, resume available. Versatile, competent, reliable. Can fulfill any requisite. Box 341a, BROADCASTING.

Presently employed announcer with 1st phone and proven writing and producing ability available April 10. Prefer New England area but will consider all offers. Box 348a, BROADCASTING.

Announcer—23, single, 2 years college speech, graduate leading announcing school. Also, capable sportscaster. Desires experience in small station. Disc and photo on request. Box 357a, BROADCASTING.

Sports play-by-play. Former network announcer now employed in baseball, football, basketball, play-by-play desires change of location. Dependable with best references. Could report start of baseball season. Box 358a, BROADCASTING.

Announcer-writer, 1½ years with AFRS, graduate of N.Y's leading school for announcers. Experienced in newscasts, disc shows, commercials. College man. Will go anywhere. Resume, disc photo upon request. Box 362a, BROADCASTING.

Announcer—Single, well versed in complete studio routine. Record, news, sports, play-by-play. Travel for good opportunity. Disc and details. Box 363a, BROADCASTING.

Announcer, one year experience MBS affiliate. Single, 24. Operate console. Prefer midwest. Michael Gulla, 5009 S. Talman Ave., Chicago, Ill. Republic 7-5791.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Young inexperienced announcer. Ambitious. Can read news commercials, do sportscasting, copywriting, etc. 800 hours of training. Write Box 372a, BROADCASTING.

Announcer desires position with progressive station. Married, 25. One year experience. College journalism graduate. Presently employed. Special interest-news and disc programs. Box 364a, BROADCASTING.

Baseball play-by play expertly handled. Presently employed calling basketball. Experienced all phases of sports. Other types announcing capably handled. Dependable married man with son, five. Box 366a, BROADCASTING.

Top announcer, 5 years experience, capable in all phases. Single 25 years old, college graduate. Hyland White, 526 Sutter Avenue, Brooklyn 7, New York.

Technical

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Control operator, 25, married. Two years experience all phases with progressive New York State NBC affiliate. Good references. Available now. George Parounagian, 12 Lincoln Ave., Johnson City, New York.

Engineer, first phone desires transmitter operating job. Five years experience AM. Studio, transmitter and remotes experience. Sober, reliable, married. Available at once. Box 307a, BROADCASTING.

Chief engineer desires change. Nine years experience, AM construction, directional antenna, married, prefer midwest. References. Box 313a, BROADCASTING.

Combination man, 2½ years experience, 2 years present job, 26, married, first phone and telegraph, available two weeks. Prefer southwest. Box 314a, BROADCASTING.

Partner? Will invest in minority interest or work for stock in 250-1000 watt AM station or CP. Capable, experienced, reliable engineer with 2½ years announcing-engineering experience, 2 years present job, 1½ years chief engineer and assistant manager. First phone and telegraph licenses. Confidential. Box 315a, BROADCASTING.

Radio operator—13 months transmitter of 250 watt station, some remotes, tape recordings. Graduate RCA Institute. Box 316a, BROADCASTING.

Engineer—First phone, two years experience, any location. Box 328a, BROADCASTING.

Chief engineer 1 kw FM New York, presently employed desires locate Louisville area. Thoroughly experienced all phases installation, maintenance, console operation, recording. Married, one child. Can and will do top job. Box 329a, BROADCASTING.

Engineer, first phone, experienced combination announcer-operator. Sober and reliable. Box 340a, BROADCASTING.

First phone vet seeks engineer position west. No experience broadcasting. Box 349a, BROADCASTING.

Engineer, first phone, veteran, 28, single, experience 1000 watts AM, FM, transmitter and studio 3 years electrical engineering, associate IRE, available immediately. Box 352a, BROADCASTING.

First phone, no experience. Willing to work. Course in radio and television. Box 350a, BROADCASTING.

Engineer—Eighteen years varied experience including construction of two 250 watters. All your maintenance or construction problems handled skillfully. Presently employed chief of 250 watter. Box 367a, BROADCASTING.

Engineer—First phone and telegraph, thirteen years experience broadcast, airlines and shipboard radio. Good technician. Age 33, family man, sober and reliable. Desire connection with progressive organization in Maryland, D. C., West Virginia or vicinity. Excellent references. Sid Parks, 130 McCall St., Waukesha, Wisconsin.

Chief engineer—9 years varied radio experience. Last two broadcast assistant chief. Can maintain station, take shift, do remotes, transcribing and any other work on 1000 or 250 watts. Married. Permanent. Prefer middle Atlantic or southeastern seaboard. Box 296a, BROADCASTING.

Young man, 25, 1st phone license, desires position broadcast field. Now available. Best references. Kenneth Kitchen, 1802 Woodside Ave., Baltimore 27, Maryland.

Production-Programming, others

Production man, music librarian and traffic manager desires position with aggressive station in competitive market. Can build programs that bring commercial results. Box 980, BROADCASTING.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Keep billings high with planned programming, coordinating with sales department. Select a program director who can do the job for you. Thorough knowledge. Excellent references. Experience includes starting operations for 250 watt independent. Box 225a, BROADCASTING.

Experienced girl Friday—traffic, continuity, air work, public relations—a whiz! Box 232a, BROADCASTING.

Copywriter, good education, best references, modest requirements. Available immediately. Box 249a, BROADCASTING.

Young man thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

Program director-sales manager. All-round announcer. At present major market executive. References tops. Box 306a, BROADCASTING.

Family man desires programming or production position with advancement opportunities. Presently employed NE Mutual affiliate offering none. Have ability, experience and excellent references. Available immediately. Box 317a, BROADCASTING.

Gag writer for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

Production, programming knowhow. Formerly continuity head 50 kw CBS affiliate. Network script sales. Formerly stock player major film company. Two years public relations manufacturing business. Age 36. Interested television, radio. California, preferably Los Angeles. Box 320a, BROADCASTING.

Ready to advance in programming and news. Five years experience. Now in second year southwest regional. References and disc on request. Box 321a, BROADCASTING.

Attention southwest: Need your climate! Have AB Degree in speech and dramatics. Studied radio at Northwestern U. Practical experience in most phases of radio and stage. Good background for television. Box 326a, BROADCASTING.

Program director—I want to increase your station's program standards and make your air time more valuable to you and your sponsors. Six years program production, selling and announcing experience are at your service. Box 331a, BROADCASTING.

Writer-producer—30, eight years wide experience from Columbia Workshop to top, commercial, network shows. Can give local, live programming that smooth, professional, network quality. Box 332a, BROADCASTING.

Continuity writer, young man, twenties, single, experienced in knocking out good selling copy, right kind promos. Available almost immediately. Box 336a, BROADCASTING.

Program director experienced both east and west coasts, wants position with a future. Programs successful, saleable, listenable; able to make station integral part of community; best personnel relations. Top announcing voice any type program; own specialty programs. Presently employed. Please state salary. Box 359a, BROADCASTING.

Program director interested same position Ohio or Indiana. Six years experience announcer, writer, special events. Box 338a, BROADCASTING.

Traffic chief, continuity writer, part-time receptionist and switchboard, girl, college graduate, seeks responsible position with air work. Excellent voice, background; details, continuity samples and disc on request. Box 347a, BROADCASTING.

Situation Wanted (Cont'd)

Sportscaster, sports copywriter, publicist, young, some experience. Also consider staff announcing. Sports editor of NJ bi-weekly. Former assistant high school coach. Box 354a, BROADCASTING.

Capable, versatile, male continuity writer. Experienced. College education. Excellent references. Consider going anywhere. Write Box 356a, BROADCASTING.

Television

Technical

Planning new construction, TV, FM or AM? Available July, experienced engineer, good business man. Prefer small television or FM organization. College grad. Box 301a, BROADCASTING.

Engineer—not a beginner. 10 years broad radio experience. Excellent educational and experience background. Seeks contact with well established metropolitan station contemplating television. Box 230a, BROADCASTING.

Production-Programming, others

Assistant television director-writer—8 years experience, films, legit, network radio. Salary secondary to opportunity. Box 333a, BROADCASTING.

Assistant director or floor manager available immediately. Experienced all phases TV production (2 camera chains). College graduate, little theater and radio background. $75 week minimum to start. Best references. Not clip happy but composition conscious. Box 327a, BROADCASTING.

TV film director-editor, coordinator. Desire position back home on west coast in either of two above positions. Thoroughly experienced, best references. Married. Box 324a, BROADCASTING.

Experienced television producer, director, cameraman, salesman. Best references. Available immediately. Box 353a, BROADCASTING.

Television director or assistant. Master's Degree in radio and theater. Summer stock and announcing experience. Television floor manager for fourteen months before recent staff reduction. Good recommendations. Chris Montross, 817 W. Farnum, Royal Oak, Michigan.

Are you in search of a young, ambitious, creative producer with two years of television experience who wants to get a foothold in television? If you are, stop looking! You've found him. Box 359a, BROADCASTING.

TV director. 5 years television, producing, writing, directing in Chicago. 14 years radio, all phases programming including two national, award winning shows. Desire position as producer-director or program manager. College grad. Age, 31. Good references and reviews. Box 343a, BROADCASTING.

For Sale

Station

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. $125,000. Box 163a, BROADCASTING.

Equipment

For sale: New in original shipping boxes one **General Radio type 1181-A** frequency monitor **less crystal and type 1931-A** modulation monitor one set of tubes for each. **Western Electric** gray finish. **Immediate shipment $950.** Box 66a, BROADCASTING.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of ⅝ inch 72 ohm copper coaxial line included. Also, one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

For sale—Scott dynamic noise suppressor 910-C. Includes tubes and remote control resistor. Gray finish. Almost new. $475.00. Write WLAD, Danbury, Connecticut.

250 watt transmitter, RCA type 250 G, good condition, available result power increase. Make offer Dietrich Dirks, KTRI, Sioux City, Iowa.

(Continued on next page)

For Sale (Cont'd)

FM transmitter, GE ST model 4GF8A1, 337 megacycles. Can be modified for 100 mc. output up to 250 watts. Full FM broadcast quality, rugged construction. Good operating order. With tubes. Also remote control equipment for above. Make offer to WMIT, Winston-Salem.

For sale—New, never used—Truscon 286 foot, self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. WRRN, Second National Bank, Warren, Ohio.

For sale—Western Electric 355-El. 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

Complete A-3 tower lighting equipment with Crouse-Hinds flasher beacon and flasher. Make offer. Write Box 222a, BROADCASTING.

New 6N Presto recorder in 4B cabinet and 92-A Presto amplifier with tubes, $850.00. KMAE McKinney, Texas.

Consolette, two-studio RCA 76B1. Good working order. With power supply and two external preamplifiers for turntables, all tubes. First $800 check. WMIT, Winston-Salem.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

FM transmitter, GE 3 kilowatt 4AF2B1. 42-50 megacycles. Consists of 250 watt unit and amplifier. Operating order, with tubes. Readily adaptable emergency service, etc. Make offer to WMIT, Winston-Salem.

For sale—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

Four SRL-7A klystrons used with GE microwave relay equipment, $815 each. 1 GE microwave relay outfit with three transmitters, 3 receivers, with 6-6 ft. parabolic reflectors. Operates at 2,000 mc. power output 5 watts. Thirty hours service. Total price: $30,000. Write John H. Mitchell, Gen. Mgr., WBKB, Chicago, Ill.

Scott, 910A dynamic noise suppressor, complete with 600 ohm conversion and remote control, cost approx. $600 new. Will trade for broadcast type turntables or sell for best offer. Address WNDB, Daytona Beach, Florida.

Two element 620 kc 10 kw RCA phasing unit $1500; WM-30A RCA phase monitor $450; limiting amplifier RCA $200; several meters for rack mounting $100: $2000 takes lot. Box 361a, BROADCASTING.

10 KVA-3 phase 220 V-AC Kohler electric plant, and 2 Philco-York cw-61 window mount air-conditioners (5,750 BTU per hour). All in excellent condition. WIKC, Bogalusa, Louisiana.

1 television transmitter, sound and picture now operating Channel 4, Chicago. Power output 4 kw. Includes 1 RCA super turnstile antenna, 3 bay, 600 ft. of 1⅝' air coax; 1—200 ft. tower; water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. Price $45,000. Write John H. Mitchell, Gen. Mgr., WBKB, Chicago, Ill.

Wanted to Buy

Used 250 watt FM broadcast transmitter $2000 or less. Also monitors, Collins or GE rings. Box 322a, BROADCASTING.

Miscellaneous

Party interested in filing application for AM station wants bids for a consultant to handle all details except engineering. Box 371a, BROADCASTING.

Employment Service

International openings all AM-TV phases. RRR-Radio-TV Employment Bureau, Box 413 Philadelphia. Industry's oldest free employers service.

Help Wanted

Technical

WANTED: EXPERIENCED TELEVISION TRANSMITTER ENGINEER

Must have actual station experience on all TV and related equipment including film cameras, controls, etc. Capable assuming operating and maintenance responsibilities. Steady position open as of March 25. State starting salary minimum, experience and references in first letter with snapshot if available. Replies treated confidentially. Address Robert Lee, KFMB-TV, San Diego, California.

Production-Programming

SCRIPT WRITER

Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 291a, BROADCASTING

Situations Wanted

Announcer

Announcer, 6 years experience. All phases, successful record as disc jockey, special events, sports. Can *sell* copy. Have air checks, photos. (Just left PD and announcer position east coast station past 2 years.) Single, 27.

BOX 342a, BROADCASTING

For Sale

Equipment, etc.

THREE TOWERS

400-FOOT BLAW-KNOX

10% DISCOUNT

We recently purchased three 400' Blaw-Knox, SGN, constant cross-section, guyed towers. Then we had a change of plans, so now would like to dispose of them.

The three towers are brand new, have never been erected. They are completely galvanized, and all parts necessary for the installation, including insulators, are available.

We paid $10,600 each for these towers — a total of $31,800. Since then Blaw-Knox have increased their prices considerably. However, since we are reluctant to warehouse towers for which we have no immediate use, they are being offered at a 10% discount. So here is your chance to purchase one, two, or all three of these towers at 10% off the purchase price and save up to $3,180.

IMMEDIATE DELIVERY

BOX 335a, BROADCASTING

For Sale (Cont'd)

FOR SALE

LEHIGH TOWER, 179 FEET.
EXCELLENT CONDITION.
CONTACT
WBML, MACON, GEORGIA

FOR SALE

220 ft. Tower

This tower is a stainless, engineering, guyed tower, 220 feet. Uniform cross section, single base, insulator support. Painted according to CAA specifications.

For Sale Price, contact Manager, WSPD, Toledo, Ohio

Station

FOR SALE—
LOCAL NETWORK STATION
Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.
Write Box 853, BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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City.....State.....

PHILIPPINES

Manila Announces Profits

THE MANILA Broadcasting Co., owner and operator of DZRH Manila, DZMB Manila and DYRC Cebu, P. I., has announced that net profits for 1948, after deduction for depreciation and other charges except income taxes were $141,584.85. The company also announced a capital gain through sale of shares of $30,353.90.

A dividend of 5¢ per share was paid as of June 30, a similar dividend was paid on Sept. 30, both 1948. A stock dividend of 15% was paid on Nov. 30, and a cash dividend of 2½% per share was paid on Dec. 31, also 1948.

The year's total dividends amounted to $136,462.75.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

BROADCAST MANAGEMENT CONSULTANTS

"not a luxury for the few but an aid for the many"

Broadcast Management Consultants specialize in the needs and solving the problems of the small independently owned and operated stations. Our sole purpose is to show you how to make more money operating your radio station.

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442, 20 N. WACKER
CHICAGO 6, ILLINOIS

SPRING MEET

March 15-17 Set by RMA

PROBLEMS and proposals resulting from expansion in television and changing radio market conditions will draw top attention of industry leaders at Radio Manufacturers Assn.'s annual spring conference this month in Chicago, RMA has announced. Three-day meeting is scheduled for March 15-17 at the Hotel Stevens.

Opening sessions (Tuesday) will touch on TV service problems, to be discussed by RMA's service committee under Chairman A. T. Alexander. Association's parts division, under Chairman A. D. Plamondon Jr., will organize a new antenna section to act on TV reception. In addition set manufacturers will consider a number of proposals involving television, including RMA's statistical service, at a meeting of the set division executive committee the following day, March 16. Chairman is George M. Gardner.

Continuation of "Radio-in-Every-Room" campaign and National Radio Week plans for 1949 will be taken up opening day by RMA's advertising group under Chairman Stanley H. Manson. On Wednesday executive committees of the parts division and amplifier and sound equipment division will meet.

President Max F. Balcom will preside at a meeting of RMA's board of directors March 17 to pass upon the various division and committee proposals.

Plans for RMA's "silver anniversary" convention, schedu'ed for May 16-19, also at Chicago's Stevens Hotel, will be acted upon by the convention committee headed by Leslie F. Muter, RMA treasurer. The convention will be held coincidently with the annual Parts Industry Trade Show. Convention committees have already been named [BROADCASTING, Dec. 20, 1948].



Completing WFMI's largest commercial contract are (l to r): former Governor Charles M. Dale, station manager; Mr. Georges; Morris H. Berry, and Jack Kane, play-by-play announcer.

* * *

Wholesaler Renews

PLEASED with results of its sponsorship of Great Bend High School football game broadcasts last fall on KVGB Great Bend, Automotive Parts Co., wholesale firm, is sponsoring this season's Great Bend Black Panther basketball games and has renewed its football contract for next fall. Dale Simonson, sponsor's president, sums up the reason in KVGB's house organ: "Our experience with radio advertising, as provided by our affiliation with KVGB, has certainly changed our ideas about advertising. We are indeed well pleased with the results . . . and with the close cooperation given us by the station personnel."

Election Scheduled

ELECTION of officers of the Radio Correspondents' Galleries is slated for tomorrow (March 8) in Washington, D. C. ABC Commentator Elmer Davis is expected to ascend to the organization's chairmanship, replacing MBS Commentator Albert L. Warner. Mr. Davis, presently vice-chairman of the group, would move up under a rarely altered custom of rotation.

WFMI (FM) PACT

Firm to Sponsor 23 Games

M. H. BERRY MOTOR Co., Lincoln-Mercury distributor in New Hampshire and Maine counties, has signed for 23 high school basketball games to be broadcast over WFMI (FM) Portsmouth. Contract, which is WFMI's largest commercial pact, calls for all out of town games as well as home games.

Total cost to the sponsor for the 23 games will be approximately $1,550, according to Bert Georges, WFMI vice president and general manager. The FM station now charges 20% of the open rate of its AM sister station, WHEB. A recent survey, Mr. Georges said, shows about 22% of the radio homes in that area have FM sets, in addition to FM receivers in many public places. An intensive two-week promotion campaign on FM, including a contest on "Why I Prefer Listening to FM" was begun by the station last month.

ARRL HANDBOOK

26th Edition Is Released

THE RADIO AMATEUR'S HANDBOOK, 26th Edition. By the headquarters staff of the American Radio Relay League. 736 pp. $2.

THE 1949 edition of *The Radio Amateur's Handbook* has just been released by The American Radio Relay League. In its 25 chapters the book covers the field of amateur radio communication from basic theory to the latest techniques in single-sideband telephony.

The history of amateur radio, electrical laws and circuits, vacuum-tube principles and data on high-frequency communication are contained in the first four chapters. Additional theory is given in following chapters which deal with specific phases of amateur radio. To implement the text there are 1,651 illustrations, including 118 charts and tables, and 77 basic formulas.

WFIL REALIGNMENT

Promotion Dept. Split

WFIL and WFIL-TV Philadelphia have set up two specialized departments to handle sales and audience promotion as separate operations and to augment activities in these fields.

Fred Hayward, who joined the stations in 1938, has been named director of the audience promotion department and in that capacity he also will direct the stations' news and special events operations. Mr. Hayward has been with CBS and WBT Charlotte, N. C., and was manager of KWSC Pullman, Wash.

George A. Koehler, formerly assistant to Mr. Hayward, has been named director of the newly created sales promotion department. He will supervise all promotion directed to advertisers, agencies, and trade publications as well as merchandising activities for the station. He has been assistant director of the combined promotion department.

KMGM (FM) Moves

KMGM (FM) Los Angeles has moved to new quarters on Metro-Goldwyn-Mayer lot, Culver City. Station was formerly in new Rexall Drug Store building at 8480 Beverly Blvd.

PROFITABLE CALIFORNIA REGIONAL NETWORK STATION

Many times each year our offices in Washington, D. C., Dallas and San Francisco receive requests for a radio property located in Southern California and we have been able to fill some of these requests. Others, for one reason or another, cannot be satisfied as we are unable to locate the right property. NOW, Here It Is . . . With Just About Everything That Is Desired By An Owner.

—Southern California—Excellent Living Conditions
—Powerful Regional Station
—Serving A Densely Populated Area
—High Income Level
—Excellent Network Affiliation
—High Local and National Rate
—Ready Acceptance by Local and National Time Buyers
—One of the Best National Representatives
—Making Money

A little over 75% of the stock in this corporation is available for $193,675.00. It will take about $75,000.00 down and the balance we can arrange to finance over a four or five year period.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

WANNA GIT THE REAL McCOY (Ky.)?

If you're hankerin' to reach the genuine McCoy (Ky.), it can be arranged. But not by WAVE — we doubt that we can be *heard* down there, even if they ain't feudin' and fussin' . . . .

But around Louisville, it's different! WAVE does a *terrific* job throughout the 27-county Louisville Trading Area — *and our unarmed listeners have 46% more spending power per family than the people outside our area!*

So forget the McCoys, Pal, and let us give you the folks you really need in Kentucky — the law-abidin', *money-spendin'* people around Louisville!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

ACTIONS OF THE FCC

FERBUARY 25 to MARCH 3

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

February 25 Decisions . . .

DOCKET CASE ACTIONS

AM—950 kc

Announced proposed decision looking towards grant of application of Midland National Life Insurance Co. to change operating assignment of KWAT Watertown, S. D., from 1240 kc 250 w unl. to 950 kc 1 kw unl.; change trans. site and install new trans. and DA-N and denial of application of Corn Palace City Radio Corp. for new station at Mitchell, S. D., 950 kc 5 kw unl. DA (Comrs. Sterling and Hennock not participating; Comrs. Coy and Jones dissenting).

AM—740 kc

Announced proposed decison looking towards grant of application of All-Oklahoma Bcstg. Co. for new station in Tulsa, Okla., 740 kc 50 kw-D 10 kw-N DA cond.; and denial of application of KUOA Inc. for new station at Siloam Springs, Ark., 740 kc 10 kw unl. DA.

Commission on Feb. 24 scheduled oral arguments for March 25 in following proceedings:

Belleville News-Democrat, Belleville, Ill.; Hobart G. Stephenson Jr., St. Louis, and On The Air Inc., East St. Louis, Ill.

Foulkrod Radio Engineering Co. and Independence Bcstg. Co., Philadelphia.

Niagara Bcstg. System, Niagara, N. Y.; Lockport Union-Sun & Journal Inc., Lockport, N. Y., and Great Lakes System Inc., Buffalo, N. Y.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Frequency Bcstg. System Inc., Monroe, and Bastrop Bcstg. Co., Bastrop, La.—Granted petition of Frequency Bcstg. System Inc. to dismiss without prejudice its application and removed from hearing docket on Commission's own motion application of Bastrop Bcstg. Co.

Robert C. Hodgkins and Northampton Bcstg. Co., Northampton, Mass.—Granted petition of Hodgkins to dismiss without prejudice his application and Commission on own motion removed from hearing docket application of Northampton.

Community Bcstg. Service, Aliquippa, Pa.—Granted petition to dismiss without prejudice application.

Balboa Radio Corp., San Diego, Calif.—Granted petition to amend application to specify Escondido instead of San Diego as location.

KVOL Lafayette, La.—Granted petiton for postponement of consolidated hearing on application of KVOL and KRMD from March 14 to May 16 at Washington.

The Fort Industry Co.—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS Inc.

Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion postponed hearing on application from March 1 to March 14 at Greenwich.

Crescent Bay Bcstg. Co., et al, Santa Monica, Calif.—Commission on own motion postponed consolidated hearing presently scheduled March 9-15 in various California cities, to following dates: April 21 at Escondido; April 22 at Oceanside; April 25 at Santa Monica; April 26 at Anaheim and April 27 at Inglewood.

WHYN Holyoke, Mass.—Granted petion for extension of time to file reply to petition of Pynchon Bcstg. Corp. for rehearing and time was extended to March 7.

U. T. K. Radio Corp., Utica. N. Y.—Granted petition for extension of time to file exceptions and time was extended to March 7.

Worcester Bcstg. Co., Worcester, Mass.—Granted petition for leave to amend application to show that FM ant. will be mounted on AM array.

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Denied petition for leave to amend application to show death of an officer, stockholder and director and substitute new; and reopen record.

Vulcan Bcstg. Co., Birmingham, Ala.—Commission on own motion postponed indefinitely hearing scheduled for March 3 at Birmingham in re application, pending action on request for waiver of hearing.

Harrisonburg Bcstg. Co., Harrisonburg, Va.—Commission on own motion dismissed without prejudice application for lack of prosecution under provisions of Sec. 1.381 of rules.

WMEX Boston—Commission on own motion extended to March 21 time within which parties may file proposed findings in re application for renewal of license.

February 25 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

Van Wert Bcstg. Corp., Van Wert, Ohio—CP new AM station 860 kc 250 w D AMENDED to request 1580 kc DA.

AM—1450 kc

KBPS Portland, Ore.—Mod. license change hours from 10:30 a.m.-6:30 p.m. (PST) Mon. through Fri. to 10 a.m.-10 p.m. (PST) Mon. through Fri. AMENDED to change from mod. license to CP change power from 100 w to 250 w.

Modification of CP

KRBC Abilene, Tex.—Mod. CP change frequency, increase power, etc. for extension of completion date.

WFMJ Youngstown, Ohio—Same.

KGHF Pueblo, Col.—Mod. CP increase power, etc. for extension of completion date.

License Renewal

License renewal applications filed by following AM stations: KLZ Denver; WICC Bridgeport, Conn.; WGAC Augusta, Ga.; KMVI Wailuku, Hawaii; WIND Chicago; KSAC Manhattan, Kan.; WGR Buffalo; WEAN Providence, R. I.; WMAM Marinette, Wis.

KSJO-FM San Jose Calif.—License renewal FM station.

WCNB - FM Connersville, Ind.—Same.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WNAB-FM Bridgeport, Conn.—Same.

WLAD-FM Danbury, Conn.—Same.

KMBC-FM—Kansas City—Same.

WJAY-FM Mullins, S. C.—Same.

KSO-FM Des Moines—Mod. CP new FM station to change ERP, type trans. and studio site.

Replace CP

WQQW-FM Washington—CP to replace CP new FM station.

CP for Changes

WDBJ-FM Roanoke, Va.—CP change ERP.

License for CP

KBOA-FM Kennett, Mo.—License to cover CP new FM station.

TENDERED FOR FILING

Assignment of License

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co.

WOSH-AM-FM Oshkosh, Wis.—Assignment of licenses from Myles H. Johns, William F. Johns Jr., William F. Johns Sr. and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co. to William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co.

AM—1110 kc

KREM Spokane, Wash.—CP change from 1340 kc 250 w unl. to 1110 kc 1 kw unl. DA-N.

APPLICATION RETURNED

Assignment of License

WLDY Ladysmith, Wis.—RETURNED Feb. 14 application for assignment of license from O. J. Falge to Flambeau Bcstg. Co. Inc.

February 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1050 kc

Announced final decision granting application of WDZ Bcstg. Co. for CP to move WDZ from Tuscola to Decatur, Ill., distance of 38 miles. Station operates 1050 kc 1 kw D and no change in facilities is involved. (Chairman Coy dissenting; Comrs. Sterling and Hennock not participating.)

AM—1240 kc

Announced proposed decision looking towards grant of application of Granite City Bcstg. Co. for new station, St. Cloud, Minn., 1240 kc 250 w unl. and denial of competing application of St. Cloud Bcstg. Co. for same facilties. (Comrs. Walker dissenting, Jones not voting, Sterling and Hennock not participating.)

BY COMMISION EN BANC

License Renewal

Adopted orders denying applications for renewal of licenses of STLs W1XVJ, Westinghouse Radio Stations Inc., Boston; W2XEO, Capital Bcstg. Co. Inc., Schenectady, and W9XMB, Moody Bible Institute, Chicago. Same were granted originally upon exp. basis subject to change or cancellation at any time without notice. Frequencies they now use under temp. extension expiring March 1 were in 1945 assigned to glide path aeronautical radionavigation service and their further operation thereon would constitute hazard to safety of life and property. The three ST stations were notified Feb. 10 that it would be necessary for them to vacate this band, and that other bands are available for their operation. There was no response.

Petition Denied

KMPC Los Angeles, WJR Detroit, and WGAR Cleveland—Denied petition by G. A. Richards requesting that (1) he be heard in person before Commissioner en banc or designated member or members, (2) that, meanwhile, hearing scheduled March 16 in Los Angeles be suspended, and (3) that if, at conclusion of such personal appearance, Commission deems further hearing necessary it be held in Washington. Commission's denial is without prejudice to right of petitioner, upon conclusion of scheduled Los Angeles hearing, to request presentation of his testimony in further hearings in Washington. (Comr. Hyde voted to grant part of petition requesting preliminary personal hearing.)

Hearing Designated

WGL Fort Wayne, Ind.—Designated for hearing applications for consent to assignment of license of station WGL and associated remote pickup stations to News-Sentinel Bcstg. Co. Inc. and Anthony Wayne Radio Co. Inc., competing assignee.

Transfer of Control

KAFY Bakersfield, Calif.—Granted transfer of control from George Crome and R. F. Harlow to Sheldon & Herman Anderson and renewed license for period ending Aug. 1, 1951.

License Extension

WKLV Blackstone, Va.—Granted 30-day extension of license pending receipt of renewal application.

KBLF Red Bluff, Calif.—Same.

WHKP Hendersonville, N. C.—Same.

WATG Ashland, Ohio—Present license for FM station was extended on temp. basis to June 1.

WGBA-FM Columbus, Ga.—Same.

KDKA-FM Pittsburgh—Granted extension of license on temp. basis for period ending June 1.

KYW-FM Philadelphia—Same.

WBZ-FM Boston—Same.

BY A BOARD

SSA Extension

KOB Albuquerque, N. M.—Granted 30-day extension of SSA 770 kc 25 kw-N 50 kw-LS unl. pending consideration of application.

WNYC New York—Granted 30-day extension of SSA to operate station between 6 a.m. (EST) and sunrise at New York and between hours of sunset at Minneapolis and 10 p.m. (EST) using DA with 1 kw on 830 kc, pending consideration of application.

BY THE COMMISSION

Announced order suspending until June 1 new tariff schedules of American Telephone and Telegraph Co. and certain Bell System companies applicable to furnishing coaxial cable and microwave channels for television transmission, which were to have become effective March 1. At same time, it ordered hearing and investigation into lawfulness of proposed modified regulations and practices of respondent carriers for interconnecting their TV transmission facilities with those of others. Hearings will be held in Washing on date to be specified later.

The Television Bcstrs. Assn., Allen B. DuMont Labs, Philco Corp. and Philco Television Bcstg. Corp., which on Feb. 18 filed joint petition requesting suspension of schedules, were given leave to intervene; also The Western Union Telegraph Co. Record of proceeding in Doc. 8963, now before Commission for determination as to lawfulness of interconnecting regulations and practices, is incorporated in new proceeding.

BY THE SECRETARY

James Bcstg. Co. Inc., Jamestown, N. Y.—Granted license for new STL, KAA-32.

Lou Poller, Area Chester, Pa.—Granted CP and license for new remote pickup KA-2244.

WLXW Carlisle, Pa.—Granted license new standard station 1380 kc 1 kw D.

(Continued on page 87)

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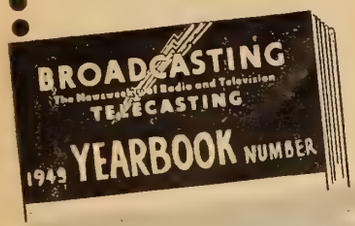
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• YEARBOOK Special

AVCO REPORT

Sales and Earnings Hit New High

AVCO Manufacturing Corp. achieved the highest sales and earnings in its 20-year history in the 1948 fiscal year. Its subsidiary Crosley Broadcasting Corp. increased sales and earnings over the previous year despite initial expenses of starting telecasting.

Details of financial operations were made public Monday (Feb. 28) by Victor Emanuel, president, in the corporation's annual report to stockholders.

Avco sales amounted to $140,515,462, an increase of 33% over the $105,704,566 for 1947. Consolidated net income amounted to $7,913,736 as compared with $6,960,658. After preferred dividends, net income per share of common was $1.11, an increase of 15% over the 96¢ earned in 1947.

Although actual figures were not released on Crosley Broadcasting Corp.'s operations, the report stated that the amount of loss at which WLWT (TV) Cincinnati is operating is considered less than that of most large television stations.

Expense of Video

The report conceded that earnings in broadcasting may be less in the coming year because of additional losses that will be incurred in starting video operations at Dayton and Columbus. "It is expected that these new stations will lose money in the first two to three years of their operation," it was said.

Crosley Division of Avco, which manufactures radio and television receivers as well as refrigerators and other appliances, exceeded previous sales records, accounting for more than 50% of the corporation's total consolidated net sales volume.

Toward close of the year, Crosley increased its capacity for production of television receivers to approximately 10,000 monthly. It was expected this figure would reach 20,000 monthly early in 1949 if the cathode ray tube supply did not again become a bottleneck. The report said radio receiver sales were "being materially affected by the increasing impact of television."

Total Avco assets as of Nov. 30, 1948 were $89,833,443, more than $10,000,000 over the $79,433,631 figure the year before. Earned surplus since Dec. 31, 1932 rose to $19,602,641 over the $14,908,561 the year before.

Since the end of World War II, Avco and its subsidiaries expended $17,000,000 for plant improvements, of which $6,700,000 was in 1948. In the same period, sales increased four times and earnings almost three times, said Mr. Emanuel.

RESEARCH TREND

Accelerated Says Nielsen

"TREND toward factual marketing research techniques" has been "accelerated," not retarded by the election polls, Arthur C. Nielsen, president, A. C. Nielsen Co., told 1949 Economic Institute of the U. S. Chamber of Commerce in Chicago Feb. 25.

Mr. Nielsen revealed that in 30-day period following November elections new contracts for company's index services totaled 43, with a minimum value of $1,212,180—"a greater number . . . and volume . . . than has ever been received by this company in a similar period of time." He cautioned, however, against conclusion that either his firm or clients are belittling research techniques not wholly factual, which "will always be needed for certain purposes."

MEDIA CLINICS

Planned in Blinds Drive

NATION-WIDE series of media clinics in the interest of promoting sales of Venetian blinds opened last week in Atlanta. Sparkplug of the idea is C. M. Halberson, of Lorentzen Hardware Mfg. Corp., New York, producer of hardware used in making Venetian blinds.

Claude Frazier, sales manager of WAGA Atlanta, made radio's presentation at the Atlanta clinic, held Tuesday. Other media were represented. Second clinic was held Thursday in Miami with Tom McCullough, general manager of WMBM Miami, representing radio.

Memphis Agency Moves

LAKE-SPIRO-SHURMAN, Memphis advertising agency, has announced plans to move to new quarters in Radio Center. The building, which also houses WMPS Memphis [BROADCASTING, Feb. 28], is located at Main and Union Sts. More than 5,000 feet of space has been leased at the new location, according to Avron Spiro, president.

Whiteman Club

PAUL WHITEMAN, the "King of Jazz" now living on his Pennsylvania farm in Bucks County, will organize a television teen-agers club in the Philadelphia area in an effort to combat juvenile delinquency. The club's 1,000 talented youths will be organized into a show, trained, rehearsed and finally put on television through WFIL-TV Philadelphia, with a portion of the program relayed over the ABC network. John Scheuer, operations assistant to the general manager of WFIL-TV, said the television show was tentatively set for April 23.

KENNEDY RESIGNS

From NL&B; Mullen Succeeds

LEO KENNEDY has resigned as vice president and director of the visual copy department at Needham, Louis & Brorby, Chicago. He will be succeeded by Cyril J. Mullen, who continues as director of radio copywriting.

Mr. Kennedy joined the agency in 1942 after working for N. W. Ayer & Son and McCann-Erickson. Named copy chief at NL&B in 1943, he became a vice president four years later. Mr. Mullen joined the firm last June, transferring from Dancer - Fitzgerald - Sample. He is former radio copy chief of Pedlar & Ryan, New York.

WQXR Objects

WQXR New York has petitioned FCC to reconsider its grant of 1 kw day on 1540 kc to WJMJ Philadelphia on grounds of objectionable interference. WQXR is assigned 10 kw fulltime on 1560 kc as what it claims is a Class I-B assignment. WQXR has pending request to boost power to 50 kw. The New York station contends the WJMJ operation will cause harmful interference to it as a I-B outlet under either present or proposed more powerful operation.

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WMGW

Studios & Offices—First Nat'l Bank Bldg.
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Programs

ON-THE-SPOT coverage of four-day Houston Invitation Open golf tournament, held last month at Pine Forest golf course, Houston, Tex., was handled exclusively by KCOH Houston. Broadcasts were sponsored by San Antonio Brewing Assn., bottler of Pearl Beer. All KCOH program schedules were subject to change for special remote broadcasts from course. Highlight of programming was greeting each golfer with bottle of Pearl after completion of day's play, while interviewing them at 18th green. Interview was known as *Pearl Beer's 19th Hole at Pine Forest.* KCOH special events staff, headed by Tommy Reynolds and Hank Burt, sports editor, handled broadcasts. Pitluk of San Antonio was agency for Pearl account.

Long TV Remote

TELECASTING of New England Golden Gloves from Lowell, Mass., by WBZ-TV Boston late last month made history for the video station. Lowell Sun Charities Inc., producer and sponsor of the fights, New England Telephone and Telegraph Co. and WBZ-TV combined their efforts to make the remote telecast with portable equipment. Since terrain between scene of bouts in Lowell and WBZ-TV in Boston is succession of hills, one microwave link could not handle pickup; five "jumps" were required. Special video cable, brought from Cleveland, Ohio, for project, was used to carry signal from fight ring to downtown Lowell and roof of Sun building; from there signal was microwaved to a hill three miles away; then 15 miles to AT&T tower in Waltham, Mass.; then 12 miles to roof of New England Telephone and Telegraph Co. building in Boston and finally three miles to WBZ-TV studios.

Adds Studio Audience

STUDIO audience has been added to daily program, *Every Day's a Holiday*, aired on WNJR Newark, N. J. Show awards gifts to baby born closest to air time each day and special gifts to child's parents. Prizes also are given to grandparents to help celebrate birthdays and anniversaries. With addition of studio audience, there is now pre-broadcast warm-up each day for games, prizes and presentation of guests stars.

Features Art, Music

CORRELATION of art and music appreciation is purpose of new series of weekly programs being broadcast by Canton Art Institute on WHBC Canton, Ohio. Each Saturday morning group of junior members of institute gather at WHBC studios where their regular art class is conducted by Hugh Olmes, institute director. Classes begin at 9 a.m. and at 10 a.m. students draw their impressions of broadcast for 3-minute period while pianist Charles Pickens plays melodies that lend themselves to instructive lecture being made by Mr. Olmes. At end of six-week series pictures drawn by students will go on display at Art Institute and WHBC foyer.

Consecration Telecast

CONSECRATION of three bishops of Roman Catholic Church is to be telecast by NBC in Chicago's Holy Name Cathedral today (Monday), 11-3:45 p.m. over combined East Coast and Midwest networks. Video crews will cover ceremonies from various points in Cathedral. New bishops are William A. O'Connor, Martin D. McNamara and William Cousins. Rev. John McCarthy, director of Cardinal Stritch Retreat House, Mundelein, Ill., will be narrator throughout ceremony. By special arrangement with Chicago offices of RCA, television sets have been installed in every Catholic school and convent throughout Chicago area.

'Navy Show'

DESIGNED to present local Naval and Marine Corps reserve news and information, as well as regular Navy recruiting and publicity, *Navy Show* is aired weekly over WJOY Burlington, Vt. Program is sponsored by the station on behalf of Naval Reserve Surface Division 1-44. Half-hour show is aired Saturday immediately preceding nationwide ABC broadcast of *Navy Hour*. B. G. Oman Jr., RMNI, USNR, with cooperation of Lt. A. W. Thompson, USNR, and WJOY Manager Alfred Spokes, writes, produces and announces show. Local recruiting office reports that Naval Reserve recruiting in Burlington area has been greatly increased through efforts of *Navy Show*.

'Play-by-Color'

PLANS for possible series of television piano lessons using Wolfe's Play-by-Color books are being considered by the New York firm. Wolfe's publishes five editions of piano lesson books: Beginners, advanced, nursery, hymns and Christmas carols. Book contains cardboard keyboard with keys in different colors. Music is written with color notes corresponding to keyboard. Firm believes books are ideal for teaching piano, organ or solovox via television.

TV Fashion Show

FASHION feature for women, *Individually Yours*, sponsored by Blair Corset Co. (Fashion Hour foundation garments), started on WGN-TV Chicago last month. Weekly program features Celeste Carlyle, fashion artist and consultant. She sketches suggested improvements, from standpoint of personality and figure, in coiffures, makeup and attire for women selected from studio audience. Program is produced for Blair by Jones Frankel Co., Chicago advertising agency.

Legislative Round Table

WEEKLY legislative round table discussion program, *News as It Happens* has been started by WPTR Albany. Members of panel group are always split evenly—two Republican and two Democratic legislators. Moderator is Leo O'Brien, INS correspondent who has covered New York State Legislature for years and was on Dewey campaign train for INS. Subjects of outstanding interest, and which will develop heated debates, are selected each week. H. W. Maschmeier, program director of WPTR and WBCA-FM Albany, produces show.

Offers Free Script

FREE SCRIPT for use in patriotic programming is offered by Ralph D. Willey, program director at WKTY La Crosse, Wis. Mr. Willey's show, *The House I Live In*, was presented by WKTY in observance of National Brotherhood Week, but can be adapted "to almost any holiday having to do with Americanism," he states. Program is based on popular song "The House I Live In" and is presented as dramatic narrative with chorus providing music for production effects. WKTY used local high school chorus. Requests for scripts should be addressed to Mr. Willey at WKTY.

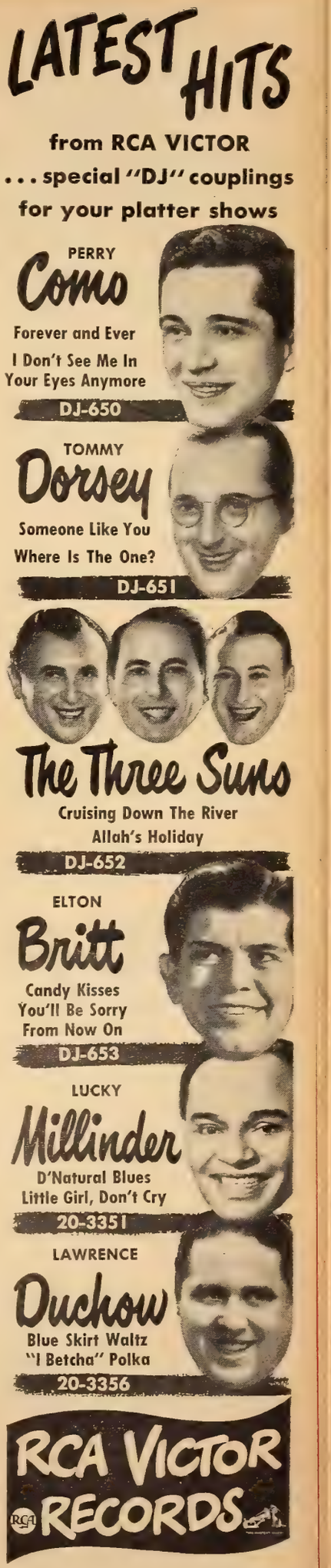
'Old Timer' Back

AFTER four-year lapse from broadcasting activities, Andy "The Old Timer" Anderson has returned to airwaves over KVNJ and KVNJ-FM Fargo, N. D. His early morning disc jockey show is unique in that he is one of the few hotel managers in the country who also runs such show. His new show, sponsored on participating basis, features Scandinavian and popular music along with chatter about characters created by Mr. Anderson. Copyrighted characters include Ole "Gamalost" Swenson with his snow white singing violin, and Lars the Great, left-handed trick piano player, and man with a thousand fingers.

Women's News

NEWS dedicated entirely to topics of interest to women is featured on new half-hour program starting today on WDRC Hartford, Conn. Titled *You and Your Home*, program presents fashions, beauty and household hints and other interesting items.







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WTAR delivers twice as many weekday morning listeners as its nearest competition . . . 2.8 times as many, weekday afternoons . . . 3 times as many, evenings. Sunday afternoon, 2 times as many listeners and 2.7 times as many, daytime Saturday. (Hooper Station Listening Index, November-December '48 for Norfolk-Portsmouth-Newport News, Va.)

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N. B. C. Affiliate — WTAR WTAR-FM — 5,000 Watts Day & Night

Nationally Represented by Edward Petry & Co.

BUTCHER ANSWERS DIAMOND

Says Many Stations Can't Afford Musicians

HARRY C. BUTCHER, owner-president of KIST Santa Barbara, Calif., has disputed the contention of Milton Diamond, American Federation of Musicians counsel, that many stations "receive income grossly disproportionate to their investment, disseminate a fare of records and transcriptions, and withal, employ not one single live musician!"

Mr. Diamond's remarks were part of an article he wrote for the Jan. 26 issue of *The Saturday Review of Literature.* Mr. Butcher, who has reviewed books on the war for the magazine, makes his reply in a letter to the *Review's* editor.

Public Preference

Stations which do not employ musicians follow this policy for financial reasons and because the public prefers popular recordings and transcriptions to local talent, Mr. Butcher says. A part of his letter follows:

". . . KIST like many other stations, large and small, indirectly pays a considerable portion of its revenue for talent through our fee for network service, through monthly rental of transcription libraries made especially for broadcasting, and by outright purchase of popular recordings. The fees paid by Radio KIST alone amount to several hundred dollars a month.

"We also receive scores of new records each week *for nothing* because the companies want them played to be popularized. . . . If the musicians ask for a special fee of broadcasters, the broadcasters could just as fairly ask for compensation for advertising their wares.

"To develop local talent requires a fat purse. One can make a try with a soloist and a piano player but the soloist frequently, and rightly, prefers to be supported by an orchestra, say of ten pieces.

"The musicians' scale here for such a band is $6 per man per hour, and $11 for the conductor, and this fee applies even though only a quarter-hour of program time is performed. This adds up to $61 and, remembering the number of quarter-hours of a broadcast day, you can readily calculate how soon the average broadcaster would be out of money. . . . If the small broadcaster undertakes to pass on this expense to the advertiser in his community, most of whom are relatively small retail dealers, he finds the dealer cannot afford the price."

Mr. Butcher also takes exception to a statement by Mr. Diamond that broadcasters are "under pledge" to the FCC to "encourage and employ local talent."

"The yardstick of the FCC," says Mr. Butcher, "is 'public interest, convenience and necessity,' which leaves the broadcaster largely free to determine what is of interest to his audience. If the broadcaster doesn't give his listeners something to keep them listening, like the publisher who fails to please his public, both broadcaster and publisher soon will be broke."

BMB ADDS

Three New Subscribers

TWO new AM and one FM subscriber have been added to the Broadcast Measurement Bureau list since Feb. 17, bringing the total subscriptions as of Feb. 25 to 825.

The AM subscribers not previously announced are KANE New Iberia, La., and WPAM Pottsville, Pa. WPAM-FM is the latest FM addition to the BMB family.

Score is now 664 AM, 140 FM and 13 TV stations. Four nationwide and four regional networks complete the list.

ARKANSAS ASSN.

Holds Two-Day Session

SUPPORT for a state privilege law to protect the source of radio news stories was approved during a two-day meeting of the Arkansas Broadcasters Assn. Officers also were named during the association's first annual meeting.

The ABA officers are G. E. Zimmerman, president, KARK Little Rock; Sam Anderson, vice president, KFFA Helena; Al Godwin, secretary-treasurer, KFPW Fort Smith, and Bob Choate, KWFC Hot Springs; Leon Sipes, KELD El Dorado; Jack Wolever, KTHS Hot Springs; David Crockett, KAMD Camden; Harold Sudbury, KLCN Blytheville; Ted Rand, KDRS Paragould, all directors.

Opposition to super-power stations was expressed and the association voted to support passage of Sen. Ed Johnson's bill (S-491) to limit station power. The Arkansas Athletic Assn. practice of charging for the broadcast rights to high school games came under fire and the athletic association was asked to change its rules so that stations might make payments direct to local schools, where required.

The privilege law, as supported by the ABA, would require that before a news source must be revealed "it must be shown that such article was written, published or broadcast in bad faith, with malice, and not in the interest of the public welfare."

Date of the next meeting was set as Aug. 5 at Hot Springs.

FORT INDUSTRY

Business Increases 25%

BUSINESS for the seven AM and two television stations owned and operated by the Fort Industry Co. increased in 1948 by 25% over that of 1947, Tom Harker, national sales manager, has reported to the company's directors in New York. Also, Mr. Harker reported, business for the first month of 1949 was up 30% over that of the previous year.

Fort Industry Co. owns and operates WAGA Atlanta, WGBS Miami, WJBK and WJBK-TV Detroit, WLOK Lima (Ohio), WMMN Fairmont (W. Va.), WSPD and WSPD-TV Toledo and WWVA Wheeling. WAGA-TV Atlanta will take the air in a few weeks.

Rogers Buys Paper

IRVING E. ROGERS, president and treasurer of WLAW Lawrence, Mass., and the Eagle-Tribune Pub. Co., has purchased Consolidated Press Inc., Andover, Mass. The property includes a commercial printing plant and a weekly newspaper, the Andover *Townsman.* Mr. Rogers is publisher of the Lawrence *Daily Eagle* and the *Evening Tribune* and is president-treasurer of Eagle-Tribune, Printing. He becomes publisher of the Andover *Townsman* in addition to his previous activities.

CFPL London, Ont., changed frequency from 1570 kc to 980 kc on Feb. 20.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NBC AFFILIATE

BLAST RADIO

S. F. Bay Area Shows Hit

BROADCASTERS of the San Francisco Bay Area have taken the position that a recent scathing public denunciation of radio by Radio Listeners of Northern California is not constructive criticism. Typical of broadcaster comment was that of John Elwood, KNBC San Francisco general manager, who said the report's "all-embracing allegations tend toward a distorted view of the situation and will accomplish nothing for the RLNC."

Report was issued by RLNC's children's committee, which said its findings were based on ten months of study. Only programming beamed to listeners under 16 years old was included.

Among general allegations were: That broadcasters have failed "shamefully in their responsibility toward the public welfare."

That radio is "derelict" and has not "fully accepted the heavy moral obligation" incumbent upon it.

Children under 16 comprise one-sixth of San Francisco's population but the city's eight AM stations devote only 3% of their broadcasting time to children, said the report. And it added: The bulk of this time is devoted to programs "so filled with terror and violence, murder and crime as to be actually detrimental to the mental, moral and spiritual health of children."

Broadcasters Reply

To this broadcasters replied that if the committee had really wished to be constructive in its criticism it would have made a study also of programs for family listening which appeal to children as well as adults. They cited such programs as *Information Please, Lux Radio Theatre, Cavalcade of America, The Telephone Hour, Ford Theatre* and others.

Among programs which RLNC blasted for "poor production, overstrident commercials, slurs on parental authority, lack of imagination and other negative values" were: *Let's Pretend, Smiling Ed McConnell, Tunes for Tots, Land of the Lost, Frank Merriwell, Jolly Bill, Challenge of the Yukon, Cisco Kid, Jack Armstrong, Meet the Meeks, Junior Miss, Lassie, Animal Stories, Dr. I. Q. Jr., Roy Rogers* and *Date With Judy.*

RLNC's indictment of individual stations either for the poor quality of their children's programs or the lack of such programs read:

KGO and KFRC, the chief dispensers of blood and thunder, have 9½ and 10½ hours (of children's programs) per week.

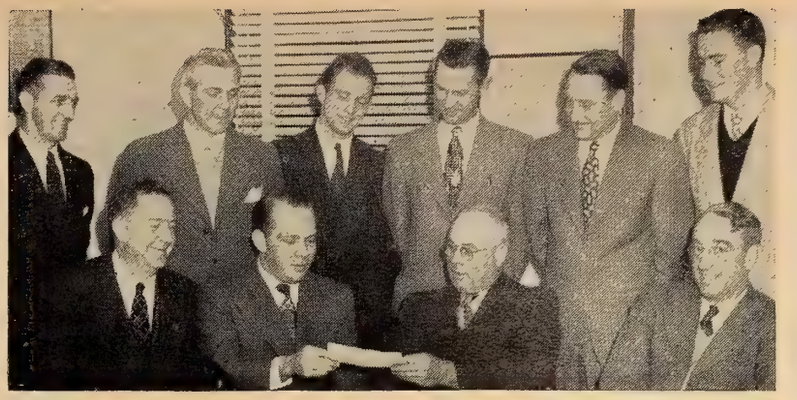
KNBC, which prides itself on "no blood and thunder for children," devotes a mere 5 hours per week to youngsters.

KQW can spare only 2 hours and 40 minutes weekly.

KSAN has 2 hours and 5 minutes.

KYA and KSFO apparently think so little of children that each finds only 45 minutes per week for them.

KJBS seems to think they do not exist, for it has absolutely nothing for them.



STATION and baseball officials were on hand as Mr. Weiss (seated, second from left) hands check over to Mr. Agnew. L to r (Standing): Ernie Jenkins, new general manager, Augusta Tigers; John Watkins, WBBQ commercial manager; George Pierce, attorney; Randall Strozier, WBBQ treasurer; Dudley Brown, WBBQ secretary, and Phil Harison, WBBQ public relations director. Seated (l to r) Thurston Bennett, president of Press-Radio Sales; Mr. Weiss, Mr. Agnew, and Montgomery Harison Sr., WBBQ vice president.

* * *

San Diego AFRA Pact

SAN DIEGO'S KFSD (NBC) KFMB (ABC) KGB (MBS) have reached agreements with AFRA on staff announcers, Claude McCue, AFRA executive secretary, said Feb. 25. No salary structures were revealed, but Mr. McCue said "substantial adjustment" has been made. The union is negotiating with KCBQ (CBS) for a similar pact.

AUGUSTA TEAM

Bought by WBBQ Licensee

SAVANNAH Broadcasting Corp., operator of WBBQ Augusta, Ga., 250 w Mutual affiliate, has bought the Augusta Tigers baseball team of the South Atlantic league, George G. Weiss, WBBQ president and general manager, has announced.

The club was purchased from Troy Agnew, sole Tiger owner, for $58,000. Deal includes a 10-year lease for the ballpark with the city of Augusta. Thurston Bennett, president of Press-Radio Sales Inc., advertising agency, served as unofficial go-between in the transaction. Mr. Bennett has broadcast Tiger games on WBBQ for the past two years, length of time the station has been on the air.

The station and ball club will be mutually promoted, according to Mr. Weiss.

KILL LOAN PLAN

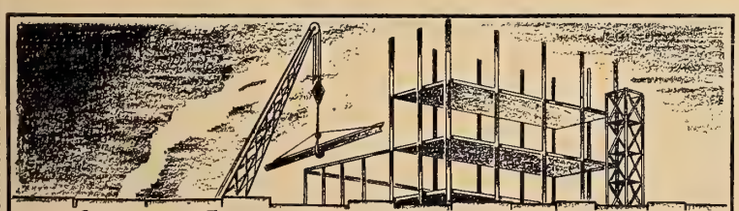
On Receivers for Farmers

A LEGISLATIVE move has wiped out the chances of farmers securing government loans to buy radio and television sets under an electrification proposal.

Legal observers had previously felt it possible under a bill (HR 113) introduced Jan. 3 by Rep W. R. Poage (D-Tex.) to borrow money from the government to buy sets.

Chief objective of the proposal was to amend the Rural Electrification Act to finance the country telephone lines by the REA.

A subcommittee of the House Agricultural committee Feb. 24 favorably reported an amendment to the bill providing that the term "telephone service" as used in the bill "shall not be deemed to mean telegraph services or radio broadcasting services or facilities within the meaning of Section 3 (o) of the Communications Act of 1934."



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

for NETWORK CALIBRE PROGRAMS



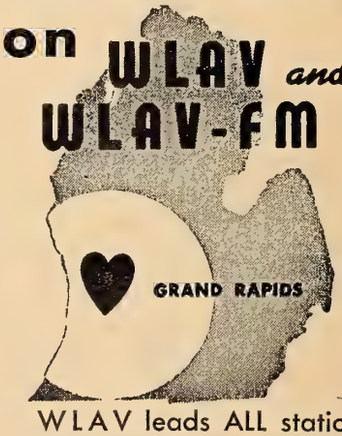
... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

IT'S A GREAT DAY on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
Power Plus Perfection
FM

Promotion

ELLEN STERN has been named promotion manager of KSFO and KPIX (TV) San Francisco, succeeding **DICK KELLY**, who resigned to take position with U. of California.

DAL WYANT has been appointed sales promotion manager of WOAI San Antonio, Tex. For past year Mr. Wyant has been head of sales promotion at WBZ Boston.



Mr. Wyant

MIKE MICHAELSON, formerly with United Press and Associated Press, has joined publicity staff of KLZ Denver. He was with AP radio in Seattle and on cable desk for UP in New York.

MARY RICE ANDERSON, former *American Legion Magazine* promotion manager, has joined WQXR New York in same capacity, replacing **CHARLES W. CHRISTENBERRY Jr.**, who resigned to enter television producing field.

'Wax Wackies'

MORE THAN 5,000 celluloid buttons, designed in shape of phonograph records, will be distributed by WXYZ-TV (ABC) Detroit to promote *Wax Wackies*, telecast Fridays, 7:30 to 8 p.m. Copy on button, which is centered by cartoon characters, reads "Wax Wacky—WXYZ-TV." Disc show features John Slagle and the Three Gay Deceivers, pantomine artists. More than 1,500 televiewers have requested membership in *Wax Wackies* club since it debuted one month ago, station reports.

WIBW Bowl Covers

PLASTIC bowl cover is featured gimmick of latest promotional piece issued by WIBW Topeka. Two-colored mail piece displays drawing of food containers with covers on front sheet with banner reading: "For Complete Coverage . . . (continued to inside sheet) . . . of the Kansas Market, Hire WIBW." Plastic cover is inserted in slot in sheet. Reply card for ordering additional covers and "WIBW's current and near future availabilities" is attached.

Announces KVOE-FM

FULL-PAGE spread in *Santa Ana* (Calif.) *Register* announced the entrance last month of KVOE-FM Santa Ana into the airwaves. Heralding station as "first FM radio station for Orange County" ad listed on various parts of page new station's advertisers, sponsored programs, program highlights and leased wire news services to be used.

TV Parties

TELEVISION parties have been inaugurated by WXYZ-TV (ABC) Detroit in homes of local residents to foster interest in *The World of Art*, Thursday, 7:45-8 p.m. Show is sponsored by Chrysler Corp. and presented with cooperation of Detroit Institute of Art. Station installs receiver in private home, and hostess invites between 25 and 30 guests to view program. At first session, William Wolfenden, curator at institute, spoke of paintings televised.

KLZ Birthday Cards

HAPPY BIRTHDAY cards sent to young Rocky Mountain area funny followers are latest promotion feature on *Funny Paper Man* show over KLZ Denver. Cards portray most of favorite strip stars heard on show sending their personal greetings by way of KLZ's "Uncle Bill," narrator. Cards were designed by KLZ announcer Bob Davis.

Special Supplement

FOUR-PAGE supplement was run in Cornwall *Daily Standard-Freeholder* by CKSF-FM Cornwall, Ont., to announce opening of FM station Feb. 15 and fourth anniversary of CKSF. Supplement contained articles and pictures on new station and staff of CKSF. Newspaper is affiliated with station.

Comic Valentine Contest

MORE THAN 1,500 entries in comic Valentine card contest have been received by Gene Rayburn and Dee Finch, disc jockeys of WNEW New York's *Anything Goes* morning program. Almost all cards mention one of WNEW sponsors. Best 12 entries will receive corsages compliments of Rayburn and Finch and Batwin Florists, New York.

Record Breaking Stunt

BROKEN records were feature of the day at Jim Megerle's Electric Shop in Newport, Ky., as a result of stunt conceived by Paul Cowley of WNOP Newport. Mr. Cowley does disc show from the shop and on rainy, dismal day he decided to liven things up. He announced to listeners that Sponsor Megerle was complaining that he had no audience. Any listener was invited to call the shop and report that Mr. Cowley had a "large, enthusiastic audience." For every listener who called, Mr. Cowely was permitted to break new disc from Mr. Megerle's record bar over proprietor's head. Quick result was 62 calls in 20 minutes.

Limerick Contest

WEEKLY limerick contest, which also focuses attention on station, its personalities and towns within its coverage area. is being conducted on KYW Philadelphia by Ruth Welles' *Home Forum*. Line a day is read for four days and winner of previous week's contest is announced each Wednesday. Prize is year's supply of Mar-Clay nylon hose. Mythical character —"Limerick Louis"—is heard each day via transcription calling attention to contest.

'Democracy Works Here'

TO MAKE advertisers conscious that theirs "Is the right to pick and choose," all media and agencies in Salt Lake City are participating in "Democracy Works Here" program. All five city stations are carrying series of one-minute daily announcements built on this theme and calling attention to American privilege of buying in competitive market. Emerson Smith, KDYL program director, is chairman of program and E. G. Circuit, advertising manager of ZCMI department store, is general chairman.

'Surprise Package Club'

LARGE button-hole pins have been created as membership awards for "Surprise Package Club" inaugurated by *Surprise Package* program telecast on WBZ-TV Boston. Uncle Carl, m.c. of show and prexy of club, announced formation on March 1 program. Suzi-Q, his talented 10-year-old assistant, is secretary. Membership pins are available to children writing to Uncle Carl.

Indian Contest

GREATEST possible listing of different American Indian tribes and their original location constitute entries in new children's contest being conducted by WJHP Jacksonville, Fla. Contest is in conjunction with *Straight Arrow* program, sponsored by National Biscuit Co. Prizes include Philco table model radio, Ben Pearson junior bow and arrow sets, and personally autographed Tex Ritter Capitol record albums.

NRB Feature

NEW FORMAT for its All-Purpose Radio Campaigns and Sales Kit is used by National Research Bureau in current April issue. Red and white cover bears testimonial letter from Harriette Dunbar, WDOS Oneonta, N. Y. Three sections, and their contents, include: (1) For Station Managers, trade newsletter, TV highlights, promotionl reprints; (2) For Sales and Programming, prize-winning ideas, musical calendar, program planning, merchandising tips, holiday headlines; (3) Radio Campaigns, early morning shows, seasonal greetings, copy outlines, lead-ins and punch-lines.



NOT BAD photography, just a unique promotion gimmick used by KMOX St. Louis to publicize Lee Adams, m.c. on *Housewives Protective League* and *Sunrise Salute* programs and host on a new KMOX show directed to home lovers and home builders—mostly feminine. Station has never used any photographs of Mr. Adams other than this silhouette type print, nor has he made any personal appearances.



You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity —ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 80)

Decisions Cont.:

WROX Clarksdale, Miss.—Granted license install new trans.

WIGA-FM Ashtabula, Ohio—Granted mod. CP change type trans.

WCBM-FM Baltimore—Granted mod. CP for extension of completion date to 8-11-49.

The Yankee Network Inc., Boston—Granted license for new exp. TV relay KCA-20.

WULA Eufaula, Ala.—Granted license new standard station 1240 kc 250 w unl.

WIRC Hickory, N. C.—Granted license new standard station 630 kc 1 kw D.

WAGE Syracuse, N. Y.—Granted license increase power, install new trans. and change DA-N.

WELI New Haven, Conn.—Granted CP install new trans.

Pawtucket Bcstg. Co., Lonsdale, R. I.—Granted CP new exp. TV station KC2XAB.

WKZO - TV Kalamazoo, Mich.—Granted mod. CP make ant. changes.

WSYR-TV Syracuse, N. Y.—Granted mod. CP to change corporate name to Central New York Bcstg. Corp. Also granted mod. CP to request change of ant. system.

Following were granted extension of completion dates as shown: WBCM-FM Bay City, Mich., to 4-18-49; KBUR-FM Burlington, Iowa, to 5-1-49; WMRI Marion, Ind., to 9-1-49; WJNC-FM West Palm Beach, Fla., to 6-6-49; KLUF-FM Galveston, Tex., to 4-29-49 on cond. construction be completed or interim operation provided by that date; WSPD-TV Toledo, Ohio, to 9-9-49; KSTP-TV St. Paul, Minn., to 9-16-49; WKRC-TV Cincinnati, to 9-16-49; WFIL-TV Philadelphia, to 6-15-49; WGAL-TV Lancaster, Pa., to 8-8-49; WFBM-TV Indianapolis, to 6-30-49; WCAU-TV Philadelphia, to 6-15-49.

WKII Urbana, Ill.—Granted license new standard station 1580 kc 250 w D.

WJMW Athens, Ala.—Same 1010 kc 250 w D.

KOVE Lander, Wyo.—Same 1230 kc 250 w unl.

WLSI Pikesville, Ky.—Same 900 kc 1 kw D.

WRYO Rochester, Pa.—Same 1050 kc 250 w D.

KEIO Pocatello, Idaho—Granted license change frequency, increase power, etc.

WLLH-FM Lowell, Mass.—Granted license new FM station: Chan. 258 (99.5 mc), 12.2 kw, 600 ft.

WELL-FM Battle Creek, Mich.—Granted license new FM station; Chan. 271 (102.1 mc), 45 kw, 310 ft.

KFSD-FM San Diego, Calif.—Granted license new FM station; Chan. 231 (94.1 mc), 38.4 kw, 425 ft.

WILA Woodstock, Ill.—Same; Chan. 221 (92.1 mc), 1 kw, 250 ft.

WDNC-FM Durham, N. C.—Same; Chan. 286 (105.1 mc), 36 kw, 380 ft.

KWFT-FM Wichita Falls, Tex.—Same; Chan. 260 (99.9 mc), 9.7 kw, 330 ft.

WFAA-FM Dallas, Tex. — Same; Chan. 250 (97.9 mc), 43 kw; 490 ft.

WGTM Wilson, N. C.—Granted license change frequency, increase power, etc.

WRBL-AM-FM Columbus, Ga. — Granted assignment of license to J. W. Woodruff and J. W. Woodruff Jr. d/b as Columbus Bcstg. Co.

NRNA MEETING

Radio News Course Included

FOUR NEW officers were elected by the Northwest Radio News Assn. at its annual meeting held Feb. 19 at the U. of Minnesota, Minneapolis. Seventy-five newsmen from six states attended the meeting which included a two-day radio news short course (Feb. 17-18), conducted jointly by NRNA and the university's School of Journalism.



Mr. Thompson

The new officers are: Ray Thompson, KROC Rochester, Minn., president; Charles Hilton, KGLO Mason City, Iowa, vice president; Charles Sargeant, WCCO Minneapolis, secretary, and Milton Josephson, WEBC Duluth, Minn.

Highlights of the news course included conferences on television news, developments in wire and tape recordings for covering on-the-spot-news and panel discussions on problems of radio news. William F. Brooks, NBC vice president in charge of news, special events and international broadcasting, pointed out that television news coverage would not replace standard radio news coverage nor conflict with newspapers or other communications media. He spoke at a banquet Feb. 18.

The Scranton Times, Scranton, Pa.—Granted CP new exp. TV station KG2XAF.

KNUJ New Ulm, Minn.—Granted mod. CP for approval of ant. and trans. location, and specify studio location and change type trans.

KLMS Lancaster County, Neb.—Granted mod. CP change type trans.

KMSU Missoula, Mont. — Granted mod. CP for extension of completion date to 7-19-49.

KGHF Pueblo, Colo.—Granted mod. CP for extension of completion date to 4-1-49.

WHIO Dayton, Ohio—Granted license install new trans. Also granted license install aux. trans. at present site of main trans.

Following were granted extension of completion dates as shown: WJAR-FM Providence, R. I., to 6-15-49; WHB-FM Kansas City, to 9-13-49; WBML-FM, Macon, Ga., to 5-21-49; KRE-FM Berkeley, Calif., to 3-16-49; WKNE-FM Keene, N. H., to 6-21-49; WOHS-FM Shelby, N. C., to 3-30-49; WRVC Norfolk, Va., to 9-15-49; WBAB-FM Atlantic City, to 6-15-49;

FCC Budget

AN EXECUTIVE session of the Independent Offices subcommittee of the House Appropriations Committee tentatively scheduled for March 3 was postponed. At that time FCC representatives were to testify on President Truman's recommendations for the Commission's 1949-50 budget. Committee aides said the subcommittee might take up the Commission's budget March 4 or today (March 7). Chairman Wayne Coy was scheduled to be the principal witness. Other commissioners were to have assisted him with details and bureau and several division chiefs were slated to be on hand [BROADCASTING, Feb. 28].

February 28 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

WGAR Cleveland—CP change from DA-1 to DA-2.

SSA—730 kc

WLIN Merrill, Wis.—SSA 730 kc 250 w-N 1 kw-D unl for period ending Nov. 1.

Modification of CP

KMCM McMinnville, Ore.—Mod. CP new AM station to change name of permittee from Jack B. Bladine and Philip N. Bladine d/b as McMinnville Bcstg. Co. to Jack B. Bladine and Philip N. Bladine d/b as Yamhill Bcstrs.

Assignment of License

WKAX Birmingham, Ala.—Assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

KDON Monterey, Calif.—Assignment of license from Monterey Peninsula Bcstg. Co. to L. John Miner and Taft R. Wrathall d/b as Monterey Radio Bcstg. Co.

KRUZ Palm Beach, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co. to Central Coast Counties Radio Inc. (Contingent on KDON being granted assignment of license).

Transfer of Control

KWEM West Memphis, Ark.—Relinquishment of negative control of West Memphis Bcstg. Corp., licensee, from Beloit Taylor to John F. Wells and Philip G. Back AMENDED to acquisition of control by John F. Wells through purchase from J. C. Johnson, J. C. McCaa, P. M. Dacus, Jack W. Rich and John A. Cooper of 500 sh common (50%).

Modification of CP

KFEY Fresno, Calif.—Mod. CP new FM station for extension of completion date.

WMBR-FM Jacksonville, Fla.—Same.

WLRD (FM) Miami Beach, Fla.—Same.

WRGA-FM Rome, Ga.—Same.

KBTR (FM) Minneapolis—Same.

WPOE (FM) Elizabeth, N. J.—Same.

WABF-FM New York—Same.

WAYS-FM Charlotte, N. C.—Same.

KTUL-FM Tulsa, Okla.—Same.

WLIN-FM Merrill, Wis.—Same.

License for CP

KVOL-FM Lafayette, La.—License to cover CP new FM station.

CP to Reinstate

WRNY-FM Rochester, N. Y.—CP to to reinstate CP new FM station.

Modification of CP

WHEN Syracuse, N. Y.—Mod. CP new TV station for extension of completion date to June 12.

WKY-TV Oklahoma City—Mod. CP new TV station to change ERP from 12.1 kw vis., 6.2 kw aur to 19.4 kw vis., 9.7 kw aur., make changes in ant.

TENDERED FOR FILING

SSA—730 kc

WTIK Durham, N. C.—SSA 730 kc 1 kw-D 250 w-N unl. to Nov. 1.

Modification of CP

KMCM McMinnville, Ore.—Mod. CP change 1260 kc 1 kw D to 1260 kc 1 kw unl. DA-N.

Transfer of Control

WIBK Knoxville, Tenn.—Transfer of 50% interest from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox and C. L. Schenck.

March 1 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking toward grant of application of Grand Haven Bcstg. Co. for new AM station at Grand Haven, Mich., 1490 kc 250 w unl., and denial of application of Greater Muskegon Bcstrs. Inc. to change assignment of WMUS Muskegon from 1090 kc 1 w D to 1490 kc 250 w unl.

AM—1360 kc

Announced proposed decision looking toward grant of application of Radio Modesto Inc. for new AM station at Modesto, Calif., 1360 kc 1 w unl., and denial of application of Frank M. Helm for same facilities.

March 1 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WHSY Hattiesburg, Miss.—CP change from 1220 kc 250 w D to 1230 kc 250 w unl. AMENDED to change name of applicant from Charles Welmer Holt, Marvin Reuben and Vernon J. Cheek d/b as Hub City Bcstg. Co. to Hub City Bcstg. Co. Inc.

AM—1110 kc

KREM Spokane, Wash.—CP change from 1340 kc 250 w unl. to 1110 kc 1 w unl. DA-N.

SSA—730 kc

WTIK Durham, N. C.—SSA 730 kc 1 kw-D 250 w-N unl. to Nov. 1.

Assignment of License

KOPP Ogden, Utah—Assignment of license from James B. Littlejohn to KOPP Inc. AMENDED re stockholders, officers and directors.

License Renewal

License renewal applications were filed by following AM stations: KFXM San Bernardino, Calif.; KFSD San Diego, Calif.; KVOD Denver; WQAM Miami; WIOD Miami; WDBO Orlando, Fla.; WSUN St. Petersburg, Fla.; WAGA Atlanta; KGMB Honolulu;

(Continued on page 88)

Mr. Dick Grahl
William Esty & Co.
New York City.

Dear Dick:

Reckon' I've heard everythin' now 'bout WCHS. Them fellers what flies these new-fangled airships uses WCHS fer a "Beam" when they comes into Wes' Virginia's first city. Yessir, 'ole WCHS brings 'em right into Charleston' big new airport. Jus' 'nother example of folks follerin' th' lead o' WCHS. It's gettin' so commonplace, it don't make news — no more. After all, th' airship business ain't th' first to foller WCHS to Charleston! No siree, and 'twon't be th' last, neither. Them 5000 watts at 580 really brings business t' Charleston, West Virginia.

Yrs.
Algy.



WCHS

Charleston, W. Va.



Still at 600 On Your Dial

CBS for the El Paso Southwest

KROD

EL PASO, TEXAS

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, President — Val Lawrence, Vice-Pres. & Gen. Mgr.

Taylor-Borroff & Co., Inc.—*Nat'l Reps.*

5,000 Watts Now!

Key Station Southwest Network

FCC Actions

(Continued from page 87)

Applications Cont'd.:

WILL Urbana, Ill.; WGAN Portland, Me.; WKZO Kalamazoo, Mich.; KOPR Butte, Mont.; WDNC Durham, N. C.; WSJS Winston-Salem, N. C.; WHKC Columbus, Ohio; WIP Philadelphia; KTBC Austin, Tex.; KTSA San Antonio; KTBB Tyler, Tex.

License for CP

WKNK Muskegon, Mich.—License for CP new AM station.

WBBW Youngstown, Ohio—Same.

KDET Center, Tex.—Same.

WCVA Culpeper, Va.—Same.

KWIE Kennewick, Wash.—Same.

KVOU Uvalde, Tex.—License to cover CP new AM station AMENDED to change name from Edward J. Harpole, William T. Kemp and W. J. Harpole d/b as Uvalde Bcstrs. to Edward J. Harpole and W. J. Harpole d/b as Uvalde Bcstrs.

Modification of CP

WINS New York—Mod. CP change frequency, increase power etc. for extension of completion date.

WJIM Lansing, Mich.—Same.

WMFD Wilmington, N. C.—Same.

WMBD Peoria, Ill.—Mod. CP increase power N etc. for extension of completion date.

KERB Kermit, Tex.—Mod. CP new AM station for approval of ant. and trans. site etc. AMENDED to request change frequency from 610 kc to 600 kc DA and change trans. and studio sites.

WAEB Allentown, Pa.—Mod. CP new AM station to change name from Valley Bcstg. Corp. to WAEB Inc.

WNOR Norfolk, Va.—Mod. CP new AM station for extension of completion date.

KULE Ephrata, Wash.—Mod. CP new AM station for extension of completion date.

License for CP

WJPR-FM Greenville, Miss.—License to cover CP new FM station.



WBHO-FM Forest City, N. C.—Same.
WTPS-FM New Orleans—Same.

Modification of CP

WERC-FM Erie, Pa.—Mod. CP new FM station for extension of completion date.
KFYO-FM Lubbock, Tex.—Same.
KAKC-FM Tulsa, Okla.—Same.
KGNC-FM Amarillo, Tex.—Same.
KOPP-FM Ogden, Utah—Same.
KRKD-FM Los Angeles—Same.
KFXM-FM San Bernardino, Calif.—Same.
WSB-FM Atlanta—Same.
WDAK-FM Columbus, Ga.—Same.
WDSU-FM New Orleans—Same.
KFUO-FM Clayton, Mo.—Same.
WMFD-FM Wilmington, N. C.—Same.
KNBH Hollywood—Mod. CP new commercial TV station for extension of completion date to 9-15-49.
WOIC Washington—Same to 5-1-49.
WMAL-TV Washington—Same to 6-19-49.
WSB-TV Atlanta—Same to 5-15-49.
WDSU-TV New Orleans—Same to 6-16-49.
WWJ-TV Detroit—Same to 6-15-49.
WNBF-TV Binghamton, N. Y.—Same to 11-15-49.
WAAM Baltimore—Same to 9-21-49.
WICU Erie, Pa.—Same to 6-1-49.
KSL-TV Salt Lake City—Same to 7-15-49.
WSAZ-TV Huntington, W. Va.—Same to 9-29-49.

TENDERED FOR FILING

AM—940 kc

WKCT Bowling Green, Ky.—CP change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N unl. DA-DN (DA-2).

AM—910 kc

WJIG Tullahoma, Tenn.—CP change from 740 kc 250 w D to 910 kc 250 w-D 100 w-N unl.

AM—680 kc

WISE Asheville, N. C.—CP change from 1230 kc 250 w unl. to 680 kc 10 kw-D 1 kw-N unl. DA-DN (DA-2).

Assignment of License

KCSU Provo, Utah—Assignment of license from Frank A. Van Wagenen and Harold B. Van Wagenen d/b as The Central Utah Bcstg. Co. to Central Utah Bcstg. Co. Inc.
KTXL San Angelo, Tex.—Assignment of license from Ingham S. Roberts, Joe N. Weatherby, B. P. Bludworth, J. Edward Johnson, Travis E. Baker and Armistead D. Rust d/b as Westex Bcstg. Co. to Westex Bcstg. Co., new corporation of same individuals.

Modification of CP

WBBB Burlington, N. C.—Mod. CP change from 920 kc 5 kw D to 950 kc 1 kw unl. DA-DN (DA-2).

APPLICATIONS DISMISSED

AM—1270 kc

KXRJ Russellville, Ark.—DISMISSED Feb. 23 application for CP change from 1490 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N unl. DA-N.

AM—1230 kc

Northwest Public Service Bcstrs., Spokane, Wash.—DISMISSED Feb. 23 application for CP new AM station 1230 kc 250 w unl.

March 2 Decisions . . .

DOCKET CASE ACTION

AM—1490 kc

Announced decision granting application of V. L. Rossi and John D. Rossi d/b as Bee Bcstg. Co. for new AM station at Beeville, Tex., 1490 kc 250 w unl.; cond. (Comrs. Walker, Jones and Sterling not participating; Comr. Hyde dissenting).

March 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WNOC Norwich, Conn.—Assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co.

Modification of CP

WIL St. Louis—Mod. CP increase power, change frequency etc. for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: KBLF Red Bluff, Calif.; KFMB San Diego, Calif.; WMAL Washington; WIBW Topeka, Kan.; WLBZ Bangor, Me.; WCAO Baltimore; KDAL Duluth, Minn.; WRBC Jackson, Miss.; KXOK St. Louis; KGHL Billings, Mont.; WPRO Providence, R. I.; KWFT Wichita Falls, Tex.; WTAR Norfolk, Va.; WSLS Roanoke, Va.; WCAX Burlington, Vt.; WTMJ Milwaukee.

Box Score

SUMMARY TO MARCH 3

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,941	1,898	233	...	463	260
FM Stations	714	269	647	30*	85	28
TV Stations	57	7	115	...	320	181

*11 on the air.

CALL ASSIGNMENTS: KOTV (TV) Tulsa, Okla., switching from KOVB (George E. Cameron Jr., Channel 6, 82-88 mc); WKTV (TV) Utica, N. Y., switching from WKAL-TV (Copper City Broadcasting Corp., Channel 13, 210-216 mc); KALC Alamosa, Col. (San Luis Valley Broadcasting Co., 1490 kc 250 w fulltime); KJCK Junction City, Kan. (Junction City Broadcasting Co., 1570 kc 1 kw day); KPRS Olathe, Kan. (Johnson County Broadcasting Co., 1590 kc 500 w day); KTFY Brownfield, Tex. (Terry County Broadcasting Co., 1050 kc 250 w fulltime); WFVG Fuquay Springs, N. C. (S. S. Adcock, 1460 kc 1 kw day); WGTN Georgetown, S. C. (John T. and Helen M. Assey and Harmon L. Duncan, 1400 kc 250 w fulltime); WKVA Lewistown, Pa., switching from WLTA (Central Pennsylvania Broadcasting Co., 920 kc 1 kw day); WONN Lakeland, Fla. (Costal Broadcasting Co., 1230 kc 250 w fulltime); WPCF Panama City, Fla. (Bay County Broadcasting Co., 1400 kc 250 w fulltime); WSPC Anniston, Ala., switching from WTAA (Model City Broadcasting Co., 1390 kc 1 kw fulltime, directional); KADA-FM Ada, Okla. (C. C. Morris, Class A, Channel 244, 96.7 mc); WJLN Birmingham, Ala., switching from WJLD-FM (Johnston Broadcasting Co., Channel 284, 104.7 mc); WRFS-FM Alexander City, Ala. (Piedmont Service Corp., Class B, Channel 251, 98.1 mc); WTNC-FM Thomasville, N. C. (Thomasville Broadcasting Co., Class A, Channel 252, 98.3 mc).

TV APPLICATION

New Brunswick, N. J.—Home News Pub. Co., Channel 8 (180-186 mc), ERP 0.51 kw visual, 0.255 kw aural, antenna height above average terrain 159 ft.; estimated cost $149,000, first year operating cost $150,000, revenue $150,000. Applicant is operator of WDHN (FM) there. It has filed petition requesting that Channel 8 be allocated to New Brunswick for use with directional antenna [BROADCASTING, Feb. 28]. Filed March 1.

AM APPLICATION

Somerset, Pa.—Somerset Broadcasting Co., 990 kc, 250 w, daytime; estimated cost $19,573. Co-partnership: Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines. Filed Feb. 25.

Waynesboro, Pa.—Waynesboro Broadcasting Co., 1400 kc, 100 w, unlimited; estimated cost $17,825. Co-partnership: Roy T. Merkel, assistant professor of physics at Albright College, Reading, Pa., and Robert G. Adams Jr., engineer at WRAW Reading. Filed March 1.

Manhattan-Hermosa-Redondo Beach, Calif.—South Bay Broadcasters, 890 kc, 1 kw, daytime; estimated cost $21,222. Partnership: William O. Egerer, proprietor of Egerer's Bakery, Hermosa Beach, 80% owner, and Peter C. Verdell, with advertising department of Rigid Mfg. Co., Los Angeles, 20% owner. Filed March 2.

March 3 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

WKCT Bowling Green, Ky.—CP change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N unl. DA.

Modification of CP

KGFM Great Falls, Mont.—Mod. CP new AM station for extension of completion date.
KMCM McMinnville, Ore.—Mod. CP new AM station to change from 1260 kc 1 kw D to 1260 kc 1 kw unl. DA-N.

License for CP

KCOW Alliance, Neb.—License to cover CP new AM station.
KBOR Brownsville, Tex.—Same.

Avco Bid

KTSA San Antonio—Competitive bid filed under Avco rule by Express Pub. Co. to purchase 100% of stock of Sunshine Bcstg. Co.

Assignment of License

WOSH Oshkosh, Wis.—Assignment of license from Myles H. Johns, William F. Johns Jr., William F. Johns Sr. and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co. to William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Renshaw d/b as Oshkosh Bcstg. Co.

License Renewal

License renewal applications were filed by following AM stations: KFRC San Francisco; KFXD Nampa, Ida.; WMT Cedar Rapids; WDAF Kansas City, Mo.; WMCA New York; WAGE Syracuse, N. Y.; WWNY Watertown, N. Y.; KFGO Fargo, N. D.; KOAC Corvallis, Ore.; KGW Portland, Ore.; WFIL Philadelphia; WSVA Harrisonburg, Va.; WLVA Lynchburg, Va.; KVOS Bellingham, Wash.; KHQ Spokane, Wash.

TENDERED FOR FILING

AM—910 kc

KOJM Harve, Mont.—CP change from 730 kc 1 kw D to 910 kc 1 kw unl. DA-N.

Assignment of CP

KFRD Rosenberg, Tex.—Assignment of CP from Julius E. Junker, trustee for Fort Bend County Bcstg. Co. to Fort Bend Bcstg. Co.

WE SALUTE

WSGN
5,000 W—ABC
Birmingham, Ala.

WMPS
10,000 W—ABC
Memphis, Tenn.

Many Other Stations Attest To The Effectiveness of Our Plan

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

WNCA TO QUIT

WLOS Assumes ABC

WNCA, 250 w ABC affiliate on 1340 kc at Asheville, N. C., has notified FCC that it will surrender its license and cease broadcasting as of 12 o'clock midnight March 31.

Robert M. Lambe Jr., station's general manager, emphasized that WNCA is relinquishing its license voluntarily and commented that "while there have been a few instances of stations leaving the air voluntarily, this is the first time—to my knowledge—that a profitable operation has done so."

WNCA plans to give each of its employes two weeks' severance pay as of April 1, 1949, Mr. Lambe said.

Established in May 1946 under name of the Community Broadcasting Co., WNCA was sold early in 1947 to the Jacksonville Broadcasting Corp., which operates WPDQ Jacksonville, Fla. Asheville has four other AM stations, WISE WLOS WSKY and WWNC. WISE and WLOS have FM affiliates.

ABC has signed an affiliation agreement with WLOS, a 5 kw daytime, 1 kw nighttime station, Ernest Lee Jahncke, network vice president in charge of stations, announced last week. WLOS will operate as a member of ABC's southeastern group. The new affiliate operates fulltime on 1380 kc, and is owned by the Skyway Broadcasting Corp. Charles B. Britt, station's manager, is also a vice president of the firm.

COVINGTON GROUP

Estes Named Manager

EDWIN H. ESTES has been named general manager of the radio properties owned by G. W. Covington Jr.—WCOV and WCOV-FM Montgomery, WGWD Gadsden and WGWC Selam, all Alabama. The appointment became effective March 1, according to an announcement by Mr. Covington.

Mr. Estes joined the Covington stations as manager of WGWD when it was first established in December 1947. Prior to that he was sales manager of WMOB Mobile, Ala. He will continue to serve as WGWD manager until a replacement is secured.

KAFY CONTROL

Crome, Harlowe Selling

CONSENT was granted by FCC last week to relinquishment of negative control of KAFY Bakersfield, Calif., by George Crome and J. F. Harlowe and the station's license was renewed for period ending Aug. 1, 1951.

Messrs. Crome and Harlowe, co-owners, each sell 16-2/3% of their holdings for $2,500 to Sheldon Anderson, general manager of KAFY, and his father Herman Anderson, vice president of the station. The sellers become each one-third owner. KAFY is assigned 250 w fulltime on 1490 kc.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Jan. 31	290
Number of network commercials starting during February	5
Number of network commercials ending during February	4
Number of commercials on the four nationwide networks, Feb. 28	291

February Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Homemakers' Inst. & Servel Gas Refrigerator Dealers	What's My Name?	ABC	Sat. 12-12:30 p.m.	BBDO
Nat'l Biscuit Co.	Straight Arrow	MBS	Mon. 8-8:30 p.m.	McCann-Erickson
Nat'l Biscuit Co.	Straight Arrow	MBS	Tues. & Thurs. 5-5:30 p.m.	McCann-Erickson
Ace Markets	Songs by Great Singers	MBS	Sun. 3-3:30 p.m.	Klinger Assoc.
Lever Bros. (Rayve Permanent)	Winner Take All	CBS	Mon.-Fri. 4:30-4:45 p.m.	J. W. Thompson

February Deletions

Episcopal Church	Great Plays	MBS	Fri. 8-8:30 p.m.	Humphrey Co.
Ludens Inc.	Strike It Rich	CBS	Sun. 5:30-6 p.m.	J. M. Mathes
Coca Cola Co.	Pause that Refreshes	CBS	Fri. 10:30-11 p.m.	D'Arcy
Sterling Drug	Manhattan Merry-Go-Round	NBC	Sun. 9-9:30 p.m.	D-F-S

PROPOSED GRANTS

2 for Midwest 1 for Coast

PROPOSED decisions were announced last week by FCC to:

1. Grant application of Granite City Broadcasting Co. for new AM station at St. Cloud, Minn., 1240 kc, 250 w fulltime, and deny request of St. Cloud Broadcasting Co. for same facilities;

2. Grant application of Grand Haven Broadcasting Co. for new outlet at Grand Haven, Mich., 1490 kc, 250 w fulltime, and deny request of WMUS Muskegon, Mich., to switch from 1 kw day on 1090 kc to the local assignment;

3. Grant application of Radio Modesto Inc. for new station at Modesto, Calif., 1360 kc, 1 kw fulltime, and deny request of Frank M. Helm for same facilities.

Comrs. Robert F. Jones and Paul A. Walker dissented from the majority opinion in the St. Cloud case. Comr. George E. Sterling did not participate in any of the decisions while Comr. Frieda B. Hennock did not participate in the Modesto ruling.

The Commission majority favored Granite City Broadcasting over St. Cloud Broadcasting principally on the ground that it conformed with previous policy to approve the request of that applicant "which, as compared with its competitor, has fewer broadcast interests, since such a result would tend toward a greater diversity of the ownership of broadcast stations."

Max H. Lavine, 57% owner of Granite City, has minority interest in WJMC Rice Lake, Wis., FCC found, while Donald O. and Harry W. Linder, together 50% owners of St. Cloud, have station interests "in the same general area" of Minnesota. Harry Linder is licensee of KWLM Willmar, Minn., 57 miles distant, and majority stockholder and general manager of KMHL Marshall, Minn., 120 miles distant. His son Donald is assistant general manager of KMHL.

Associated with Mr. Lavine in Granite City are Francis J. Butler, WCCO Minneapolis newscaster-announcer, president and 19% owner; Robert P. Sutton, WCCO producer, secretary 19%, and Lee Koll, president of St. Cloud Sentinel Pub. Co., publisher of weekly *Sentinel* there, vice president 5%.

Comr. Jones favored St. Cloud Broadcasting over Granite City but cast no vote since he considered the applicant "legally insufficient." The majority determined the St. Cloud application not to be defective as charged by Granite City. No reason for Comr. Walker's dissent was given.

Proposed decision favoring Grand Haven Broadcasting over WMUS was grounded on equal distribution of facilities policy embodied in Sec. 307 (b) of the Communications Act. Grand Haven has no local outlet while Muskegon would have two fulltime and one daytime outlets, FCC said. President and 75% owner of Grand Haven is Walter R. Hummel, treasurer and minority stockholder in Campbell-Wyant-Cannon Foundry Co., Muskegon, and 42% owner of Norman Ross Inc., Grand Haven retail radio and record store. There are 14 other stockholders.

Radio Modesto Inc. was favored over Mr. Helm on basis of greater integration of ownership and management of the proposed outlet at Modesto. Mr. Helm, an auto distributor and having real estate and other local business interests, would devote only one-half time to the station after its establishment, FCC stated.

John H. Schacht, general manager of KSMO San Mateo, Calif., which he organized, is 50% owner and general manager of the proposed outlet of Radio Modesto, the Commission reported. Richard J. Giddings, to be commercial manager, is associated in real estate and insurance businesses with his brother, William W. Giddings Jr. Each holds 16⅔%. Like interest is held by John E. Griffin, local attorney, who is president. Messrs. William Giddings and Griffin would devote part time to the station, FCC said.

DUCKQEALL ELECTED

To So. Calif. 4A Post

EUGENE DUCKQEALL, business manager of Foote, Cone & Belding, Los Angeles, was elected chairman of Southern California Chapter of American Assn. of Advertising Agencies at meeting last Tuesday at University Club, Los Angeles. Other officers elected include Robert Shirey, manager of Los Angeles office, J. Walter Thompson Co., vice chairman; Charles John Hawkins, manager of L. A. office, Barnes-Chase Co., secretary-treasurer. Charles Levitt, vice president of Smalley, Levitt & Smith was appointed to board of governors. Carl Tester, vice president and general manager of Philip J. Meany Co. is retiring chairman.

Other highlights of meeting included talks by two agency men, Fred H. Fidler, Pacific Coast manager of J. Walter Thompson Co., who spoke on "Visual Aids to Selling"; and Richard Scheidker, vice president of executive staff of 4 A's, New York, who offered report on importance of media relations.

FCC Plans

(Continued from page 23)

FCC feels cannot be adequately prepared until the clear-channel outcome is in sight.

Devoting more time to television than any other subject, Mr. Coy said present TV applicants will not be given priority under the new allocations procedure. He reported that from seven to ten applications for VHF channels are being received monthly and said he presumed these applicants hope they will be favored.

In his "personal" opinion, stations on the same UHF channel should be between 200 and 225 miles apart, the chairman said. He held out little hope of getting channels from the military, remarking "*If we get one,* it will be a major event." He noted there is much interest in color TV but that "no one wants to testify before the FCC as to standards."

Mr. Coy said his proposal to the FCC requiring fulltime FM operation would include a recommendation that FM licensees be required to operate their facilities six hours daily during the first year, eight hours daily during the second year, and fulltime by the third.

Chairman Coy acknowledged that the FCC has been spending too much time on applications and not enough on allocations and the formulating of basic rules. He made a passing reference to the Commission's proposal for repeal of the Avco rule, stating that the public should be informed of broadcast applications through advertisements because stations operate on facilities operated in the public interest. The listener should be given a hearing before the FCC on any local radio application, he emphasized.

At Deadline...

WHAS-WLW OVERLAP STUDIED AT FCC HEARING

STUDY of signal overlap between WHAS Louisville and WLW Cincinnati, key question in FCC's hearing on purchase of WHAS by Crosley, occupied hearing Friday and slated to continue when sessions resume today (*early story, page 27*).

William S. Alberts, Crosley's chief propagation engineer, estimated overlap of 0.5-millivolt contours contains about 40% of Louisville major trading area and 50 to 55% of Cincinnati major trading area. He emphasized there is "no overlap of trading areas."

Earlier, Robert E. Dunville, Crosley vice president and general manager, was questioned on WLW's merchandising. He said similar program would be conducted for WHAS under Crosley ownership but had given no thought to what WHAS "merchandisable area" might be. FCC counsel introduced Crosley map showing WLW's "merchandisable area" as including Kentucky.

WESTINGHOUSE EXTENSION

WESTINGHOUSE stations KDKA-FM Pittsburgh, KYW-FM Philadelphia and WBZ-FM Boston extended to June 1 on temporary licenses pending study of qualifications in light of decision by U. S. District Court of New Jersey charging General Electric Co. et al. with anti-trust law violation, FCC reported Friday. Court decision entered Jan. 19.

GM CO-OP CAMPAIGN TO USE PACKAGE SHOWS

GENERAL MOTORS Frigidaire Div. extending dealer cooperative advertising campaign to include series of transcribed 5, 15, 30-minute programs. Firm will pay half cost of show and station time (at local rate), with dealers to be given choice of drama, mystery or program with accent on home problems. Approved selections are from five producers: NBC, Harry S. Goodman, Monogram Radio Programs, Hopkins Syndicate and Ford Bond Productions.

Stations being informed about co-op program and procedure to follow in announcement letter from Ralph S. McFeely Co., Columbus, Ohio. Latest information on availabilities, audition requests and contracts for shows will clear through that source.

Productions include *Playhouse of Favorites* (NBC), *Mystery House* (Goodman), *Plantation House Party* (Monogram), *Fun at Breakfast* (Bond) and *Psychology in Action* (Hopkins).

UHF POLARIZATION TESTS

EXPERIMENTAL UHF television station to test circular vs. horizontal polarization at 500-520 mc requested by FM division of Radio Electronic Television School, Detroit, in application filed at FCC. Power specified is 100 w visual, 50 w aural with emission AM visual and FM aural.

Owned by W. W. Bailey, G. W. Carpenter, T. J. Casey and L. R. Howard, school to spend $47,000 on station. Yearly operating expense $10,000. Research to be under supervision of C. Ross Armstrong, electronic equipment designer and consulting engineer. Aim of research "to prove that circular polarization will increase the signal strength in the 'fringe' areas." Objective also to compare relative noise pickup and phase shift across built-up city areas.

OKLAHOMA CONFERENCE HEARS AGENCY VIEWS

RADIO'S operating problems were probed by agency officials at Fourth Annual U. of Oklahoma Radio Conference March 3-5 at Norman, Okla. (early story, page 73).

Thomas P. Conroy, head of San Antonio agency bearing his name, said present station hiring methods are haphazard and urged careful screening of prospective employes with a formula of 30% screening, 30% interview and 40% aptitude tests.

Lowe Runkle, of Lowe Runkle Co., Oklahoma City, said agencies are concerned over increased number of stations and higher rates without an accompanying increase in advertising budgets. He noted a need for fresh program ideas. He suggested TV costs should come from the sales budget as well as the radio budget, since TV serves as sales demonstration.

Clyde Melville, of Taylor-Borroff & Co., Dallas, said timebuyers study market areas. Stations should give timebuyers more facts about audience, programming and product, he said, and agencies in turn should demand more facts from stations.

Jerome Sill, WMLO Milwaukee, discussing management problems, urged careful aiming of programs at the audience, rather than expensive production. Postwar period has created a new professional, he said—the radio man who is in radio because it's his specialty. Mr. Sill claimed 20% of all TV applications were filed by wealthy individuals and corporations investing idle capital with hope of a high return. "What social safeguards can be imposed?" he asked.

NEW YORK LEADS TV SETS

SHIPMENTS of TV sets by member companies of Radio Mfrs. Assn. to New York City since war led all other cities, according to RMA figures which include shipments to end of 1948. New York total was 256,873 TV sets. Other cities with more than 10,000 TV sets received from manufacturers to end of 1948 follow: Philadelphia, 98,369; Newark, 87,459; Los Angeles, 75,250; Chicago, 72,345; Washington, 30,338; Boston, 29,095 (Cambridge, 3,797); Baltimore, 27,885; Detroit, 25,942; Cleveland 19,462; St. Louis, 15,849; Milwaukee, 12,859; Albany, 11,933; San Francisco, 11,665; Hartford, 11,492.

TWO PLAN SPOT DRIVES

GENERAL FOODS (Minute Rice) through Young & Rubicam, New York, starting spot announcement campaign on West Coast using about 40 stations effective mid-March and on some stations April 1. Crosley refrigerators, Benton & Bowles, New York, preparing extensive spot announcement campaign to start in April.

FM ON TV TABLE MODELS

MORE set manufacturers joining DuMont, Crosley and Stromberg-Carlson in equipping average-priced video sets with full FM facilities, according to William E. Ware, KFMX (FM) Council Bluffs, Ia., president of FM Assn. [CLOSED CIRCUIT, Feb. 21]. He said competition of low-priced TV-FM combinations has led to reduction of prices on large console combinations.

DR. JAMES ROWLAND ANGELL

DR. JAMES ROWLAND ANGELL, 79, president emeritus of Yale U. and public service counsellor and member of board of NBC, died Friday at his New Haven, Conn., home. Dr. Angell joined NBC in 1937 upon his retirement from Yale. Basic public service policies established by Dr. Angell at NBC still observed.

BMB ADDS 3 SUBSCRIBERS

TWO AM and one FM station have been added to BMB subscriber list, bringing total to 666 AM, 141 FM, 13 TV stations, four nationwide networks and four regional networks. Newest subscribers: KDHL Faribault, Minn., KTRE Lufkin, Tex., and WRUN-FM Utica, N. Y.

PERSONAL FINANCE TEST

PERSONAL FINANCE Co., New York, conducting test television spot campaign on WCBS-TV New York and WATV Newark. Commercials produced by Hartley Productions, New York. Agency, Bermingham, Castleman & Pierce, New York.

CLARK TO PEARSON

GEORGE W. CLARK, account executive at Grant Adv., Chicago, has joined John E. Pearson representative firm, also Chicago.

WARING FOR GE ON TV

GENERAL ELECTRIC, through Young & Rubicam, will sponsor hour-long television show featuring Fred Waring, Sundays, 9-10 p.m., starting in mid-April over entire CBS-TV network. Program will be kinescoped for stations not on coaxial lines.

Closed Circuit

(Continued from page 4)

man and entourage vacationing at Key West. ABC Washington Vice President Robert Hinckley supervising Presidential premiere in person.

REVERBERATIONS already being heard among radio practitioners over dizzying details of FCC's proposed new Avco plan of requiring local advertisement of all major broadcast applications [BROADCASTING, Feb. 28]. Federal Communications Bar Assn. is scheduling series of meetings to attempt to fathom intricacies of plan and fashion counter-proposals.

GOVERNMENT grant of $10,000,000 understood given Canadian Broadcasting Corp. for TV stations at Toronto and Montreal. CBC expected to recommend TV licenses to private interests who have applied, CKEY and CFRB at Toronto, CFCF and CKAC at Montreal.

BOON to TV programming seen in new recording device to be unveiled at NAB Engineering Conference at Chicago. Gadget said to permit easy synchronizing of movie film and separate sound recorded on magnetic tape.

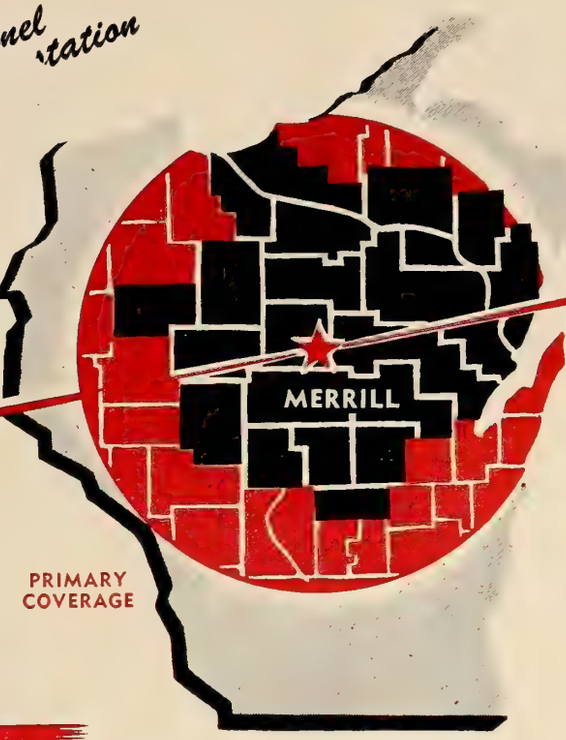
BENTON & BOWLES, New York, preparing and submitting television show for sponsorship to Crosley Radio & Television Division of Avco.

DORLAND Inc., New York, preparing video show for A. S. Beck Co., New York (shoes). Advertiser has bought 10-10:30 p.m. Thursday on NBC-TV effective March 24.

NETWORK-AFM pact on TV scales said to be "awfully close" Friday. Increases, if any, believed minor.

WLIN 730 *a clear channel station*

a half...of Wisconsin...



A REGIONAL COVERAGE . . . at LOCAL RATES

Only WLIN singly covers all Northeastern Wisconsin

POPULATION . . . . . 600,000†
FAMILIES . . . . . 135,000†
RADIO HOMES . . . . 129,000†
Farm Income . . . $200 million*
Retail Sales (1947) $420 million†
Retail Sales per person . . $700*

•MAIL RESPONSE...

52,000 pieces of mail received during the first six months operation.

•SALES RESPONSE...

A national flower client used ten spot announcements . . . pulled 1413 $1.00 cash in advance orders.

FM . . . as a bonus to AM advertisers

† BROADCASTING MARKETBOOK, 1948
* SR&D Consumers Markets, 1948-9

WLIN is the most powerful northeastern Wisconsin station. So it programs for the vast beyond-metropolitan areas where a fifth of the people live . . . where farmers live 20% above the national average. And where bank deposits are $200 million and savings bond sales are another $45 million.

Here is an area ideal for tests . . . and sales. It's half rural, half urban. Its wealth is diversified from farming, mining (iron), lumbering, manufacturing and resorts. In fact, during the resort season, buyers increase by the hundreds of thousands.

Glance at the figures. Of course, they're not all. But they indicate a market worth knowing . . . and watching. They add up to a story we'd like to tell you in full . . . and soon.

OVER HALF A MILLION LISTENERS

1000 WATTS 730 KC • FM 22,300 WATTS 100.7 MC.

WLIN

MERRILL WISCONSIN

Alvin E. O'Konski - Owner
Tony Marta - Manager

a clear channel station

NATIONAL REPRESENTATIVE—THE WALKER COMPANY

Sometimes, LESS is Better

by EDGAR KOBAK, *President, Mutual Broadcasting System*



Jean Gillespie, famed radio actress frequently heard on Mutual, poses in a circa 1910 bathing suit and proves a point.

IT has long been a practice of the networks, including Mutual, to brag about MORE. More this, more that, more the other thing.

But sometimes LESS can be better. For the advertiser. And so, by way of a "switch" we are listing a few of the items of which Mutual has LESS. With reasons why we believe (and our advertisers believe) less is better.

1. FEWER 50-KILOWATTERS, LESS TOTAL POWER

Here less is better for two reasons. First: fewer clustered 50's mean less overlap, duplication and waste in power and coverage. And second: it enabled us to build our network with an eye not to *total* power but *distribution* of power in markets where it can do the most good. As a result, Mutual has 172 *one-thousand-watt-and-up* stations which do a great job in their markets; and 348 lower-powered stations which blanket their own areas.

2. LESS NIGHTTIME COVERAGE — BY A SMALL MARGIN

The obvious advantage in this case is: less fringe coverage in so-called "scatterville" where cost of coverage runs high. Mutual's nighttime coverage *covers people*, not geography. (This is not the place to point out that Mutual has more daytime coverage than the other networks—so we'll skip that.)

3. LOWER COST PER 1000 RADIO HOMES

Here less is better and no explanation needed. Mutual delivers radio homes at less cost because (1) there is no power waste, and a minimum of coverage duplication, (2) its coverage is distributed where people and purchasing power are, (3) its overall rates are lower, discounts higher. Moreover, with 520 stations, Mutual is able to add that powerful *local touch* to national advertising in practically all of its coverage area.

4. LOWER COST SHOWS AVAILABLE FOR SPONSORSHIP

A low-cost show is not necessarily better than an expensive one. But a low-cost show that costs *less per rating point* and *less per 1000 homes reached* is something else again. We have many such shows (once sustainers) which are doing some powerful selling for their sponsors. We have many such shows which are still available for sponsorship.

5. LESS TIME SOLD

Here less is better for the advertiser because it means better availabilities in the better listening periods. On April 25 Gabriel Heatter moves to an earlier time; and we will be programming for sequence from 8:00 to 10:30 PM Monday through Friday. This means we will have *many choice periods* available and now is the time for advertisers to get the details.

6. FEWER VICE-PRESIDENTS, LESS OVERHEAD

With less brass, less ceremony, fewer rugs on the floor, the Mutual organization seems to be able to move faster, to make decisions quicker, cover the bases, get prompter clearances, give better service to advertisers, agencies, artists and stations. With lower overhead, Mutual is able to pass on savings to advertisers in the form of better rates, more for their money.

When selling gets tougher, as it seems to be doing, and results are what count—you owe it to yourself to get the facts about Mutual's sales ability.

Mutual Broadcasting System

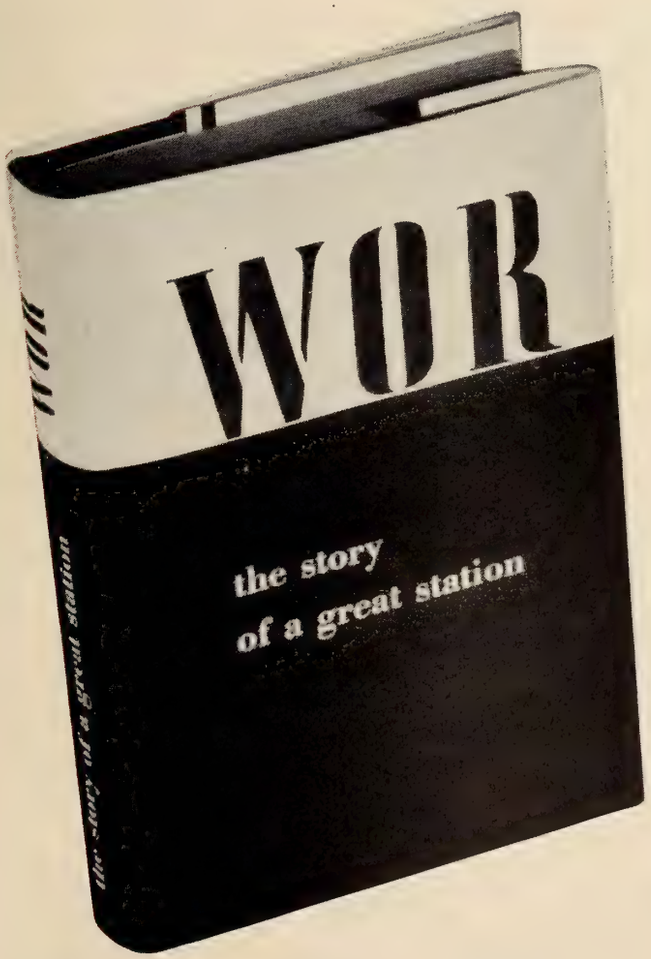
Where Less Buys More

MARCH 14, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

BEST SELLER OF '49!

if WOR were a book, its record would rock the publishing world — these ways.....



DAY IN AND DAY OUT, throughout the year, WOR rings up records in reaching people that would leave the average publisher banjoeyed. And yet, we in radio and advertising have a slight tendency to take this phenomenal thing for granted — or almost so.

1. For instance, WOR is a best-seller in its consistent daily popularity with the majority of 36,000,000 people in 430 counties in 18 states. *For WOR continues to reach more families, during the day and during the night, than any other station in the United States!*

2. WOR is a best-seller for its sponsors, because *it reaches this massive selection of families at the second lowest cost per thousand homes reached of any station of equal power in the United States!*

3. WOR's programs and personalities and activities *are "reviewed" daily in 170 newspapers with a total circulation of 11,416,782 people!*

The list of WOR's achievements as a best-seller — both of itself and of its sponsors' products and services — could be ten times the three we've listed. For WOR is not only *a* station whose base rate has not been increased since 1939, it is a peculiarly elastic force whose regional dominance of the Atlantic Seaboard has made it one of the most uniquely economical buys in modern radio broadcasting. What this means in program popularity and dollars and cents profit to advertisers from coast to coast can be told briefly in ten times the three points that open this advertisement. Our address is

WOR — that power-full station at 1440 Broadway, in New York

mutual

coming soon...WOR-TV...channel 9

WOR's magnificent new television station. Another link on WOR-Mutual's projected television chain.

IN THIS ISSUE: ST. LOUIS MARKET STORY

"He says he knows what station operators like to read in BROADCASTING"



"The boys will always read something that appeals to their pride and profits... for example, better shows that are easier to sell.

"Take Lang-Worth, for instance.There's a service that includes 'network calibre programs' comparable to the best musical shows on the air. Radio stations are *proud* to offer these shows to sponsors. And...

"As for *profits*—why some stations make enough money selling just one of these special productions to pay for the entire Lang-Worth service. Advertisers certainly profit, because they can hitch their commercials to big-time entertainment vehicles—at local station cost.

"No wonder more and more advertisers are swinging to Lang-Worth... because Lang-Worth gives them more and more."

LANG-WORTH feature programs, inc.

STEINWAY HALL, 113 WEST 57th ST., NEW YORK, N. Y.



THE CAVALCADE OF MUSIC

Featuring D'Artega, his 40-piece pop-concert orchestra, 16-voice chorus and famous guest stars.
30 mins., once weekly

EMILE COTE GLEE CLUB

16 male voices and soloists with a repertory of over 200 best-loved popular and memory songs.
15 mins., 5 times weekly

MIKE MYSTERIES

A musical show incorporating capsule mysteries written specially for Lang-Worth by Hollywood's John Evans.
15 mins., 5 times weekly

THROUGH THE LISTENING GLASS

A wonderland of music conducted by Jack Shaindlin and featuring the "Silver Strings Orchestra," The Choristers and guest stars.
30 mins., once weekly

NETWORK CALIBRE PROGRAMS AT LOCAL STATION COST

WHERE ARE THEY?



In Washington WRC's Listener Diary Study for 1949 is just what you need. So drop that complicated gear . . . when you want more facts, answers to many questions, just check that little report!

Sales representatives of WRC can now help you eliminate much of the guesswork from radio timebuying in the Nation's Capital with this recently completed survey.
Representing an advance of real significance in radio research, it covers for the FIRST time ALL radio listening both inside and outside the home, of all members of the Washington population from birth to old age. *The study covers 'round-the-clock, 24-hour listening.* Recognizing radio listening as the *individual* habit it has now become, measurements have been based on individuals themselves.

Program audiences are given in *actual numbers of persons listening*—the way an advertiser always wants them. In addition, audience characteristics by income level, age, sex, race and numerous other breakdowns are available, as is complete audience flow data.

FIRST IN WASHINGTON
WRC
980 KC.
Represented by NBC SPOT SALES

May we invite all advertisers with an interest in the Washington market to hear this story? WRC and NBC Spot Sales have all the facts . . . and they're dated March 1949!

NATIONAL BROADCASTING COMPANY

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

WHILE FCC is maintaining rigid silence at this writing, it's burning internally over the latest demands of Chairman Ed C. Johnson, Senate Interstate and Foreign Commerce Committee (see page 23). In some FCC quarters demands are regarded as approaching invasion of FCC's privacy and may result in slowing its internal operations down to walk. All of its confidential work sheets and memoranda conceivably could become public documents, it's contended.

IF ROCKEFELLER Foundation has made substantial grant to New York U. for analysis of news commentators and what makes them tick, it isn't saying anything about it. More than casual interest aroused by report, since head of NYU's communications department is Chas. H. Siepmann, ex-BBC talks director who had his finger in FCC's Blue Book pie three years ago.

AFTER 10-month lag, NAB members will get chance within week to vote on Breen by-laws amendment to wipe out board's code-writing powers. Board approved statement and ballot to go out as soon as auditing firm handling operations gets over March 15 income tax hump.

PROCTER & GAMBLE set to launch advertising campaign for new soap product, Joy, in St. Louis and two other markets on test basis. Radio to be used, it's understood. Biow Co., New York, is agency.

BOTSFORD, Constantine & Gardner, Seattle agency, will soon announce 30-station spot campaign starting April 4 for brewery account.

GENERAL MILLS about to name film producer to handle TV film version of *Lone Ranger.*

LOOK for an appraisal of TV's acceptance in rural areas, in forthcoming issue of *Colliers* if final details are ironed out between weekly and WRGB(TV) Schenectady, N. Y., which recently conducted joint survey in station's area. Study found that 14% of 15,000 receiver sets were on farms. Conclusions reached by the survey: Farmers are enjoying television very much "and most important of all, (it) is coming more and more into its own in the rural communities of the northeast."

ONLY issue between TV networks and AFM is rate on single engagements. AFM seeking increase; networks standing pat. Negotiations moving with utmost cordiality. Any contract will be short-term deal, but length is no longer regarded as issue.

FRENCH listeners will soon be hearing a version of *Queen for a Day,* known as *Reine d'un Jour,* following negotiations between Raymond R. Morgan agency, packagers of Ameri-

(Continued on page 82)

Upcoming

March 14-16: CBS O&O and Radio Sales represented station managers meeting, Ritz-Carlton Hotel, New York.

March 15-17: RMA spring conference, Stevens Hotel, Chicago.

March 17: NAB Board Structure Committee, NAB Hdqrs., Washington.

March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.

(Other Upcoming on page 62)

Bulletins

ILLINOIS legislation giving radio and television newsmen same status as newspapermen in protecting sources of information signed by Gov. Henry Schricker.

LIGGETT & MYERS (Chesterfield) officially announced Friday it will sponsor Bing Crosby next fall, Wednesday nights, on CBS. Specific starting date and time not decided. Newell-Emmett Co., New York, is agency.

BURNS & ALLEN will switch to CBS this fall, network announced late Friday. Program currently heard on NBC.

AWB CONVENTION APPROVES NAB DEPARTMENTAL STATUS

MEMBERS of Assn. of Women Broadcasters voted Friday afternoon to accept reorganization plan by which AWB attains departmental status within NAB. Plan adopted at convention business session, held at Hotel Drake, Chicago (see earlier story, page 30).

AWB Executive Board and NAB board had previously approved plan. Pat Griffith becomes executive secretary of AWB, handling administrative work and reporting direct to NAB management.

AWB Executive Committee to consist of seven active, four nonactive members. Each of 17 districts to elect district chairmen. NAB President Justin Miller to name chairman of Executive Committee, which will meet twice yearly. District meetings to be organized in cooperation with NAB district director.

Speaking at Friday luncheon NAB Executive Vice President A. D. Willard Jr. called for program to re-educate people as to value of advertising, the "sparkplug of America's economic system."

FIVE STATIONS JOIN BMB

FOUR new AM and one new FM subscribers join BMB, bringing total list to 833, Bureau announced. New stations include WEEU-FM Reading, Pa. AM subscribers: WAMS Wilmington, Del., WLTR Bloomsburg, Pa., WEEU Reading, and KRIO McAllen, Tex.

Business Briefly

CROSLEY ON TV ● Crosley Division of Avco April 9 starts *Who Said That* with Bob Trout and John Cameron Swayze on NBC-TV Sat., 9:30-10 p. m. Radio version of show is sustainer. Agency, Benton & Bowles, N. Y.

SHOWS SWITCH TIME ● *Lambs Gambol* and *Author Meets the Critics* to switch time slots on NBC-TV Sunday nights. Both sponsored by General Foods, New York. *Lambs Gambol* scheduled 8-8:30 p.m., *Author Meets the Critics,* 8:30-9 p.m. Agency, Benton & Bowles, New York.

TONI TO DECIDE ● Toni Co., Chicago, to decide on TV show to be used on CBS video network, Thurs., 9-9:30 p. m., when Don Paul Nathanson, radio head, returns from New York meeting with Foote, Cone & Belding officials. Proposed shows—*Blind Date, Corliss Archer, Quick as a Flash.*

FILM FIRM ASKS FCC FOR ANTI-TRUST RULING

PROMPT DECISION on radio qualifications of motion picture producers found guilty of anti-trust violations [BROADCASTING, Jan. 31] requested by 20th Century-Fox Film Corp. in petition to FCC Friday. Until FCC settles anti-trust question, petition said, "the motion pictures industry, radio-wise, is and must stay in low gear," thus also slowing radio growth.

Film firm, applicant for TV in Boston, San Francisco, Seattle, Kansas City and St. Louis, also claimed pendency of question has movie concerns in state of uncertainty; that FCC can't decide competitive cases involving film companies without first deciding whether these applicants are qualified, and, further, that FCC must approve movie concerns' qualifications before deciding whether to allocate channels for theatre TV. Filing through Vincent B. Welch, Washington attorney, 20th Century asked FCC to issue declaratory order clarifying situation, or at least call oral argument in interest of early decision.

GE SETS VOLUME RECORD

RECORD business volume of $1,632,700,000 chalked up by General Electric Co. and consolidated affiliates in 1948 was 23% more than $1,330,800,000 billed in 1947, and 13% over previous peak wartime year of 1944, GE President Charles E. Wilson announced. Net 1948 profit was $123,835,000, compared with previous record earnings of $95,299,000 in 1947, equivalent to $4.29 and $3.30, respectively, on each share of common stock.

BBC COSTS PUBLIC MORE

BRITISH treasury estimates for cost of BBC operation for next fiscal year, ending March 31, 1950, call for £14,150,000 ($56,600,000), according to AP dispatch from London. This is increase of £450,000 ($1,800,000) over current year. No reason given for increased BBC burden on British taxpayers.

NATIONAL SAFETY COUNCIL HONORS WHO FOR THIRD CONSECUTIVE YEAR



Colonel B. J. Palmer *(right)*, President of Central Broadcasting Co., accepting National Safety Council Award form Maynard Coe, in behalf of Station WHO.

In 1948, as in 1947 *and* 1946, the National Safety Council gave WHO its highest *Award of Honor* "for distinguished service to Safety."

Proudly we acknowledge both the honor, and *the people who helped us win it* . . . the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows . . . the entire WHO staff who cooperated in broadcasting them . . . the 22 WHO farm advertisers who contributed time on their sponsored programs . . . the 130 Iowans who participated in farm safety programs . . . the state Safety officials who helped in so many ways . . . the 56 county organizations which enthusiastically supported WHO's Safety Week Contest . . .

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other *good causes in the public interest*—among which we, as Americans, certainly include the cause of *helping to sell a vast volume of good American products, via radio.*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Ears IN FLINT ARE ALMOST ALL ALIKE—



—tuned to WFDF*!

● Flint, Michigan—as wise sales strategists know is a bountiful, $200,000,000 annual retail market.

How to reach it? Local merchants can tell you. They prefer WFDF because they know the ears of Flint are with us.

They know WFDF tops all local stations AND all outside stations, at all measured times of the broadcast day, in the Flint City zone.

WFDF's leadership might be because it's the oldest station in Flint . . . or because its outstanding newscasts have made history . . . or because WFDF never relaxes its merchandising activities and personal calls. Whatever the reason(s), the morning, afternoon and nighttime ears of Flint are with us—Mr. Hooper says so! And that's good news for *you*, and for us!

The Hooper Summer Listening Index gives all Three Firsts to WFDF!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

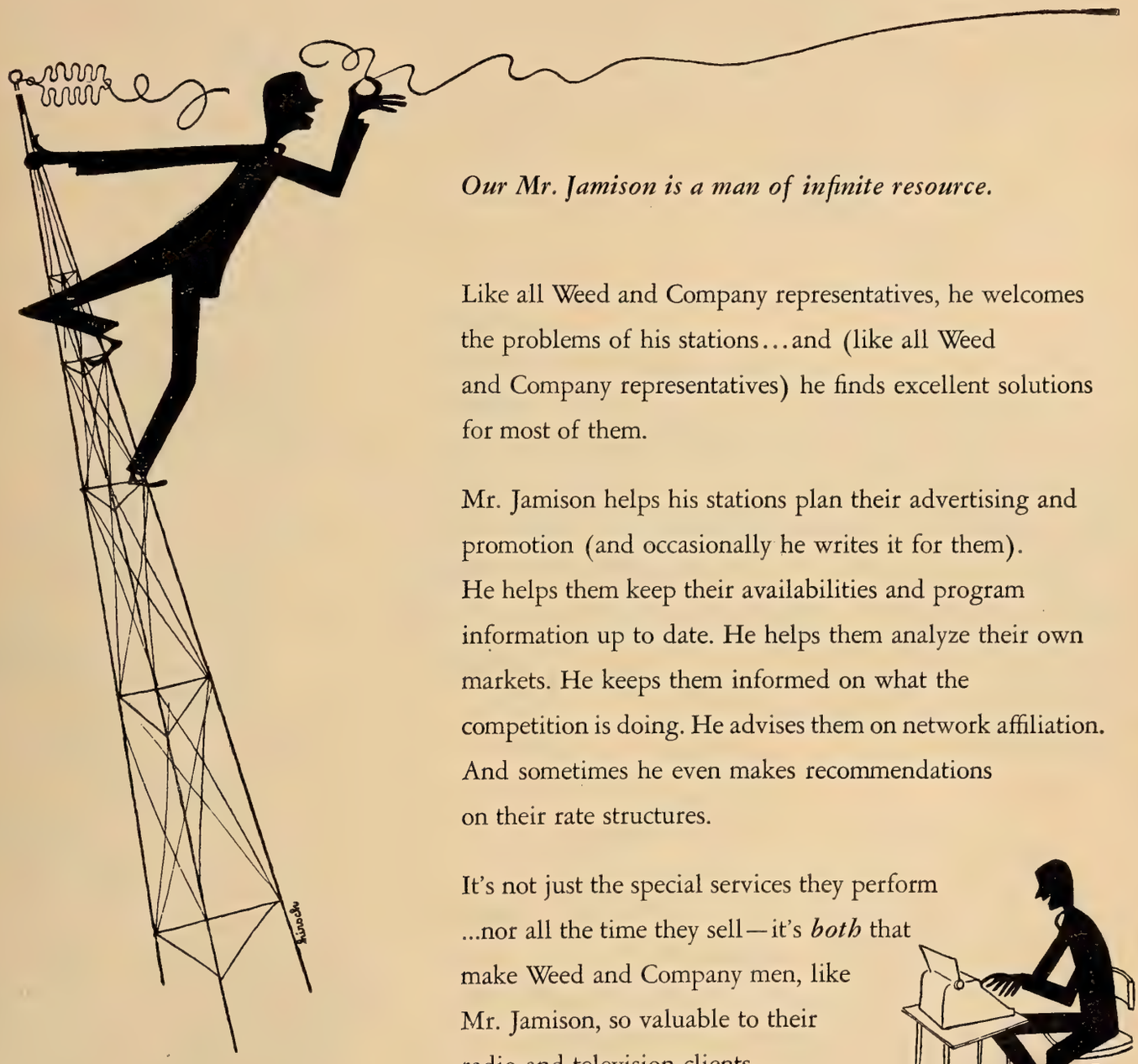
TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Mr. Jamison is never up a tree...



Our Mr. Jamison is a man of infinite resource.

Like all Weed and Company representatives, he welcomes the problems of his stations...and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

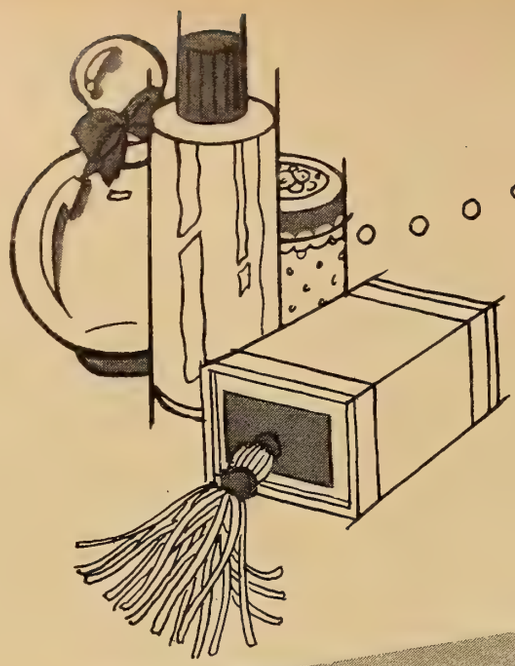
It's not just the special services they perform ...nor all the time they sell—it's *both* that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood



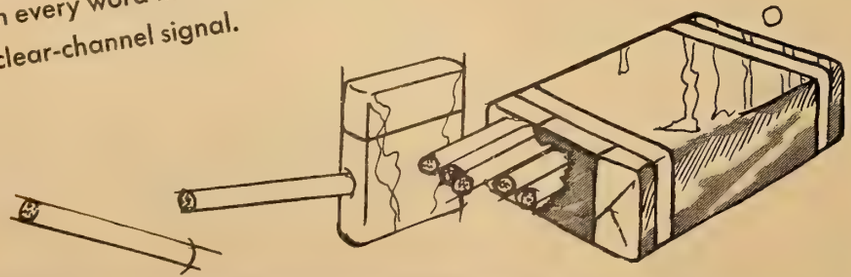
WSM shopping list



Start out from Nashville in any direction. Stop at stores of all kinds anywhere along the line, for hundreds of miles along the radius. Check the inventories against the list of WSM sponsors, and the over-the-counter movement of WSM-advertised goods. That will tell you the story of this station that helps sell to, and then helps sell for merchants who serve millions of Central Southerners.

The merchants know why, too.

Implicit confidence, based on 23 years of experience, in every word that is uttered over our 50,000 watt, clear-channel signal.



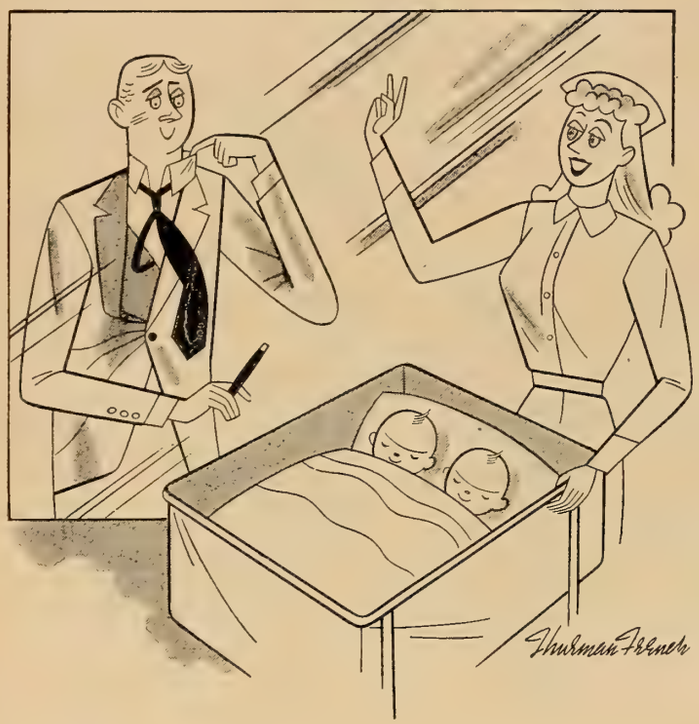
THE KEY
TO
DEALER
ACCEPTANCE

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES



0 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

duplication...
with a CAPITAL "D"



You get two, not one powerful selling medium when you buy WMC in the Memphis market. The station "most people listen to most" in this two-billion-dollar market simultaneously duplicates its AM schedule on WMCF, a 50 kilowatt station with 260,000 watts of effective radiated power. What a buy!

WMC NBC • 5000 Watts • 790

WMCF **50 KW Simultaneously Duplicating AM Schedule**

WMCT **First TV Station in Memphis and the Mid-South**

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

Agencies



FITZMORRIS & MILLER Agency opens offices in Chicago at 6 N. Michig Ave. Partners in new firm are **CHARLES C. FITZMORRIS Jr.** and **CHE TER MILLER**, former account executive and copywriter, respectively, Quaker Oats account at Sherman-Marquette, also Chicago. Mr. Fitzmor formerly was account executive with General Mills. Mr. Miller wrote copy a did promotional work on General Mills and Procter & Gamble accounts.

CLARK M. AGNEW, art consultant for Lennen & Mtchell, New York, appoint art director of L&M television department.

ABNER J. RUBIEN, formerly with Roche, Williams & Cleary, and pr to that with Stack-Goble, joins Dorland Inc., New York, as vice preside and member of plans board.

GUY MERCER joins Fuller & Smith & Ross, Chicago, as account executi after working at Buchen Co., Chicago.

RUDYARD C. McKEE, formerly with Needham, Louis & Brorby, Chica joins McCann-Erickson, New York, as account executive in Nabisco gro

LES WAAS, in television sales and production for 2½ years, joins J. Bra Briggs, new agency at 18 W. Chelton Ave., Philadelphia.

THOMAS ERWIN, former vice president of Lennen & Mitchell, New Yo joins Chicago office of Abbot Kimball as vice president, director and gene manager.

HOWARD WOLF, former chief copywriter at N. W. Ayer & Son, Philadelph named president of Weightman Inc., Philadelphia agency.

MAY COLLINS, formerly in radio department of Ted Bates Inc., New Yor joins Los Angeles office of agency as office manager. She replaces **MRS. JA CALHOUN**, resigned.

HARRY L. CHUPACK, former owner of Adcraft Co., Akron, Ohio, and pr viously with Simons-Michelson, Detroit, opens new agency, M. & H. Adv., Oklahoma City. Offices in Commerce Exchange Bldg., telephone 7-4079.

MURRAY TURNER, manager of Winnipeg office of Cockfield Brown & Co., a **PETER DOWNES** of Vancouver office, promoted to vice presidents.

THOMAS D. LUCKENBILL, vice president and radio director of William Es & Co., arrived in Hollywood last Tuesday for ten days.

DELMAR DeWOLF joins Gebhardt & Brockson, Chicago, as account executi after working as sales promotion manager of Woodstock Typewriter Co.

ELIAS E. SUGARMAN joins Furman, Feiner & Co., New York, as assista to **NORMAN B. FURMAN**, president. In addition to general duties he w

(Continued on page 12)



SMILES conclude signing of Miller Brewing Co. contract with ABC for spo sorship of Lawrence Welk and his orchestra on selected stations starting June. Foursome (l to r) includes Robert Long, account executive at Klau-Va Pietersom-Dunlap Assoc., Milwaukee; Bill Wilson, ABC account executiv Roy J. Bernier, Miller advertising manager, and Mr. Welk.



Make big ones out of little ones...

Station Managers. Success Story: Small advertiser gets sound station advice... uses Capitol Transcription Library to build distinctive show... saves talent costs, therefore can buy more time, reach more listeners. Result is expanding business for client, increased billing for Station. Mail in the coupon, get the whole story with complete descriptive booklet and FREE audition discs.

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions
Sunset and Vine, Dept. B314
Hollywood 28, California

Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Company_____ Position_____

Street_____

City_____ State_____

Agencies

(Continued on page 10)

supervise television activities of agency. Mr. Sugarman formerly was editor of *Billboard* and general manager of its eastern division.

JUDD GRAHAM, former production manager at Arthur W. Stowe Adv., Los Angeles, and more recently copy editor for *Southwest Builder*, joins Ross Sawyer Adv., same city, as production manager.

HAROLD H. MARQUIS, vice president of West-Marquis Inc., moves from agency's Los Angeles offices to San Francisco office.

SID WESTON, formerly with Kelso Norman Adv., San Francisco, joins Merchandising Factors, same city, as production manager.

RUTLAND, GILCHRIST & CLEM Ltd. and **W. H. EMMETT Ltd.**, both of Toronto and Montreal, enfranchised by CAB, bringing total to 62 agencies.

MELTON Adv., Dallas, purchases **HENRY M. HANEY Adv.**, also Dallas. Consolidated company moves to new quarters in Liberty Bank Bldg., continuing under name of Melton Adv.

HOWARD A. HARKAVY, former sales promotion and advertising manager of Langevin Mfg. Corp., joins copy and contract staff of G. M. Basford Co., New York and Cleveland agency.

HERMAN S. THOENEBE, vice president; **ROBERT C. CHAPIN** and **HARRY P. ANDERSON Jr.**, elected to operating committee of John Falkner Arndt & Co., Philadelphia.

CECIL UNDERWOOD, manager of Hollywood office of Warwick & Legler and producer of NBC *Eddie Cantor Show*, and **FLORETTA McDONALD**, radio actress, are to be married March 16.

ROBERT A. McINNES joins H. C. Morris & Co., Los Angeles, as copy chief Mr. McInnes was formerly on copy staff of Ruthrauff & Ryan, Los Angeles.

DADE ELLISON appointed art director at Kaufman & Assoc., Chicago. He was formerly with Triangle Adv., same city.

LOTT Adv., Hollywood, opens branch office at 1273 Westwood Blvd., Westwood Village, Calif. Phone is Arizona 7-4137. **DAVIS LOTT** heads office,



GOING THROUGH musical paces as a warm-up for the debut of *Preview* ove CBS television network March 7 were four members of the "Billion Doll Glee Club" and Jinx Falkenburg. L to r: George Skouras, Skouras Theatre president; Sigurd Larmon, Young & Rubicam president; Miss Falkenburg C. E. Hooper, head of C. E. Hooper Inc., and Hubbell Robinson Jr., CB vice president and director of programs. Miss Falkenburg and Tex McCrar are co-editors of *Preview*, the Living Television magazine. Glee club got it "billion dollar" name because its members include top executives in radio an allied fields.

other principals: **C. O. BOSWELL**, associate, and **WILLIAM GILL**, head o sales.

WALTER CRAIG, radio and television director, Benton & Bowles, New York arrived in Hollywood last Thursday for few days' conferences.

AGENCIES moving offices to new locations include: Los Angeles—**Bronell In** to Roosevelt Bldg., 727 W. 7th St., telephone, Trinity 2816; **Seidel Adv.** to 663 Hollywood Blvd., telephone, Hollywood 9-6857; **Allen & Marshall Adv.** to 55 S. Western Ave., telephone, Drexel 5163; **David S. Hillman Inc.** to 9130 Sunse Blvd., telephone, Bradshaw 2-6586; **Irwin-McHugh Adv.** to 2395 Beverly Dr Beverly Hills; **Howard Booker Adv.** to 4102 Muirfield Rd.; El Paso, Tex.—**Dan White & Assoc.** to 500 El Paso National Bank Bldg.; Dallas—**Rogers & Smit** to Reserve Loan Life Bldg.; Toronto—**Garry J. Carter of Canada Ltd.** to 5 Avenue Rd., retaining production department at 394 Bay St.



New Business



PACIFIC CITRUS Products Co., Fullerton, Calif. (Hawaiian Punch), in June starting 13 week spot campaign in 14 cities. Markets include Los Angeles, Fresno, Sacramento, Phoenix, Tucson, Salt Lake City, Dallas, Fort Worth, Houston, San Antonio, New Orleans, Shreveport, Cleveland, Pittsburgh. Agency: Atherton & Co., Los Angeles.

HALEY & RASKOB Enterprises, Richmond (glass cleaner), appoints Botsford, Constantine & Gardner, San Francisco. Spot campaign to be used. STANLEY SWANBERG is account executive.

BOS MFG. Co., Emeryville, Calif. (Snoko Ice Shafrees), appoints Ad Fried Adv., Oakland. Regional network program planned.

TAYLOR ELECTRIC Co., Milwaukee (RCA distributor), signs third 13-week contract for *Those Keen Teens* on WTMJ-TV Milwaukee, Sat. 4:30 p.m. Agency: Gustav Marx Adv., Milwaukee.

SIBLEY, LINDSAY & CURR Co., Rochester, N. Y. (department store), renews for 18th consecutive year *Sibley Tower Clock Time* on WHAM Rochester, Mon.-Fri., 9:45-10 a.m. Contract is for 52 weeks.

POLAROID Scientific Co., New York. starts quarter-hour weekly telecast of filmed *Masters of Magic* on KTTV(TV) Los Angeles. Contract for 11 weeks placed by Cayton Inc., New York.

BONAFIDE MILLS Co., New York, through S. R. Leon Co., same city, starts half-hour kinescope of NBC eastern program *Stop Me If You've Heard This* on NBC Hollywood television outlet KNBH.

KRAFT FOODS Co., Chicago, and RIT PRODUCTS Corp., that city, running 13 week spot campaign on KNX Los Angeles. Kraft campaign placed through J. Walter Thompson Co., San Francisco, started yesterday (March 13); Rit spots, through Earle Ludgin & Co., Chicago, start March 28.

Network Accounts • • •

FORD MOTOR Co. for Lincoln and Mercury automobiles, will begin sponsorship of *Toast of the Town* Sundays 9-10 p.m. on CBS-TV network March 27, through Kenyon & Eckhardt, New York. EMERSON RADIO CORP., through Blaine-Thompson Adv., New York, current sponsor, dropped show March 13.

GLOBE MILLS Division of Pillsbury Mills, Los Angeles, March 28 starting 52 week sponsorship of five quarter hours weekly of half-hour *Surprise Package* on 13 ABC Pacific Network stations, Mon.-Fri., 2:15-2:30 p.m. (PST). Agency: Leo Burnett Co., Los Angeles.

GENERAL FOODS Corp., New York, through Young & Rubicam, New York, renews *The Second Mrs. Burton* on CBS Mon.-Fri., 2-2:15 p.m.

WHITEHALL PHARMACAL Co., Walkerville, Ont. (Anacin), today (Monday) starts for 13 weeks French version of *What's Your Beef*, now on Dominion Network, on 3 CBC French network stations, Mon.-Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, Toronto.

TONI Co., Chicago, renews *Crime Photographer* on CBS Thurs., 9:30-10 p.m. Agency: Foote, Cone & Belding, Chicago.

Adpeople • • •

JOSEPH V. GETLIN, cereal advertising manager of Ralston Purina Co., St. Louis, appointed sales and promotion manager for cereal division. He has been with firm six years and has handled advertising on *Tom Mix* show over MBS.

EDWARD B. BAILEY, former account executive on Philco account at Hutchins Adv., Philadelphia, named assistant advertising manager of Philco. He formerly was with F. Wallis Armstrong Co. (now Ward Wheelock Co.) and Benjamin Eshleman Co., Philadelphia.

JOHN E. WALT named assistant advertising manager of Admiral Corp., Chicago. He is former sales promotion manager of Webster-Chicago Co.

PROCTER & GAMBLE Co. corrects its previous announcement relative to new post for GAIL SMITH [BROADCASTING, March 7]. Mr. Smith has been appointed director in charge of nighttime programs for Procter & Gamble Productions Inc.

Cole is a busy ol' soul . . .

4:30 AM—up before dawn
5:00 AM—on the air 'til 9
9:00 AM—meeting with visiting farmers
10:30 AM—shave and breakfast
11:45 AM—on the air 'til noon
12:15 PM—on the air 'til 12:30
12:45 PM—guest speaker at United Nations Club
1:30 PM—guest speaker at Youth Luncheon
2:45 PM—50 miles to Shelby, N. C., for County Fair meeting
4:30 PM—75 miles to Monroe, N. C., for Civic Club directors' meeting
7:00 PM—guest speaker at banquet
8:30 PM—emcee of Civic Club jamboree
11:15 PM—25 miles back home
12:20 AM—to bed at last



Being king of radio personalities in the Carolinas is a full-time job, 20 hours a day. No time for fiddlin' around, as you can see by this log of a typical day* in the life of Grady Cole, WBT farm director. Makes it easy to understand *why* Cole is king in the Carolinas . . . all the time. On the air 4½ hours each weekday, his average share of the Charlotte audience in all Hooperated periods is a royal 59%–44% better than *all* competition combined.† And outside, in 94 other counties, Grady Cole has virtually *no* Charlotte competition. If you'd like an audience with his majesty—and his majesty's tremendous audiences—Radio Sales will be glad to present you.

Jefferson Standard WBT *Broadcasting Company*

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

*January 11, 1949 †Special C. E. Hooper Report, Oct. 1948–Jan. 1949



you SELL more ...



when you TELL more

WFLA

puts your message into *more* homes in one of Florida's top markets—the Tampa-St. Petersburg area. Located right in the heart of Florida's most populous trade territory, WFLA reaches the *year 'round* payrolls of Florida's growing industrial and agricultural production. You *sell* more people because you *tell* more people when you use the double-barreled impact of WFLA-AM and WFLA-FM.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

ONCE you've learned that Milton Geiger is a practicing pharmacist as well as one of radio's most active writers, you might properly ask which came first the pestle or the pen?

Historically the pestle came first and the pen was almost accidental. Having been an avid listener to a certain dramatic radio series in 1937, Dr. Geiger was most dissappointed when he detected that a new writer had taken over. And he turned to his wife one evening after hearing this program and commented, "If that guy can write for radio, I'm sure I can."

Many of us have felt this same inclination, but he did something about it upon the urging of his wife. And his first radio effort titled *Case History* was promptly purchased by Max Wylie for use on the *Columbia Workshop*. Actually it was the fifth program in the then young series and was directed by Irving Reis. This very same maiden effort has also since been published in Max Wylie's book, titled *Radio Writing*.



Amazed is Homer Canfield (l), NBC western program manager, that Milton Geiger knows his way around a drug prescription.

* * *

Now 12 years and more than 600 writing credits later, Dr. Geiger lives in the San Fernando Valley where he divides his time between writing for such radio programs as the NBC *Screen Directors Guild*, aired Sundays, and working in his brother's Burbank (Calif.) drugstore. Dr. Geiger says first it's fun,

(Continued on page 63)

On All Accounts

DON McCLURE, television production head of N. W. Ayer & Son, New York, began his theatrical career as fat-boy in the movies.

Casting about for a youngster of stout heart and waist to match for the film "The Collegians," Universal Pictures settled finally on the 200 pound, 5 foot 6 inch McClure as its definitive answer to Sidney Greenstreet.

Starting his regular employment in the movies, Don McClure for the first time began to lose weight steadily. Frantically, as the film progressed, the studio padded him with progressively fluffier pillows, worrying him meanwhile with the "drop - in - weight" clause entitling them to fire him if he lost more than 45 pounds. He did and they did.



DON

Mr. McClure never made the same mistake again. Recovering his poise and his weight he applied for and received a production post at RKO as a prop man. Within two years he was directing short subjects for the firm, including a series starring the late Edgar Kennedy. And as assistant director on an Amos 'n' Andy film Mr. McClure was instrumental in hiring for $25 a day, an unknown young singer with the unlikely name, Bing Crosby.

When the depression arrived, Don McClure departed, travelling back to his hometown, Dayton, Ohio, to become manager-director of the Civic Theatre there.

Two years later he moved to New York where he played in summer stock and in an occasional Broadway production. His first radio assignment came when he joined the Bob Ripley *Believe It or Not* staff as director of the show's remote pickups. He stayed with the program for three and a half years. During that time he toured the world with Mr. Ripley and took, wrote and edited many of the "Believe It or Not" films.

During the war years Mr. McClure joined the U.S. Navy as a civilian engineer at the Consolidated Ship Yards testing radar on the boats. Later he was named radio and public relations director of the Newark Community Chest fund.

In October 1944 he joined N. W. Ayer & Son as director of television and about a year ago was named director of television production. In that capacity he supervises the following features: Lucky Strike's

(Continued on page 78)

THESE 5 Stations Build Sales for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

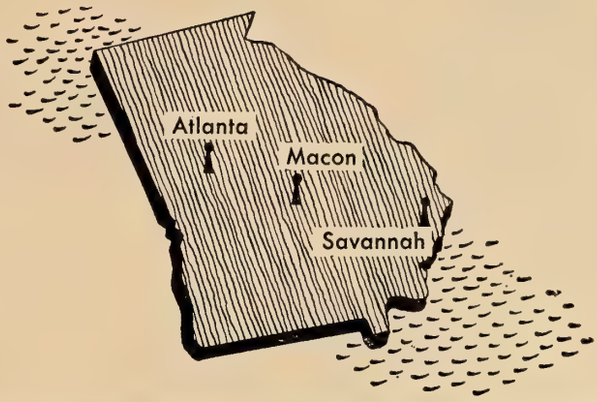
WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

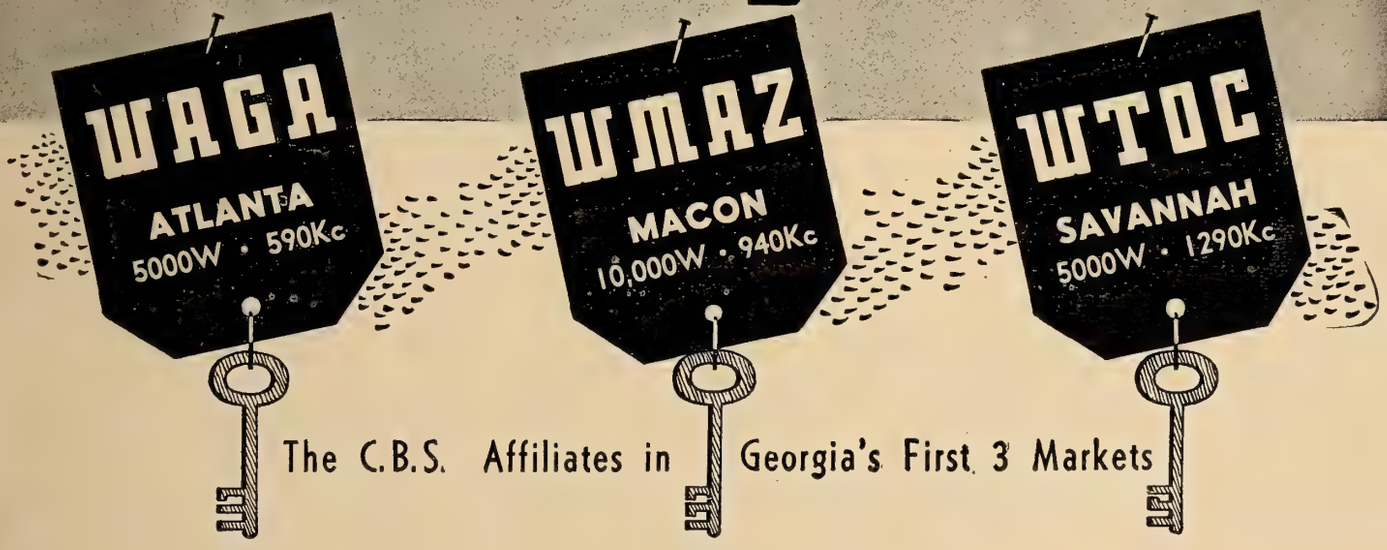
REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

NBC AFFILIATES
STEINMAN STATIONS

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio

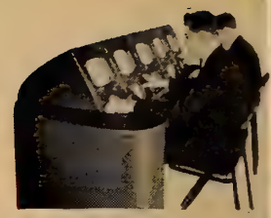


Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

Now...





This RCA Switching System consists of a line monitor, oscilloscope, and mixing amplifier—mounted in the desk section. The entire switching system unit is designed to match RCA's unit-built video console.

split-second selection

of all television program material

. . . plus fades, lap-dissolves, and super-positions — with this convenient studio-type camera-switching unit.

FADING CONTROL

MONITOR SWITCH
3-position: program line, either of two remotes

GAIN FOR REMOTE INPUT (#6)

REMOTE INPUTS

RELEASE BUTTONS

TALLY LIGHTS
and switches for remote sync

CAMERA SWITCHES
(2 rows) handle 4 inputs from studio and film cameras and 2 remotes to permit fading, instantaneous switching, special effects.

TALLY LIGHTS
for six inputs

GAIN FOR REMOTE INPUT (#5)

HERE, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. *One* operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can *instantly* switch: (1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, *at any desired speed:* (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

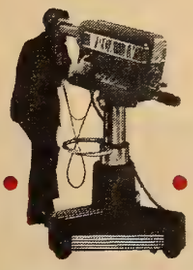
Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 19-CB, Radio Corporation of America, Engineering Products Department, Camden, N. J.

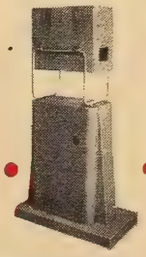
PROGRAM SOURCES



RCA Studio Camera (Switching Unit handles up to four)



RCA's Mobile Studio (Switching Unit can handle two remotes)



RCA Film Camera (Switching Unit handles two with 2 studio cameras)

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal





Radiorama



CAUGHT during a backstage discussion of *The Lambs Gambol* (NBC-TV, 8:30-9 p.m., Sunday) are Walter Craig (l), Benton & Bowles v.p. and director of radio and TV, and Jim Delafield, Maxwell House advertising manager.

MEMBERS of the Georgia Assn. of Broadcasters participating with Gov. Herman Talmadge (seated) in the signing of a state law protecting stations against libel are (l to r) Dean Covington, vice president; Tom Carr, secretary-treasurer; John Fulton, president, and Eb Duncan, WLBB Carrollton and State Representative from Carroll County. The law [BROADCASTING, Feb. 7] exempts station owners and agents from liability for defamatory statements made on behalf of a candidate for political office.

LINING up Standard Oil sponsorship of International Golden Gloves bouts on WGN, *Chicago Tribune* station, are (l to r) Arch Ward, *Tribune* sports editor; Wesley I. Nunn, Standard Oil ad mgr., and Frank Schreiber, WGN Inc. manager.





CELEBRATING start of *Guy Lumbardo Show*, Frederic Ziv package under sponsorship of Trommer's beer on WNBC New York, are (l to r) Francis Barton, vice president and radio director of Federal Advertising Agency; Guy Lombardo; Henry Gordon, Frederic Ziv Co. representative, and Thomas B. McFadden, manager of WNBC. The program will be heard 7:30-8 p.m. Wednesday.

HONOR guests at "Gold Rush Gaieties," 33d annual dinner-dance of Philadelphia Club of Advertising Women, are (l to r) Helen Corathers, president of hostess club; Grace Johnsen, president, Advertising Women of New York; Helen Holby, director, club contact department, AFA; Rita Eastman, president, Women's Advertising Club of Baltimore, and Jean Ambrose, president, Women's Advertising Club of Washington.

FORMAT for *Needle Shop*, to start March 17 on WABD (TV) New York under sponsorship of Rival Manufacturing Co. (Steam-O-Matic Iron), is discussed by (l to r) Alice Burrows, *Needle Shop* proprietress; Bernard Sears, Rival sales manager; Al Coleman, account executive at R. J. Potts-Calkins & Holden, agency for Rival, and Tom Gallery, sales manager for DuMont Television Network, WABD owner.

GATHERED in Hollywood for a recording session at Capitol Transcriptions are (l to r) Frank DeVol, music director of Capitol; Ken Nelson (seated), firm's program director; Lee Gillette, former program chief and currently head of folk repertoire for phonograph division, and Walt Davidson, manager of Capitol Transcriptions.





FOOD ADVERTISERS! A 10-WEEK "PACKAGE"!

WRVA COOKING SCHOOL

ON THE AIR FROM WRVA THEATRE, RICHMOND

Over 10,000 Women in Person!

$3,500.00 in Special Prizes!

Your Displays on Stage; in Lobby!

Your Samples to Live Audience!

Mary Grosvenor Ellsworth, Conductor!



Miss Ellsworth

author of "Much Depends on Dinner", "ABC of Herb Cooking"; Food Editor of "House Beautiful"; contributor to many leading magazines; gourmet; and world traveller.

Every Saturday morning for 10 weeks, the Cooking School will feature an audience-participation-quiz-on-foods on the air! Your product will be demonstrated—you can set up displays and sample the audience. Backed by WRVA's usual dramatic promotion . . . car cards, newspaper ads, direct mail, etc. *Each product exclusive in its line.*

The cost? Your merchandise samples; the one-minute Class C announcement rate plus $20.00 net talent fee; and two additional Class C one-minute announcements weekly (or the equivalent). Making a total of three-per-week, or $95.60 per week. A minimum total cost of $956. for a complete 10-week Spring merchandising and advertising package! *First* come —*first* served!

WRVA *Richmond and Norfolk, Va.*

The Edgeworth Broadcasting Service

The Veteran and Radio

EDITOR, BROADCASTING:

During the last three years I've thought a lot about "The Veterans Place in Radio." They have a place in a Janus-faced situation that will eventually stick a knife in its own back.

Let us look one face squarely in the eye. Thousands of veterans were led to believe that all they had to do to become great personalities in the radio field was to enroll in this or that radio school. Some of these schools are good, but most of them are nothing more than mushroom affairs designed by grafters and staffed by broken-down microphone hacks. Veterans would do well to spend their GI time going to a good college or university. They may have to wait a little longer for their break in radio, but they can be assured that when the break does come they will be equipped with a well-rounded education that will help them to serve their community conscientiously.

There is a place for veterans in radio! . . .

Some stations expect too much for the $40 per week they so magnanimously offer. . . .

Unfortunately, there exist within the radio field seve al radio stations run by unscrupulous owners. . . .

Turning the face around we see the other side: the veteran himself. He has to learn that radio is a hard, cold business. He shouldn't class himself with the "hot rods" who attempt to fool station managers. . . . The applicant should tell the truth about himself. Maybe he won't get the first job he tries for, but he'll have the satisfaction of knowing that he told an honest story.

. . . To me such stations as WHO Des Moines, WKY Oklahoma City, WFAA Dallas, and many little stations, represent the utimate in community service. Men like Ernest Chappell, Sy Harris, Arthur Godfrey are examples of honest-to-God announcers and entertainers: men like Col. B. J. Palmer, and Howard Chernoff, have done more to lift the radio profession out of the ballyhoo stage than any other ten men in the game. If we, as veterans, can live up to the examples set by these men we'll have no trouble with our future in radio. . . .

William H. Stalnaker
714 Buckingham Place
Chicago 13, Illinois

[EDITOR'S NOTE: Because the problems raised by Mr. Stalnaker are of unusual interest we are deviating from policy and publishing his views at some length. We recommend that the Veterans Administration investigate the charges made.]

* * *

'Trends' Commended

EDITOR, BROADCASTING:

. . . I picked up my current copy . . . and found that you are continuing the TRENDS studies.

I am glad that you are. . . . Comparisons from year to year, such as the one you just made on radio legislation, are by far the most interesting phases of research — and truly point out trends. . . .

Robert H. Salk
The Katz Agency
Chicago

[EDITOR'S NOTE: Mr. Salk was formerly head of the research firm, Audience Surveys Inc., which first conducted the BROADCASTING TRENDS surveys.]

* * *

ON ADVERTISING

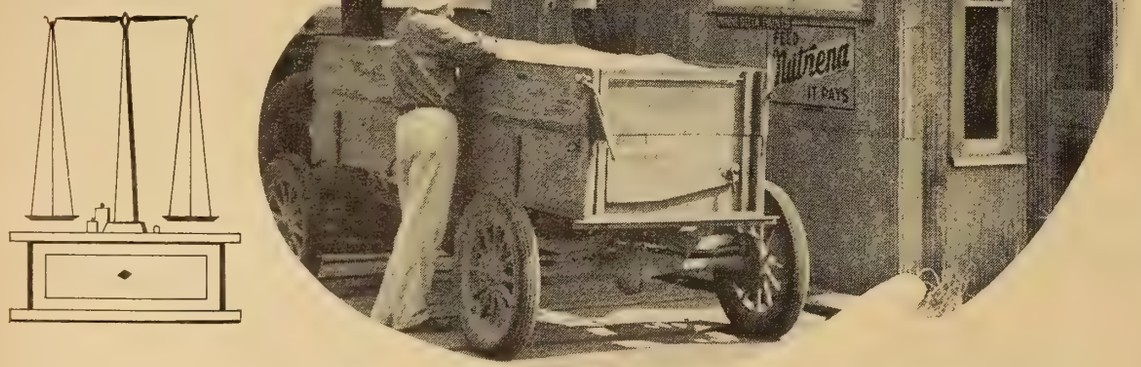
Bridge Releases Book

PRACTICAL ADVERTISING. By Harry P. Bridge. 842 pp. New York: Rinehart & Co. Inc. $6.50.

WIDE coverage of the advertising field is given by Harry Bridge in his latest book, *Practical Advertising.* Mr. Bridge is president and owner of his own agency, Harry P. Bridge Co., Philadelphia. He has been sales promotion manager of Atwater Kent Mfg. Co.; editor and general manager of Keystone Pub. Co.; copywriter at Doremus & Co.; advertising consultant for RCA and Rundle Mfg. Co., and a freelance writer on advertising and other business subjects.

Practical Advertising carries the subject from its history through the actual planning of a job and then into copy, art, production and placement. Several chapters are devoted to the specific problems of radio and television. To complete his full discussion, Mr. Bridge also covers mail order advertising, catalog preparation, trademarks and brand names, packaging, market research, testing, and the setting up of an agency.

Weigh the Value of YOUR FARM ADVERTISING



There's a powerful lesson for advertisers in what these farm folks are doing. This entire load of wheat was first weighed on the platform scales for *QUANTITY*. Now, its final value is being set by the man with the hand scales as he weighs it for *QUALITY*.

WIBW gives your farm advertising *both* quantity and quality . . . *QUANTITY* through our powerful, easily heard signal that reaches farm listeners in five states . . . *QUALITY* through our acceptance by these farm families whom we have served faithfully for over 25 years.

Weigh your farm advertising by the farmer's own standards

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW • TOPEKA, KANSAS • WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN • KCKN-FM

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

REMEMBER THIS LAST YEAR?

Well, this year it is still the same story.

EVERYTHING YOU PUT ON YOUR MASTER IS FAITHFULLY REPRODUCED ON YOUR ALLIED PRESSING.



NOTHING IS LOST WITH

ALLIED PROCESSING.

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

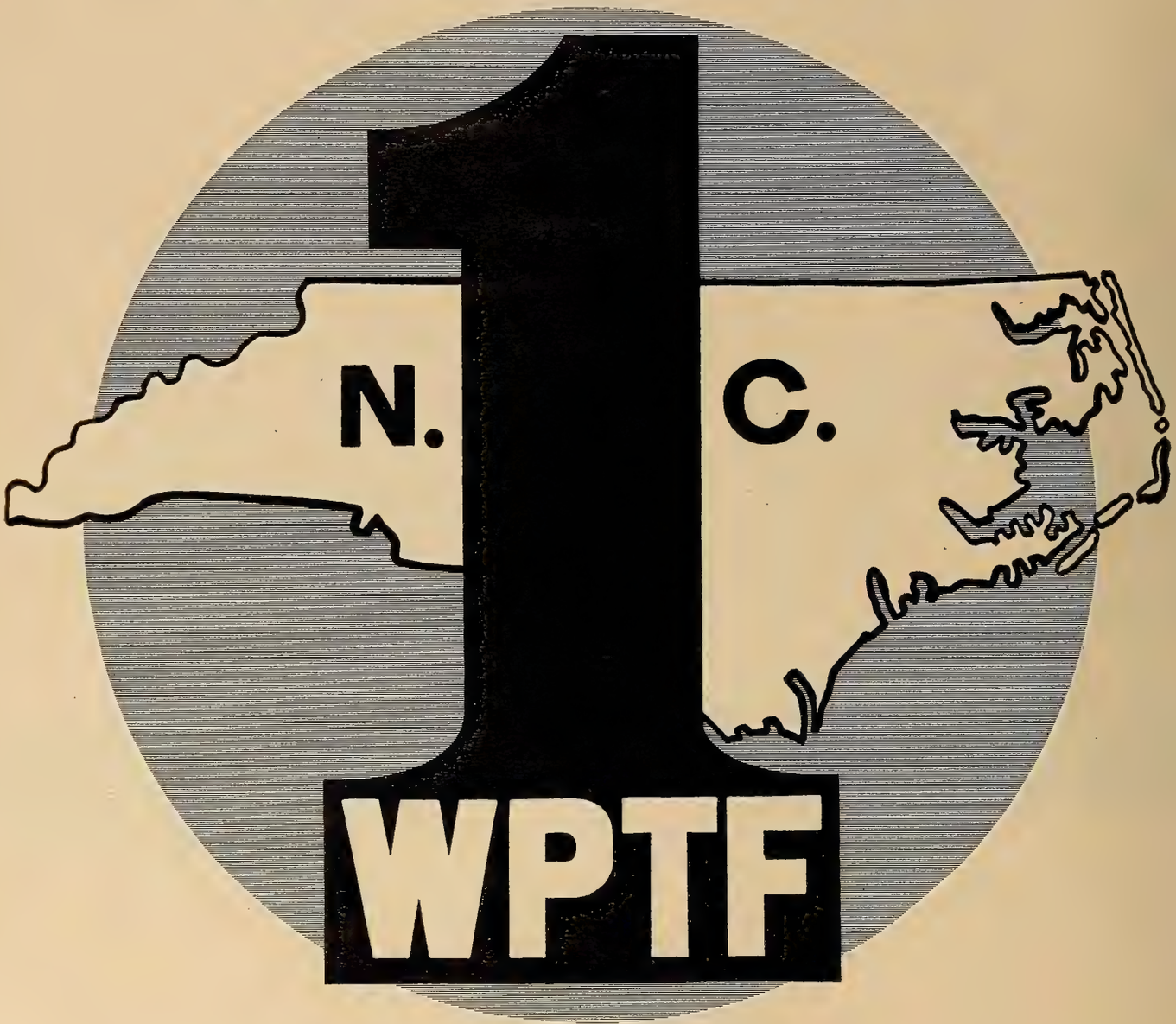
Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOllywood 5107

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE



AND NORTH CAROLINA'S

No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 11 WASHINGTON, D. C., MARCH 14, 1949 $7.00 A YEAR—25c A COPY

AFTER BMB?

Support Promised for Plan

By J. FRANK BEATTY

INDUSTRY project to supply advertisers and agencies with a complete audience and coverage service, showing what can be bought for the radio dollar, entered the planning stage last week as BMB was beating off the sheriff from the front door.

The first definite step to develop an industry-operated project to take up where BMB leaves off came with NAB President Justin Miller's appointment of a board committee to study the whole role of NAB in future audience measurement.

This committee is under board mandate to come up by mid-April with specific plans for a measurement service [BROADCASTING, Feb. 21]. It is headed by John Elmer, WCBM Baltimore. Other members are J. Harold Ryan, Fort Industry stations; G. Richard Shafto, WIS Columbia, S. C.; Clyde W. Rembert, KRLD Dallas, and Charles C. Caley, WMBD Peoria.

Naming of the committee came during a week of furious behind-scenes activity at BMB headquarters in New York. The activity developed as BMB faced a make-or-break financial crisis. This crisis was passed after an ultimatum had been sent to BMB subscribers.

Method Criticized

The ultimatum, under which stations gave their consent to a dip into a $100,000 tax reserve fund, brought with it rumbles from some subscribers about the method employed to obtain approval.

BMB beamed as it received what was described as "overwhelming response" to the plea for pledges of additional support. But although a desperate crisis that threatened to halt the mailing of ballots for study No. 2 was averted, the state of BMB's finances is still considered shaky.

The exact state of BMB's books, a touchy problem that has annoyed many subscribers as well as the NAB board, should be revealed in a few days if a board mandate is obeyed. The board voted at its February meeting in New Orleans to demand a complete report of BMB's finances and went so far as to withhold all financial support until it gets the fiscal low-down.

While the board is leaving the drafting of plans for a future industry-operated research project up to the special committee named last week, it indicated emphatically that it never again will let the association get into an operation where stations assume practically all the liability but have only a minority voice in the operation. NAB has only 7 of 21 votes on the BMB board, ANA and AAAA each having 7.

The committee will face such problems as the type of organization to be set up and how it should be controlled. Strong feeling exists for an out-and-out business corporation, a stock company in which no attempt would be made to operate as a nonprofit institution similar to BMI.

Some directors feel that if a new coverage project is set up, ANA and AAAA should buy stock if they want any voice in the operation. Then there is sentiment in favor of a company in which the industry owns all the stock, with ANA and AAAA serving in an advisory capacity.

These and other ideas will come before Mr. Elmer's committee, which will report to the NAB board at Chicago during convention week. Meanwhile parallel ANA and AAAA committees will conduct similar studies and submit their ideas on audience measurement.

NAB itself is unable as an association to go into the audience measurement field without assuming a taxable status, according to legal opinion.

The sudden crisis in BMB's finances last week led to a quick call for an emergency meeting Monday of BMB's executive committee. At this meeting need for immediate funds to proceed with the half-completed ballot mailing for No. 2 study was discussed by the members, comprising NAB, AAAA and ANA.

BMB President Hugh Feltis presented the problem and asked for authorization to release a fund of about $100,000 set aside two years ago to meet a possible decision by the Internal Revenue Bureau denying BMB's claim that it is a nontaxable enterprise.

Occasion of the latest emergency was demand by Statistical Tabulating Co., handling the mailing of ballots and tabulation of returns, for payment of $100,000 for work already done or under way. The Chicago firm set up a New York office and has a payroll of some $12,000 weekly. BMB had failed to approve and pay recent bills from the firm, which then demanded immediate payment if the work was to continue.

Delicate and pertinent questions about the liability of NAB, ANA and AAAA, should BMB wind up with a lot of unpaid bills, were discussed by representatives of these associations, both formally and informally. The final result was approval of a telegram to station subscribers in which the problem was explained briefly.

Unofficially it was stated that the telegram was a "watered down" version that didn't tell as

(Continued on page 50)

MONOPOLY FEARS

Johnson Hints Subpoena

By RUFUS CRATER

DETERMINATION to sift FCC's television and probably most of its other communications activities with a fine mesh—by subpoena if necessary—was seen last week in a new set of questions sent to the Commission by the Senate Interstate & Foreign Commerce Committee.

★

The questions, evidencing concern with the problem of monopoly, included a call for inter-office and other memoranda on patents, and for memoranda and other material which might be used as a basis for color and additional black-and-white TV standards in both the VHF and UHF bands.

Obviously rankled but not commenting, the Commission reportedly faced the prospects of sterner committee action if it should fail to furnish the information. Under the Congressional Reorganization Act the committee has the power of subpoena, and Chairman Ed C. Johnson (D-Colo.) was felt to be ready to use it if necessary.

At least certain committee members were not thought to be disposed to accept any plea that the requested memoranda are "confidential," if the Commission should take that tack. Capitol Hill spokesmen could foresee no reasonably conceivable justification for such a plea, on the theory that military security could not be at stake.

Sen. Johnson, forwarding the questions in a letter to FCC Chairman Wayne Coy last Wednesday, called attention to the Congressional Reorganization Act. This, he noted, gives his committee the duty to "exercise continuous watchfulness of the execution by the administrative agencies concerned of any laws, the subject matter of which is within the jurisdiction" of the committee.

He told FCC that the committee wants to give "the earliest possible consideration" to a study of the need for legislation to encourage "the larger and more effective use of television in the public interest."

He indicated the committee will hold hearings on "this problem." But he gave no inkling of when, or whether they would come in connection with specific legislation or as part of the special, continuing communications probe for which the committee is seeking Congressional authority [BROADCASTING, Feb. 14].

The questions, all relating to monopoly and work done by FCC on color or additional black-and-white television standards—including a request not only for agency memoranda but also the names of their authors—were a follow-up to the lengthy question-and-answer exchange between the committee and the Commission late last month [BROADCASTING, Feb. 28].

Sen. Johnson sought to make clear that his committee "is not presuming to interfere with the regulatory function or responsibility of the Commission." He said:

"To the contrary, we are concerned not with preempting responsibilities of the Commission but with making certain that in eventually adopting standards for

(Continued on page 54)

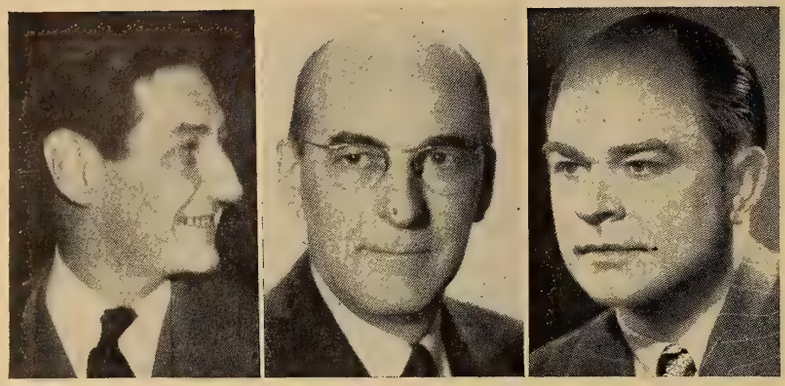
duPONT

Awards Given Taylor, WLS, KLZ

HENRY J. TAYLOR, commentator, WLS Chicago and KLZ Denver received the 1948 Alfred I. duPont memorial awards at a dinner held in New York last Saturday (March 12).

The awards, presented annually to a news commentator and two stations for outstanding public service in the preceding year, are donated in memory of the late financier by his widow. The presentations were made at a dinner in New York's St. Regis Hotel.

Winners received prizes of $1,000 each and a plaque. The awards were accepted by Mr. Taylor; James E. Edwards, president of the Agricultural Broadcasting Co., owner of WLS, and by Hugh B. Terry, station manager of KLZ.



MR. TAYLOR (l), winner of the commentator award; Mr. Edwards (center) and Mr. Terry, who accepted station awards for WLS and KLZ, respectively.

* * *

WLS, KLZ Commendations

The commendations for both WLS and KLZ were "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

Mr. Taylor's award was "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

The station awards are given to one station of greater than 5 kw power and one of 5 kw or less. WLS is a 50 kw station, and KLZ 5 kw.

During most of 1948, the year for which he won the duPont award, Mr. Taylor broadcast over Mutual under sponsorship of General Motors Corp., through Kudner Agency, New York. The program was moved last Dec. 20 to ABC where it is now heard Mondays, 8:45-9 p.m.

Awards Committee

Members of the awards committee who judged the winners this year are Mrs. Alfred I. duPont, Dr. Francis P. Gaines, president of Washington & Lee U., M. H. Aylesworth, consultant and former president of NBC, Mrs. J. L. Blair Buck, president of the General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times* (WHAS), and former NAB president.

All committe members save Mr. Ethridge attended the dinner. Other distinguished members of the industry who were present included Mark Woods, ABC president; Frank Stanton, CBS president; Edgar Kobak, MBS president; Frank White, president of Columbia Records Inc.; Harry C. Kopf, administrative vice president of NBC; Oliver Gramling, assistant to the general manager of Associated Press; Phillip Reed, editor of International News Service; Jack Bisco, vice president of United Press, and Sol Taishoff, editor and publisher of BROADCASTING.

Arrangements for the dinner meeting were directed by Mrs. du Pont, Mr. Aylesworth, who is advisor to the duPont Foundation, and William H. Goodman, secretary of the Foundation.

ABC aired a special broadcast of the awards presentations at 7:30 p.m. March 12 from the Louis XIV Suite of the St. Regis. Appearing on the program were the winners, Mrs. duPont, Dr. Gaines, Mr. Goodman, Mr. Woods, Paul Lavalle's orchestra, and Milton Cross, announcer.



Mrs. duPONT

WM. B. MURRAY

Agency Executive Is Dead

WILLIAM B. MURRAY, 59, head of radio and television for the William Morris Agency, New York, died of a heart attack Thursday, March 10, at the Harkness Pavillion Hospital, New York.

Mr. Murray had been with Morris since 1932 when he first organized its radio department. Surviving are his wife, Florence, and his sons, William B., Richard Harry and Michael Buckley.

CCNY

WMAQ, Kudner, WEEI Win

TOP AWARDS in the 1948 radio-television competition conducted by the School of Business and Civic Administration, City College of New York, will go to WMAQ Chicago, Kudner Agency Inc., New York, and WEEI Boston, for creation of the year's outstanding aural radio program, television program and radio promotion, respectively.

Dr. John Gray Peatman, associate dean, CCNY College of Liberal Arts & Sciences, and chairman of the awards committee, will present the plaques and announce the awards of merit and honorable mentions for the 1948 contest March 30 at the luncheon session of the fifth annual CCNY Radio-Television and Business Conference at New York's Roosevelt Hotel. Dr. Robert A. Love, director, evening and extension division of the School of Business, is director of the one-day conference.

WMAQ Award

Plaque award to WMAQ, "for the creation of the outstanding radio program of 1948," is made specifically for *It's Your Life*, series designed to educate listeners in the treatment and prevention of diseases. Sponsored by Johnson & Johnson, New Brunswick, N. J., maker of medical supplies and baby powder, soap, cream and oil, *It's Your Life* will also bring to WMAQ the CCNY award of merit for "the creation of the most effective institutional sponsored radio program" during 1948 by a 50 kw station.

Kudner Agency will get its plaque for creating the video series, *Texaco Star Theatre*, which was adjudged the outstanding TV program of 1948. Program is a variety series starring Milton Berle as m.c., sponsored by Texas Co. for its gasoline and oil products, and broadcast on NBC's TV network. An award of merit also goes to Kudner for this series as "the most effective sponsored television program of 1948."

WEEI Boston will receive its plaque for the year's "outstanding achievement in radio promotion." WEEI's all-over station promotion during 1948 was voted the "most effective" in its class, 5 to 10 kw stations, for which WEEI will receive an award of merit.

Other CCNY awards of merit will go to:

N. W. Ayer & Son, New York, "for the creation of the most effective spot television announcements for the year 1948"—the Lucky Strike dancing cigarette spots sponsored by American Tobacco Co., New York.

WHAS Louisville, "for the creation of the most effective direct-selling sponsored radio program by a 50 kw radio station for the year 1948"—*Kaufman's Coffee Call*, sponsored by Kaufman-Straus Co., Louisville.

KXLY Spokane, "for the creation of the most effective institutional sponsored radio program by a 5 to 10 kw radio station for the year 1948"—*Excerpts From the March of History*, sponsored by Standard Securities Corp., Spokane.

WHB Kansas City, "for the creation of the most effective sponsored spot radio announcements by a 5 to 10 kw radio station for the year 1948"—Cook Paint jingles, sponsored by Cook Paint & Varnish Co., Kansas City.

WLOK Lima, "for the creation of the radio program most effective in station promotion by a 100 to 250 w station for the year 1948" — National Radio Week series.

WOW Omaha, "for the creation of the radio program most effective in station promotion by a 5 to 10 kw station for the year 1948"—*Farm Service Reporter*.

Columbia Pacific Network, "for the creation of the radio program most effective in network promotion by a regional or intrastate network for the year 1948"—*The Last Waterhole*.

Kenyon & Eckhardt, New York, "for the most effective promotion of a national radio program by a

(Continued on page 57)

ZENITH SQUALL

'Obsolescence' Ad Sparks FTC Study

By JOHN OSBON

AN INVESTIGATION of Zenith Radio Corp.'s advertised high-band claims for its low-band television sets reportedly was shaping up last week at the Federal Trade Commission.

FTC spokesmen declined to comment officially, but were known to have received complaints against the Zenith ads—which assured prospective buyers that the engineering of its own sets was insurance against "expected changes" in TV allocations.

The Zenith advertising volley proved to be one that was heard around the television world—among manufacturers, dealers and distributors, and allied phases of the industry. It brought into focus a fundamental issue of high-band (UHF) television and the controversial question of obsolescence of present receivers.

FCC, which had considered the overall problem of obsolescence in its 17-page report to Sen. Edwin C. Johnson (D-Col.) [BROADCASTING, March 7], reportedly received and referred to FTC some queries or complaints with respect to the Zenith advertisement.

Launches Campaign

The ad launched Zenith's national advertising campaign March 6 in numerous American cities. It said that Zenith "is the only television receiver on the market today with a specially built-in turret tuner with provision for receiving the proposed new ultra high frequency channel on the present channels."

It warned against "expected changes in wavelengths" and urged prospective set owners to "insist on Zenith television . . . your insurance against obsolescence. . . ." The firm assured buyers "no 'converter' will be needed."

While this furor developed over the campaign started March 6, more was expected in the wake of a new Zenith ad slated to appear over the weekend and taking the same tack.

The advertisement, which drew disapproval of retailers as well as manufacturers, dealers and distributors, will further increase the confusion in the minds of buyers, in the view of many trade observers. Reactions from New York retailers charged that Zenith "knifed us in the back." Others called it "a lousy deal." A few manufacturers reportedly urged that industry be called upon to deal actively with the radio firm, while others were expected to answer the "obsolete" set charge.

The manufacturing company previously had generated heated industry replies to another advertisement last month when it expressed implied and sometimes direct criticism of commercial radio in general [BROADCASTING, Feb. 21]. The ad promoted its FM outlet, WEFM, and new line of portable AM-FM sets.

Spearheading the attack on Zenith's latest position, Admiral Corp., Chicago, which anticipated the campaign, urged newspaper publishers in a number of television markets to check with FCC before accepting the Zenith advertisements. In telegrams to about three dozen newspapers, the rival firm questioned the literal accuracy of the claims.

Asks Investigation

In addition, Ross D. Siragusa, Admiral president, announced it was asking FTC and FCC "to make an investigation of the accuracy of the statement. . . ." The announcement was contained in a letter from Mr. Siragusa to H. C. Bonfig of Zenith, expressing belief that "your statement may be of detrimental nature to the entire industry because it creates doubt and confusion in the minds of persons who already have made investments in television receivers as well as in the minds of potential buyers." Mr. Siragusa pointed out that since wavelengths for UHF channels have not been assigned yet, the confusion is more "obviously created."

It was reported that newspapers in at least seven cities—Minneapolis, Cleveland, Buffalo, Milwaukee, Chicago, Pittsburgh and Los Angeles—had refused to publish the advertisements. Many more, however, ran them as scheduled.

Text of the Admiral telegram to newspapers:

"Have report Zenith Radio Corp., distributors and dealers planning to run advertisement predicting obsolescence in television sets made by other manufacturers. Believe accuracy questionable and appearance of ad would be detrimental to entire television industry. Strongly recommend checking accuracy of statement with Federal Communications Commission before publishing statement."

Zenith Capitalizes

ZENITH Radio Corp., in the midst of an industry-wide furor as a result of its advertisements stressing the TV-set obsolescence theme *(see story this page)*, moved promptly to capitalize on the Senate Interstate Commerce Committee's newest demands on FCC *(story page 23)*. Without comment Zenith circulated, by telegram, press association accounts of Committee Chairman Ed Johnson's letter to the Commission, including his observation that some newspapers had refused advertising which contained a caution about the usable life of receivers, and his statement that "many" sets will "suffer early obsolescence" with TV expansion.

FCC declined to comment on the advertisements, explaining it had made known its position in its report to Sen. Johnson, and that it had no jurisdiction in the matter.

Earlier, feeling of the majority of the Commission was that no rule could be arbitrarily drawn to require television set manufacturers to notify buyers of possible obsolescence. Comr. Frieda Hennock, who proposed legislation that "manufacturers plainly indicate" certain set components, functions, etc. as a "salutary" measure, had suggested FTC be given jurisdiction and work in cooperation with FCC. In any event, Wayne Coy, FCC chairman, emphasized that UHF bands would be closed to commercial TV indefinitely.

There was no indication as to what action FTC might take on the Zenith ads. Documents which were passed on from FCC were known to have been submitted to the Bureau of Legal Investigation. FTC normally does not acknowledge receipt of documents until it issues a formal complaint against the firm involved or tenders a stipulation agreement, usually after exhaustive investigation.

FTC is understood to have received a number of complaints filed originally with it, rather than FCC. Admiral Corp. was believed to have been one of the first to file. Commission action could result if the regulatory agency found that the Zenith ads were defamatory to a

(Continued on page 55)



Mr. BACKUS



Mr. BRYANT



Mr. LINDSEY



Mr. HERMAN



Mr. COUGHLIN



Mr. MacLATCHIE

* * *

PETRY CHANGES

Realignments Made Within Firm

EDWARD PETRY & Co. will open an office in Dallas tomorrow (March 15), with Buell Herman as manager. Mr. Herman, a member of the Petry Chicago sales department since joining the representative organization in 1942, will be assisted by Carolyn Holmes, who is being transferred from the firm's New York office.

Noting that the constantly increasing volume of spot radio and the rapid development of spot television call for expanded operations, Edward Petry, president of the radio and television representative firm, said: "The southwest area has not only grown tremendously as a consumer market, it has also made great strides as a producing center.

"The establishment of a Dallas office will enable us to work more closely with manufacturers and distributors in Texas, Oklahoma and Louisiana. . . ."

Mr. Petry also announced personnel additions to his New York and Chicago offices. George Lindsey, formerly with Lorenzo & Thompson, and Bruce Bryant, for the past two years with ABC's Spot Sales department, have joined the Chicago sales staff. Both were station commercial managers before entering the spot sales field.

New York additions are: Edward Coughlin, for the past four and a half years with Weed & Co. and formerly with *The New York Times*; George Backus, whose spot sales background includes two and a half years with Headley-Reed Co. in New York and three years with Weed & Co., Chicago., and Douglas MacLatchie who comes to Petry's New York TV sales staff after three years with WFIL and WFIL-TV in Philadelphia.

The Dallas branch office will be located in the M & W Tower.

IRE EXHIBIT

$7 Million in Equipment

MORE THAN $7 million worth of equipment was displayed by 220 exhibitors in the Institute of Radio Engineers' Radio Engineering Show March 7-10 at Grand Central Palace, New York.

From all over the country more than 16,000 persons came to view the exhibits of 220 companies showing products which in many cases came fresh from the laboratory or from a brand new production line.

Most products shown were of special interest to manufacturers and industrial users of electronic products but a number of important new developments were shown for broadcasters and telecasters.

RCA took the top show spot by renting the space immediately in front of the entrance. There it set up TV cameras to snap visitors as they came in. The visitors could see their own images on a telescreen.

Dynamic Demonstrators

RCA also showed its dynamic demonstrator, with John Meagher of RCA tube department, who invented it, on hand to show how it works. The demonstrator is in effect a blue-print of a television set, with the actual parts inserted in the blue print. It is possible to remove parts of the demonstrator and witness what happens to the image on the screen as a result. By use of the demonstrator, RCA hopes to train service men in trouble shooting.

RCA also set up what it claimed to be one of the shortest working microwave relays—two parabolic reflections 25 feet apart and feeding signals back and forth.

Westinghouse showed its dry metallic selenium rectifier for the first time. The result of 10 years of development, it was said to be more economic than tube jobs and more efficient. Westinghouse also had a big drawing card at the show—but New York authorities clamped down on it. It was a one-arm bandit type slot machine which visitors were permitted to play with a single coin given by Westinghouse. Any visitor who could run the single coin up to ten got a chance at a television set. A law against slot machines *per se* was cited as ruling out this amusement after the first day.

An automatic antenna positioning device, claimed to be the first such for television, was shown by Eclipse-Pioneer Division of Bendix Aviation Corp. By the new device, it was claimed, a program engineer need only push a button to beam the antenna to a new pick-up point, thus facilitating remote pick-ups.

Eitel-McCullough Exhibit

Also shown for the first time was the 14 tube UHF amplifier stage made by Eitel-McCullough, San Bruno, Calif. Donald H. Priest, company engineer who delivered a paper on the subject, said that there could be no high-band television without it. It is a means of economically joining small tubes together to produce high power, with each tube delivering its full power into the load. He said the power itself is limited only by the number of tubes used and that the number of tubes could be increased.

Another new development shown was a quarter-scale model of Gray Research & Development Co.'s telop. This is a television optical slide projector for use with TV film cameras. Using it, newsphotos, weather reports, clock faces or even small objects such as cigaret lighters can be flashed on screens. Gray also showed its arm for microgroove LP records.

Altec-Lansing Labs of Hollywood showed its small microphone which is about the size of four dimes placed on top of one another and which weighs less than a quarter of an ounce.

DuMont Television Labs showed its flying spot scanner, the three first units of which have been built. It also showed for the first time its 16mm film projector, which is built by Holmes Projector Co.

Transvision Inc., New Rochelle, N. Y., showed two home assembly television kits. A. L. Porter, company engineer, said 57,000 sets are in service throughout the country. Astatic Corp., Conneaut, Ohio, showed multi-speed pickups for arms which can play at 33, 45, and 78 r.p.m. Also shown were miniature plug-in cartridges, Rek-O-Kut Co., Long Island City, showed players for home or studio use available in combinations of any two desired speeds and retailing at $39.95.



Drawn for BROADCASTING by Sid Hix

"Our featured speaker is leaving. She says that two of the delegates are wearing dresses just like hers."

IRE AWARDS

Dr. Bown Receives Medal of Honor

DR. RALPH BOWN, director of research for Bell Telephone Labs, Murray Hill, N. J., was presented the medal of honor for 1949 by the Institute of Radio Engineers at its annual banquet Wednesday.

A former president of the Institute (1927), Dr. Bown was given the award for "his extensive contributions to the field of radio and for his leadership in Institute affairs."

Dr. Claude E. Shannon, another Bell Telephone Labs engineer, was awarded the Morris Liebmann Memorial Prize for 1949 "for his original and important contributions to the theory of the transmission of information in the presence of noise."

R. V. Pound, a junior fellow of the Society of Fellows at Harvard University, was given the Browder J. Thompson Memorial Award for 1949 for his work on "Frequency Stabilization of Microwave Oscillators."

Given Fellow Awards for 1949 were:

AFFEL, H. A., Bell Telephone Labs., for his contributions to the communications art, and his guidance of important developments in carrier systems for multiplex telephone and television transmission.

BLACK, K. C., Aircraft Radio Corp., for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems.

BROWN, J. E., Zenith Radio Corp., for his contributions in the field of broadcast receiver design.

BRUNETTI, CLEDO, Stanford U., in recognition of his pioneering work on printed circuits.

CARLSON, W. L., RCA, in recognition of his contributions over many years to the development of radio receivers and their components.

CARTER, P. S., RCA, for his many contributions in the fields of radio transmission and communication systems.

d'HUMY, F. E., Western Union Telegraph Co., in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service.

DYER, JOHN N., Airborne Instruments Lab, for administrative and technical contributions to radio, including polar-expedition communications and important wartime radio countermeasures.

GEBHARD, L. A., Naval Research Lab, for his pioneering work in the military application of radio.

GOLDSMITH, JR., T. T., Allen B. DuMont Labs, for his contributions in the development of cathode-ray instrumentation and in the field of television.

GROVER, F. W., Union College, for his long activities and contributions in the field of electrical units and measurements, and for his publications.

GUILLEMIN, E. A., Massachusetts Institute of Technology, for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher.

GUNN, ROSS, U. S. Weather Bureau, for his long service and many technical contributions in the radio and electronics fields.

HAEFF, A. V., Naval Research Lab, for his contributions to ultra-high frequency radio tubes and electronics.

HOLMES, L. C., Stromberg-Carlson Co., for his contributions to theory and practice in the field of magnetic recording.

JOHNSON, J. KELLEY, consulting engineer, New York, in recognition of his leadership in the design and manufacture of radio broadcast receivers.

KANTEBET, S. R., Gov't. of India Overseas Communications Service, for his services as an educator, engineer, and administrator in the fields of radio and cable communication in India.

LODGE, WILLIAM B., CBS, for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations.

MACKINNON, K. A., consulting engineer, Ottawa, Canada, for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network.

OLSON, H. F., RCA, for his outstanding developments and publications in the fields of acoustics and underwater sound.

O'NEILL, GEORGE D., Sylvania Electric Products, for his work in electron-tube theory and design.

PAYNE, L. S., Canadian Marconi Co., for his contributions in Canada to the field of international communications.

PRICE, L. M., Radio Valve Co. of Canada, for his contributions to the development, production, and application of electron tubes in Canada.

REICH, H. J., Yale U., for his contributions as a teacher and author in the radio and electronics fields.

REID, JOHN D., Crosley Div. of Avco Corp., for his developments in radio-frequency circuits.

SPANGENBERG, KARL, Stanford U., for his many technical contributions, particularly his analytical work on vacuum tubes.

STERLING, GEORGE E., FCC, in recognition of his long public service in the radio communication field and, in particular, for the organization and operation of radio wartime intelligence activities, which were of significant importance.

STRONG, C. E., Standard Telephones & Cables, London, for his pioneering work in the radio equipment design and development field, particularly broadcasting transmitters, both medium and high-frequency, and his many wartime contributions in England.

TANK, FRANZ, Institut fur Hoch frequenz Technik, Zurich, for his contributions to the field of radio education in Switzerland, and his accomplishments in ultra-short-wave communications.

TUTTLE, W. NORRIS, General Radio Co., for his application of sound theoretical principles to the design of commercial measuring equipment.

WEIR, I. R., General Electric Co., for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power.

TV WON'T KILL AM

CBS' Stanton Tells IRE

TELEVISION is almost certainly destined to become the greatest mass medium of our time but it will not kill off radio, Dr. Frank Stanton, president of CBS, said Wednesday evening at the 37th anniversary banquet at the Institute of Radio Engineers in the Commodore Hotel, New York.

He emphasized that television is not just a miniature of the radio industry "or anything else that has gone before."

"It is a lusty baby—giant of a different family," he said.

But its enormous influence and expansion will not cause it to swallow up other media, he emphasized.

To Each His Own

"It is a matter of record that no mass medium once developed, has ever disappeared," he argued. "Each has its own mass appeal, its own availabilities, its own use. And there are far too many millions of Americans, with too many different tastes and desires and moods at different times of the day, for any one medium to serve them all.

"When radio first flourished," he further explained, "many people felt it would do away with—or seriously hurt—newspapers and magazines, movies and phonograph records. Quite the contrary happened. All have grown since the advent of radio, as the wealth and population and leisure time of the nation have grown. And I see no good reason for thinking the advent of television will fundamentally change this."

Mr. Stanton's speech was the climax of a four-day series of meetings in which more than 170 papers were read, most on a high engineering level, on the latest developments in communications and electronics. Television was in the spotlight during many of the meetings.

Not far from the convention headquarters in the Commodore, was the IRE's radio engineering show at Grand Central Palace where more than seven million dollars worth of equipment was on display (see story, page 26). There too, television was highlighted.

The CBS president stressed the importance of television on the American economy. He said it has come forward "at a time when we need it most to maintain and help expand our giant economy." He predicted it would have a significant effect on lowering the cost of distribution in the United States.

* * *



FRANK STANTON (l), CBS president, and Raymond F. Guy, toastmaster.

Video Unique

Developing this point, he declared video is unique among mass advertising media in its ability to demonstrate goods in the home. It is thus more than merely an advertising medium—it is a selling medium, making it easier for the customer to shop than ever before. It therefore will create new wants, increased consumption and "have an important, positive influence on our economy," he said.

In explaining the requirements of a mass medium, Mr. Stanton laid down four basic characteristics: Broad appeal, speed, availability, and low unit cost.

Criticism of radio, which television is certain to suffer similarly, has grown from lack of understanding of the nature and audience of a mass medium and of what broad appeal means in America, he said.

Cause of Criticism

People of "high culture" often tune in programs designed not for them but for the millions and immediately become critical because such a program represents in a sense an invasion of their homes, he said. He indicated that radio's effort to appeal to people of different tastes has thus created the furor in radio programming. This, too, will happen in television, he said.

In closing, he urged the engineers to turn their attention increasingly toward developments in television which have immediate social utility.

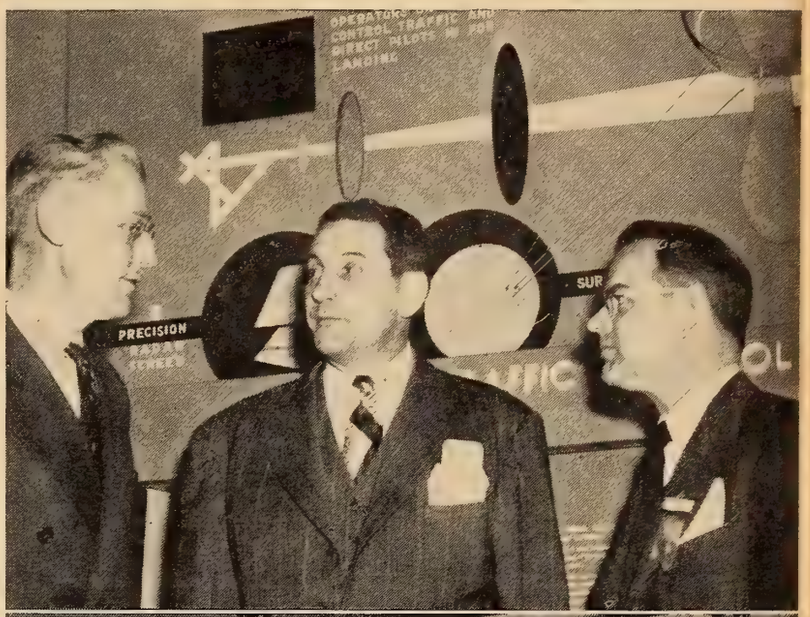
"Lower cost, higher quality, broader coverage—more television for more people (lower priced receivers and more channels)—these are immediate technical problems which, when solved, will advance

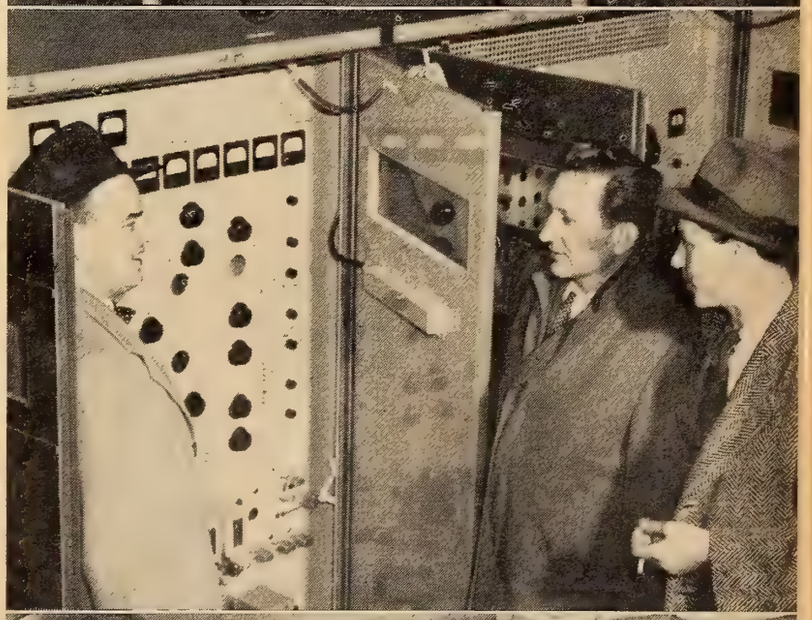
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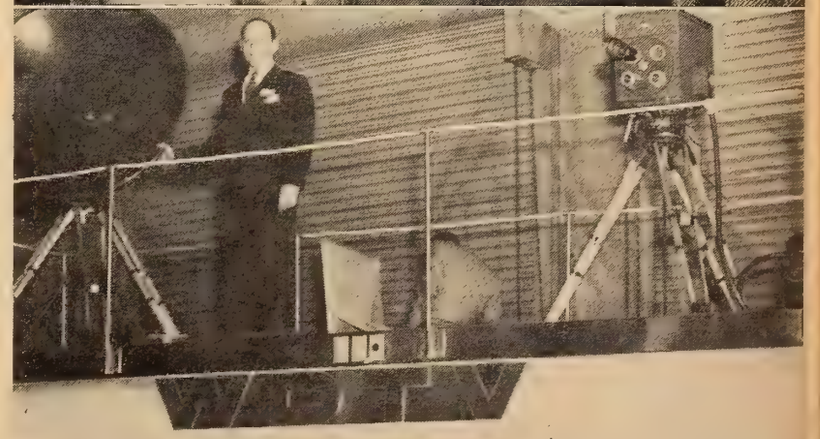
TOP photo—Television will be used in all-weather flying, Institute of Radio Engineers was told Tuesday in New York by Delos W. Rentzel (center), administrator of Civil Aeronautics. With him are H. R. Skifter (l), president of Airborne Instruments Lab, Mineola, L. I., and Stuart Bailey (r) of Jansky & Bailey, Washington, new IRE president.

Middle photo—Details of GE 10 kw television transmitter installed at WOR-TV New York are explained to IRE visitors. L to r: A. F. Wild, GE product manager for television equipment; Gene Rider, chief engineer of WQAM Miami, and Al Chismark, chief engineer of WTRY Troy, N. Y.

Bottom photo—Object of curiosity at IRE exhibits in Grand Central Palace, New York, is this mobile unit of WDTV (TV) Pittsburgh, used in remotes from the Palace over DuMont stations. Atop the unit is Herbert E. Taylor, manager of the DuMont Lab transmitter division. At lower left is Herbert E. Blumberg, manager of the DuMont central division, while at his right is Dr. Thomas T. Goldsmith Jr., DuMont chief of research.









'DELLA PARK'

Spots Push Merchants' Drive

IN THE files of the Roizen Advertising agency of Buffalo, N. Y., is a letter from Dave Bermant, president of the Delaware Park Shopping Centre Inc.—the city's largest community shopping mart. Mr. Bermant wrote in part: ". . . And now that your final bill has been rendered and paid for, let me say that we think you did far more than what you were paid for!"

Shopping centers drawing on top-notch advertising budgets—say, $10,000—were as scarce as flying elephants when Mr. Bermant, the landlord, proposed a cooperative program to 19 merchants, his tenants, and offered to subsidize opening promotional efforts up to 33%. The merchants voted unanimously to accept the proposal and engaged the Roizen agency to outline a program, coordinate merchandising efforts of stores on a city-wide basis, and schedule media.

That was the unusual beginning of one of radio's newest success stories which materialized during the campaign. Radio's expenditures were hardly commensurate with its effectiveness.

For out of a total advertising budget of $10,000 set aside, only $750 was spent on radio advertising, which included one-minute spots. In addition, two-minute TV commercials were used for two weeks, at a cost of $350. Expenditures on newspaper advertising were more than three times as great as that of other media.

In the end, however, it was radio that provided so much for so little—a conclusion reached by the Roizen agency after completing its survey of Delaware Park one month after the opening.

"The results . . . demonstrate what can be done with radio on a small budget when spots are carefully selected, and the agency works in close cooperation with radio stations in the programming of 'on-the-spot' broadcasts," Arthur Rich of Roizen told BROADCASTING.

Spots Remembered

The agency survey noted that the one-minute spots were heard and remembered by 34% of the people contacted, and were a vital factor in influencing them to shop at the Centre for the first time. Many of them voluntarily quoted parts of the commercials. "On-the-spot" broadcasts were remembered by 24% of the shoppers interviewed.

The announcements were built around a cartoon character, "Della Park," given life and breath through the ingenuity of Manus Roizen, the agency's president. (Mr. Roizen explained that the flesh-and-blood "Della" would circulate among the Centre's patrons during opening week, rewarding each shopper who recognized her with a new dollar bill.) Even before "Della" became a reality, the agency had devised the commercial "Here comes Della Park (wolf whistle). She's got everything!"

Sample script:

Announcer A—Yes sir! She's got buttons and bows—and bonbons and bank accounts!
Announcer B—Cameras and couches—cranberries and can-openers!
Announcer A—Yes, much more! And where?
Announcer B—At the Centre.
Announcer A—What Centre?
Announcer B—Why, the centre of attraction for Buffalo's thrifty shoppers!
Announcer A—Yes, it's the Delaware Park Shopping Centre.

And then listeners heard the catchy followup:

And Mathew Keane makes you dapper dan
A dress from Schneider is very smart
Filters and film at the Camera Mart
The Park Edge offers the finest wine
The Spot's a restaurant where you dine!

The announcements were transcribed by two announcers who have worked with Roizen agency for some time in developing a rhythmic style. All 19 of the Centre's merchants were included in the announcements, each given a short plug. They were aired on WBEN WGR WEBR WKBW WBNY (all Buffalo) and on WXRA Kenmore.

At the time of the promotion Buffalo had few TV sets in use, so television was chosen as one which would contact a high-income group who lived in areas adjacent to the Centre. The announcements were part live, part filmed.

"On-the-spot" broadcasts were carried by WBEN and WEBR on the day of the opening. WBEN aired opening ceremonies for 15 minutes in the morning, parking its microphone on a wooden platform in the center of the mart's huge parking lot. A public address system piped the words of Mr. Bermant and others to the throng.

That afternoon WEBR's mobile unit cruised downtown streets, announcing to listeners it was heading for "Della Park." Enroute to the Centre, its motorized radio studio played recorded music while extolling the virtues of the mart. At the Centre, an announcer equipped with a walkie-talkie entered stores to interview shoppers.

The promotion campaign was so successful that, during the first few weeks, crowds overtaxed the Centre's 450-car parking facilities. Designed originally to service only its own community, the shopping mart soon found itself drawing from every section of Buffalo and even surrounding towns. Merchants reported inquiries from up to a hundred miles distance.

The Centre's merchants have been huddling with members of the Roizen agency with a view to preparing an advertising program which will continue throughout the year. Radio can be expected to play its usual effective part.

* * *



Two shoppers are rewarded with new dollar bills for recognizing "Della Park."

Salesuccess

(One of a Series)

T. D'A. BROPHY

Named K&E Board Chairman

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt, New York, since 1937, was elected chairman of the board of the agency last week, and Dwight Mills, executive vice president of the firm since 1942 was elected president.

Mr. Brophy first joined the agency in 1931, as a vice president. In 1937 he was named K&E president. Prior to his association with the firm he was vice president of Revere Copper & Brass, and before that sales promotion director and vice president of the Anaconda Sales Co. Mr. Brophy is an active member of the Advertising Council and is chairman of the board of directors of the AAAA.

Mr. Mills went to K&E in 1934 and one year later was named vice president. In 1942 he was elected executive vice president. Before 1934 he was with McGraw Hill Publishing Co. as advertising manager and later business manager of *Business Week.*

BASEBALL FEES

Wire Service Rate Fixed

FIXING the fee at $2 per additional station per game, new schedules permitting subscribers to furnish Western Union's direct-wire baseball play-by-play service to other stations were announced last week [CLOSED CIRCUIT, March 7].

The tariffs, on file with FCC, heretofore have prevented broadcast of this material by any but subscribing stations, although Western Union said it was informed that "certain" subscribers violated this provision during the 1948 season.

The new schedules will become effective April 18, start of the baseball season, unless set aside by FCC. Protests may be filed with the Commission until April 8. Complaints are expected in view of opposition which has developed among a number of broadcasters.

FCC, announcing submission of the proposed changes last Wednesday, said they were discussed in advance at a FCC-Western Union conference which resulted after the Commission received several queries from broadcasters.

Western Union said it adopted the $2 rate after discussions with NAB officials also.

The $2 per station per game does not affect the base rate presently charged to original subscribers.

The changes also provide for a new service which will make available at the end of each game a summary of the plays in each inning. The basic charge for this service would be $7.50 per game, with a fee of $1 per game for each additional station using it.

HEADS THESAURUS

Barnes Succeeding Mercer

WADE BARNES, Southwest representative of NBC's radio-recording division for three years, has been named manager of Thesaurus and Syndicated Sales, Donald J. Mercer, division director, announced last week.

Mr. Barnes succeeds Mr. Mercer, who was recently appointed to the director's post. Mr. Barnes began his radio career as announcer-musician at WHBC Canton, Ohio, in 1937, and has been with WTAM Cleveland, WCAU Philadelphia and World Broadcasting System. He joined NBC in 1944.

REORGANIZED FCC

Efficiency Changes Sought by Hoover Group

FCC WOULD REMAIN an independent agency but would reorganize its functions for greater efficiency, under recommendations prepared for submission to Congress by the Hoover commission last Saturday.

The report, covering the Government's nine independent regulatory commissions, did not deal with the FCC or the other agencies singly, but made its recommendations for the most part applicable to all.

These included, with respect to each agency:

- All administrative responsibility should be vested in the commission chairman, who should also have the services of an executive director.
- Applicable laws should be relaxed to permit commissions to delegate "routine, preliminary and less important work to members of their staffs under their supervision."
- Salaries of all commissioners should be "substantially" raised and those of staff members should be "increased" in order to attract persons of high calibre.
- Commissioners of the FCC, Securities & Exchange Commission, and Federal Power Commission should be removable from office only for cause and not at the pleasure of the President. (There were three dissents to this recommendation, which was designed to put all nine agencies on the same footing with respect to removals).
- Upon expiration of his term a commissioner should continue in office until his successor has been appointed and qualified, subject to the general statutes on holdover appointments (two dissents).
- The Office of the Budget should draft plans to improve and thereby reduce the cost of disposing of business before administrative agencies.

The deficiencies noted and cures prescribed by the governmental reorganization group bore a close resemblance to those of its task force on FCC [BROADCASTING, March 7]. Although it did not incorporate the detail of the task-force report, the Hoover group did ask Congress and the commissions concerned to "give thorough study and consideration" to task-force proposals.

Deficiencies Found

The task-force report on FCC had found serious weaknesses in performance and deficiencies in planning and policy-making. It charged FCC had repeatedly departed from stated policies and had failed to tap the resources of its staff. FCC, the task force said, should launch a short-range planning program to break its log-jam, and should decide for itself whether to institute a panel system.

In its own report, the Hoover commission found that unnecessary red tape has crept into the various commissions' procedure, causing "useless delay and expense," and that coordination between commissions and the general program of executive departments is often "loose and casual and sometimes nonexistent."

The bad performance of purely executive duties has sometimes resulted from imposition of these duties on the commissions rather than on a single administrative official, the group concluded, adding that these duties have interfered with strictly regulatory functions.

The Commission felt promotional and planning functions had been neglected as the result of the heavy regulatory work load at the top level.

"This commission," the report said, "believes that the independent regulatory commissions have a proper place in the machinery of our Government, a place very like that originally conceived, but that the role of these commissions as originally established has not been adequately filled."

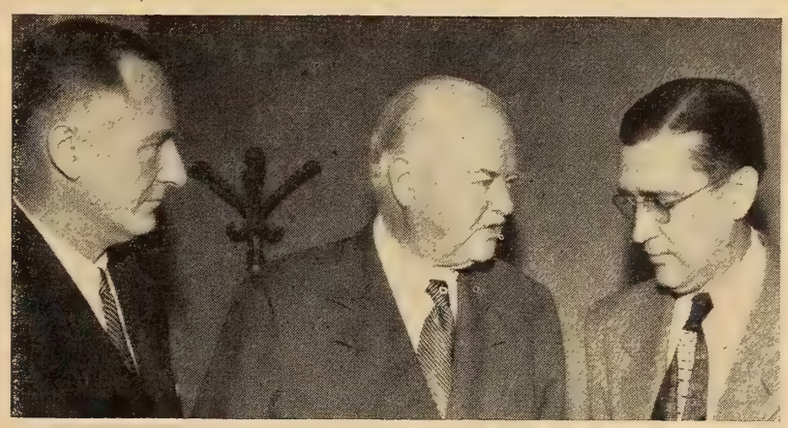
Sub-standard appointments had resulted, the report said, due to "the inadequate salaries offered, or the failure of the Executive to appreciate the importance of the positions."

Absence Pointed Out

A lack of responsibility for planning and guiding the general program of commission activity has resulted from the chairman's absence while performing other duties, according to the report.

Appointment of an executive director, responsible to the commis-

(Continued on page 57)



ORIGINAL MIKE used by Herbert Hoover on KDKA Pittsburgh Jan. 15, 1921, his first broadcast, was presented to the ex-President by Walter Evans, president of Westinghouse Radio Stations Inc., at Radio Executives Club luncheon in New York. L to r: Mr. Evans; Mr. Hoover; Wayne Coy, FCC chairman.

HERBERT HOOVER

Addresses New York's REC

FORMER PRESIDENT Herbert Hoover, who as Secretary of Commerce was responsible for the basic radio law of the country, addressed the Radio Executives Club of New York last week.

Mr. Hoover, who is chairman of the Commission on Reorganization of the Executive Branch of the Government, told several anecdotes concerning the early days of radio regulation and spoke briefly about the work of his commission.

Asked why the FCC was not mentioned by name in the Independent Regulatory Commissioners report issued this week he said that the Commission is a regulatory body and such elements of government are not the primary domain of his group which is specifically concerned with executive branches. The Hoover group made only general recommendations and observations about judicial, legislative and regulatory elements, he said.

FCC TRAVEL

Legislators Ask Accounting

A HOUSE Appropriations Subcommittee last week called upon FCC commissioners and attorneys to give a financial accounting of all out-of-town trips they have made—whether for private or Governmental reasons—during all work-weeks since last July.

The Commissioners and lawyers were instructed to show, in each case, the names of the place and person or persons visited; object of the visit; whether it was a private trip or made on Commission business; and the source and amount of compensation other than that from the Government but including compensation for speeches or other services performed.

The request was made Monday during FCC's appearance before the House Appropriations Committee on Independent Offices for testimony in support of the $6,634,000 appropriation proposed for the Commission for 1949-50.

Although officials were silent on details of the closed hearing, FCC authorities reportedly were nonplussed by the committee's singling out the Commissioners and lawyers—who, they contend, are by no means the most traveled employes of the Commission. The request was circulated among the legal staff, nevertheless, with an eye to submission of the data within a few days.

The request covers all trips, both within and outside the U. S., which were made between Mondays and Fridays since the start of the current fiscal year last July 1.

'Firm' Reception

The Commission was understood to have been given a "firm" reception with penetrating but generally not overly critical questions from the committee members.

A considerable volume of additional information was requested, but for the most part FCC sources did not appear to regard these requests as unreasonable. To a great extent this additional information involves statistical compilations going back to about 1940, of the tvpe the committee has been requesting of other agencies.

Much of the questioning, it was understood, related to FCC's workload and the length of time between filing of applications and Commission action on them.

In this connection the Appropriations Committee has one of its staff investigators examining the Commission's backlog and its processing procedures in hope that some means of expediting action may be found [CLOSED CIRCUIT, Feb. 21]. It is uncertain, however, that he will be able to complete his study in time for the committee to formulate recommendations concurrently with its deliberations on the Commission budget.

Coy Takes Lead

FCC Chairman Wayne Coy took the lead in the Commission's presentation at the hearing, which consumed most of the day. He was assisted by four of his colleagues (Comrs. Paul A. Walker and George E. Sterling were out of the country on FCC business) and of top staff executives. A number of other members of the staff also were available to provide detailed background as needed.

All five members of the appropriations subcommittee were pres-

(Continued on page 56)

AD COUNCIL

Mortimer Again Chairman; Others Elected

CHARLES G. MORTIMER Jr., vice president of General Foods Corp., was reelected chairman of the Advertising Council at last Thursday's meeting of the board of directors.

Elected vice chairmen were: Lee H. Bristol, president, Bristol-Myers Co.; Leo Burnett, president, Leo Burnett Co.; and Albert E. Winger, president, Crowell-Collier Publishing Co.

New executive committee chairman is Louis N. Brockway, executive vice president of Young & Rubicam.

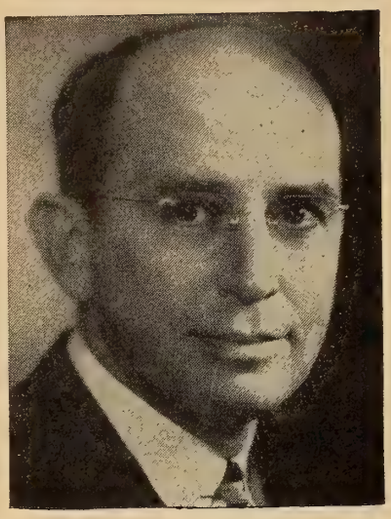
Forty directors, representing the six constituent organizations, comprise the new board and include new members Robert D. Holbrook, president, Compton Advertising, and Niles Trammell, NBC president.

These directors elected nine directors-at-large including three past chairmen, Chester J. La Roche, president of C. J. La Roche & Co.; Harold B. Thomas, and James W. Young, senior consultant, J. Walter Thompson Co., as well as Mason Britton, president, Metal Cutting Tool Institute; Gardner Cowles, president and editor, *Look* magazine; Roy E. Larsen, president, Time Inc., and John C. Sterling, chairman of the board, United Newspaper Magazine Corp.

Paul B. West, president, Assn. of National Advertisers, was reelected secretary. Frederic R. Gamble, president, American Assn. of Advertising Agencies, was reelected treasurer.

Theodore S. Repplier was reelected president. He served as executive director of the council from 1943 to 1946 when he became president.

Vice presidents reelected at the meeting were Allan M. Wilson and George P. Ludlam of the council staff.



Mr. MORTIMER

William Reydel, partner, Newell-Emmett Co., was named chairman of the campaign's review committee.

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, was made chairman of the council promotion committee.

Peabody Named

Stuart Peabody, assistant vice president, the Borden Co., will serve as new chairman of the radio and television allocations committee.

James W. Young, senior consultant, J. Walter Thompson Co., continues as chairman of the policy planning committee.

Kerwin H. Fulton, president, Outdoor Advertising Inc., is chairman of the nominating committee.

Members of the board of directors representing radio are: Frank Stanton, CBS president; Niles Trammell, NBC president; Mark Woods, ABC president; A. D. Willard Jr., executive vice president, NAB, and Paul Morency, general manager, WTIC Hartford.

NAB STRUCTURE

To Be Discussed March 17

PLANS for reorganization of the NAB operating setup to meet needs of industry progress will be discussed March 17 by the board's Committee to Consider the Structure of the NAB.

Chairman of the committee, which will meet at Washington headquarters, is Clair R. McCollough, WGAL Lancaster, Pa. Appointment of the committee was ordered by NAB's board last November. The committee made a preliminary report at the board's New Orleans meeting, stating that the project required extensive study.

Among ideas proposed is appointment of three vice presidents to handle AM, FM and TV activities within the association.

Members of the committee include Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; H. W. Slavick, WMC Memphis; Everett L. Dillard, KOZY Kansas City. Campbell Arnoux, WTAR Norfolk, was added to the membership at the New Orleans board meeting.

February Box Score

STATUS of broadcast station authorizations and applications at FCC as of Feb. 28 follows:

	AM	FM	TV
Total authorized	2,140	949	122
Total on the air	1,936	714*	55
Licensed (All on air)	1,898	269	7
Construction permits	242	650	115
Conditional grants		30	
Total applications pending	1,344	443	379
Requests for new stations	454	110	319
Requests to change existing facilities	310	12	16
Deletion of licensed stations in February	1		
Deletion of construction permits	2	9	1†
Deletion of conditional grants		1	

* Includes 11 conditional grants and 434 construction permits.
† WAGE-TV Syracuse, N. Y., deleted effective Feb. 16.

NEWS POLICY

Mrs. Roosevelt Hits Bias

MRS. ELEANOR ROOSEVELT said in an ABC broadcast last Thursday that "when it comes to having a policy on a radio station of slanting news against racial or religious groups, that seems to me a serious matter." Such a policy, she said, plays "into the hands of the Communists and [gives] them a basis for attacks upon the U. S."

Mrs. Roosevelt's family was one of the targets against which G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, is alleged to have ordered news-slanting on KMPC. The allegations, made by the Radio News Club of Hollywood, are slated for FCC investigation in a hearing to start in Los Angeles March 23.

In her broadcast the widow of President Roosevelt also said: "The radio in our country is not government owned. But it seems to me that when a government had undertaken certain international obligations, the owners of radio stations must carefully consider when they go against these government policies."

Meanwhile, FCC General Counsel Bendict P. Cottone and two assistants arrived in Los Angeles some 10 days ago to complete preparations for the start of the Commission's hearing, which is to be conducted by FCC Comr. E. M. Webster. Mr. Cottone's assistants are Thomas H. Donahue and John D. Edgerton, FCC attorneys.

AREA HOOPERS

Ordered by WGY, KVOO

WGY Schenectady and KVOO Tulsa have ordered area coverage index reports from C. E. Hooper Inc. The WGY survey will cover 28 counties in Massachusetts, New York and Vermont; the KVOO survey 41 counties in Arkansas, Kansas and Oklahoma. These reports will include a new feature, a separate tabulation of "early morning" and "late evening" "percent of mentions."

The WGY and KVOO reports will be released in approximately 90 days, shortly after the report of the 94-county survey for WJR Detroit. Other large area coverage studies made by Hooper since this service was inaugurated include a 65-county study for WOAI San Antonio, a 69-county study for KSL Salt Lake City and a 116-county study for WHO Des Moines. Combined claimed areas for all stations for whom such reports were or are being produced total 677 counties, according to Hooper.

Charles M. Kaplan

CHARLES M. KAPLAN, 75, an account executive of WIP Philadelphia for the last ten years, died on March 8. He is survived by his wife, Helen, and two daughters, Mrs. Isaac D. Levy, wife of the retiring vice president general counsel of WCAU Philadelphia, and Mrs. Daniel Reichman of New York.

AWB MEET

Chicago Sessions Open

RADIO can do a better selling job than video in many instances, because too often TV action takes precedence over the commercial or idea, George Jennings, president of the Assn. for Education by Radio and director of the Chicago Public Schools Radio Council and WBEZ (FM) Chicago, said Saturday. Speaking at the sixth annual convention of the Assn. of Women Broadcasters in Chicago's Drake Hotel, Mr. Jennings called on the women to "hold and get back an audience which is slipping away" because "we have refused to listen to the plaints and complaints of our ultimate consumer, the listener."

"In radio," said Mr. Jennings, "we become an active participant in what we hear, and therefore personally involved." In TV "we are always on the outside."

He suggested that listeners can be regained if broadcasters get to know distinctive features of their communities, if they program educational shows which can be adapted to sponsorship, and if they keep public service broadcasts "in that realm and beyond axe-grinding."

First day's business session was opened by Ruth Crane, WMAL Washington, president, who introduced officers and district chairmen. Committee chairmen who gave reports were Meg Zahrt, WAKR Akron, broadcast advertising; Hazel Markel, WTOP Washington, education; Eleanor Hanson, WHK Cleveland, public relations;

(Continued on page 61)



Stuffed Shirts

Don't these big penguins look like a couple of stuffed shirts? But their looks are deceiving. Actually, they are very simple birds, friendly and democratic by nature.

We don't like stuffed shirts at W·I·T·H. We're too down-to-earth for that sort of thing. We like to sell our station on the basis of the simple facts in the case.

And here's the most important fact for time buyers about Baltimore: the biggest bargain in town is W·I·T·H. Producing low-cost sales is the specialty of W·I·T·H. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want to hear all about the BIG independent with the BIG audience, call in your Headley-Reed man and get the W·I·T·H story today.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 14, 1949

CHICAGO CONFERENCE

Hollywood 'Visual' Home—Roach

By BILL THOMPSON

HOLLYWOOD will continue to be the home of all visual entertainment—including television—Hal Roach, president of the Television Producers Assn., asserted Wednesday at the closing luncheon of a national TV conference at Chicago's Palmer House.

In his address, which climaxed the three-day meeting sponsored by the Chicago Television Council, Mr. Roach declared that Hollywood has a backlog of specialists who can produce TV films at a volume which cuts costs, making visual entertainment "better and cheaper."

Experienced actors will shy away from live TV because of low wages, long rehearsal hours, and lack of protection of their looks, he said.

Live action TV cannot now achieve a third dimension, in his opinion, because lighting values change with a switch in lenses and no cutting or resuming of action is possible.

Labor Costs

Mr. Roach believes TV labor costs will "undoubtedly go up," as standards have not been set, whereas movie technicians working on TV films are earning high wages which may come down when basic rates are determined.

Movie industry machinery is set up to deal with 63 locals and guilds, he said, all of which "will have to be in television ultimately."

This first national TV conference of the council attracted 300 persons representing all phases of the industry nationally. Fifty video authorities discussed all elements of the medium.

Among those featured were Humboldt Greig, assistant to the director, DuMont; Jack Van Volkenburg, CBS vice president in charge of TV; Paul Mowrey, ABC national video director; I. E. Showerman, NBC Central Division vice president; Frank Schreiber, general manager, WGN-TV Chicago; Walter Damm, general manager, WTMJ-TV Milwaukee; Jack Poppele, president, Television Broadcasters Assn.; E. Y. Flanigan, managing director, WSPD-TV Toledo; John Mitchell, manager, WBKB(TV) Chicago; Melvin L. Gold, president, National Television Film Council; Fred Kenkel, vice president and treasurer of C. E. Hooper Inc.; A. C. Nielsen, president of his own marketing research firm; Dr. Sidney Roslow, president, Pulse Inc.; Leo Burnett, president of the agency bearing his name; Carl Haverlin, president, Broadcast Music Inc.; Don McClure, TV director, N. W. Ayer & Son.

Speaking at the Tuesday luncheon, Hugh E. Davis, executive vice president of Foote, Cone & Belding, defined the impact of TV as revolutionary. Comparing the pentration of AM with "the money-sucking, Hydra-headed infant," Mr. Davis said telecasters will profit from local advertisers who have never used AM.

He suggested that agencies ask advertisers to pay a fee above commission because of extra production costs, that package shows be bought and that original agency ideas be carried out by packagers. The advertiser "will be the direct benefactor from TV," he added.

Mr. Poppele, president of TBA, denied that receivers will become obsolete by a partial shift to higher bands. His conjecture: "The FCC might withdraw VHF channels from small communities with no stations on the air," turn these over to larger metropolitan areas, and give UHF bands to the small areas. Dual-band sets would then be produced.

He sees among other prospects: nation-wide TV within five to six years; 1,000 TV stations operating by 1955, 400 by 1953; coverage among 95% of the population by 1956—interchange of programs with Mexico and Canada, and, within "a generation or two" possible international exchange.

'Real' Profits Expected

Mr. Showerman, introduced by Council President James L. Stirton at the opening-day luncheon Monday, pointed out that "television is here, the people like it, and no good advertising medium ever destroyed another one." After the break-even point, profits will be "real and earnest."

Video is a "slender shadow of what it will be tomorrow," in the opinion of Mr. Van Volkenburg, who said the "sell" is in the home, where the buying impulse is born. "TV is the only business known to an American salesman where he can't lie fast enough to keep up with the truth."

* * *



FEATURED speaker at the Chicago Television Council's national TV conference in Chicago last Monday, J. L. Van Volkenburg (r), CBS vice president in charge of television, was a luncheon partner of James L. Stirton, council president and general manager of ABC's Central Division. Mr. Van Volkenburg spoke with other network officials at the opening luncheon of the three-day session at Chicago's Palmer House.

Mr. Greig of DuMont refuted the concept that video is an advertising medium, asserting it is a sales medium. He also termed fallacious the theory that AM will remain supreme in the daytime. "TV daytime shows will have the same pull as established AM network programs, at less cost because of minimized rehearsals." The easiest way to begin making profits is to combine day and night operations, he added.

Mr. Mowrey predicted a heavier concentration on facilities at network origination points and more audience participation and dramatic shows. "Saturday night will become the big TV night, and this will bring motion picture pressure to a head. Movie interests will move more heavily into TV," he said.

Four suggestions were made by Mr. Burnett to agencies trying to foster and maintain client video interest:

"(1) Expose and saturate key executives to the medium, putting sets in their homes;

"(2) See that executives in clients' firms have home receivers;

(Continued on page 52)

NIELSEN STUDY

Of Viewing Habits Out

FACTS on national viewing habits were released for the first time last week by A. C. Nielsen, president of the Chicago marketing research firm, at the national TV conference of the Chicago Television Council.

In a national viewing report for August through December, results of which had not been made public, Mr. Nielsen revealed that TV absorbed 56% of all day and night listening, with between 22 and 33% days and 77 and 82% nights. Average daily listening for December was 3.11 hours on AM, and 3.9 on TV. Average hours of viewing for each day of the week for the five months: Sunday, 3.78; Monday, 3.05; Tuesday, 2.86; Wednesday, 3.27; Thursday, 3.54; Friday, 3.25; Saturday, 3.29.

Nielsen Audimeters, which record viewing in the same manner as listening, are being installed in the New York area, Mr. Nielsen said.

April 4 is Key-TV Day in Cincinnati



WKRC-TV

C B S Affiliate
Cincinnati's Key TV Station

Operating on Channel 11, WKRC-TV starts regular commercial program schedule Monday, April 4. This schedule includes a complete variety of news, sports, children's shows and drama, in addition to CBS network shows which will be carried by Kinescope recording until completion of co-axial cable.



EXCLUSIVE TELECASTING RIGHTS TO $3,000,000 CINCINNATI GARDEN

WKRC-TV has exclusive telecasting rights to events held at the Cincinnati Garden, $3,000,000 sports arena recently completed. The largest financial television contract to be signed in this area gives exclusive sponsorship of these events to a Cincinnati firm.

WKRC-TV

TIMES-STAR BUILDING
CINCINNATI 2, OHIO

REPRESENTED BY THE KATZ AGENCY



PITTSBURGH Brewing Co.'s across the board sponsorship of TV sports program on WDTV Pittsburgh was negotiated by client's agency, Smith, Taylor & Jenkins. Closing the deal are (l to r, seated) S. E. Cowell, president, brewing company, and Donald A. Stewart, WDTV general manager; (standing) T. J. MacWilliams, television director, and Bill Sutherland, sports announcer. Program is heard Monday through Friday at 7:45 p.m.

CABLE SETUP

Change Affects One Show

ELIMINATION by the American Telephone and Telegraph Co. May 1 of the eastbound daytime (until 6 p.m.) channel for transmission of television programs over the East-Midwest coaxial cable will affect only one TV show, *These Are My Children.* The program, launched Jan. 31 on WNBQ (TV) Chicago and Feb. 14 on the NBC video network, was dropped Feb. 25. Reason for the cancellation, I. E. Showerman, NBC vice president in charge of the Central Division, said, was that "it would be too costly on a local basis."

The eastbound daytime circuit is to be turned around to make possible another westbound fulltime circuit, as requested by broadcasters, AT&T said. Cable setup after May 1 will be two westbound channels on 24-hour-a-day basis, one westbound channel after 6 p.m., and one eastbound channel after 6 p.m. Monday through Friday. This eastbound channel will be available at any time Saturday and Sunday to make possible sports broadcasts to the East.

TV SET MAKERS

Urged to Form Association

A CALL to all television set manufacturers to form an association devoted exclusively to problems of video set manufacture was sent out Wednesday by Michael L. Kaplan, president of Sightmaster Corp.

He invited TV receiver manufacturers to an organization meeting to be held March 21 at 3 p.m. at the Advertising Club, New York City. Presidents of all video manufacturing firms received the invitation. Wayne Coy, FCC chairman, also was invited.

HOOPER DEVICE

To Test TV Set Listening

INSTALLATION of an "electronic Hooperater" is now under way in New York by C. E. Hooper Inc., which hopes eventually to obtain from it much of its TV information on set listening.

The Hooper firm is now proceeding with a test installation of the equipment in up to 120 Manhattan TV homes, it was announced. By it, Hooper intends to supply a continuous comparative radio-TV use index to subscribers. By it, too, Hooper intends to cover non-telephone as well as telephone homes, it was said.

The equipment includes a device of the Hooper firm's own design, which is inserted in each receiving set in each home in its sample.

★

A leased wire is used to connect it with a central tabulation point. Ultimately, an electronic program identification recorder is to be used to tag the program with the channel transmitting it, but manual scanning devices are to be used temporarily, pending perfection of the electronic recorder.

C. E. Hooper, president of the company, also disclosed using wireless in TV audience measurement instead of leased wires. He said that the radio or wireless method was initially more expensive but holds promise of attendant economy in operation.

Mr. Hooper also emphasized that initial audience evidence obtained by the new means will supplement rather than substitute for the field data on television now being gathered for TV Hooperatings.

LABOR BATTLE

Still IATSE vs. NABET

IATSE is trying to drive NABET members from the television and broadcasting fields, according to a news bulletin released Wednesday in New York by the national office of the National Assn. of Broadcast Engineers and Technicians.

The release was part of the continuing war between the two unions over jurisdiction of technicians in the television field.

In it, NABET took the initiative, asserted its members were from training and experience better able to perform the functions required in television and further asserted it is IATSE which is attempting to force its way into telecasting, "a field that has been NABET's for years without dispute."

NABET said IATSE wanted to put the 40% of its members who are unemployed into television.

The NABET blast was largely an answer to statements made at a news conference of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators [BROADCASTING, March 7].

In that conference, Mr. Walsh said that if the two unions did not settle their differences before April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

Telepak Package

TELEPAK Inc., Beverly Hills, Calif., is planning to syndicate a weekly package of video films, including eight reels or about an hour and a quarter of air time to start, to non-competing TV stations throughout the country. WPIX (TV) New York signed the first provisional Telepak contract as the exclusive outlet in that city for the new service, to go into effect when similar contracts have been signed by at least 25 additional stations. Participating stations will be signed within 60 days, permitting production of the films to get under way.

BASEBALL

Dayton Games on WLWD (TV)

WLWD (TV) Dayton has contracted to telecast all home games of the Dayton Indians baseball team this season, John T. Murphy, station's general manager, has announced.

Price paid for the exclusive video coverage was not disclosed but was described by Mr. Murphy as "substantial." Seventy day and night games will be telecast, and the contract also covers any championship playoffs in which Dayton might participate at its home ball park, Hudson Field.

Mr. Murphy said WLWD engineers have virtually completed equipping a $100,000 mobile television unit which will be used to relay the games from the ball park. Pending completion of its studios this summer WLWD plans to carry many programs originating at WLWT (TV) Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

WLWD may be able to start test programs by March 15, Mr. Murphy announced. Station will be on Channel 5 (76-82 mc).

DALLAS TOWER

Potter Permit Recommended

RECOMMENDATION for a special permit to Tom Potter, Dallas oil operator, to erect a television tower at a site on Harry Hines Blvd., on the outskirts of Dallas has been made by the Dallas City Plan Commission to the City Council.

Mr. Potter indicated in his application he plans to build a plant and offices for a station on Channel 8 (180-186 mc.) at the site. The tower would be 377 feet high, including antenna.

Several months ago, following stormy public hearings, the City Council denied Mr. Potter a permit to place the tower at a site in the Lakewood suburban district, east of the city.

TV MISBELIEFS

First Objective of TBA

DISPELLING the many misbeliefs about television was set as the first objective of the information research committee of Television Broadcasters Assn. at its organizational meeting Wednesday at TBA's New York headquarters.

Noting the many current rumors that television is ruining the eyesight of set-owners, that it is putting the motion picture industry out of business by keeping people at home and away from the movies, that it is similarly taking the readers away from publications and the listeners from radio, etc., the committee decided that its first job should be that of fact finding, its second the dissemination of the truth.

Paul Raibourn, Paramount pictures vice president, is chairman of the committee, whose initial meeting was also attended by: Robert Black, publicity director, WOR-TV New York; Don Giesy, manager, press department, DuMont TV Network; Don Kearney, Katz Agency; Maurice McMurray, director of TV subscriber relations, C. E. Hooper Inc.; Frank Young, public relations manager, WPIX (TV) New York.

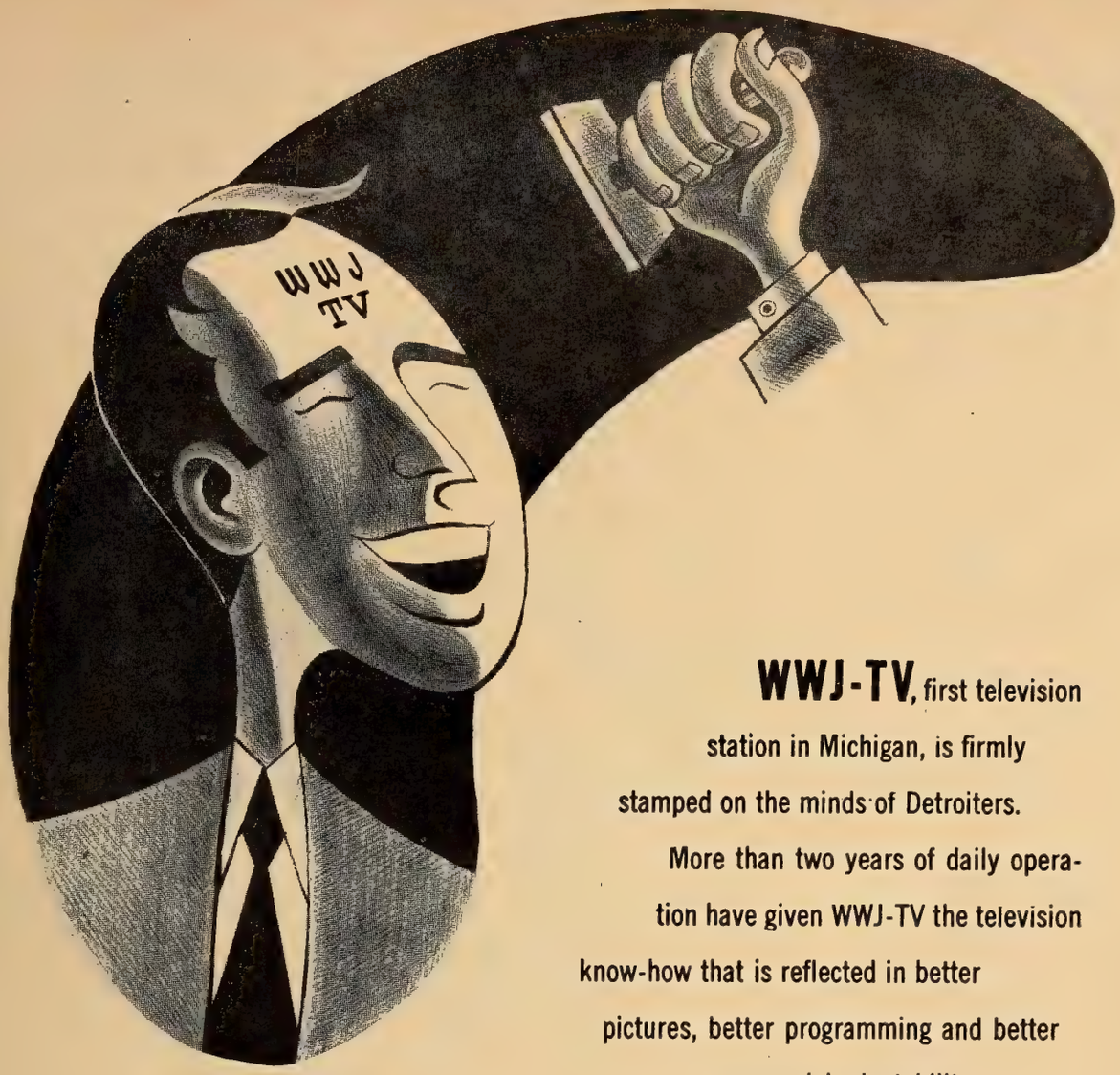
AUTO VIDEO

State Prohibition Bills

LAWS to limit or restrict the installation of television sets in motor vehicles are now pending in 22 state legislatures. Maine is the only state to have passed such legislation. Its law prohibits the installation or operation of a video set which is located so as to distract the driver. A few of the states have several pieces of legislation pending which would impose different restrictions or penalties.

The states with anti-TV bills pending and the status of those bills are as follows:

Arizona, no action; California, three bills pending, no action on any; Connecticut, two bills, no action; Delaware, House committee reported favorably, reconsidered in Senate; Illinois, no action; Indiana, passed both houses; Massachusetts, no action; Maryland, passed House and Senate; Michigan, no action; Minnesota, no action; Missouri, no action; Montana, passed House, killed in Senate; Nebraska, no action; New Jersey, two bills, no action; New York, passed House, companion bill in Senate; Ohio, passed House; Pennsylvania, two bills, no action; Rhode Island, two bills, one no action, other passed House, referred to Senate Judiciary Committee; Tennessee, second reading in House; Vermont, no action; Washington, no action; West Virginia, no action.



WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

Television Set Shipments
(Report 50)

NEW YORK CITY continues far ahead of other U. S. cities in shipments of television receivers by member companies of Radio Mfrs. Assn., according to a fourth-quarter summary which includes figures for all of 1948 [BROADCASTING, March 7].

RMA's shipments are believed to comprise about 90% of the industry. From Jan. 1, 1947, to Jan. 1, 1948, 964,206 sets had been shipped to 42 states and the District of Columbia. Fourth quarter shipments by member companies totaled 354,314 compared to 188,210 in the third quarter.

Shipments run behind production reports, RMA explained, its members having produced 866,832 TV receivers during 1948 whereas shipments totaled only 802,025 for the period.

Tabulation of TV set shipments by areas for the fourth quarter, and 1948 follow:

TELEVISION SET SHIPMENTS BY AREAS

Television Broadcast Service Area	Fourth Quarter 1948	Entire Year 1948
ALABAMA		
Birmingham	21	23
ARKANSAS		
Little Rock	19	19
Other Cities	41	42
CALIFORNIA		
Fresno	8	11
Los Angeles	29,060	67,392
Long Beach	554	554
Oakland	58	60
Santa Barbara	201	201
San Diego	337	536
San Francisco	8,698	11,638
Other Cities	470	1,144
COLORADO		
Denver	25	37
CONNECTICUT		
Bridgeport	963	2,039
Hartford	2,730	8,546
New Britain	37	144
New Haven	748	2,012
Waterbury	23	117
Other Cities	147	331
Cities not stated	214	580
DELAWARE		
Wilmington	1,157	2,550
Other Cities	7	7
DISTRICT OF COLUMBIA	10,124	25,556
FLORIDA		
Miami	52	748
Tampa	..	44
Cities not stated	..	54
GEORGIA		
Atlanta	2,215	4,455
Other Cities	31	376
ILLINOIS		
Chicago	25,419	58,622
Moline	26	26
Peoria	304	365
Rockford	52	82
Rock Island	20	20
Sterling	20	37
Tuscola	16	16
Other Cities	416	729
INDIANA		
Gary	1,931	2,261
Fort Wayne	47	47
Hammond	214	214
Indianapolis	301	423
South Bend	705	1,172
Cities not stated	..	91
Other Cities	144	206
IOWA		
Madison	42	42
Other Cities	6	6
KANSAS	8	9
KENTUCKY		
Louisville	2,002	2,897
Other Cities	49	57
Cities not stated	..	165
LOUISIANA		
New Orleans	3,338	3,970
Other Cities	13	13
MAINE	9	14
MARYLAND		
Baltimore	12,115	24,219
Other Cities	258	318
MASSACHUSETTS		
Boston	11,692	27,728
Cambridge	2,182	3,797
Springfield	46	159
Taunton	48	48
Worcester	152	994
Other Cities	120	229
Cities not stated	46	321
MICHIGAN		
Detroit	12,602	21,090
Grand Rapids	117	148
Pontiac	24	24
Other Cities	126	187
MINNESOTA		
Minneapolis-St. Paul	2,407	5,823
Other Cities	9	13
MISSISSIPPI	27	30
MISSOURI		
Kansas City	18	502
St. Louis	5,718	11,759
Other Cities	25	76
NEBRASKA	1	31
NEW HAMPSHIRE		
Manchester	100	309
Other Cities	36	46
NEW JERSEY		
Atlantic City	915	1,109
Camden	11	11
Irvington	587	587
Jersey City	286	286
Newark	23,120	65,301
New Brunswick	21	21
Paterson	958	1,864
Runnemede	13	13
Trenton	1,832	3,942
Newark-Trenton	.	2,155
Cities not stated	4,019	6,579
Other Cities	861	1,445
NEW MEXICO		
Albuquerque	118	225
NEW YORK		
Albany	3,836	9,015
Binghamton	20	53
Buffalo	3,320	8,044
Long Island	5,217	9,362
Middletown	153	153
Newburg	34	34
New Rochelle	63	110
New York City	79,087	200,228
Poughkeepsie	251	677
Rochester	57	65
Schenectady	85	453
Syracuse	1,679	1,734
Tarrytown	33	33
Utica	45	66
Westchester	929	1,251
Other Cities	474	677
Cities not stated	..	729
NORTH CAROLINA		
Charlotte	202	219
Other Cities	1	12
NORTH DAKOTA	..	1
OHIO		
Akron	840	1,319
Canton	89	186
Cincinnati	3,449	7,457
Cleveland	7,878	16,880
Columbus	16	22
Dayton	995	1,763
Toledo	2,716	5,346
Youngstown	135	142
Other Cities	289	843
OKLAHOMA		
Oklahoma City	13	18
Other Cities	9	10
OREGON		
Portland	123	125
Other Cities	4	9
PENNSYLVANIA		
Allentown	700	2,024
Easton	46	46
Erie	248	303
Harrisburg	195	201
Hazeltine	2	103
Lancaster	139	285
Philadelphia	34,874	79,446
Pittsburgh	4,544	5,652
Pottsville	122	144
Reading	563	1,224
Sunbury	80	119
Williamsport	21	31
Other Cities	304	720
RHODE ISLAND		
Providence	1,610	3,263
Other Cities	142	1,115
TENNESSEE		
Knoxville	10	19
Memphis	2,212	3,057
Nashville	39	40
Other Cities	22	30
TEXAS		
Dallas	1,495	3,979
El Paso	63	163
Fort Worth	800	2,093
Houston	1,981	2,047
Other Cities	33	249
Cities not stated	..	175
UTAH		
Salt Lake City	473	977
Cities not stated	23	24
VERMONT	..	3
VIRGINIA		
Alexandria	15	15
Norfolk	196	286
Richmond	648	2,452
Other Cities	46	168
WASHINGTON		
Seattle	4,123	4,450
Tacoma	43	47
Other Cities	66	72
WEST VIRGINIA		
Clarksburg	30	41
Wheeling	94	97
Other Cities	21	29
WISCONSIN		
Madison	73	96
Milwaukee	6,129	10,544
Other Cities	49	80
AREAS NOT DETERMINED	6,366	26,991
TOTAL SHIPMENTS	354,314	802,025

TV SET figures reported to BROADCASTING during the past week:

WAVE-TV Louisville Area (Kentucky, Indiana and Jefferson County, Ky.)—5,673 as of March 1, reported by WAVE Inc., Louisville.

Seattle, Wash.—4,000 as of March 1, estimated and reported by KRSC-TV Seattle.

Chicago, Ill.—100,447 as of Feb. 1, reported by city's Electric Assn.

TELEVISION TRANSMISSION

Crosley Plans Interconnection Facilities

A COMPLEX system of relay equipment is being installed by Crosley Broadcasting Corp. which will enable WLWC (TV) Columbus and WLWD (TV) Dayton to receive and rebroadcast the programs of WLWT (TV) Cincinnati. DuMont and NBC network programs, in addition to WLWT shows and films, will be carried by the facilities.

Plans also call for WLWD sending programs to WLWC in the future. WLWD is to start this month. Additional equipment eventually will be installed for two-way transmission of programs at all sites.

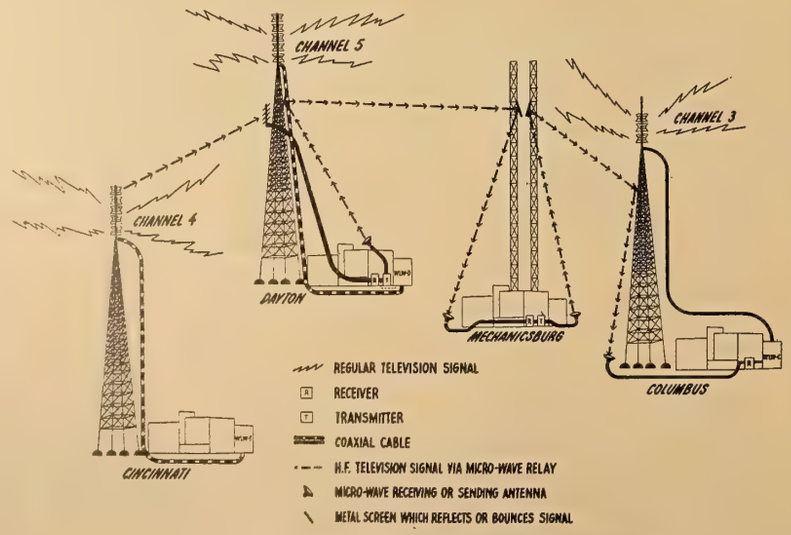
In its present form the system operates as follows:

WLWT programs, telecast on Channel 4, are picked up by a special antenna on the WLWD tower and are carried by coaxial cable to a modified receiver in the WLWD transmitter building. From there they go to a micro-wave transmitter and out to an eight-foot micro-wave antenna set up near the tower. This antenna focuses the signal into a beam, much in the manner of a search-light beam.

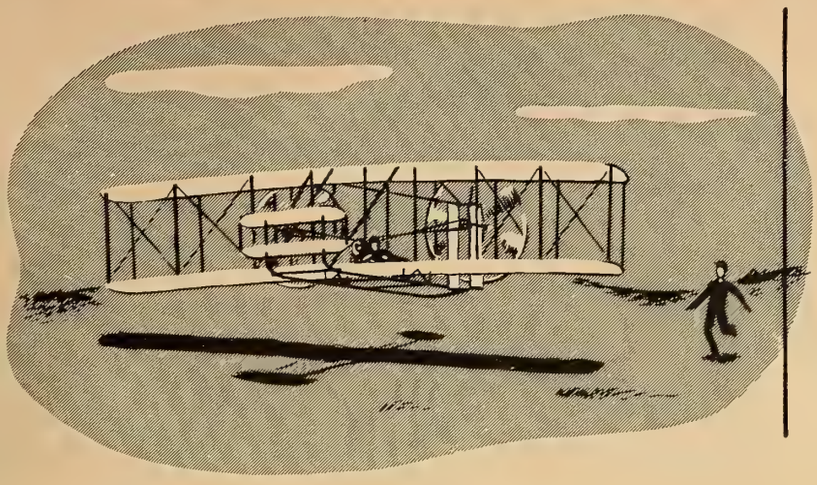
The beam is focused on a perforated metal screen on the tower which "bounces" the signal out into the air, aiming it at the next relay in Mechanicsburg. This signal is sent at a frequency about 30 times that of ordinary video.

At Mechanicsburg the signal hits another screen and is "bounced" down to a receiving antenna at the ground. The signal travels through another receiver and transmitter and is rebroadcast through the "bounce" technique used at WLWD.

At Columbus the signal is received and amplified and rebroadcast on WLWC's Channel 3. The program may also be broadcast in Dayton as well as relaying it through.



Artist's drawing of the relay system to be used.



Famous Dayton, Ohio, "FIRSTS"

Two young men from Dayton, Ohio, Wilbur and Orville Wright, made the *first* successful heavier-than-air machine flights at Kittyhawk, N. C., on December 17, 1903. The plane was built in the Wright Brothers' bicycle shop in Dayton.

WHIO-TV is Dayton's FIRST TELEVISION STATION

FIRST Dayton television station to go on the air.

FIRST and *only* Dayton owned and operated TV station.

FIRST with Dayton's TV set owners. More than 3,500 requests for WHIO-TV program schedules are proof of viewers' interest.

FIRST and only TV station run by Daytonians. Our executives have 113 years combined experience serving the Dayton market.

FIRST to bring local sports events to Dayton TV viewers.

Now is the time to start reaching the profitable Dayton market via television while choice availabilities can be had on WHIO-TV.

FIRST come, *first* served. Contact your nearest Katz representative.

WHIO TV
DAYTON, OHIO
AM ★ FM ★ TV

Represented Nationally by
The Katz Agency, Inc.

SPOT CHECK INC.

Offices Open in New York

SPOT CHECK Inc., with offices at 270 Park Ave., New York, a new survey agency for checking video commercial spots and minute motion pictures in theatres, has started operations.

Working in cooperation with the Veterans Administration, which will supply a pool of manpower to be paid on a per-check basis, the new firm will sell its services to advertising agencies. Checkers, selected by the VA, will fill out questionnaires supplying information to agencies on how commercials are being projected throughout the nation.

Dr. Ira D. Scott, head of the VA Bureau of Vocational Rehabilitation and Education, is the Washington coordinator between the New York firm and the Washington VA office. President of the company is Hardie Frieberg; Louis Philmus is vice president; Bernard Samuels is acting as liaison between VA in New York and the company; Les Sugarman is director of public relations.

'STAR THEATRE'

Texaco TV Show Tops Again

FEBRUARY TV Hooperatings for New York City show the *Texaco Star Theatre* once more leads the top ten listing, with a 76.6 rating. This lead was maintained during February despite Milton Berle's absence from the show, due to illness.

Top Ten TV Hooperatings
(Regularly scheduled sponsored television programs)
February 1949

	Station	Rating
1. Texaco Theatre	WNBT	76.6
2. Godfrey's Scouts	WCBS-TV	56.1
3. Broadway Revue	WABD, WNBT	50.6
4. Toast of the Town	WCBS-TV	48.0
5. Godfrey & Friends	WCBS-TV	46.6
6. Break the Bank	WJZ-TV	34.7
7. Your Show Time	WNBT	32.5
8. We, the People	WCBS-TV	32.2
9. Arrow Show	WNBT	32.1
10. Colgate Theatre	WNBT	30.2

The *Broadway Revue* was telecast on WABD and WNBT. The rating is the combined audience to both channels.

HIGH BAND TV

Princeton Station Granted

CONSENT was granted by FCC last week to application of RCA-NBC for experimental high band television station at the RCA laboratory in Princeton, N. J. Assigned call KE2XAY, station will operate on 846-854 mc.

Purpose of the station will be to obtain propagation data "which compares vertical and horizontal polarization with respect to shadows and multipath," the firm told the Commission in its request [BROADCASTING, Feb. 21]. Project will be under the supervision of Dr. George H. Brown, RCA Labs. research engineer.

SKY ANTENNA

Features Balloon and Kite

AIRBORNE television receiving antenna, consisting of a balloon and kite combination called "kytoon" and capable of effecting an antenna height of 100 to 200 ft., has been announced by Ralph Carr Powell, Gloucester, Mass.

Although also offered as an aid to home reception, the device was said to hold particularly wide possibilities for TV set dealers, installation and field technicians and others. The kytoon measures 6½ ft. long and 3½ ft. wide and features a coaxial flying-transmission line. Accessories offered include a small cylindrical hanger and two-wheel trailer for mobile use.

The kytoon requires 40 cubic feet of helium and will remain aloft about 30 hours when it must be lowered to make up for gas diffusion. Helium cost per inflation is given at $3.20. A $6 neoprene bladder must be replaced monthly.

SABINE ASKS

TV Grant for Port Arthur

NEW TELEVISION application for Beaumont-Port Arthur, Tex., was filed with FCC last week by Sabine Television Corp. Station would be affiliate of Texas Telenet System, proposed state TV network [BROADCASTING, Sept. 8, 1948, Feb. 21].

Headed by Dallas advertising executive Miles F. Leche, Sabine Television requests Channel 3 (60-66 mc) with effective radiated power of 13.2 kw visual, 6.6 kw aural and antenna height above average terrain of 543 ft. Estimated cost of construction is $152,698 with first year's operating cost cited as $38,000 and expected revenue $36,000. Principals are:

Mr. Leche, owner of Leche & Leche, Dallas advertising agency, president and 20% owner. Other officers, each with 20% interest, include Paul E. Taft, secretary-treasurer; D. Malcolm Cummings, Samuel H. Peak and G. B. Boone Jr., all vice presidents. The latter four are associated with Duncan Coffee Co., Houston.

Banking on TV

LINCOLN National Bank & Trust Co., Syracuse, N. Y., has entered the ranks of video advertisers with a series of spots on WHEN (TV) Syracuse. Prepared by Barlow Advertising Agency, the spots stress three of the bank's major services—free parking, 24-hour banking and location. Warren B. Unbehend, bank president, stated that he expects good results from the spot series because of the growing number of sets in the area and the opportunities offered by the use of the graphic advertising technique.



New television antenna "kytoon."

WICU (TV) TESTS

'Dispatch' Has TV Sections

PRELIMINARY to the start of test patterns on its television station WICU (TV) Erie, Pa., March 1, *The Erie Dispatch* carried two special video sections Feb. 27. Edward Lamb, president of The Erie Dispatch Inc., station owner, announced that regular program service is expected to start March 15. The station is assigned Channel 12 (204-210 mc) with 3.02 kw visual and 1.53 kw aural.

The two sections, 38 pages in all, covered not only the background of WICU but also that of video in general. The front page of one section carried a picture of the proposed WICU facilities and a story by FCC Chairman Wayne Coy, especially written for the paper. A letter of congratulation from James H. Duff, Governor of Pennsylvania, also was reproduced. A good portion of the two sections was devoted to advertising, mostly for video sets.

WAMS, WDEL-TV

It's a Battle of Petitions

THE STRUGGLE between WAMS and WDEL-TV, both Wilmington, Del., over the latter's television permit for the sole facility there, Channel 7 (174-180 mc), has settled down to a battle of petitions.

In a rejoinder filed with FCC last week to WAMS charges it has misrepresented the progress of TV construction, WDEL-TV repeated its denial of the accusations and requested immediate grant of its application for extension of completion date. WAMS initially charged that WDEL-TV in its January request for more time had told FCC it was building but an on-the-spot inspection by WAMS three weeks later showed contrary [BROADCASTING, Feb. 21].

WDEL immediately denied the charges and WAMS filed a renewed allegation, now answered by the rejoinder.

FILM PRODUCERS

Form Groups for Meeting

TELEVISION Film Producers Assn., of Los Angeles, is forming three committees who will confer sometime this month with representative groups of Screen Directors Guild, Screen Actors Guild and IATSE (International Alliance of Theatrical Stage Employes). Purpose of the meeting is to work out mutual problems.

TFPA group who will meet with IATSE includes Glenn Miller, Jerry Fairbanks Productions; Hal Roach Jr., Hal Eugene Roach Jr. Productions; Guy Thayer, Roland-Reed Productions, and Al Herman, Herman Productions. Conferring with SDG will be William Cameron Menzies, Menzies-Kinney Productions; Vernon Keays, Vernon Keays Productions, and Harlan Thompson, IMPPRO Inc. Personnel to meet with SAG had not been named.

TAP CHANGES

TV Firm Is Reorganized

REORGANIZATION of Television Advertising Productions, Chicago, has begun with appointment of William A. Zimmerman as managing director and announcement of firm's plans to occupy new production quarters.

Mr. Zimmerman, former TAP sales director, succeeds Ardien Rodner, who worked as president of the firm which he helped found. Mr. Rodner resigned to join WPIX (TV) New York as liaison between the sales and programming departments. Del Gay, motion picture technical director on the staff, will continue to supervise film operations.

While new studio space is being constructed, the company will remain at 360 N. Michigan Ave.

Film Package Rights

CBS-TV is offering its 31 affiliates first-run rights to any or all of four film packages, totaling 82 features and short subjects. According to Grant Theis, manager of the film syndication department, package includes 52 major British productions, 13 Vienna Philharmonic concerts, eight *Strange As It Seems* shorts and nine *Musical Moods* fillers, on 16mm prints. They are available for immediate delivery, on a pricing system based on a percentage of each station's current rate card.

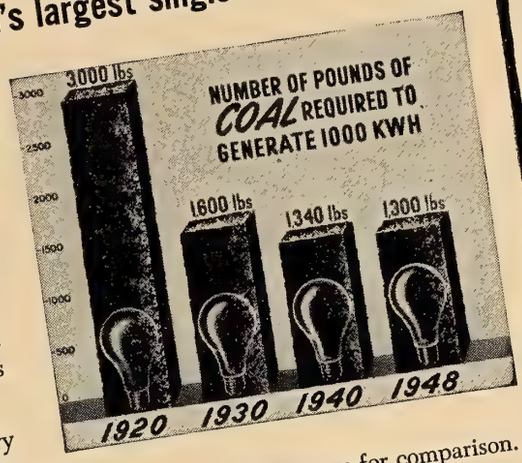
WCAU-TV Schedule

WCAU-TV Philadelphia has stepped up its schedule to 56 hours and 10 minutes of actual program fare each week, nine months after going on the air. A survey of the same period, Feb. 21-27, shows the station has 62 separate clients, 49 local and 13 via the CBS network.

Memo to Editors

Electric Utilities are now coal's largest single customer

Since Thomas A. Edison invented the incandescent lamp 70 years ago, coal has been the basic fuel for generating electricity. Coal has kept pace with the ever-increasing demands for electric light and power. More and more coal . . . channeled to electric generating plants . . . burned there with progressively greater efficiency.



In 1920 the electric utilities consumed about 6% of the total output of bituminous coal. In 1948 it was about 18%.

As the electric power and light industry urgently expands its capacity, it looks like 105 million tons will be required this year. And the coal industry now foresees the time when the utilities may require 150 million tons per year!

Electric utilities are today the bituminous coal industry's largest single customer, passing the railroads, which last year consumed 99 million tons of bituminous coal.

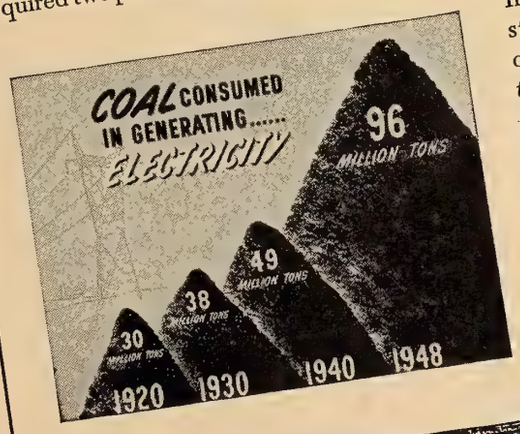
The efficiency with which electricity can be produced from coal has more than doubled in the last quarter century. Today one pound of coal will do the work which formerly required two pounds or three pounds, depending on how far back we go for comparison.

The accompanying charts depict national averages. In the latest coal-burning electric power plants now being built, the increased efficiency is even more sensational. It is well below 1,000 pounds per 1,000 kwh.

Hydroelectric power accounts for less than one-third of the total electric output. And, despite the many hydroelectric power plants that have been built in recent years by government agencies, the fact is that hydro power is providing a steadily diminishing per cent of the total.

In contrast with such projects, coal-burning steam generating plants can be erected quickly—*directly at the points where electricity is most needed.* Initial generating units can be put into quick action and others added as demand requires.

Coal also offers the advantage of unlimited supply. It is immediately usable as shipped direct from modern mine preparation plants, is readily storable, and can be stockpiled in quantity—without costly storage facilities.



BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

TV IMPACT

Discussed at S. F. Ad Club

THE effect of television on the advertising revenue of AM radio was discussed by a three-man symposium at a meeting of the radio department of the San Francisco Ad Club March 13.

The discussion, entitled "Don't Sell AM Short," was chairmanned by Vincent A. Francis, sales manager of KGO. Speakers were Gayle Grubb, general manager of KGO and KGO-TV; Phil Lasky, vice president and general manager of KSFO and KPIX(TV); and Lindsey Spight, Pacific Coast manager of John Blair & Co.

It was brought out that television today is an effective advertising medium in only three areas: New York, Philadelphia and Los Angeles. In no other area, including Chicago, is there sufficient TV circulation for advertisers to consider the new medium on a par with radio.

The speakers also agreed there is no basis for the idea that TV advertising revenue must come from budgets now alloted to AM radio; rather it will come from increases in established budgets and from entirely new sources.

POCKET PIECE

TV Ratings to Be Included

TV HOOPERATING'S Pocket Piece for New York, published by C. E. Hooper Inc., New York, will shortly include first releases of television network audience ratings, based on random sampling of evening broadcasts of sponsored video programs, the survey company announced last week. Reports will cover television cities transmitting the network shows.

The TV network ratings will appear twice monthly, one taken during the third week of the month preceding, and one during the first week of the publication month. Cities covered will be those in which continuous Hooper interviewing is in progress, currently totaling 27 out of 31 video cities.

ABC-TV NETWORK

Three More Stations Join

ABC-TV last week announced the affiliation of three more television stations to its network. They are KRSC-TV Seattle, KLEE-TV Houston, and WFBM-TV Indianapolis.

KRSC-TV operates on Channel 5, and is owned by Radio Sales Corp., Seattle, and KLEE-TV operating on Channel 2, is owned by W. Albert Lee. Both are metropolitan class stations. WFBM-TV, which will begin operations on Channel 6 around June 1, is owned by WFBM Inc., Indianapolis. The two stations now telecasting bring to 21 the number of stations in the operating ABC-TV network.



WHILE IN NEW YORK to study possibilities of radio and television, Jim Hood (l), president of Ansul Chemical Co., visited the Borden Co.'s *County Fair* show. Here he is backstage with (l to r) Jerry Colonna, comedian; Win Elliot, m.c. on *County Fair*, and Ralph Moore, Ansul district manager.

SMPE MEET

Scheduled for April 4-8 In New York City

THE SOCIETY of Motion Picture Engineers will hold its 65th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.

Latest developments in theatre television and high-speed photography will be outlined by reports and demonstrations at special sessions and symposia during the convention's first three days, announced Earl I. Sponable, president of the society and technical director of 20th Century-Fox.

A major concentration of scientific and engineering leaders in the film world is expected at the conclave to discuss the rapid approach of commercial theatre television and many technical aspects of the film industry. Technical papers are being assembled by chairman of the society, Norwood L. Simmons Jr., Vice Chairman Joseph E. Aiken, Lorin Grignon, Edward S. Seely, R. T. Van Niman and H. S. Walker of the papers committee.

Technical Papers

Technical papers will deal with the approaching junction of television and motion pictures. Theatre presentation of video programs and production of films for use as television program material will each be covered in reports, discussion and demonstrations.

Opening forum of the convention will be on television and films with Donald E. Hyndman as moderator and Ralph B. Austrian as chairman. President Sponable said reports will be heard on methods of producing industrial, educational, institutional, commercial, promotional and entertainment sound-on-film reels for telecasting.

Television papers to be read on Tuesday, April 5, will include: "A Continuous Reel for Television," by William C. Eddy of Television Assoc.; "Television Pickup for Transparencies," by Roger Thompson of the Allen B. DuMont Labs; "Television Studio Lighting," by A. H. Brolly of Television Assoc.; "Problems of Video Recording," by F. N. Gillete of General Precision Lab; and "Processing in Houston Developing Machines for Television," by W. E. Engles of WPIX New York, and G. A. Lawor, Houston Corp.

Surveys indicating that television will have a forceful influence on informal mass education, as well as indications of its probable effect on reading, movie going and radio listening will be discussed Tuesday afternoon by William F. Kruse of William F. Kruse Assoc.

On the more technical level the same afternoon: "Comparative Image Quality of Television and Motion Picture Systems," by Otto Schade of RCA Tube Dept.; "Problems of Television Transmission and Reception," by F. J. Bingley of WOR-TV New York; and "Phonovision," by E. F. McDonald and John R. Howland of the Zenith Radio Corp.

Among demonstrations to be given will be one Monday evening, April 4 of the latest experimental theatre television projection equipment developed by RCA. It will highlight a progress report on theatre television by Barton Kreuzer, manager of RCA film recording and theatre equipment activities.

AD MONITORING

For TV Set Up in New York

THE DRUG division of New York City's Health Dept., under direction of assistant Health Commissioner Jerome Trichter, has started a monitoring service on television programs to report false or misleading advertising.

Only one case of misleading video advertising has been brought to the attention of the Bureau of Food and Drugs, of which the division is a part. It concerned therapeutic claims made by a dentifrice sponsor, who, upon being warned to moderate his announcer's boasts, complied with the Health Dept. order.

Radio and video stations, Mr. Trichter pointed out, have been "exceptionally cooperative," and often voluntarily submit scripts to the division in advance of a show. Sometimes, however, a script may be approved, but take on new meaning from the manner in which it is read by the announcer.

Three classes of sponsors fall easily into the misrepresentation class, and have to be watched carefully, said Mr. Trichter. These are manufacturers of weight-reducers, cure-alls for arthritis and rheumatism and dentifrices.

Videodex Expanded

EXPANSION into the New York area with a panel of 600 viewing homes has been started by the Jay & Graham Research Organization, Chicago, which issued its first Videodex last August. Monthly reports will be released in New York for programs watched by the panel from March 1. The firm expects to extend its video research operations into the 11 other major TV markets this year.

TRI REPORT

Video's Position Analyzed

TELEVISION's "huge outlays" may make it necessary for this new medium not only to "chop sharply into the other media" of advertising but also to completely absorb all public entertainment. That alarming possibility is foreseen by Television Research Institute.

Analyzing the place of television in the present scheme of things in its second special report, titled "Advertising—A Study in Optimism," TRI notes that television's total earnings in 1948 were some $2,500,000, "less than 1/1,000th of available expenditures" in all media. Furthermore, according to TRI, "television is so tremendously costly that it cannot depend on picking the bones of Father Radio . . . [but] to succeed it must find enough additional sources of revenue to meet its huge outlays."

"It is true," the report continues, "that as its networks spread, the outlays will be continuously less. But even the most conservative estimates figure nation-wide video-net-time at a minimum of $25,000 per half hour, as compared with radio's $10-12,000.

"Accordingly, television must chop sharply into the other media. To do this it must provide as varied a range of entertainment as do movies, nite-spots, magazines and the like. It must generate a revolution in the public attitude.

Complete Absorption

"One possibility lies in its ultimate, complete absorption of public entertainment and the diversion of popular expenditures for entertainment into the purchase of consumer goods. The additional consumer-goods profits would then be turned to advertising and a self-perpetuating cycle set up.

"But this must await the time when video-manufacturers are able to turn out 5-7 million receiving units a year. And that is still a long way off."

Reaching Out in Ohio
WCLT at Newark

● For a full 78 hours every week, WCLT energizes central Ohio air with 8500 watts of effective radiated power—transmitted through a 4-bay General Electric FM antenna mounted atop a 290-foot Truscon Self-Supporting Steel Radio Tower. Total antenna height reaches 332 feet above ground level.

Truscon Radio Towers are on horizons everywhere, serving the needs of AM, FM and TV broadcasters. Strong and stable, these slender steel structures are



engineered for top operating efficiency under specific local conditions.

Truscon engineers are ready now to put their vast experience to work for you. Truscon can furnish exactly the tower you need—guyed or self-supporting, uniform or tapered in cross-section, of any height. A call or letter to our home office in Youngstown, Ohio, —or to any convenient Truscon District office—rates immediate attention, and action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Another **TRUSCON TOWER OF STRENGTH 290 FT. HIGH**



TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS



ARE YOU MISSING YOUR CUE ON THE PACIFIC COAST?

DON'T LET YOUR Pacific Coast radio campaign fall flat by missing your cue for maximum sales! Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

THE PACIFIC COAST IS BIG! It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has *enough* stations to cover this vast area thoroughly – nearly as many as the other 3 Coast networks combined!

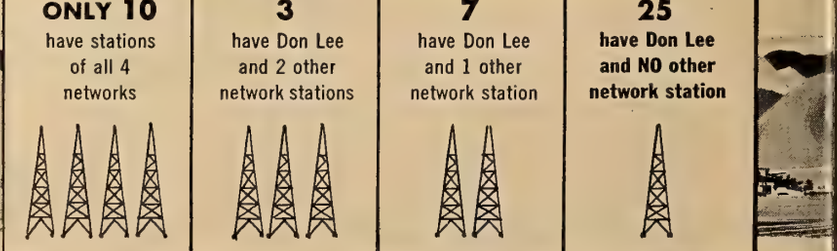
PACIFIC COAST RADIO IS *Different!* Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station, within

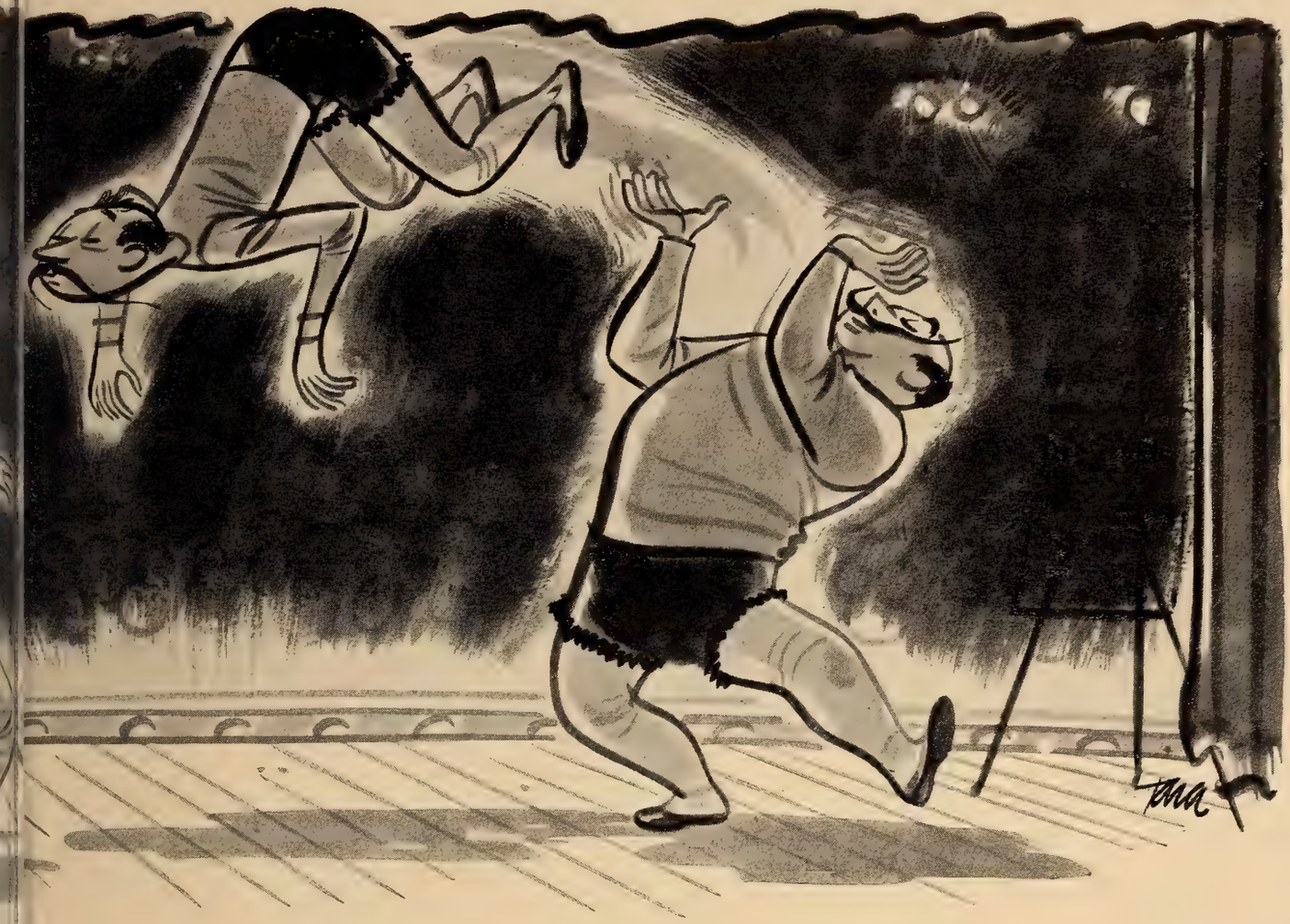
LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released *within* 45 of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

DON LEE STATIONS ON PARADE

KFRC—SAN FRANCISCO, CALIFORNIA—*A Don Lee key station since 1926. Serves the Coast's second largest market with 5000 watts at 610 KC. Non-directional tower in the heart of San Francisco gets your message to your prospects where they live. One of 45 reasons why nearly half of the Coast's regional network business is on Don Lee!*

The Nation's Greatest Regional Network



Editorial

Radio's Ladies, Bless 'Em

LAST WEEK more than 400 of radio's ladies met in Chicago for a three-day workshop convention of the Assn. of Women Broadcasters. The attendance was as large as that of the NAB itself just a decade ago.

Women have made a very important place for themselves in radio. Originally filling posts that required the "feminine touch," they have proved that they are capable of handling almost any job just as well and in some cases better than men. Look at Linnea Nelson, Bernice Judis, Ida McNeil to name a few. There are dozens of distaff owners and managers, as well as agency and advertiser buyers who need give no ground to their masculine opposite numbers.

Even our jaded eyes popped when we scanned the AWB figures (statistics, that is). That organization, now properly a department of the NAB, boasts an active membership of 1,500 staff members and performers on NAB member stations. They constitute a phalanx of 1,500 Amazon (in spirit) warriors for the cause of a free American radio.

The success of the AWB meeting must have created a new problem—that of "radio widowers." We can picture Daddy sending Junior off to school with assurances that "Mother will be back tomorrow. She's in Chicago attending the women broadcasters meeting."

Hoover Cleaner

UNLESS CONGRESS kicks over the regulatory traces, the FCC will remain an independent agency, and will not be kneaded into a departmental structure under a Cabinet officer.

That, in any event, is the recommendation to Congress made by the Commission on Organization of the Executive Branch of the Government, generally known as the Hoover Commission.

That does not mean that all is sweetness and light in communications regulation in the judgment either of the Hoover Commission or of Congress. The task force report on the FCC [BROADCASTING, March 7] found many deficiencies in the FCC *modus operandi*. The Hoover Commission makes certain recommendations applicable to all independent regulatory commissions, but, surprisingly, didn't single out the FCC for special mention at all.

The FCC and Congress is a continued story of controversy and intrigue and wheels within wheels, the first chapter of which began when radio regulation started in 1927. Certainly there are not signs of abatement at this session of Congress.

The Hoover Commission says appointments to membership on the independent commissions are sometimes below desirable standards because of inadequate salaries. It adds that unnecessary red tape has crept into procedures causing useless delay and expense. While the Commission didn't specifically mention the FCC, it certainly must have had it in mind.

The Hoover group recommends an executive officer for each agency to handle administrative work. That again hits the FCC on the button. It would relieve commissioners of detail, which has all but smothered them.

"The salaries of commissioners are too low," says the Hoover body. That's a masterpiece of understatement. The Commissioners draw $10,000 a year—exactly what they drew in 1927. Legislation is now languishing on the Hill for an increase to $17,500. That's paltry enough.

The Hoover group concludes that the real savings will not be found in reduction of administrative budgets, but rather in elimination of the "delay and inefficiency in regulation which involves large costs to the regulated industries themselves which must be passed on to the public by one method or another." Expedition, it adds, "will mean vast savings as well as better justice."

If, in its overall findings, the Hoover Commission didn't have the FCC *per se* in mind, it certainly can be credited with having dealt with a reasonable facsimile therof.

TV: Tumultuous Video

NEED for better housekeeping in radio and TV is becoming increasingly evident. Lack of coordination between AM and TV, and between manufacturers and broadcasters, is provoking widespread confusion on the part of the public, the advertisers and the legislators.

Look at the current record. The FCC on Feb. 25 sent to the Senate Commerce Committee its reply to questions propounded on TV allocations. The Associated Press carried a story stating that the FCC would like to put television signals into the higher frequency bands—"too high for present sets." It was bad reporting, because the FCC said nothing of the sort. A well-meaning reporter tried to jazz up a lead and had no understanding of the complexities of wavelengths and allocations.

Within a week, Zenith, which has revived its lone-wolf hell-raising in radio, ran a full-page ad proclaiming that "expected changes" in wavelengths would not obsolete its TV sets, which covered both VHF and UHF with "no conversion necessary." Since the UHF allocations haven't been devised, how can such an extreme claim be made?

Last week, Chairman Ed Johnson, of the Senate committee, again descended upon the FCC on TV allocations. You can wager that the repercussions will be even more violent than those which came in the wake of the first FCC-Committee exchange, with resultant depressing effect upon all set sales and with the public more befuddled than ever.

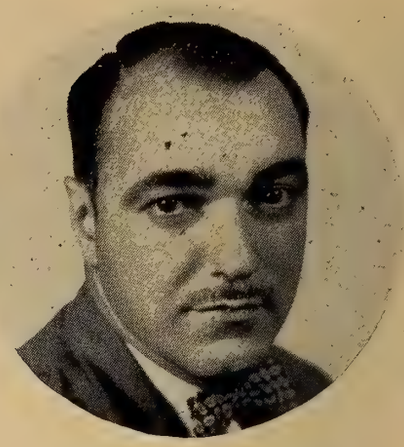
We find TV zealots kidding themselves about the economics of their business. We have been unable to find any two separately-owned operations that use the same bookkeeping methods. If uniform, recognized accounting were used, we doubt whether any of the 58 TV stations in operation would approach the break-even point. TV is expensive and will continue to be until circulation is built to the point where the cost per impression is comparable to other media.

Telecasters are deluding themselves when they make extravagant claims. They build sales resistances; they invite union demands; they excite copyright owners, and they provoke the legislators, from city council to Congress. Everybody likes to sock the big guy.

Assaults upon commercial radio by a radio manufacturer of the stature of Zenith can do naught but hurt all radio, aural as well as TV.

If there must be a Congressional disrobing of TV, it's probably better to have it now than later when the stakes will be so much greater. It's certainly clear, however, that team work is needed among the mass radio media.

Our Respects To —



CHARLES WILLIAM GODWIN

AFTER more than 11 years in the hostile North, Charles William Godwin, a displaced Confederate recently repatriated, is now digging in on the south—south, that is—bank of Peachtree Creek, a safe two-months' forced march from the nearest Yankee settlement.

As the new manager of Mutual's Atlanta office, Mr. Godwin is energetically surveying sites for rifle pits in his front yard. An incurable student of the South's part in the War Between the States, he is acutely aware that Sherman overran Hood's left flank at the very plot on which the Godwin house is sitting. Although Sherman passed by 85 years before, Mr. Godwin is not taking any chances with Yankee stragglers.

Mr. Godwin has returned to the safety of sub-Mason and Dixon line regions after long service at Mutual's headquarters, which are distressingly situated in New York. He had been the network's director of station relations since 1945.

He reached his present eminence by a circuitous route. Born in Fernwood, Miss., Aug. 10, 1914, he was taken by his family to New Orleans when still a tot. He was 17 when the family moved again, this time to Oklahoma City.

Mr. Godwin, transplanted to an area where oil was spouting from every hole in the ground, decided to become a petroleum engineer, a profession which at the time commanded indecently enormous wages, and he enrolled in Oklahoma City U. to major in geology.

He had attended the university for two years when it became obvious that there was more rich, beautiful oil in Mr. Godwin's voice than in all the earth beneath Oklahoma. He abandoned geology for radio announcing.

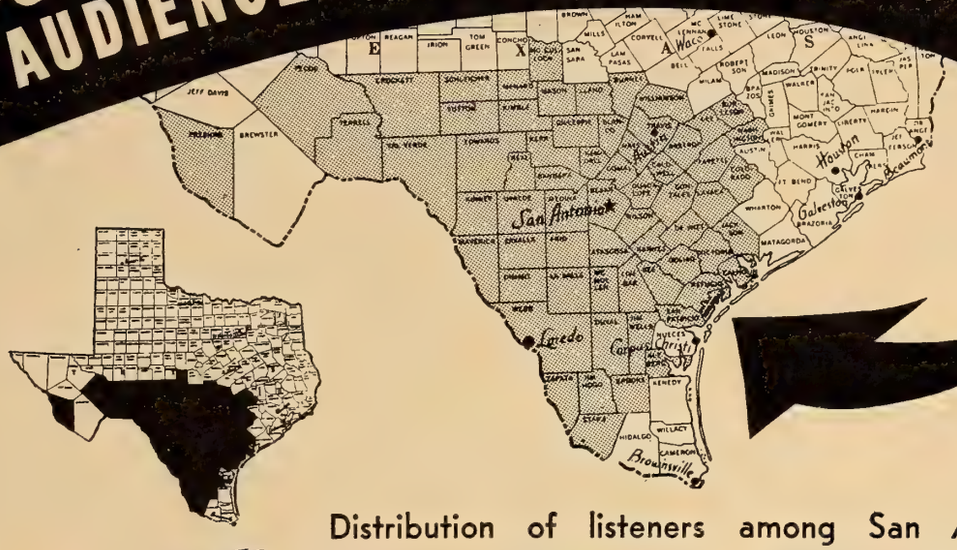
In extracurricular moments, Mr. Godwin had acted in amateur theatricals at Oklahoma City U., an avocation which aroused his interest in radio. While still in school he wangled several dramatic assignments on WKY Oklahoma City, and when in 1933 the station offered him a regular announcing job at $25 every week, he took it like Grant took Richmond.

A year later he moved to WLW Cincinnati and specialized in programs of rural appeal. "I was," he recalls, "the farmer's friend. Godwin was in charge of hillbillies, crop reports, farm news and what-have-you."

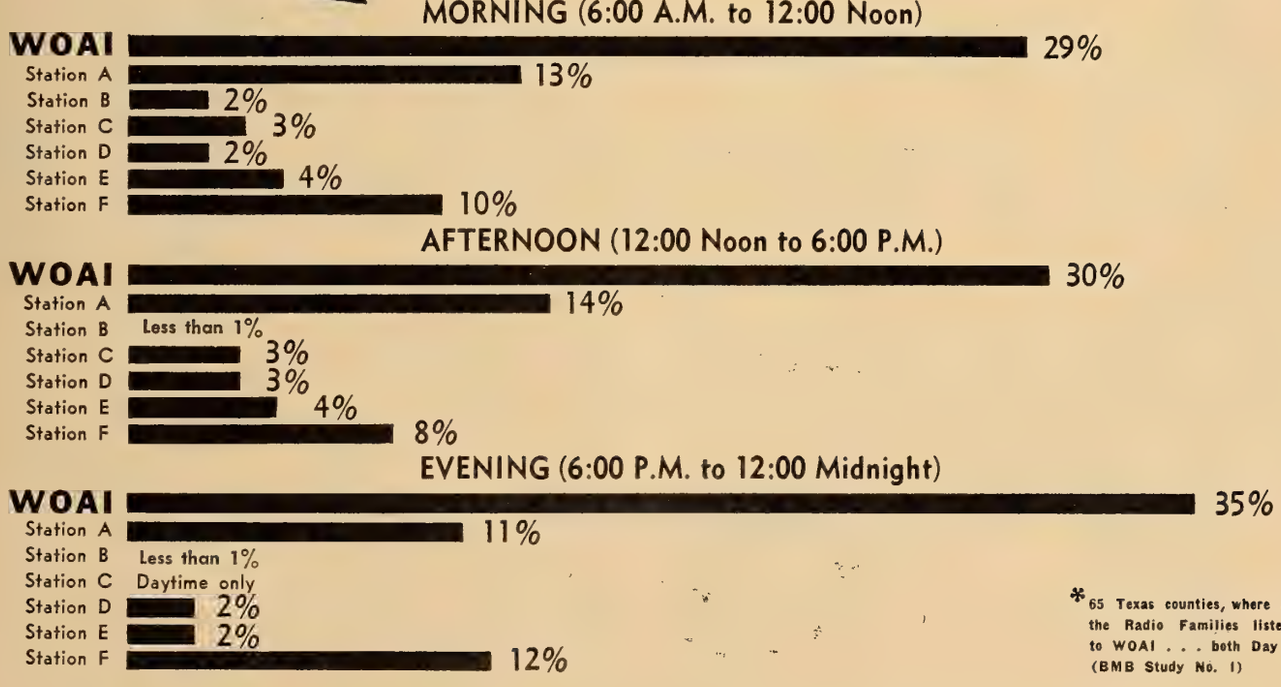
The farmers lost their friend in 1936 when Mr. Godwin became the victim of a routine

(Continued on page 46)

One SAN ANTONIO STATION HAS THE AUDIENCE IN THIS 65 COUNTY AREA!



Distribution of listeners among San Antonio stations, based upon the C. E. Hooper Fall, 1948, Study of Listening Habits of 320,940 Radio Families living in 65 South Texas counties*:



*65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI . . . both Day and Night. (BMB Study No. 1)

NOW, MORE THAN EVER, WOAI STANDS OUT AS "THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST."

WOAI San Antonio

NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.-------New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management



DOUGLAS CAMPBELL, former commercial manager of WCAR Pontiac, Mich., has been appointed manager of WHRV Ann Arbor. He previously was station manager of WJEL and WJEN Springfield, Ohio.

RALPH M. WALLACE has resigned his executive post with WEWS-FM Cleveland, Ohio, to become manager of WCUO(FM), new station being constructed in Cleveland by UAW-CIO Broadcasting Corp. of Ohio. During 18 years in radio, Mr. Wallace has worked in various managerial positions in Bangor, Boston and Syracuse, and prior to joining WEWS in 1947 was head of radio division of Foster & Davies, Cleveland agency.



Mr. Wallace

WALTER BAZIUK, acting manager of KERN Bakersfield, Calif., has been named station manager.

NILES TRAMMELL, NBC president, has been appointed a member of information committee of Committee for Economic Development.

DR. HERMAN S. HETTINGER, radio economist and first research director of NAB, has accepted assignment with Overseas Consultants Inc. for Iranian government. He leaves this month for Tehran, to return about June 1. **PAUL A. DeMARS,** consulting engineer associated with **RAYMOND P. WILMOTTE,** is in Tehran on same assignment, involving survey and ultimate installation of modern communications system, including radio broadcasting. Dr. and Mrs. Hettinger March 2 became the parents of a boy, Thomas A. G. S. Hettinger.

JOHN W. KENNEDY Jr., sales manager of WHAM, WHFM(FM) and WHTM(TV) Rochester, N. Y., has been promoted to newly created post of administrative assistant to **WILLIAM FAY,** Stromberg-Carlson vice president in charge of broadcasting. He will also continue as sales manager.



Mr. Kennedy

FRANCIS W. BRINKLEY, former vice president and general manager of WILM Wilmington, Del., has been appointed to newly created post of managing director of WENE(AM-FM) Binghamton-Endicott, WDOS(AM-FM) Oneonta, N. Y., and WVPO Stroudsburg, Pa., all connected in ownership. He will make his headquarters at Endicott.

PAUL HANCOCK, former stations relations representative for MBS, has been appointed administrative assistant to NBC's director of stations departments, **EASTON C. WOOLLEY.** Mr. Hancock previously was vice president and general manager of WMID Atlantic City.

LARRY SHEER, former commercial manager of KVKM Monahans, Tex., has been named general manager of KWTC Barstow, Calif. He succeeds **B. C. BOATRIGHT,** resigned.

MICHAEL BARKWAY, representative of British Broadcasting Corp. for past five years at Toronto, has resigned effective March 31, to join *Toronto Financial Post* as editorial writer. No successor has been named as yet. **JOHN POLWARTH,** assistant BBC representative at Toronto, will take charge temporarily.

ROBERT M. RICHMOND, former director of publicity for The May Co., Baltimore, today joins WCAO Baltimore as assistant manager in charge of national sales and promotion.



Mr. Richmond

GEORGE J. SCHAEFER, former manager of WOBU Charleston, W. Va., and announcer-writer at WLW Cincinnati, has announced opening of law office in Union Central Life Bldg., Cincinnati.

FORTUNE POPE, executive vice president and general manager of WHOM New York, has been appointed to radio-video division of Cardinal's Committee of the Laity in Catholic Charities annual appeal. Mr. Pope will have charge of solicitation among foreign language stations in New York area.

WALTER H. ANNENBERG, editor and publisher of *Philadelphia Inquirer* (WFIL-AM-FM-TV), will receive Gold Medal Award of Philadelphia Club of Printing House Craftsmen on March 26 for his achievements as publisher and his active work in advancement of radio and television.

ROBERT E. WHITE, KYW Philadelphia general manager, has been named radio chairman of annual Salvation Army fund raising campaign for second consecutive year.

Respects

(Continued from page 44)

personnel reshuffling at WLW. Without firm prospects, he bought a round-trip train ticket to Washington, Baltimore, New York and back to Cincinnati and set out to find a job.

Mr. Godwin, who is not only gifted but also lucky, decided to approach WJSV (now WTOP) Washington for his first solicitation, and it happened that the station was in urgent need of an announcer that very morning to describe a parade.

He was hired without an audition and was at work within moments after he had entered the premises. He remained at WJSV for a year. At the end of that time he decided to try New York radio, and, again acting without prospects, embarked for the distant North.

The radio studio nearest New York's Pennsylvania Station that Mr. Godwin knew about was WOR, and for no other reason he elected to rap on its door. By miraculous fortune an announcer had quit that morning. Mr. Godwin was hired in his place.

A year later he was named manager of WOR's Newark studios, which were an active origination point in those days for many of the station's shows. Within the next two years he became successively assistant production manager of WOR, production manager, manager of the WOR FM station, W71NY, and night manager of WOR.

In 1943 he joined Mutual as field representative in the station relations department. In April 1944 he became assistant to Carl Haverlin the director of the department, and a year later, when Mr. Haverlin was elevated to a vice presidency, Mr. Godwin succeeded to the director's job.

At such times as the two of them were not engaged in skirmishes with Mutual executives and affiliates, they refought privately the major campaigns of the Union and Confederacy. Mr. Haverlin is a long-time student of the Civil War as seen from the Union's side. Mr. Godwin approaches the subject from the other viewpoint.

Mr. Godwin's interest in the war was first aroused when he visited the site of the Battle of Manassas on a short trip made during his service with WJSV. "I decided I ought to read up on the war," he says. "So I bought a book on Lee." He also submitted to an early whim of impartiality which he quickly outgrew—"I bought a book on Grant too," he explains.

He now owns a library of more than 1,000 volumes on the War Between the States. He has visited the scene of every important battle, many of them several times.

In Mr. Haverlin he found a willing companion to tramp the battlefields. The two of them often found it possible, with only slight rearrangement of Mutual's executive procedures, to make field trips to stations which coincidentally were situated near the sites of Civil War campaigns. Messrs. Haverlin and Godwin more than once have arrayed themselves in the positions of the Union and Confederate armies to revive disputes which Mr. Godwin at least feels were never adequately settled.

Mr. Godwin's immersion in an 85-year-old war was at first a minor hazard to his domestic peace, he confesses. His wife, the former Lorece Northcutt, whom he met in a college theatrical presentation in Oklahoma City and married in 1934, has finally come to tolerate her husband's bemusement in the ancient struggle. The Godwins have a 9-year-old daughter, Gay.

Mr. Godwin has no time for hobbies other than his study of the Civil War. His club memberships include the Chicago Civil War Round Table, the New York Radio Executives Club, and, somewhat incredibly, the Abraham Lincoln Assn. of Springfield, Ill.

In the ranks of the latter association Mr. Godwin feels something of a spy. He joined it, he hastens to explain, because of the importuning of Mr. Haverlin, who is a tower of strength in the organization.

SWIFT NAMED

General Manager of WCBS

G. RICHARD SWIFT, assistant general manager of WCBS New York since May 1946, has been appointed general manager of the station, J. Kelly Smith, vice president and director of station administration, announced last week.



Mr. Swift

Mr. Swift takes over the duties of Arthur Hull Hayes, now vice president in charge of the network's San Francisco office. The new general manager has had 16 years experience in network and local radio programming, sales, and administration.

Born in Newark, N. J., Mr. Swift joined CBS in December 1932, after graduation from Montclair (N. J.) High School.

MEYERSON

Resigns WKY Position

J. I. MEYERSON, sales and promotion manager of the Oklahoma Publishing Co. and director and vice president of WKY Oklahoma City, resigned last week. Mr. Meyerson has not disclosed future plans.



Mr. Meyerson

The resignation terminated nearly 30 years of association with the publishing company and its associated enterprises, including KLZ Denver and KVOR Colorado Springs, as well as WKY. He was advertising manager of the *Daily Oklahoman* and *Times* from 1928 to 1935; manager of KLZ in 1935-36; and had been sales and promotion manager of the properties until his resignation.

Mr. Meyerson's resignation follows by several months the departure of his immediate superior, Edgar T. Bell, who disposed of his stock interest in the Oklahoma Publishing Co. properties last August. Mr. Bell is now general manager of KTSA San Antonio.



GRIEVE, Bisset & Holland, Waterbury, Conn., department store, renews for third year on WWCO Waterbury. L to r: Mort Silverman, WWCO commercial manager (standing); G. Walker Bisset, of GB&H, and Militon H. Meyers, WWCO general manager. Firm sponsors variety-disc show, *The Sunshine Special*, 8:15-9 a.m. (EST), Mon.-Sat., on WWCO.

CORWIN TO UN

Joins Radio Division

NORMAN CORWIN, radio writer and producer, has joined the radio division of the United Nations Dept. of Public Information. Mr. Corwin will create and direct special projects for world-wide transmission. He will be responsible for planning and executing programs based on major themes of international concern, such as the universal declaration of human rights. Other programs will deal particularly in the social and economic fields.



Mr. Corwin

This marks Mr. Corwin's return to radio after two years writing movies and plays. He was the first recipient of the Wendell Willkie One World Award, following which he made an historic 37,000-mile flight through 17 countries documenting a series for CBS.

MANSFIELD SIGNS

New 7-Year CBS Contract

IRVING MANSFIELD, CBS producer who developed *Arthur Godfrey's Talent Scouts*, has signed a new, seven-year contract with expanded responsibilities to create and produce package programs, it has been announced by Hubbell Robinson Jr., vice president and director of programs for CBS.

Mr. Mansfield produced the Fred Allen program for four years prior to joining CBS on Jan. 1, 1946 as a comedy show producer.

NBC PROMOTION

Campaign Plans Started

A SPECIAL subcommittee which will fashion a vigorous promotion campaign was formed last week by NBC's Stations Planning & Advisory Committee. The campaign was called for at the affiliates meeting a fortnight ago in Chicago [BROADCASTING, March 7].

At the Chicago meeting, NBC affiliates adopted a resolution committing the network to "accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's No. 1 network."

The subcommittee formed last week includes: Harry Bannister, general manager, WWJ Detroit; J. B. Conley, general manager, Westinghouse Radio Stations; John J. Gillin Jr., president, WOW Omaha; George Thomas, general manager, KVOL Lafayette, La.; P. G. Sugg, manager, WKY Oklahoma City; and E. C. Kelly, manager, KCRA Sacramento, Calif. Representing the network at subcommittee meetings will be: Charles P. Hammond, NBC vice president and assistant to the president; Sydney H. Eiges, NBC vice president in charge of press; and James Nelson, director of advertising and promotion for NBC.

NARFD

Names Regional Chairmen

NATIONAL Assn. of Radio Farm Directors has named a group of regional chairmen to guide activities through 1949, as well as heads of various NARFD committees. Simultaneously Sam Schneider, KVOO Tulsa, Okla., was named editor of the association's newsletter, and Herb Plambeck, WHO Des Moines, Ia., historian.

Regional chairmen are: Homer Martz, KDKA Pittsburgh (for the East); Roy Battle, WLW Cincinnati (East North Central); Chris Mack, WNAX Yankton, S. D. (West North Central); Murray Cox, WFAA Dallas (Southwest); Arnold Ebert, KOAC Corvallis, Ore. (Pacific Northwest), and Henry Schacht, KNBC San Francisco (Pacific Southwest).

Top committee assignments went to Hal Totten, WGN Chicago (convention facilites); Mr. Mack (awards); Paul Visser, NBC Chicago (convention program); Mal Hansen, WOW Omaha (membership); Charles Worcester, WMT Cedar Rapids, Ia., and Mr. Schneider (professional guidance); Larry Haeg, WCCO Minneapolis-St. Paul (resolutions); Al Bond, KIRO Seattle (yearbook publication), and Edd Lemons, Oklahoma Extension, Stillwater (extension relations).

Kleve Kirby

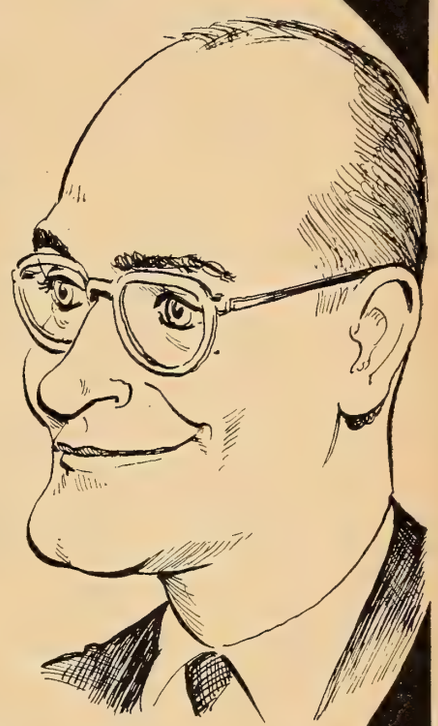
KLEVE KIRBY, 33, NBC Chicago announcer, was killed instantly March 5 in an automobile accident at Wauconda, Ill. George Stone, also announcer at NBC's Central Division, was seriously injured. He is being treated at St. Theresa's Hospital, Waukegan. Mr. Kirby is survived by his wife, Elsie Rose, and two children, Pamela 6, and Kleve Jr. 5.

The Patroon* of the week

FRANK REED

Media Director,
HILL, BLACKETT & CO.
Chicago

Frank is recognized as one of the most experienced time buyers in the industry, having been with Stack-Gobel Advertising Agency for 19 years; WIND's sales department; Wm. G. Rambeau; and finally with Hill Blackett for over 5 years. The William G. Rambeau rep today presented Frank with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.





*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Advertisers have confidence in WPTR because WPTR does not cut rates, double spot or make back door deals. WPTR has one rate card for all and all receive the same careful attention.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

RADIO-NEWSPAPERS

Cooperation Stressed

RADIO and newspapers complement one another rather than oppose each other in many fields of their endeavor, Frank Clarvoe, editor of the San Francisco *News*, told the Second Annual Western Radio Conference in San Francisco.

There are many fields in which radio stations and newspapers can cooperate to the advantage of both and, in a greater sense, to the advantage of the community they serve, he said.

Mr. Clarvoe was principal speaker the second day of the two-day conference [BROADCASTING, Feb. 28].

In other fields where radio and press do face each other on a competitive basis, Mr. Clarvoe said, he believes such competition is healthy for both.

As an example of a community service program of cooperation between radio and press, he cited *World Affairs Are Your Affairs*, aired by KNBC San Francisco in cooperation with the San Francisco *News* and the World Affairs Council of Northern California.

Not only does this program represent successful cooperation between a newspaper, a radio station and a community organization, but it is one of the best of the "discussion" type programs, he said.

He said educational or information programs that merely present information are not achieving what they should achieve. Others that merely strive for controversy are also falling short of their job, he added.

Impression on Listener

In his opinion it is vital that such programs should be presented in such a way as to make the listener feel he is a participant in the program, not just someone on the outside looking in.

He said he believed that *World Affairs Are Your Affairs* achieves this purpose.

Speaking briefly on the lack of radio news in daily newspapers, Mr. Clarvoe said he was absolutely against taking up news space with a daily radio column.

When a station changes the time of a certain program from 6 to 7 o'clock, he said, the listeners will hear about it on the air, and it does not rate newspaper space.

On the other hand, when something of significance takes place on radio or in the radio industry, it shoud be handled as a legitimate news story in the regular news columns, he believes.

Preceding Mr. Clarvoe on the conference agenda, a panel of educators and radio listeners discussed children's programming.

The panel included Mrs. Clara V. Logan, radio chairman of the 10th district California PTA (an outspoken foe of current children's programs), Howard Pease, author of children's books, and Dr. Mary Layman, child psychiatrist at Stanford U. Hospital.

Paul Speegle, program director of KNBC San Francisco, was chairman of the panel.

Mrs. Logan charged, and was politely corrected on her facts, that a year ago the networks carried an average of 10 sustaining educational programs each. Today, she said, NBC, for example, carries but one.

Mr. Speegle pointed out, for the record, that NBC still carries an average of 10 such programs.

Dr. Layman made the pointed observation that perhaps critics of children's programs are approaching the problem from the wrong end since "most children seem to listen to adult programs and most adults seem to be the greatest listeners of children's programs."

Mr. Pease said that he does not believe there is anything basically wrong with the "plot line" of "cliff-hanger thrillers" for children currently being aired.

But, he said, he believes radio writers should change their emphasis in most such programs.

Wrong Emphasis

Most current programs, he said, seem to feel the program contains more suspense and appeal when the activities of the bad men are emphasized. He said the story would be just as strong if the good men were emphasized in the dramas.

The Western Radio Conference, an organization of educators, broadcasters and listener groups, hopes to incorporate as a nonprofit organization in the near future. Two paid officers were elected at the conference. They were:

John C. Crabbe, of KCVN Stockton and the College of the Pacific, elected chairman of the board of directors; and Inez G. Richardson, of the Hoover Institute and Library at Stanford U., elected secretary-treasurer.

Radio listeners must be made to feel part of radio discussions and forums if such programs are to succeed either as popular or public service programs, it was argued.

At the first of two days of meetings by representatives of radio stations' educational and listening groups from seven western states, three main speakers discussed the following subjects:

Roberts Talk

Luke L. Roberts director of education of KOIN Portland, on "Let's Talk About Talk."

William Ladd, associate director of radio programs, U. of Washington, on "The Art of Plain Talk."

Gerald Maulsby, assistant director of public affairs for CBS, on "The Case for Listener Participation."

The speakers said that first and foremost, persons participating in discussion programs must present their view in clear, simple and lucid language.

Mr. Ladd, borrowing from the book by Rudolph Flesch, said the "art of plain talk" is the art of understandable talk.

"Just as good writing does not mean colorful or fancy writing," he said, "so 'good talking' does not mean colorful or erudite talking."

"Splitting an infinitive may bring life to a dead sentence; ending a sentence in a preposition may save a sentence from a fate worse than jargon," he said.

Still using Flesch as a reference, he told the meeting that where grammarians and the man on the street disagree on usage, the grammarians are wrong.

* * *



AT THE WESTERN Radio Conference in San Francisco (l to r): Gerald Maulsby, CBS assistant director of public affairs; Luke Roberts, director of education, KOIN Portland, Ore.; William E. Minette, director of public affairs and education, KNBC San Francisco; Stuart Novins, director of public affairs, CBS Western Division.

The job of radio, he said, is to present programs easily understood by the listener. The listener's enjoyment of a program increases or decreases in ratio of his ability to understand and follow the dialogue on the program.

Mr. Maulsby, picking up the argument, pointed out that among the most successful of CBS' "discussion" programs are the *You and* ——— series and *Cross Section USA*.

Both of these programs, he said, are conducted through informal, almost casual, conversation in terms anyone can understand.

"The radio listener," he said, "is at best merely an eavesdropper on most programs where ideas are exchanged.

"Acknowledging that fact, and assuming that listening—real listening—is a kind of participation, examine the various types of debate or argument broadcasts," he said.

His own evaluation:

In most debates utilizing a "panel-of-partisans" the participants are selected for the scrap they'll put up. The result is a free-for-all slugfest providing perhaps diversion for the listener (something Bob Hope or Amos 'n' Andy could do better) but providing nothing of educational value.

In roundtable discussions, the participants "too often communicate with each other in professional jargon that leaves the layman (i.e. listener) out in the cold."

Take Listeners' Position

In the average panel discussion (as opposed to debate) few moderators recognize that they are the listener's representative on the program and should direct the discussion along lines the listener can best identify himself with.

Documentary programs were discussed at the meeting by a panel headed by Mrs. Richardson.

Panel members included Stuart Novins, director of public affairs, CBS Western Division; Richard Bertrandias, program department, KNBC San Francisco; Edgar E. Willis, San Jose State College; and Stanley T. Donner, department of speech.

The group agreed that documentaries provide a low budget show that can be both a highly popular and effective public service. Particularly the smaller non-network stations can utilize the documentary to advantage in their programming.

Tax Exemption Sought

REPRESENTATIVE Frank A. Costa (R-Philadelphia) introduced a bill in the House of the State Legislature at Harrisburg, Pa., to exempt television receivers in public places from the amusement tax now required of licensees by the State Liquor Control Board. Philadelphia licensees using television sets now must pay a $120 annual tax in addition to their regular $600 license fee.

WASH. STATE BAN

Crime Show Taboo Suggested

CREATION of county censorship boards in the State of Washington with power to forbid broadcasting or publishing of mystery and crime programs and material is proposed in a bill (HB-306) introduced in the legislature by Rep. John N. Wilson of Mercer Island.

The bill was referred to the Judiciary Committee. Rep. Wilson says there is a demand for suppression of mystery broadcasts along with offensive and lurid comic books.

Rep. Wilson would set up county boards to examine material and determine if it violates provisions of his proposed law. If a finding of violation is found, the county boards would publish findings with "anyone aggrieved" having the right to appeal to the board for a hearing within 10 days after publication. Otherwise orders become final.

Text of the bill disregards the time element in broadcasting and publishing, requiring advance submission of material for its perusal.

Section 3 of the bill provides:

It shall be unlawful for any broadcasting company to broadcast, whether as part of a national or regional hookup or otherwise, material which offensively or luridly depicts crime, sex relations, warfare or other material which is unsuitable for children under the age of 18 years and detrimental to their morals, health and welfare.

Washington State's Initiative 171, permitting liquor-by-the-drink, went into effect March 1 but the State Liquor Board will not attempt to regulate radio broadcasting or advertising. It will expect the industry to police itself, it was said by H. J. Quilliam, president of KTBI Tacoma and president of the Washington State Assn. of Broadcasters, following a meeting of the association's directors with the Liquor Board in Olympia.

Meeting with the Liquor Board was only one of several important activities undertaken by the WSAB directors in Olympia. The group met also with Gov. Arthur B. Langlie, who discussed with the broadcasters the state's revenue problems.

The Governor has proposed a 2% income tax, and if this is not passed or is declared unconstitutional, Mr. Quilliam said there is a good chance that the Gallagher Bill (HB 215), taxing radio stations and newspapers on their sales, would be actively considered.

Another bill introduced into the State Legislature and discussed by WSAB officials with members of the House Judiciary Committee, would bring Washington's libel provisions in line with the requirements of the FCC Port Huron decision. Under present state law, broadcasters are liable concerning the content of speeches by political candidates.

Last year's confusion under Daylight Saving Time in the State of Washington [BROADCASTING, May 31, 1948] would be minimized under a bill developed by WSAB. The measure neither requires nor prohibits Daylight Saving Time, but specifies that if any city, county or other section of the state adopts the "fast" time, the schedule must conform to the national pattern as set by New York City. This would ameliorate the problem created in Seattle, whose citizens in the last election voted DST for their community, but specified different dates from those governing the eastern area.

WSAB directors' action on pending measures was reported to association members in a letter from Carl Downing, manager of the Washington State Radio News Bureau, who forwarded the suggestion that the broadcasters make their attitudes known to members of the legislative committees.

KFAB CONTEST

Station Honors Macdonald

KFAB Omaha is offering $11,000 in prizes in a farm service contest honoring station's farm service director, William E. Macdonald, who has been in radio since 1926. Station officials estimate that more than $40,000 in radio time will be turned over to the "Thanks to Bill Macdonald" campaign.



Mr. Macdonald

First prize winner among contestants who write in 50 words or less "What KFAB farm service program I listen to most, and why" will receive a 1949 Dodge truck equipped with Obeco livestock and grain combination body. Other prizes, most of them of particular interest to farmers, include a second prize of two pedigreed South American chinchillas valued at more than $1,200.

Entries close March 19. When winners are announced about April 1 an entire broadcast day will feature Mr. Macdonald dramatizing high spots in his career, which began at KFNF Shenandoah, Iowa. Mr. Macdonald has been with KFAB since 1942.

Results of the contest will be published in booklet form for national distribution to timebuyers, KFAB announced. In addition to radio, the station is using "outstate" newspapers and two-color ads in *Nebraska Farmer*. This phase of promotion is being handled by the Harold E. Roll agency.

THAT YOUNG MAN WITH THE TUNES

JIMMY YOUNG'S "AFTERNOON HIT PARADE"

Selling with Songs - - Saturdays 5:30 p. m. to 5:45 p. m. CST

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
6.3	3.3	1.9	1.9	1.5	1.1

Source: Hooper Continuing Measurement

★ Ask any FORJOE & CO. representative

WHHM

Independent - - but Not Aloof

Memphis, Tennessee

Patt McDonald, manager

Member of Association of Independent Stations

After BMB

(Continued from page 23)

much of the actual story as earlier drafts (see text of telegram below).

Mr. Feltis told the BMB executive committee that BMB's counsel, along with other tax lawyers, figured chances were good for a favorable revenue ruling. The alternative of halting the ballot mailing was probability the study would die, with station subscribers getting nothing for the money they have been paying since July 1, 1947.

Answer to Critics

When the telegram was received by broadcasters, they responded with approval of the money transfer. BMB promptly construed this as a dramatic answer to attacks of critics charging that the study was not really needed or wanted.

On the other hand some subscribers complained that the penalty of this action was another three months of payments next year, should the Revenue Bureau's decision be adverse. Others didn't like the way BMB threw the problem at them.

The needed pledges from stations were received well in advance of the 48-hour Wednesday evening deadline, BMB said, calling the response "immediate" and "overwhelmingly favorable." It cited such wired replies as these: "We feel survey should continue, count us in"; "Okay us in"; "We happy cooperate."

Taking the other side, one broadcaster tore into the whole business with a bristling telegram that other opponents declared was a good representation of many broadcaster views. This telegram, sent to Mr. Feltis by W. F. Flinn, general manager of KRJF Miles City, Mont., read as follows:

I don't like your telegram. I don't like the statement therein that payments now made will be forfeited. They may be lost through poor judgment on the part of someone but you nor no one else has any right to say they will be forfeited.

We didn't join BMB on that basis. I don't think you have any right as president of BMB to put this 48-hour bums rush on those who have heretofore contributed to the upbuilding of BMB. Before I add more to the contributions already made I want to see a detailed breakdown of what has been done with our money to date.

You were asked some questions about these financial matters through BROADCASTING magazine not so long ago and you avoided answering every one of them. I think BMB is a good thing and am willing to support it on some business basis, but first of all we of the rank and file membership ought to have all the financial cards laid on the table. We shouldn't be asked to underwrite $100,000 on 48 hours rush notice.

On the other hand BMB received public encouragement from advertiser and agency sources. It viewed these offers of support as an "effective answer" to BMB criticism charging that advertisers and agencies would take the reports only as long as the broadcasters foot all of the expenses but did not consider them of enough value to merit any payment on their own part.

The three network subscribers—ABC, CBS and NBC—agreed to the BMB plan. AAAA announced it would share one-third of any tax liability BMB might be otherwise unable to meet provided its share did not exceed $15,000.

Lowry H. Crites, General Mills vice president, learning of BMB's plight, sent this telegram:

Completion of the BMB study and principle of continuation sufficiently important to General Mills we are willing to underwrite possible tax liability up to $2,000 if you are having trouble getting sufficient station guarantees. Suggest you contact other radio national advertisers since my discussions with many of them lead me to believe they also would be willing and possibly anxious to guarantee BMB second study completion.

Against these endorsements came unofficial complaint from stations that BMB had deliberately held up the bad financial news until possibly 100,000 ballots had actually gone into the mails. This was construed as a club-swinging gesture designed to make it more difficult for station subscribers to reject the transfer of tax funds.

Financial Charge

The charge that has been made for some time about BMB's finances is that they have been carelessly handled because of bad management and that the regular audited financial reports merely reflect a cash position without regard to approaching commitments during the heavy expense period from now until late summer. The mailing and counting of ballots will consume large sums.

Planning of the present BMB operation is in charge of Dr. Kenneth H. Baker, NAB research director on loan to BMB to supervise the second nation-wide study, and Cortlandt Langley, assistant to the BMB president who will be jointly responsible when Mr. Feltis leaves April 15. At that time his resignation as BMB president becomes effective [BROADCASTING, March 7].

Dr. Baker told the NAB board in February that BMB is loosely organized, is running behind schedule and faces a critical period but that it would survive unless wholesale cancellations develop. He said that BMB, at that time, had a balance of $195,000, with $95,000 set aside for taxes, about $70,000 due March 1 for tabulation, and $30,000 remaining. He described savings of $60,000 on personnel contracts, postage and premiums, effected by slashing of plush operating techniques and adoption of more efficient methods.

The telegram sent by Mr. Feltis last week to all BMB subscribers read:

For over two years we have held $100,000 in cash reserve in event federal income tax case decided against BMB. Case will be decided later this year, legal counsel advises, although we stand good chance winning this case contingency must nevertheless be covered.

Unless we can use this reserve money for getting out and returning 650,000 ballots entire study terminates now. If you will agree underwrite your pro rate share of tax reserve in case we have to call for it later we can now proceed on schedule with measurement. Each subscriber's share will be equivalent three monthly payments.

We believe unlikely we will need to call for this money. However, unless you agree underwrite this amount within 48 hours STUDY WILL STOP. If this happens your payments to date forfeited. Executive committee feels that final decision at this time should be made by subscribers themselves. It is your money that is invested. Please wire consent immediately. Let me re-emphasize this is underwriting agreement only and will not be called unless we lose tax case.

'FRIENDSHIP PLANE'

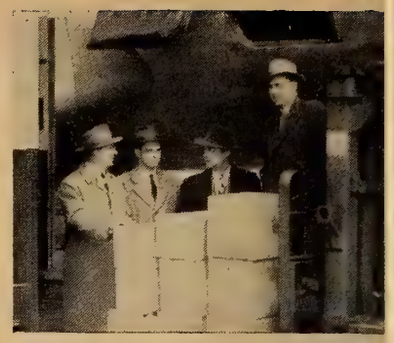
KLX Funnies Fans Donate Food to France

FOOD DONATIONS from more than 4,000 youthful listeners to Jack Morris' daily funnies broadcast on KLX Oakland, Calif., arrived in France aboard the city's "Friendship Plane" Feb. 15. The foodstuffs, comprising canned goods, oranges and candy, were gifts of the Qoodads, Oakland club, to needy children of that country.

KLX recorded interviews at the time of loading and broadcast them the night of the plane's departure, Feb. 10. On hand to supervise loading of the mercy cargo were Glenn Shaw, KLX general manager; Orvis Nelson, Transocean president, who provided the plane; Howard Gossage, KLX representative who accompanied the food across, and Harmon Shreve, president of Oak Dell Milk Co.

The 2,200 pound shipment was unloaded at Orly Field, outside of Paris, where it was met by officials of Entr'aide Francaise, French relief agency. Foodstuffs were to have been taken to American Army camps near Le Havre for distribution to needy families by school children. Mr. Gossage, who directed distribution, bore credentials from the French consul general in San Francisco and from Mayor Joseph E. Smith, who designated him as official representative of Oakland.

Youngsters of Oakland, Alameda, Berkeley, Richmond and other metropolitan cities contributed the food at a Qoodad Christmas party sponsored by Oak Dell Milk. Included also was $100 worth of candy contributed by Paul Verdier, president of City of Paris department store, San Francisco.



L to r: Messrs. Shaw, Gossage, Shreve and Nelson supervise loading of mercy cargo for France.

* * *

NARND STUDY

On Wire Services' Reports

A SPECIAL committee of the National Assn. of Radio News Directors is making a detailed study of radio news reports of the nation's press associations. NARND President Sig Mickelson, of WCCO Minneapolis, says the committee will survey all copy filed between March 6 and 12 by the nation's four major wire services. The study is under the direction of Richard Oberlin, WHAS Louisville, Ky., and Sheldon Peterson, KLZ Denver, Col., co-chairmen of the continuing study committee.

NARND launched its survey to determine whether the press associations are serving radio stations adequately.

NARND members participating in the study and their wire assignments are Edward Wallace, WTAM Cleveland (AP); Wayne Kearl, KSL Salt Lake City (AP); Ben Holmes, KOMA Oklahoma City (UP); Dave Kessler, WHAM Rochester, N. Y. (UP); John Murphy, WCKY Cincinnati (INS); Gene Martin, WLW Cincinnati (INS); Tom Eaton, WTIC Hartford, Conn. (Transradio), and Robert Lyle, WLS Chicago (Transradio).

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

LAGUNA BEACH

Danson Gives KTED Plans

FINAL construction on KTED Laguna Beach, Calif., authorized by FCC to operate on 1520 kc with 1 kw day 250 w night [BROADCASTING, Feb. 21], has been undertaken, according to Thomas E. Danson. The station, due to go on the air in early April, is licensed to Universal Radio Features Syndicate, with offices in New York, Chicago, San Francisco as well as Hollywood.

KTED will be billed as the "Voice of the Southland's Riviera," according to Mr. Danson, and will stress music, sports, news and public service programs. Remote broadcasts are also contemplated, including feature dramatizations of famous plays presented by the Laguna Beach Community Players and those engaged in summer stock there.

Station will utilize a three-tower directional antenna, one of which will beam future FM presentations. Collins Radio is furnishing equipment.

WMOR (FM)

March 20 Opening Date

TWO-HOUR opener and an all-day open house is planned by WMOR Chicago officials when the city's newest FM station formally takes the air March 20. The fanfare, slated to begin at 4 p.m. CST, will introduce all members of the station's announcing, production and writing staffs during the first hour.

The second portion of the show will include segments of symphony, jazz, news, sports and British Broadcasting Co.'s music and dramatic transcriptions, which WMOR will broadcast exclusively in the area. Continuity for the opening is being written by Jules Pewowar, program director.

WMOR will broadcast from 7 a.m. until midnight daily and from noon until midnight Sunday. Ralph J. Wood Jr. is president and general manager of the station, owned and operated by armed services veterans only. Dave Pivan is chief engineer and Paul Damai is musical director.

Edwin H. Colpitts

DR. EDWIN HENRY COLPITTS, 77, telephone engineer, whose pioneering led to the development of practical systems of long-distance wire and radio communications and to trans-Atlantic telephone service, died at his Orange, N. J., home on Sunday, March 6. He retired as vice president of Bell Telephone Labs, New York, in 1937, and emerged from retirement shortly before the war to serve with the Anti-Submarine Warfare Division of the National Defense Research Committee. He is survived by his wife Sarah Grace Penney, a son Donald B., and a granddaughter.

FIRST 15 PACIFIC HOOPERATINGS—Feb.-Eve.

Program	No. of Cities	Sponsor & Agency	Hooperating	Year Ago Hooperating	+or—	Pos.
Jack Benny†	6	American Tobacco (BBDO)	40.8	42.1	—1.3	1
Walter Winchell (2 mos)†	6	Kaiser-Frazer (Weintraub)	36.4	29.0	+7.4	4
McGee & Molly	6	S. C. Johnson & Son (NL&B)	28.3	32.1	—3.8	2
Horace Heidt†	6	Philip Morris (Biow)	28.1	15.5	+12.6	33
People Are Funny	6	B. & W. Tobacco (Seeds)	23.5	17.5	+6.0	21
Dennis Day	6	Colgate-Palmolive-Peet (Bates)	20.6	12.8	+7.8	43
Bob Hope	6	Lever Bros. (Y&R)	20.3	31.6	—11.3	3
Bing Crosby	6	Philco (Hutchins)	20.2	15.1	+5.1	35
Groucho Marx Show	6	Elgin-American Div.— Ill. Watch Case Co. (W&G)	19.4	10.9	+8.5	54
Phil Harris-Alice Faye	6	Rexall Drug (BBDO)	19.3	26.1	—6.8	6
Louella Parsons (2 mos)†	6	Andrew Jergens Co. (Orr)	18.3	10.0	+8.3	59
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	18.2	19.6	—1.4	15
Radio Theatre	6	Lever Bros. (JWT)	18.1	21.1	—3.0	12
My Friend Irma	6	Pepsodent Div.— Lever Bros. (FC&B)	18.0	19.2	—1.2	16
The Whistler	6	Signal Oil Co. (Stebbins)	18.0	11.2	+6.8	53

† Includes first and second broadcasts

Avco Information

PROPOSED rules changes announced by FCC to expand the Avco advertising theory to most broadcast applications [BROADCASTING, Feb. 28] have been charted in outline form by C. B. Collins of Broadcast Service Bureau Inc., 1025 Vermont Ave., N.W., Washington 5, D. C.

WFLN (FM)

Goes on Air Today

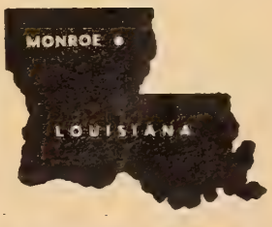
WFLN, Philadelphia's first all-FM station, starts operations today (March 14). Lawrence M. C. Smith, president of Franklin Broadcasting Co., said the station will be on the air at 95.7 mc seven days a week, 5 p.m. to midnight, broadcasting "good music and good information" somewhat in the manner of the *New York Times'* station, WQXR.

Raymond Green, former production manager of WINS New York, is WFLN manager.

Frank Carter, formerly with WNAR Norristown, Pa., is chief announcer. John Thomas, broadcast engineer of WFIL Philadelphia, is chief engineer.



IT ISN'T how you catch a fish as long as you CATCH HIM! That's the "fishin' formula" of hook-and-line fans in these parts . . . they're agreed that catchin' the fish is the thing! They make sense, too, about their radio listening . . . they want the "fish" not the "flash" . . . that's why the KMLB listening habit is catchin'. In KMLB's one milevolt contour, is a 223 million dollar market extending over 17 parishes in northeastern La., and 3 counties in Ark. Catch your share, sir!



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

Chicago Conference

(Continued from page 32)

"(3) Issue up-to-date reports to clients;

"(4) Learn TV by doing."

M. F. Allison, sales manager of WLWT Cincinnati, declared the advent of TV "encourages the rise of small local agencies." Local stations should develop effective, integrated and inexpensive commercials, he said.

National Television Film Council President Gold agreed with Mr. Roach in denying that TV will "put out of business or even hurt the movies." Each has a function, and television's is to "cater to the moods that keep people at home in the first place."

The first standard exhibition contract, which attempts to standardize film distribution practices for telecasters, will be submitted by the Film Council to the industry for approval before the end of March, Mr. Gold said. All elements of availability, price, lengths and copyrights will be outlined. "Film is going to take an increasingly stronger part in TV programming."

John B. Moser, Chicago broadcasting attorney, discussed legal aspects, recommending an "intelligent legislative program, and, possibly, subsidized research to simplify and clarify the many problems involved." He reminded his audience that the difficulty arises in "attempts of those who are uninformed . . . to interpret and apply established concepts to this new field."

At the closing session, Mr. Stirton, general manager of ABC's central division, announced that the council contemplates a second annual TV conference next year.

Registration list for the conference follows:

Harry F. Albrecht, Crosley; E. E. Alden, WIRE Indianapolis; Dorothy Ayres, Henri, Hurst & McDonald; Spencer M. Allen, WGN-TV Chicago; James E. Anderson, Biggie Levin; Jane Ashman, Ferrin-Ashman; E.E. Alden, WIRE; M. F. Allison, WLWT (TV) Cincinnati; Betty Babcock, Elizabeth Bain, WGN-TV; Sidney Balkin, KLEE-TV Houston; Frank Balkin, Reid Ray Films; Kenneth C. Banes, Wade Advertising; Wells Barnett Jr., John Blair-TV; Palmer Beaudette, Roach-Beaudette; George Bogart, J. R. Pershall Co.; G. A. Bolas, Tatham-Laird; G. W. Bolling and R. H. Bolling, Bolling Co.; Phillip G. Bowman, Young & Rubicam; Jack W. Brand, Bell & Howell; Otto P. Brandt, ABC; Jack Brickhouse, WGN; Vernon Brooks, WGN-TV; Leo Burnett, Leo Burnett agency; Bruce Bryant, Edward Petry; Paul Blair, Ziv Television Productions.

Clair Callihan, Leo Burnett; Bob Campbell, WLS Chicago; Joseph Caro, Earle Ludgin & Co.; Ken Carpenter, All American News; Herman G. Centlivre, Centlivre Brewing Co.; Charles Compton, CBS; William B. Condon, Wade Advertising; Don Cook, WGN-TV; Dick Copeland, National Screen Service; Ted Crofut, Sarra Inc.; Tom R. Curtis, Atlas Film Corp.; Robert S. Collins, United Film Service; Kenneth Craig, McCann-Erickson; Jane Daly, Earle Ludgin; Fay Day, CBS; Lyle DeMoss, WLW; Allen M. Discus, MacFarland-Aveyard; George Diefenderfer, NBC; H. F. Dieter, Foote, Cone & Belding; Robert A. Dobbin, Bert S. Gittins Advertising.

Hugh E. Davis, Foote, Cone & Belding; Madge C. Drake, MacFarland-Aveyard; J. E. Edwards, WLS; Thomas Erwin, Abbott Kimball; Frank G. Eastman, Leo Burnett; J. G. Faraghan, WGN-TV; Monte Fassnacht, WENR-TV Chicago; Holman Faust, Mitchell-Faust; Howard K. Finch, WJIM Lansing; Bill Fisher, Swift and Co.; Dale Fisher, Earle Ludgin; C. Gibson Franks, Chicago Electric Assn.; Howard Funder, WJIM; Chuck Gay, Kircher, Helton & Collett; W. V. George, Canadian Marconi Co.; Harry Goldsmith Jr., Russel M. Seeds; L. M. Goodwin, United Film Service; Ralph Goshen, WIRE.

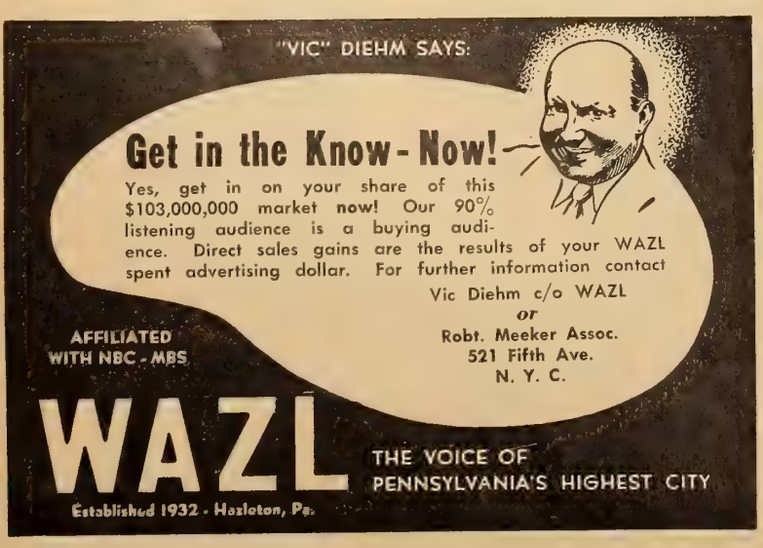
Charles C. Greene, Doremus & Co.; Edgar N. Greenebaum Jr., Television Shares Management Corp.; Humboldt Greig, DuMont; Thomas Gettelman, Gettelman Brewing Co.; Lloyd Griffin, Free & Peters; Eunice Gibney, Abbott-Kimball; L. D. Griffith, Sherman-Marquette; Kolin Hager, SESAC; John L. Hamilton, British Information Services; E. K. Hartenbower, KCMO Kansas City; George Harvey, WGN-TV; Gordon F. Hayes, CBS; Gerald B. Healey, INS; Jules Herbuveaux, NBC; George J. Higgins, WISH Indianapolis; Jack Hillyer, United Film Services; Arthur M. Holland, Malcolm-Howard; Alfred C. Houser, Agency Service Corp.; Henry A. Houston, J. Walter Thompson; W. G. T. Hyer, Biggie Levin; Vinton H. Hall, Maxon Inc.; Helen Hardin, Rogers & Smith; Fran Harris, Ruthrauff and Ryan; F. R. Harwood, Hugo Wagenseil; Carl Haverlin, Broadcast Music Inc.; John R. Howland, Zenith; Robert Hibbard, WGN-TV.

Hub Jackson, Russel Seeds; Kurt Jadassohn, SESAC; Peter B. James, Weed & Co.; J. S. Johnson, CBS-TV; Lawrence Joselit Jr., Louis A. Smith; Jerry Joss, Olian; Howard Keegan; Fred H. Kenkel, C. E. Hooper Inc.; Kay Kennelly, Olian; Charles T. Kerrigan, C. Wendel Muench; Fred Kilian, ABC; Barbara Knowlson, MacFarland-Aveyard; Tony Koelker, ABC; Joel Kursel, Gettelman Brewing; Larry Kurtze, Service Unlimited; Arthur P. Kane, Kane Advertising; Chicago Mayor Martin H. Kennelly; John R. Lawson, Carl Lawson Advertising; Genevieve Lemper, Foote, Cone & Belding; Ralph W. Liddle, Commonwealth Edison; Norman C. Lindquist, Malcolm-Howard; C. Robert Longanecker, Telepak; Roy Lundy, Carroll Dean Murphy; Charles P. Michaels, Gardner Advertising; James A. Mahoney, MBS; William McGuineas, WGN; Merle Meyers, Russel M. Seeds; Adie Marks, KLEE-TV; Don Meier, WNBQ (TV) Chicago; John Michel, Weiss & Geller; Maid Marion Montgomery, Stubbs-Montgomery; Mrs. Ruth Moore, Community Fund; John Moser, attorney; Ruth Moser, Small Brewers; Howard B. Meyers, NBC; Paul Mowrey, ABC; Richard S. Mulford, Roche, Williams & Cleary; Marvin Mann, Weiss & Geller; Robert H. Moody, WHIO-TV Dayton; Paul McCluer, NBC; Pete McRae, Gettelman Brewing; W. J. McNally, WTCN Minneapolis; Bob McKee, ABC; James D. McTighe, Olmstead & Foley; John H. Norton Jr., ABC; Louis J. Nelson, Wade Advertising; Dick Nichols, Academy of Applied Art.

G. C. Packard, Paul H. Raymer; D. C. Park, WIRE; H. M. Paul, W. D. Lyon Co.; Paul Penfield, Detroit Edison Co.; Daniel Petrie, WOW Omaha; George F. Peterson, WGN-TV; Elaine Phillips, WSPD-TV Toledo; Robert Piggott, Grove Labs.; Manning J. Post, Television Film Production Assn.; Ben H. Potter, Rock Island Broadcasting Co.; Stephen Pozgay, General Electric; Adelle Raven, Carroll Dean Murphy; Sy Reebie, MacFarland-Aveyard; J. Leonard Reinsch, WSB-TV Atlanta, WHIO-TV; George E. Reuter, Jim Handy Organization; Marion E. Reuter, Young & Rubicam; William Rielly, Adam Young; W. P. Rosensohn, Television Productions; Dr. Sydney Roslow, Pulse Inc.

T. L. Rowe, WLS; George Rich, Arthur Meyerhoff; Hal Roach Jr., Roach-Beaudette; Ralph Radetsky, Denver Television Co.; Robert H. Salk, Katz Agency; Lew Sanders, Jones Frankel; J. E. Schenker, Carmen Miranda Enterprises; Frank Schreiber, WGN-TV; Mrs. L. S. Schwartz, Advertising Council; Robert Schwartz, American Picture Co.; James Shelby, McCann-Erickson; Larry Sherwood, Calvin Co.; I. E. Showerman, NBC.; Burt Squire, BMI; John D. Stebbins, Bolling Co.; Hy M. Steed, WLAV Grand Rapids; James L. Stirton, ABC; Harold B. Stokes, ABC; Samuel J. Stone, Service Unlimited; M. E. Strieby, AT&T; E. Sherwood, Admiral; Lester J. Sholty, Maxon Inc.; Mrs. Charles Smith, Barat College.

Dan Thompson, National Safety Council; Russ Tolg, BBDO; S. B. Tremble, KCMO Kansas City; L. E. Tilden, Sherman-Marquette; Evelyn Vanderploeg, Schwimmer & Scott; F. Van Konynenburg, WTCN; J. L. Van Volkenburg, CBS; G. A. Vernon, ABC; L. E. Waddington, Miles Labs.; I. J. Wagner, Olian; R. D. Wahlstrom, Western Union; Alan Wallace, Needham, Louis & Brorby; Fred Weber, WGN-TV; Neal B. Welch, WSBT South Bend; Ralph Wentworth, BMI; Robert B. Wilson, Hill-Blackett; J. B. Woodbury, R. J. Potts-Calkins-Holden; W. L. Weddell, Leo Burnett; Beulah Zachary, J. Walter Thompson; Bob Zelens, John W. Shaw.



FM GRANTS

Given Indiana, Washington, N. Carolina Applicants

ONE NEW Class A and two new Class B FM stations were authorized last week by FCC. Three FM outlets were granted permits to replace authorizations which had expired and two applications were denied additional time to construct their stations.

Princeton Pub. Co., publisher of the Princeton, Ind., daily *Clarion News* and *Democrat*, was granted construction permit for Class A Channel 244 (96.7 mc) with effective radiated power of 1 kw and antenna height above average terrain of 250 ft. Estimated construction cost is $20,700. Firm is owned 98% by Vera M. Scheerer, president.

WCPS Tarboro, N. C., licensed to Coastal Plains Broadcasting Co. Inc., received CP for new class B FM station on Channel 282 (104.3 mc) with 3 kw power and antenna 295 ft. Estimated cost is $17,006, exclusive of land and buildings.

Other Class B permit went to Ellwood W. Lippincott, chief engineer of KELA Centralia, Wash., for new outlet on Channel 260 (99.9 mc) at Seattle with ERP of 2.1 kw and antenna 350 ft. Estimated cost is $11,960, exclusive of land and buildings.

Meanwhile, KWBR-FM San Francisco, owned by Stafford W. and Eugene N. Warner and identified in ownership with Warner Bros. movie interests, was granted a license to cover its CP for Channel 247 (97.3 mc), a Class B facility. FCC earlier had announced that all license renewals would be temporarily extended, pending investigation, for those stations identified with movie firms named by the U. S. Supreme Court for anti-trust law violations [BROADCASTING, Jan. 31].

WCTW New Castle, Ind., owned by the Courier-Times Inc., was granted a CP for Class B Channel 273 (102.5 mc) in lieu of Class A facility previously assigned. New power of 4 kw is specified with antenna 250 ft. Cost estimated for change is $8,860.

Stations granted new CPs to replace expired authorizations were KCLI-FM Los Angeles, KVSM-FM San Mateo, Calif., and KGDM-FM Stockton, Calif. Ohio-Michigan Broadcasting Corp., which received permit for WEAL (FM) Toledo in December 1947, was denied further extension of completion date for the station as was Mrs. Beatrice Cobb for WMGN (FM) Morganton, N. C.

Following FM stations were granted licenses to cover their CPs, but with indicated reduced ERP:

WFBG-FM Altoona, Pa., 3.6 kw; WJHP-FM Jacksonville, Fla., 32 kw; WMBH Joplin, Mo., 70 kw; WNAE-FM Warren, Pa., 490 w; WUSJ Lockport, N. Y. 750 w; WTMJ-FM Milwaukee, 322 kw; KROS-FM Clinton, Iowa, 13 kw; KBON-FM Omaha, 8.7 kw.

CAB CHART

Experimental Audit Made

A CHART showing volume of radio advertising used on Canadian stations, broken down into national and local accounts, and into types of advertising, has been released as a test by the Canadian Assn. of Broadcasters. The audit was made late in February from the logs of six Ontario stations by Advertising Research Bureau of Toronto.

The audit was developed in experimental form from conversations over the past six months between CAB officials, advertising agencies and advertisers. CAB officials were impressed by the fact that detailed account information is available for all other media except radio, and that this data is useful to advertisers and agencies.

The chart shows types of accounts, and volume of radio used by spots, flashes and programs, for both national and local accounts. If the experiment meets with approval, CAB plans to develop the chart into a regular service.

WIBS, WPAB

Hearings Conducted

HEARINGS by FCC on revocation of WIBS Santurce, P.R., and on license renewal of WPAB Ponce, P.R., involving program issues, have been completed in Puerto Rico, it was reported last week.

Held before Comr. Paul A. Walker, the WIBS proceeding was heard March 4-5 and the WPAB case March 1-3. The FCC also was represented by Walter B. Emery, Broadcast Division attorney, and Robert D. J. Leahy, Bureau of Accounting.

WIBS, charged with misrepresentation of ownership, was granted in early 1947 to Jose E. del Valle [BROADCASTING, Nov. 8, 1948.] Mr. del Valle never had control of station funds, FCC said, which were advanced by other individuals. WIBS told the Commission the funds were only loans and that there was no delegation of ownership responsibility involved. Mr. del Valle testified there was never any intent of misrepresentation and that he acted in good faith.

Several character witnesses presented in behalf of Mr. del Valle included Jose Ramon Quinones, licensee of WAPA San Juan; Tomas Muniz, manager of WIAC San Juan and president of the Puerto Rico Assn. of Broadcasters; Martin Travieso, chief justice of the Puerto Rico Supreme Court, retired; and Samuel R. Quinones, president of the Puerto Rico Senate. WIBS counsel in the case is Abe L. Stein, Washington radio attorney.

Program Promises

The WPAB proceeding involved whether or not promises of program service made by the station in application to FCC have been carried out [BROADCASTING, Dec. 20, 1948]. Certain commercial policies also were considered. WPAB, licensed to Portorican American Broadcasting Co. Inc., was represented by E. D. Johnston, Washington radio attorney.

WCAR DENIED

Starting Time Request

NINETY SECONDS are ninety seconds, FCC ruled last week in denying a request of WCAR Pontiac, Mich., for a change in the monthly sunrise-sunset tables to permit the daytime outlet to start operating, during November, at 7:15 instead of 7:30.

WCAR had pointed out that if sunrise in Pontiac were 1½ minutes earlier during November, the the official starting time for that month would be 7:15, under the Commission's method of calculations and also as shown on the station's license.

WCAR objected to the practice of fixing monthly calculations to the nearest 15 minutes, but FCC maintained that the public, stations, and the Commission are all accustomed to 15-minute segments of radio time and that therefore this practice is "completely proper." Further, FCC said, the 15-minute delay in starting time is offset by an equal delay in sign-off.

In other actions relating to the sunrise-sunset table, the Commission (1) proposed to change its listings to show identical sunrise-sunset times at Paducah and Mayfield, Ky., except during January, when Paducah sunrise would be shown as occurring 15 minutes later than Mayfield's; and (2) to change the listings for McKeesport, Pa., to show sunrise in January at 7:45 instead of 7:30 a.m. The Paducah-Mayfield proposal followed a petition by WKYB Paducah claiming the table should be the same for both cities.

Opposition to the proposed changes will be accepted until April 18.

FCC REPLIES

To WKRC Appeal

BRIEF supporting FCC's November 1947 decision on favoring WJIM Lansing, Mich., over WKRC Cincinnati in a contest for 550 kc has been filed by the Commission with the U. S. Court of Appeals for the District of Columbia.

The brief answers allegations made by WKRC in an appeal filed with the court from the FCC ruling [BROADCASTING, Aug. 23, 1948]. The Cincinnati station charged that FCC in its decision had in effect improperly modified the WKRC license. The appeal further contended that an FCC memorandum opinion and order "purporting to finally deny" the WKRC application and petition for rehearing "is invalid because a legally constituted quorum of the Commission . . . was not present."

WJIM was granted switch from 250 w on 1240 kc to 1 kw on 550 kc while WKRC was denied switch from 1 kw night, 5 kw day on 550 kc to 5 kw fulltime on that channel.

CUBAN CHANGES

Under NARBA Provisions

CHANGES of station assignments in Cuba under the provisions of the North American Regional Broadcasting Agreement were reported last week by FCC. The changes are as follows:

CMBG Vedado proposed switch from 250 w, limited time on 1390 kc to Havana with 15 kw on 690 kc, directional, has been cancelled.

CMJG Camaguey in July is to begin operations on 1000 kc with 1 kw fulltime.

CMHW Santa Clara in August is to switch from 250 w on 800 kc to 1 kw day, 250 w night on 810 kc.

CMAW Pinar del Rio in August is to switch from 250 w on 810 kc to 250 w on 800 kc.

CMCB Havana in August is to switch from 1320 kc to 1 kw on 1330 kc.

in NASHVILLE'S RETAIL TRADE AREA People Spend $1,791,473.69 every day in the year!

1,321,400 people* in Nashville's 51-county trade area spent $654,888,000* in retail stores last year . . . With its 60 BMB counties WSIX covers this rich market . . . And WSIX's programming and service, designed over the years to win a loyal audience, can help make your sales effort pay off!

*projected from Sales Management May 1948

WSIX The Voice of Tennessee's Capital City NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Monopoly Fears

(Continued from page 23)

television the Commission does not tolerate standards which permit or promote monopoly control of a new important art which has tremendous propaganda value, and does not fail to take decisive action which would tend to restrain monopoly control or break it up."

The Committee letter contained no reference to FCC's preceding disclosure that it feels the need for a comprehensive network investigation. But there was an indirect slap apparently aimed at the Commission's refusal, in its earlier letter, to recommend legislation requiring TV set manufacturers to warn prospective customers of the chances of set obsolescence.

Presumably referring to the controversial ads run by Zenith Radio Corp. declaring Zenith sets are immune to obsolescence resulting from an opening of UHF television, Sen. Johnson wrote:

"It is alarming to learn that 10 or more very important daily newspapers owning television licenses this week refused advertising which sought to caution the public concerning the usable life of television sets. If, as a matter of truth, the FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolescence."

Asks Frank Answers

In posing the new questions Sen. Johnson called for "frank and complete answers," which he hoped "will be of considerable aid to the Committee when it is ready to hold hearings dealing with this problem."

He asked for prompt replies "so that decisions can be formulated" while FCC's TV freeze is on and while "television broadcasting is confined to relatively few of the areas where the allocations in the VHF frequencies have been made."

The first of his three questions called for copies of all FCC rules dealing with applications by "(a) persons convicted or adjudged guilty by the courts of having violated the anti-trust laws, monopoly and/or unfair methods of competition; and (b) persons not convicted or adjudged guilty but whose conduct or operations with respect to the anti-trust laws is such as violates the standard of 'public interest, convenience and necessity' provided by the Communications Act."

An informal, unofficial search of FCC's rules indicated the answer to that one will be: "There are no such rules, specifically." But the Commission was expected to call attention to its Chain Broadcasting Regulations, for example, where the subject of monopoly is dealt with more generally.

The second call was for copies of decisions of FCC or its predecessor Federal Radio Commission which form the basis for grant or denial of construction permits or license renewals to "(a) persons who have been convicted or adjudged guilty of violations of the anti-trust laws; and (b) persons who have entered into a consent decree promising to desist from certain practices charged by the Justice Dept. or by private litigants to be in violation of the anti-trust laws in a court having jurisdiction thereof."

Anti-Trust Violations

Whatever decisions FCC may be able to furnish it can also refer to its current study of the qualifications of licensees or applicants found guilty of anti-trust violations. Various applications—particularly television—of the major motion picture producers and others are being held up at least temporarily in accordance with this policy.

The final question of the committee stemmed from FCC's statements, in its February letter, that the Commission is aware that industry testimony may be influenced by the witnesses' "present interests"; that the Commission realizes it must be "alert" to avoid giving any particular company undue advantage by virtue of its patent position, and that FCC is currently making a patent investigation of its own.

The committee greeted these statements with "interest and approbation." In the light of these, FCC was also asked to furnish the committee the following:

a. All memoranda, including inter-office memoranda, prepared by Commission employees for the use of the Commission dealing with data, analyses or interpretations of patents, (particularly television patents) licenses, practices, sale and purchase of patents belonging to others, the practices of patent holders, licensors and/or licensees, or the right to license others thereunder described by the present Standards of Good Engineering Practice of the Commission.

(If work is partially completed on some memoranda, data, analyses and interpretations, include all partially completed material and supplement the same when completed. If information in the memoranda is specific as to individuals, persons, or companies, we prefer it in such detail. Please do not hesitate to include staff studies and/or recommendations of any kind bearing in general on such patent matters.)

b. all memoranda, including inter-office memoranda, data, analyses or interpretations of Standards of Good Engineering Practice, particularly Transmission Standards, of the Commission upon which the Commission might base additional or alternative standards for both color and additional standards for black and white television in the VHF and UHF bands of frequencies.

1. If this information is not available now, please furnish copies of written instructions to the staff with respect to: (a) preparation of such standards; or (b) an analysis of the feasibility of such standards; (c) the direction to search for feasible standards which would avoid favoritism to any particular manufacturing company.

As another phase of the same request, the committee called for "the names of all Commission employes who are or have been engaged in collecting, compiling, preparing, analyzing and evaluating all such data or memoranda requested . . . identifying each memorandum, etc. by the author or authors."

With reference to the possibility that industry witnesses' testimony may be colored by their own interests, Sen. Johnson suggested that "rule-making procedure before the Commission, as distinguished from your quasi-judicial function, is not unlike a legislative hearing on a bill seeking to correct evils in industry when only industry witnesses testify regarding such practices." He continued:

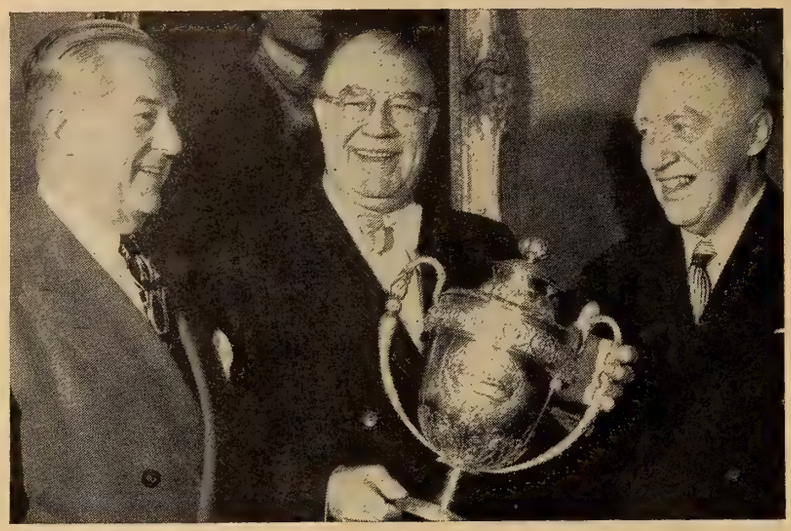
In such circumstances, the Congress would seek affirmative testimony by witnesses from government agencies having a factual knowledge of the alleged evils sought to be corrected.

Carrying out this analogy, the Commission certainly must have technicians on its staff who are familiar with the development of the art; the licensing of patents; the purchase of patents of others for the purpose of licensing them; and the patent situation in general so that a more factual picture would be developed and presented to the Commission.

It is obvious that representatives of industry, manufacturers, broadcasters and applicants who see matters in their own interest first and the public interest last would not be without bias. In securing such a presentation before the Commission, your agency could be more certain that in promulgating rules and standards—including standards of good engineering practice for television—those standards would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry.

LORILLARD TROPHY

Offered Winner of Iroquois Steeplechase



Participating in the presentation of The P. Lorillard Trophy are (l to r) Messrs. Kent, Vir Den and Houghland.

* * *

THE NAME Lorillard re-entered turf news when The P. Lorillard Trophy was made available for the winner of the Iroquois Memorial Steeplechase. The horse Iroquois was owned by Pierre Lorillard IV, colorful sportsman of the late 1800's, a descendant of Pierre Lorillard, founder of P. Lorillard Co. (Old Gold cigarettes). Iroquois, greatest of all American steeplechase champions, is buried on the picturesque grounds in Nashville where the race will be run May 14.

The P. Lorillard Trophy was presented by Herbert A. Kent, president of P. Lorillard Co., to Mason Houghland of Nashville, president of the Volunteer State Horsemen's Assn. Ray Vir Den, president of Lennen & Mitchell, P. Lorillard agency, took part in the presentation held in New York. The trophy is a gold cup, made in 1813, plus an added $2,500 purse given by Mr. Kent.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

BEAUTIFUL EYES

On Records: The Rangers—Regent 136; Bruce Hayes—DeLuxe 1185; Del Casino—Rainbow 10091; Art Mooney — MGM 10357; Irving Fields Trio—Vic. 20-3369; Larry Fotine—Dec. 24579.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

COLORADO State Employment Service has awarded KFEL Denver citation for "outstanding service offered to unemployed veterans through *Jobs for GIs*" (Sat. 10:30 a.m.).

Zenith Squall

(Continued from page 25)

competitor and, by implication, inaccurate in stating that other sets will soon become obsolete, it was pointed out.

Dealers, manufacturers and some broadcasters were quick to register protest. In Chicago, J. R. Poppele, president of Television Broadcasters Assn., told the Chicago Television Council that "when the time comes for assigning allocations in the UHF band, FCC and the television industry will draw the lines carefully to avoid the slightest possibility of obsolescence."

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, characterized the incident as much ado about nothing, attributing the ad campaign to Zenith's desperation to sell sets. Hamilton Hoge, president of the U. S. Television Mfg. Corp., said it was one of Commdr. McDonald's "wild" statements. At a luncheon of Electrical Assn. Appliance Distributors in Cincinnati, Stanley Ferger, advertising manager of the *Enquirer*, which ran the ad, noted that in the future any promotion copy on television frequencies will be analyzed more closely.

Strongest dealer reactions, according to *Retailing Daily*, a Fairchild publication devoted to home furnishings news, were observed in Boston, Detroit and Los Angeles. In Philadelphia and Chicago, no immediate effect on sales was reported.

RMA Declines Comment

Radio Mfrs. Assn. also declined comment on the Zenith controversy now but officials are expected to discuss it thoroughly at the quarterly meeting in Chicago beginning tomorrow (Tuesday).

Meanwhile, B. Walter Huffington, general manager of WSAP Portsmouth, Va., scored what he termed the radio firm's "negative approach to the American system of broadcasting—as a means to promote the sale of (FM) receivers." In a friendly two-page letter to Ted Leitzell, Zenith public relations director, he took exception to the company's FM advertisements.

Commenting on dealer-distributor promotion proposed by Mr. Leitzell and Zenith President E. F. McDonald, Mr. Huffington stated: "Mr. McDonald and any other businessman, who has been in radio for any length of time, should know that any promotional approach, such as . . . used by WEFM, can easily become a trend and develop into a situation which can strike at the very roots of our democratic system of free enterprise. . . .

"When any radio station criticizes the very medium it represents by reflecting upon 'paid commercials,' derides advertising . . . the disparagement of paid spots, and takes a derogatory point of view concerning 'singing commercials'—surely that station is cutting its own throat, and contributing an anti-radio attitude on the part of the general public. . . ."

Mr. Huffington urged the firm to "sit down and analyze your future radio promotions before going further in this same direction." He added: "We feel that it is time for Zenith—and other radio manufacturers for that matter—to decide the answer to this question: 'Whose side are we on?'"

Concluded Mr. Huffington: "We are willing to meet your people half-way in any worthwhile project. However, we feel it is up to Zenith to devise a national promotional plan in cooperation with the radio industry which will highlight the use of commercial radio—not exclusively to other media—but at least on a 50-50 basis. If this is done, in my opinion, you need have no fears as to the cooperation of every FM broadcaster in the country."

WTPR SOLD

To New AM Grantee Group

SALE of WTPR Paris, Tenn., by Earl W. Smith, Roy W. McKinney and Parkman R. Feezor for $47,000 to new group identified with Paris Broadcasting Co., new AM grantee there, was reported in transfer papers filed last week with FCC.

New Applications

Transfers of interests in WCRB Waltham, Mass., and WAPF McComb, Miss., also were reported in new applications seeking Commission consent.

WTPR, 250 w day on 710 kc, was purchased by the new group of 45 individuals because they believe Paris can not support more than one station, FCC was told. Paris Broadcasting would drop its permit for 1 kw daytime on 1270 kc if the transfer is approved.

Details of transactions follow:

WTPR Paris, Tenn.—Transfer of control from Earl Weeks Smith, Roy W. McKinney and Parkman R. Feezor to group of 45 individuals, majority of whom presently are stockholders in Paris Broadcasting Co., permittee for new AM station there, 1 kw day on 1270 kc, which will be dropped. Consideration is $47,000 less certain liabilities at date of settlement. Principals in new group include: Elroy and Mary Scruggs, 10.6% each; Mrs. Lola Elliott, 18.4%; L. D. and Lucyle Chesemore, 5.3% each; Frank R. Blake, 4.2%. WTPR is assigned 250 w day on 710 kc. Transferees indicated to FCC they believed Paris would not support more than one station.

WCRB Waltham, Mass.—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to new corporation of same name and composed of same three equal owners. However, application indicated Mr. Liles plans to retire from firm because of health and would sell one-half his 33⅓% interest for $7,500 or full holding for $15,000 to Theodore Jones, WCRB salesman. WCRB is assigned 500 w day on 1330 kc.

WAPF McComb, Miss.—Assignment of license from The Southwestern Broadcasting Co. of Mississippi to new partnership of same name and composed of same partners but one. Louis Alford, local attorney, acquires 25% holding of Kenneth Hinton Quin through assumption of obligations totaling some $5,600. Interest of 25% is retained each by Albert Mack Smith, Phillip Dean Brady and J. P. Melvin. WAPF is assigned 250 w day on 1010 kc.

RONSON APPOINTS

Grey to Handle Account

RONSON Art Metal Works, maker of Ronson lighters and Ronson Redskin lighter necessities, has appointed Grey Adv., New York, to handle its advertising effective June 1. The account is said to have a two-million dollar yearly advertising budget. It has been handled by Cecil & Presbrey, New York.

Ronson has been sponsoring *20 Questions* on MBS for the past three years. In addition the lighter firm is also sponsoring the Johnny Desmond show, five minutes on Sundays on MBS and has a TV spot campaign.

RELAXED CREDIT

Stimulates Set Sales

RELAXATION of installment credit controls (Regulation W) by the Federal Reserve Board is proving a stimulus to sales of television sets, judging by first reports last week from jobbers and distributors.

TV sets are affected more than broadcast receivers because of their higher average unit cost, according to Radio Mfrs. Assn. Purchasers now making payments under the former rules can apply to creditors for the benefits of the relaxed arrangement, RMA pointed out.

Equitable Renews

EQUITABLE Life Assurance Society of the United States, New York, has renewed, for the fifth consecutive year, the ABC broadcasts of *This Is Your FBI*. The new contract signed through Warwick & Legler, New York, is effective April 1. The programs are aired Fridays, 8:30-9 p.m., over 260 ABC stations.

'AXIS SALLY'

Found Guilty of Treason

A FEDERAL jury last Thursday found Mildred E. (Axis Sally) Gillars guilty of treason to the United States for her wartime propaganda broadcasts over the Nazi radio.

Miss Gillars, 48, faces a possible maximum penalty of death or a minimum sentence of five years in prison and a $10,000 fine. The death penalty has never been given an American in peacetime. Chief Defense Counsel James J. Laughlin said he would appeal the verdict. He has five days in which to ask for a new trial. Federal Judge Curran may pass sentence at his convenience if he denies the new trial motion.



PULSE REPORTS

Amos 'n' Andy, Benny Tops

JACK BENNY and Amos 'n' Andy nosed Fred Allen and the Phil Harris-Alice Faye shows out of the top ten listings in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the January-February radio audience reports published by The Pulse Inc., New York.

Period covers first report since the back-to-back programming of Mr. Benny and Amos 'n' Andy on the new CBS Sunday night line-up. Walter Winchell moved from fourth to third place. *Lux Theatre* continued to lead the evening listings.

Average ¼ hour sets-in-use increased over that of November-December, with only Chicago showing a decline. Chicago, however, showed a 50% increase in ¼-hour February television sets-in-use over that of January. The increase is due, The Pulse believes, to the east-west cable's network shows.

AVERAGE ¼ HR. SETS-IN-USE FOR WEEKS STUDIED

Entire Week, 6 a.m.-12 Midnight

	Jan.-Feb. 1949	Nov.-Dec. 1948
Cincinnati	29.3	28.4
New York	25.9	20.4
Chicago	25.8	26.4
Boston	25.4	23.2
Philadelphia	24.1	23.2
5 Areas Comb.	25.6	22.9

TEN TOP EVENING & DAYTIME

Evening—Highest ¼ Hr. Rating

	Jan.-Feb.	Nov.-Dec.
Lux Theatre	25.1	23.9
Jack Benny	23.2	23.7
Walter Winchell	20.0	19.8
McGee-Molly	19.1	20.4
Godfrey Scouts	17.7	18.7
Bob Hope	17.5	19.8
My Friend Irma	17.3	16.0
Red Skelton	16.3	
Amos 'n' Andy	16.1	
Mr. D. A.	15.2	

Daytime—5 a Week—Highest ¼ Hr. Rating

	Jan.-Feb.	Nov.-Dec.
Arthur Godfrey	10.0	9.1
Grand Slam*	8.6	8.3
Rosemary	8.5	8.0
Ma Perkins (1:15)	8.1	7.8
Our Gal Sunday	8.1	7.6
Helen Trent	8.0	7.7
Big Sister	7.9	7.8
Breakfast Club	7.9	7.8
Wendy Warren	7.7	
Aunt Jenny	7.6	7.1

SATURDAY & SUNDAY DAYTIME

Highest ¼ Hr. Rating

	Jan.-Feb.	Nov.-Dec.
The Shadow	9.5	8.9
Quick as Flash	8.1	6.9
Theatre of Today	7.4	6.0
Grand Central	7.3	6.2
Let's Pretend	7.1	6.9
True Detective	6.9	6.0
Stars Over Hollyw'd	6.7	
Junior Miss	6.6	7.1
House of Mystery	6.3	5.4
N. Y. Philharmonic	6.2	

* Four City Average.

★

Metropolitan New York
February 1949

Top Ten Evening & Daytime Shows

Evening—Highest ¼ Hour Rating

Lux Theatre	24.3
Walter Winchell	23.3
Jack Benny	22.7
Stop the Music	15.7
Amos 'n' Andy	15.3
Fibber McGee	15.0
Godfrey Scouts	15.0
Theatre Guild	14.7
Milton Berle	14.7

Daytime—5 a Week—Highest ¼ Hour Rating

Arthur Godfrey	9.9
Grand Slam	8.3
Rosemary	8.2
Our Gal Sunday	7.9
Wendy Warren	7.7
Helen Trent	7.7
Aunt Jenny	7.4
Big Sister	7.3
Ma Perkins (1:15)	7.0
Dr. Malone	6.4

Saturday & Sunday Daytime—Highest ¼ Hour Rating

The Shadow	8.0
Make Believe Ballroom (Sat. a.m.)	6.7
Metropolitan Opera	6.7
Cardinal Spellman	6.7
Quick as a Flash	6.7
Strike It Rich	6.0
N. Y. Philharmonic	6.0
Make Believe Ballroom (Sat p.m.)	6.0
One Man's Family	5.7
Juvenile Jury	5.7

Metropolitan Chicago

Evening—Highest ¼ Hour Rating

Jack Benny	25.8
Lux Theatre	22.5
Fibber McGee	22.0
Bob Hope	19.3
Mr. D. A.	17.5
Duffy's Tavern	17.3
Godfrey Scouts	17.0
People Are Funny	16.5
Life of Riley	16.5
My Friend Irma	15.0

Daytime—5 a Week—Highest ¼ Hour Rating

Rosemary	10.7
Arthur Godfrey	10.6
Grand Slam	10.5
Helen Trent	10.2
Our Gal Sunday	9.9
Aunt Jenny	9.5
Breakfast Club (WCFL, WLS)	9.4
Wendy Warren	9.4
Ma Perkins (12:15)	9.1
J. Bentley, News (12:30)	8.8
Guiding Light	8.8

Saturday & Sunday Daytime

Grand Central Sta.	11.5
Theatre of Today	11.0
Let's Pretend	10.5
The Shadow	10.3
Junior Miss	10.0
Stars Over Hollywood	9.0
Ozzie & Harriet	8.8
Nick Carter	8.8
Detective Mysteries	8.0
Drew Pearson	8.0

Metropolitan Philadelphia

Evening—Highest ¼ Hour Rating

Lux Theatre	25.5
Jack Benny	25.0
Walter Winchell	23.3
Fibber McGee	21.5
Godfrey Scouts	19.3
Bob Hope	19.0
Mystery Theatre	18.3
Amos 'n' Andy	18.3
Mr. Keen	18.0
Mr. & Mrs. North	17.8

Daytime—5 a Week

Arthur Godfrey	12.2
Breakfast Club	10.9
Ma Perkins (1:15)	9.8
Young Dr. Malone	9.4
Guiding Light	9.1
Big Sister	9.1
For Women Only	8.9
Rosemary	8.5
My True Story	8.2
Our Gal Sunday	7.7

Saturday & Sunday Daytime

Children's Hour	13.5
The Shadow	10.8
Quick as a Flash	9.8
Stars Over Hollywood	9.3
Armstrong Theatre	9.3
Grand Central Sta.	9.0
Music From Theatre	8.5
Let's Pretend	8.3
Favorite Story	8.3
Quiz Kids	8.3

Top Ten Evening & Daytime Shows—Metropolitan Cincinnati

Evening—Highest ¼ Hour Rating

Bob Hope	25.3
Fibber McGee	24.8
Lux Theatre	24.0
Gildersleeve	22.5
Duffy's Tavern	21.8
Walter Winchell (WSAI, WLW)	21.0
Blondie	20.0
Mr. D. A.	20.0
Godfrey Scouts	19.0
Jack Benny	18.5

Daytime—5 a Week—Highest ¼ Hour Rating

Stella Dallas	9.3
Backstage Wife	9.2
Lorenzo Jones	8.9
Light of World	8.8
Widder Brown	8.7
Life Beautiful	8.7
Ma Perkins	8.5
Just Plain Bill	8.5
Right to Happiness	8.4
Portia Faces Life	8.4

Saturday & Sunday Daytime—Highest ¼ Hour Rating

The Shadow	13.3
House of Mystery	11.5
Detective Mysteries	10.8
Quick as a Flash	10.8
One Man's Family	10.3
Quiz Kids	10.0
Nick Carter	9.3
Dinner Winner	9.0
Jane Pickens Show	8.3
Grand Central Sta.	8.0
Dr. I. Q. Jr.	8.0

Metropolitan Boston

Evening—Highest ¼ Hour Rating

Lux Theatre	30.8
Jack Benny	25.8
Godfrey Scouts	22.8
Fibber McGee	20.8
Amos 'n' Andy	20.5
Stop the Music (WCOP, WLAW)	19.1
Bob Hope	18.8
Mr. Keen	18.8
Fat Man (WCOP, WLAW)	18.3
Walter Winchell (WCOP, WLAW)	18.3

Daytime—5 a Week—Highest ¼ Hour Rating

Arthur Godfrey	8.9
Breakfast Club (WCOP, WLAW)	8.3
Ma Perkins (1:15)	7.8
Big Sister	7.7
Guiding Light	7.7
Young Dr. Malone	7.6
Wendy Warren	7.5
Grand Slam	7.5
Our Gal Sunday	7.4
Aunt Jenny	7.1

Saturday & Sunday Daytime

The Shadow	11.0
Quick as a Flash	10.5
True Detective	8.8
House of Mystery	8.0
Let's Pretend	8.0
One Man's Family	7.8
Abbott & Costello (WCOP, WLAW)	7.5
Junior Miss	7.5
Music in the Air (Sunday, 11:30)	7.3
Theatre of Today	7.0



CELEBRATING the 1,000th ride of "Red Ryder" across the Don Lee Network during a party at the Brown Derby, Hollywood, are Brooke Temple (l), "Red Ryder," and Henry Gerstenkorn, Don Lee assistant sales manager. Langendorf Bakeries sponsors program on the Pacific Coast.

FCC Travel

(Continued from page 29)

ent for most of the hearing, although the attendance of some was interrupted for other commitments. The subcommittee is headed by Rep. Albert Thomas (D-Tex.). Other members: Reps. Albert Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), and Francis Case (R-S. D.).

The $6,634,000 proposed budget compares with $6,351,000 originally allocated to FCC this year, to which $367,000 was subsequently added to meet salary increases voted by Congress. It would provide for a maximum of 1,382 permanent employes as against the 1,407 maximum permitted under the current budget.

FCC's delegation for the hearing included:

Chairman Coy and Comrs. Rosel H. Hyde, E. M. Webster, Robert F. Jones, and Frieda B. Hennock.

Acting Executive Officer W. K. Holl and Budget Officer Robert Cox.

Chief Accountant William J. Norfleet and the following section chiefs in the Accounting Bureau's Economics & Statistics Division: James B. Sheridan, Broadcast Section, and Ted E. McHold, Special Studies Section.

Acting Chief Engineer John A. Willoughby; Assistant Chief Engineers George S. Turner and Marion H. Woodward, and the following division chiefs of the Engineering Bureau: Albert L. McIntosh, Frequency Allocation & Treaty: Glen E. Nielsen, Public Safety & Special Services; E. W. Chapin, Laboratory.

Leo Resnick, an examiner in the Hearing Division.

Farnsworth Sale

A COMMITTEE of stockholders of Farnsworth Television & Radio Corp. was formed in New York last week to investigate the facts of the proposed sale of the company's assets to International Telephone and Telegraph Corp. A stockholder's suit challenging the transfer is also pending. A meeting of Farnsworth stockholders to pass on the sale has been called for April 14. The IT&T board already has approved the plan.



CCNY

(Continued from page 24)

sponsor, advertising agency or program producer for the year 1948"—promotion of *County Fair*, sponsored by Borden Co., New York.

Frederic W. Ziv Inc., Cincinnati, "for the most effective promotion of a regional or intrastate radio program by a sponsor, advertising agency or program producer for the year 1948"—promotion of *Favorite Story*, syndicated transcribed series, various sponsors.

KLZ Denver, "for the most effective promotion of a local radio program by a 5 to 10 kw station for the year 1948"—promotion of *Knave of Hearts*, public service series on heart disease.

WGAR Promotion

WGAR Cleveland, "for the most effective promotion of a local radio program by a 50 kw station for the year 1948"—promotion of *Fairyland Theater*, juvenile series sponsored by Clark Restaurant Co., Cleveland.

KTUC Tucson, "for the most effective all-over station promotion by a 100 to 250 w station for the year 1948."

WCCO Minneapolis, "for the most effective all-over station promotion by a 50 kw station for the year 1948."

Honorable mentions for TV achievement during 1948 will go to Foote, Cone & Belding, Chicago, for *Uncle Mistletoe*, sponsored by Marshall Field & Co., Chicago, on WENR-TV Chicago, and to Cecil & Presbrey, New York, for video announcements sponsored by Ronson Art Metal Works, Newark.

Honorable mentions for creating "unusually effective direct-selling programs" will be awarded to Sibley, Lindsay & Curr Co., Rochester, N. Y., for *Dawn Patrol* on WARC Rochester, and to KXLY Spokane for *Farming for Profit*, sponsored by Sears, Roebuck & Co. in that city. Rural Radio Network, Ithaca, N. Y., also gets an honorable mention for *Weather Roundup*, institutional program sponsored by Grange Insurance Companies, Keene, N. H.

For creating programs "unusually effective in station promotion" honorable mentions will be awarded to KWG Stockton, Calif., for *KWG Was There*, and to WNEW New York for *Little Songs about UN*. Mathews Bros. Appliances, Wichita Falls, Texas, gets an honorable mention for "unusually effective promotion of a national radio program," *Mr. President*, ABC program sponsored by Mathews on KFDX Wichita Falls.

Honorable mentions for "unusually effective promotion of a local radio program" go to KLX Oakland, for promotion of its baseball broadcasts last summer; to WING Dayton, for promotion of the Kittyhawk broadcast, sponsored by National Cash Register Co., Dayton; to WMT Cedar Rapids, for promotion of *Sports by Tait Cummins*, with multiple sponsors; and to WNEW New York for promotion of *You Can Lose Your Shirt*, sponsored by Bendix Home Appliances, South Bend, Ind.

CCNY will give honorable mentions for "unusually effective all-over station promotion" to WEEK Peoria, WKRC Cincinnati, WKY Oklahoma City and WLW Cincinnati.

DUFFY AT CCNY

To Address March 30 Meet

BEN DUFFY, president of BBDO, will make the main address at the luncheon session of the fifth annual radio-television and business conference of the School of Business of City College of New York, to be held March 30 at the Hotel Roosevelt, New York.

The one-day conference will open at 10 a.m. with four simultaneous panels discussing the present problems and future outlook for sales, programming, research and publicity-promotion. Luncheon session, in addition to Mr. Duffy's address, will include the presentation of plaques for the outstanding accomplishments of 1948 in radio and video programming and in promotion (see story page 24). Afternoon session, convening at 2:30, will deal with "New Frontiers in Radio and Television."

WBAL APPEALS

Contempt Case Continues

WBAL Baltimore, found guilty last Monday of contempt of court for broadcasts concerning a confessed murderer, will appeal the decision of Judge John B. Gray Jr., sitting in Baltimore Criminal Court.

Judge Gray fined WBAL $200 for violating Rule 904 of the Baltimore Supreme Bench. Last Jan. 28 the court had fined WITH $500 and James P. Connolly, at that time news editor, $100; WCBM and WFBR $500 each [BROADCASTING, Jan. 31]. WBAL's fine was less because it broadcast that the criminal had a previous criminal record but not that he had confessed to a killing, the court explained.

Karl F. Steinmann, attorney for WBAL, said the case will be carried to the Court of Appeals of Maryland along with appeals of the other stations. WBAL demanded a separate hearing, the other stations having been tried at a joint proceeding.

Reorganized FCC

(Continued from page 29)

sion through the chairman, was recommended.

In assuming all administrative responsibility, the chairman, according to the Hoover commission plan, would "deploy the work force most effectively in order to carry out the program developed by the commission as a whole" and see that "business is dispatched in an orderly manner."

Commission chairmen, under the proposals, would also be the agency's spokesman before Congress and the President.

Chief criticism of the regulatory commissions was that "they become too engrossed in case-by-case activities and thus fail to plan their roles and to promote the enterprises entrusted to their care." This fault was attributed to a "lack of planning."

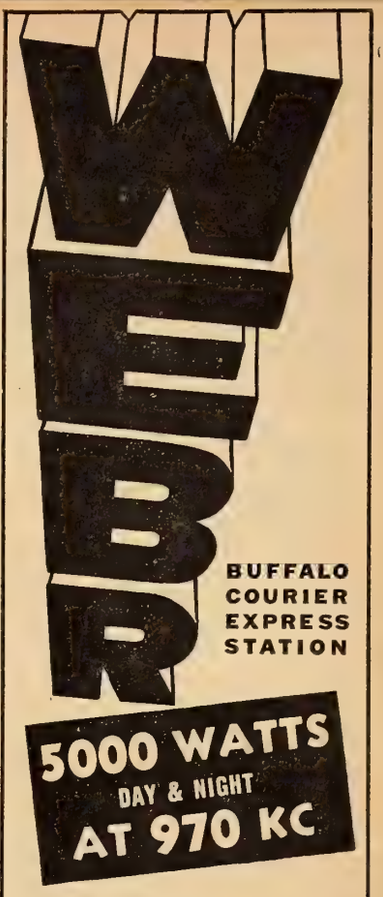
Savings which would be anticipated, the commission said, from effecting its recommendations could not be measured in the normal manner.

"Actually," the report said, the budget of these independent regulatory commissions is small in comparison to the expenditures of the executive departments, amounting in the fiscal year ending in 1949 to only $57,333,000 (excluding Federal Reserve System), exclusive of operating programs. Some reduction in this figure can be made."

Real savings could be found elsewhere though, the commission maintained.

"Delay and inefficiency in regulation involves large costs to the regulated industries themselves which must be passed on to the public by one method or another," it reported.

"Expedition will mean vast savings as well as better justice. Second, the failure to program appriately is costly."



BLANKETS BUFFALO and the NIAGARA FRONTIER

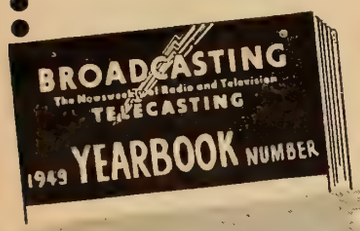
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WHAS HEARING

Adjourned to April 4

FCC's HEARING on the proposed $1,925,000 purchase of the WHAS Louisville properties by Crosley Broadcasting Corp. broke off suddenly last Tuesday to give Crosley an opportunity to make new measurements of its WLW Cincinnati.

The adjournment, to April 4, was taken at the request of Crosley counsel after Hearing Examiner Leo Resnick indicated the proffered measurements of WLW would not be acceptable for use in determining the hearing's primary question —degree of overlap between WHAS and the Cincinnati station.

In protesting admission of the offered measurements, Commission Counsel Walter R. Powell Jr. emphasized that most of the older ones had been made with an 831-foot antenna whereas WLW's now is 708 feet. He also claimed they were not made in conformity with FCC's Standards and that they lacked supporting data.

Crosley Opinion

Duke M. Patrick, Crosley attorney, argued that the measurements were accepted by the Commission in the clear-channel proceeding and therefore should be acceptable for the transfer case.

Mr. Resnick undertook to find some method by which to test the measurements without requiring new ones, but observed at one point that he might be "leaning over backwards" to do so.

"It may be," he said, "that we should allow applicants to present their cases as they see fit and then act upon them as we see fit," rather than have the examiner himself ask questions which would form the basis for admissibility of exhibits.

At another point he expressed a wish that as much attention had been given to development of evidence on the overlap question as had been devoted to other phases where "it was difficult to perceive the relevance."

Measurements of WHAS were regarded as acceptable, after cross-examination of Orrin Towner, WHAS technical director, under whose supervision they were made.

In efforts to support the WLW technical data William S. Alberts, Crosley's chief propagation engineer, presented measurements which he made over the weekend and which he said tended to confirm those proffered. But Mr. Powell insisted that they were incomplete and gave insufficient basis for comparison.

On direct examination, before the exhibits were challenged, Mr. Alberts submitted maps showing that, using his measurements, the overlap ranges from virtually none (on basis of population affected) where the 10-millivolt contours are concerned, to approximately 34% of the population within the two stations' combined 0.5-millivolt contours [BROADCASTING, March 7].

In terms of persons affected, his tables showed 1,275 within the 10-millivolt contour overlap, 617,422 within the overlapping 2-millivolt contours, and 2,177,819 within the 0.5 contours.

FM Overlap

Crosley exhibits on FM and TV service areas of WLW and WHAS —showing some overlap in FM but none in TV—were accepted.

Crosley's proposed purchase of the WHAS properties is from the Louisville Courier Journal & Times Co., owned by the Barry Bingham family, and includes the 50-kw clear-channel AM station (840 kc), plus FM and TV.

Linked with the case, but actually a separate proceeding, is the WHAS request for more time to complete WHAS-TV. This hearing was completed two weeks ago and could be decided in advance of the transfer decision. But it was uncertain whether Examiner Resnick would choose to prepare his recommendation on one ahead of the other, or to devote the 30-day hiatus to other cases to which he is assigned.

WJMJ CASE

Asks FCC for Hearing

SEEKING to preserve its new 1540 kc assignment, WJMJ Philadelphia asked FCC last week to invoke a procedure first enunciated in the court decision which cost it its original assignment on 1530 kc.

The request was made by WJMJ owner Patrick Joseph Stanton in a petition replying to WQXR New York's claim that WJMJ on 1540 kc interferes with WQXR on 1560 kc and that therefore the Philadelphia grant should be reconsidered [BROADCASTING, March 7].

Mr. Stanton claimed that WJMJ, operating under FCC's rules and standards, causes no interference to WQXR's present 10 kw operation and would not interfere with its proposed operation with 50 kw.

His petition, by John H. Midlen of the Washington law office of George O. Sutton, therefore asked that the WQXR request be set down for oral argument on the question of its legal sufficiency.

This procedural step, it was noted, was suggested by the U. S. Court of Appeals for the District of Columbia in the so-called WCKY Cincinnati Case—in which FCC's original grant for WJMJ on 1530 kc was reversed—and later was amplified in the WJR Detroit case (now being appealed by FCC to the Supreme Court).

After oral argument, WJMJ claimed, FCC should deny or dismiss WQXR's petition. WJMJ operates with 1 kw, daytime only.

WQUA Reorganization

OWNERSHIP of WQUA Moline, Ill. (1230 kc, 250 w), licensed to Moline Broadcasting Corp., has been reorganized but with Bruff W. Olin Jr., president and general manager, still retaining a controlling interest. Mr. Olin said the reorganization is the first step in a program which contemplates expansion to include television. The station's service to the Quad-City area has attracted financial support of prominent local investors, he said, declaring that the reorganization assures continuation and expansion of that service. FCC approval of the transactions is not required since control is not involved.

High Rates

RADIO writers will cut a stylish figure at a New York theatre party March 17 and 18 when they will preview Barrie Stavis' new play "The Sun and I" at New Stages Theatre. Radio Writers Guild bought out the house for both nights and are selling the tickets to radio-ites at from $3 to $25.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
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REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

TV Won't Kill AM

(Continued from page 27)

television immeasurably. They will also go a long way in protecting television's freedom."

In technical sessions, the IRE speakers developed numerous topics of interest to broadcasters. Pulse modulation and ultra high frequencies especially were the subjects of important papers.

Use of city-wide television networks to carry spot news and special current events through the use of a single transmitter to moving picture theatres and other receiving points was foreseen as a development of Pulse systems.

Emil Labin, engineer-director in charge of microwave operations at Federal Telecommunications Lab, Nutley, N. J., said such systems have passed from the theoretical to practical stages. He said connecting of theatre chains was not far off and that not only is intercity communication thus possible but even national and international communication. Pulse modulation is accomplished by "sampling" a program at the rate of millions of times a second and then transmitting the samples for a receiver to unravel. A single pulse station can carry as many as a dozen programs at a time over a single radio spectrum assignment.

Dr. W. M. Goodall of Bell Telephone Labs said by pulsescope modulation television programs are transmitted at the rate of 50 million samples per second.

He said every time the signals are amplified or repeated in a chain of relay stations, "new signals, entirely free of the distortions of the old ones, are created and passed along."

On the effect of UHF on present telecasting, it was agreed by both Philco and DuMont engineers that present sets would not be made obsolete. They disagreed on how soon UHF was a practical commercial possibility.

Long Wait for UHF

David B. Smith, vice president in charge of research and engineering at Philco, said Philco tests show that commercial UHF television is unlikely for several years. Prime disadvantage of UHF, Philco tests showed, was that power requirements appear to be much greater—four to five times as much power being required as in present TV stations.

Philco considered it probable that it will take at least three years to develop commercial UHF television transmitters with the power output shown to be necessary.

Advantages found in UHF by Philco were said to be that man-made noise, such as from automobile ignition systems, and multipath transmission, cause of "ghosts," have less effect on picture quality than at present lower television frequencies.

Disagree on UHF

Dr. Thomas T. Goldsmith of Allen B. DuMont Labs said he could not agree that it would take several years to make UHF a possibility.

Both he and Mr. Smith agreed, however, that present sets would not be made obsolete if television were to be given a place upstairs in UHF. Dr. Goldsmith said some set manufacturers could make ready for the change in a matter of weeks and have sets in production in six months. Adapters would be made available for existing sets. Dr. Goldsmith conceded, however, it could be years before the waveband transition might take place.

Among other subjects covered in papers:

Television relays—The Philco-Western Union television relay between Philadelphia and New York was described by William Forster, project engineer of Philco Corp., who said that although the system is passable now, and its operation proves that its principles are useful for inter-city service, "there is room for much improvement." He said signal-to-noise ratio can be improved by a now available higher power klystron mixer and a lower noise figure receiver mixer. Lower distortion terminal equipment also has been built to improve picture quality.

Marketing—IRE broke a precedent by holding the first symposium on marketing in its 37-year history. Those contributing: E. H. Vogel, manager of marketing, electronic department, General Electric Co.; O. H. L. Jensen, manager of industrial design, Philco Corp.; Lee McCanne, vice president and general manager, Stromberg-Carlson Co.; W. E. Macke, advertising manager, Zenith Radio Corp.; M. F. Mahony, vice president, Maxon Inc. The latter dealt with major national advertising media, including radio and television.

Sound in TV—A TV station might well build up its own library of direct recordings for incidental music in addition to relying on transcription libraries, according to Robert H. Tanner, Northern Electric Co., Belleville, Ontario. On microphone techniques he suggested that since in TV the microphone is further away from the artist, that uni-directional microphones be used to reduce cross pick-up—pick-up of the orchestra for example, on the soloist's microphone and vice versa.

Power Discussion

Power—New method of combining transmitting tubes in groups or clusters, which materially increases the power of television stations operating on UHF (300 to 3000 mc) was reported by G. H. Brown, W. C. Morrison, W. L. Behrend and J. G. Reddick of RCA Labs. Two transmitter tubes, or two complete transmitters, are teamed through a duplexer, which permits the combined outputs of the tubes to be fed into the same antenna, thereby doubling the effective power output without narrowing the width of the frequency band transmitted.

Antennas—New television antenna which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas which lie between stations on the same channel was reported by O. M. Woodward Jr., research engineer of RCA Labs, Princeton, N. J. The antenna consisted of an array of four 8-foot dipoles in the form of a square. Direction from which the antenna receives can be changed by flipping a switch near the receiver, said Mr. Woodward.

Flying — Television and radar will in 15 years control all-weather flying, Delos W. Rentzel, administrator of Civil Aeronautics, predicted. In the cockpit, the pilot will see a pictorial presentation of everything around him, showing his own aircraft in relation to others in the vicinity, indicating obstructions and even the location of storms and turbulent air.

Youth—Radio is still a profession for the young man, I. S. Coggeshall, traffic manager of Western Union, said. Youthfulness of its personnel has made for its adaptability to war, to peace, to television. Most of radio's basic discoveries were made by men younger than thirty, he said.

MEMO to HELEN WILBUR, Doherty, Clifford & Shenfield:

The WCKY Dinner Winner show, with a rating of 9.0, was the only local program to make the top ten Saturday and Sunday programs, in the January-February Pulse Survey.

ON THE AIR EVERYWHERE 24 HOURS A DAY

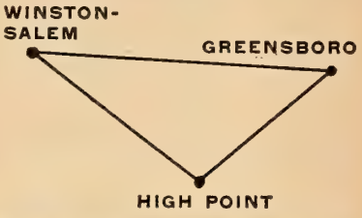
L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NORTH CAROLINA'S GOLDEN TRIANGLE



NO. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

$271,683,000. Retail Sales

$410,987,000. Buying Income

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Saturated by

THE STATIONS MOST PEOPLE LISTEN TO MOST!

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by HEADLEY-REED COMPANY

The Legend of Happy Valley



IN 1614 in the village of Happy Valley, which was located in the land of the Sky Blue Waters, there lived two Indian businessmen. One was named Two Feathers, but the 26 villagers called him Feathers for short. The other was called Three Feathers, but he was known more fondly as Bottle.

Feathers had a lease on South Hill, below Happy Valley. Bottle had a like lease on the North Hill. Now these two Indians, commanding as they did the highest promontories near the village, went into business. They maintained smoke signal fires, both transmitting on clear channels from sunup to sunset. They competed with each other for the attention of the 26 villagers, and they did this in diverse and diverting ways.

Feathers was just an ordinary fellow who had been in the Tomahawk business until he had come by South Hill. He obtained the lease on South Hill by going before the Happy Valley Council and explaining his plan—that he intended to regale the villagers daily with fine entertainment, news bulletins and other enticing fare.

He explained that he would build his signal fire transmitter from wampum he had obtained through sale of his tomahawk business. He stated to the Council that he would support his venture by smoking out short announcements for Happy Valley merchants, who in turn would pay him, Feathers, in wampum for such service. He might, he said, even sell longer periods, or smokegrams, as he called them.

The Council chairman, Big Chief Waynescoyting, looked upon this proposal with some misgiving, but it was decided finally to give Feathers a three-year go to try his plan. He could use South Hill for that length of time—but before he smoked up the landscape following expiration of that period, he would have to come back to the Council and prove that he had lived up to his promises.

"Your license is granted with reservations," the Big Chief said—which didn't mean much to Feathers, since Indians didn't know about reservations back in those days.



* * *

THAT'S how Feathers went into business. He started with just a little fire, and not much smoke, and his smokegrams were pretty deplorable in the beginning. But he soon got the hang of the business, and it wasn't long before 25 of the villagers spent a great deal of their time watching Feathers' signalling from South Hill. Of course the merchants poured a lot of wampum into this venture, because they could see easily how it had captivated 25 of the 26 villagers.

Occasionally the merchants, who thought they owned Feathers' business because they advertised, would go up on South Hill and drop old shoes, tarpaper, birch bark and even stink bombs in Feathers' fire, and he would lose audience for a time. But Feathers, ever resourceful and always patient, would dream up some new smokegrams and recapture his audience of 25.

Now you're probably wondering about that 26th Happy Valleyer who never looked at a Feathers' smokegram. Well, he was our friend, Three Feathers, or Bottle for short. He didn't have time to look at Feathers' smokegrams because he was busy lecturing the villagers. What he was telling them was that they shouldn't look at Feathers' smokegrams because they were not good for villagers, which was a very interesting development inasmuch as Bottle didn't look at them at all. The villagers were puzzled that he should, under these circumstances, know so much about them.

Obviously Bottle didn't get very far with his campaign, for two reasons:

1. Nobody understood quite what he was talking about.

2. Bottle didn't suggest any idea that was better.

Well, you know what happened. Bottle got a three-year lease on North Hill, and announced he was going to start smokegramming which would be exclusively cultural in nature—poetry, excerpts from the classics, and things like that. But most startling announcement of all, Bottle announced that he would take no advertising.

Can you guess what happened? Out of curiosity, the 25 villagers turned their backs on Feathers' smokegrams for about two days and watched this new station operated by Bottle.

* * *

DURING those two days, Feathers—down on South Hill—didn't have much to do, since he didn't have any audience, so he started casing the landscape and lo and behold off in the distance, miles from Happy Valley, he saw smoke gently wafting into the air. He studied this phenomenon for a time, and they started signalling. In no time at all, he had made connection with this other smokegrammanager who in turn was, it developed, in smoketact with other smokecasters to the East.

In just two days, then, the 25 villagers, pretty well filled with culture, turned back to Feathers' station on South Hill—and what did they see but a news report, delivered in staccato puffs, by Six Feather Wincharger direct from Manhattan. The Great Smoky Network had come to the land of the Sky Blue Waters!

This should be the end of the story. It should be a beautiful, memorable ending, in the true tradition. But, alas—it is not the

THESE words of wisdom were spoken last Friday at the AWB Chicago convention by Robert K. Richards, director of public relations and publications for the NAB.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

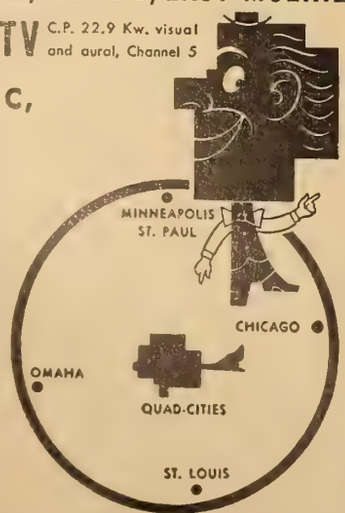
AM 5,000 w 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernie Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

end. Indeed, it is hardly the beginning.

Needless to say, Bottle off on North Hill didn't even last out his three-year license term. He had no revenue to buy kindling, thus no fire, consequently no smoke. He became, did Bottle, nothing but a vestige, and his enterprise—cold ashes.

So Feathers, that advertising smokecaster, grew and prospered, and at least 25 villagers paid his endeavor great heed. But one day, oh the insolence of office, one day the village of Happy Valley passed an ordinance—an anti-smoke ordinance.

* * *

WELL, friends, that was the end of smokecasting in the land of the Sky Blue Waters. Two beds of cold ashes, that's all.

The last broadcast over WSOB—those were the call letters of Feathers' station, and they meant "Waters, Sky of Blue"—the last broadcast was from Six Feather Wincharger, directly from Manhattan. All he said was:

"The Paley-faces have landed."

That was enough.

AWB

(Continued from page 30)

Wynn Hubler Speece, WNAX Yankton, S. D., rural; Marie Houlahan, WEEI Boston, publicity, and Dorothy Lewis, United Nations, public interest.

The delegates attended a fashion tea Thursday afternoon followed by a cocktail party and buffet supper as guests of J. Walter Thompson agency.

At a closed afternoon meeting Friday, A. D. Willard Jr., vice president of the NAB, presented a proposed plan for reorganization of the AWB as a department of NAB. Plan has been approved by both the NAB and AWB boards, and calls for AWB election of 17 chairmen, each from an NAB district. From these, the NAB president would select seven to serve as chairmen of women's departmental activities.

PM ADS SCORED

Smoking Lure Claimed

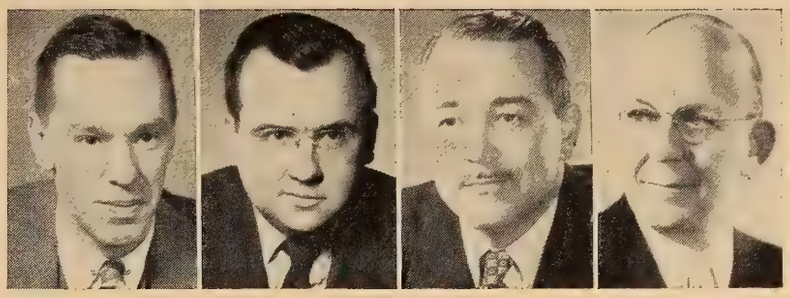
AN ATTACK on the Philip Morris sponsorship of Horace Heidt, alleging that the program is a device to lure youth into cigarette smoking, will be published in the April issue of the *Christian Herald*, a non-denominational and non-official publication of the Protestant Church.

The program, now in its second year, is *Original Youth Opportunity Show*, and presently occupies the Sunday NBC time vacated by Jack Benny, 7-7:30 p.m. Its purpose is to "discover" young talent.

Attorneys for Mr. Heidt told BROADCASTING they would ignore the article, labelling it "a tempest in a teapot." NBC had no comment.

BBDO

Markman, Pope, Vieth Dillon Made VP



Mr. POPE Mr. DILLON Mr. MARKMAN Mr. VIETH

FOUR MEN were elected vice presidents by the board of directors of BBDO New York, at the agency's annual meeting. They are: Paul Markman and Bayard Pope Jr., both account group heads in the New York office. Mr. Markman has been with the agency since 1945 and Mr. Pope since 1939. Also elected were Harry P. Vieth, account group head in the Pittsburgh office, who has been with BBDO since 1935, and Thomas A. Dillon, account executive in the agency's Los Angeles office, who joined in 1938.

OHIO MEETINGS

Speakers Announced

MANY top-ranking authorities on radio, retail advertising, ad copy, television, advertising research and management will be among the speakers at the Ohio State U. fifth Advertising and Sales Promotion Conference and second Television Seminar. The sessions will be held March 17 and 18 in Columbus at the Fort Hayes and Chittenden hotels.

Conference theme will be "Advertising in a Buyers Market." The event is sponsored by Ohio State U. in cooperation with the state's advertising organizations.

Included among the speakers are:

Norwood Weaver, vice president, A. C. Nielsen Co., whose topic will be research; Gerald H. Carson, vice president and copy director, Kenyon & Eckhardt, New York, on copy; George W. Wallace, television and network sales promotion manager, NBC, New York, on radio; Maurice B. Mitchell, director, department of broadcast advertising, NAB, on radio.

Dr. Vergil D. Reed, associate director of research, J. Walter Thompson Co., on research; George L. Moskovics, manager of sales development for CBS television, on television; William E. Burnett Jr., advertising director, GE, Cleveland, on television; Thomas R. Gettelman, vice president, A. Gettelman Brewing Co., Milwaukee, on television; E. Y. Flanigan, managing director, WSPD-TV Toledo and president of Ohio Assn. of Broadcasters, on television, and Marion Harper Jr., president, McCann-Erickson, on management.

REC NOMINATES

Burkland for Presidency

CARL BURKLAND, general manager of CBS Radio Sales, was nominated last week for the 1949-50 presidency of the New York Radio Executives Club. A vote of the membership, to be held May 5, is considered a formality as all candidates will run unopposed.

Nominated for vice president of the club was Gordon Mills, business manager of the radio and television department of Kudner Advertising Agency. Lewis H. Avery, president of Avery-Knodel, station representative firm, and incumbent treasurer of the club, was nominated to succeed himself, and Claude Barrere, head of his own talent firm and radio consultant to City College of New York, was nominated to continue his long-held post as club secretary.

NEWS PROTECTION

Ark. Enacts, N. Y. Defeats Law

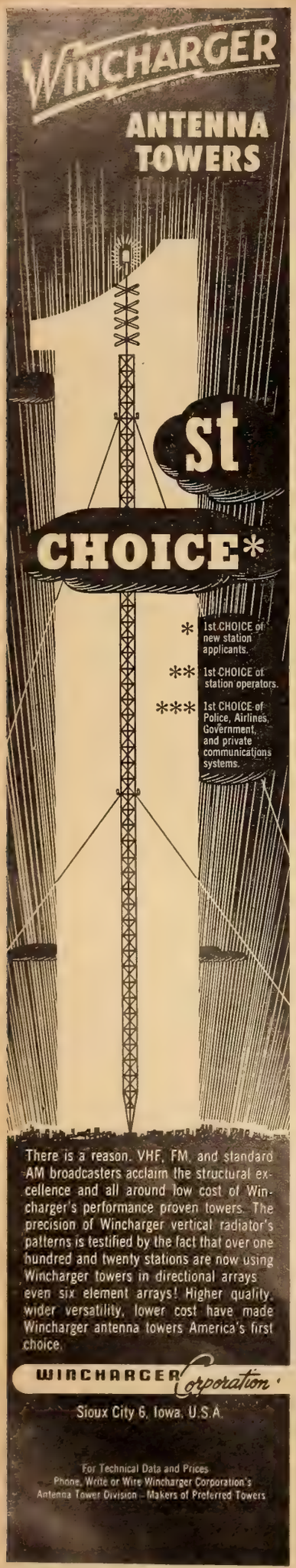
LAW to protect radio newsmen who refuse to disclose sources of information, just as lawyers and doctors are protected, was enacted in Arkansas last week but defeated in New York State.

Arkansas became the first state to extend the privilege to radio and television newsmen just as newspapermen are protected in the state. Ten other states still have laws protecting newspapermen but not including radio. NAB has endorsed efforts to remove this discrimination. Thirty-seven other states lack privilege laws protecting mass media. The Arkansas legislation was called the Garner Bill after Sen. Pat Garner, general manager and news director of KFPW Fort Smith, Ark., who introduced the bill.

The New York bill, introduced by Sen. Thomas C. Desmond, had been prepared for the legislature by the Law Revision Commission which felt the immunity could be safely given in view of the bill's safeguards. Democratic legislators joined with a number of Republicans in defeating the bill in the Senate by a 36-18 vote.

Sen. Desmond obtained reconsideration and the bill was laid on the table but feeling in Albany was that it probably would not come up again at this session.





TRAVEL SPOTS

Budgets Hitting New High

TRAVEL, transportation and travel services are using radio spot announcements to an unprecedented extent this spring.

For the third successive year the Ask Mr. Foster Travel Service Inc. through Willard G. Myers Adv., Philadelphia, has placed a 26-week spot campaign on 14 stations. Schedule begins on March 23, once weekly, on WQXR New York WHDH Boston, WHK Cleveland, WKBW Buffalo, WCAU Philadelphia, WJJD Chicago, KMPC Los Angeles, WDGY Minneapolis, WJAS Pittsburgh, KGO San Francisco, KING Seattle, WMAL Washington, WIOD Miami.

Also, New York, New Haven and Hartford Railroad has turned to radio to promote the new Merchants Limited train between New York and Boston and its generally speeded-up service by buying weather reports on WQXR New York, WICC Bridgeport, WELI New Haven and WNLC New London. The four-week contract, effective March 1, was placed by St. Georges and Keys, New York.

Sicily, through its recently appointed agency, Gotham Adv., in New York, is also using spots to promote travel to the island, slanted toward springtime vacationing. The campaign will run for four weeks on WQXR and WOR New York. Spots will also be used in Buenos Aires and Sao Paulo, Brazil.

STATIONS QUIT

KABR, 3 FM Outlets Fold

KABR Aberdeen, S. D., regional outlet and MBS affiliate established in 1935, advised FCC last week that it was turning in its license April 1 for "economic reasons."

Meanwhile, the Commission last week approved deletion of three more FM outlets to swell the total of FM drop-outs this year to 27.

KABR, licensed to Aberdeen Broadcast Co. and assigned 5 kw on 1420 kc, in a letter signed by H. C. Jewett Jr., president, told the Commission the firm's stockholders have voted to liquidate the corporation. The letter continued, "For the last few years the station has been operating at a loss and it is our belief that the outlook for the future is no brighter." It was stated the "tangible assets" of KABR would be sold to KSDN Aberdeen, established last year. No figure was given for the consideration involved in the sale. KSDN is assigned 1 kw on 930 kc.

The FM outlets dropped last week were WBCO Detroit, KIOA-FM Des Moines and KECK-FM Odessa, Tex. WBCO, owned by Woodward Broadcasting Co., was dropped because of failure to secure a companion AM station for which a request has been long pending and which has been held up in the clear channel case. KIOA-FM, owned by Independent Broadcasting Co., cited prospects of high construction cost and several years of non-profitable operation as reasons for withdrawal. KECK-FM is owned by Ector County Broadcasting Co.

Pay Raise Bill

A TOTAL of 250 top government officials, including FCC and FTC commissioners, would receive pay raises under a bill favorably reported March 10 by the Senate Civil Service Committee. As reported the measure would provide salaries of $16,000, as compared to the Commissioners' present $10,000.

JULES DUNDES

Named to KQW Post

APPOINTMENT of Jules Dundes as director of sales and sales promotion for KQW, Columbia - owned station in San Francisco, was announced today (March 14) by Arthur Hull Hayes, CBS vice president in charge of San Francisco office. Mr. Dundes will assume his new duties on April 15 or as soon as a successor to his present post as advertising and sales promotion manager of WCBS New York is named. Myron Elges will continue in his present capacity as sales manager of KQW, Mr. Hayes announced.



Mr. Dundes

Mr. Dundes joined the CBS promotion department in January 1936. In 1940 he was named to his present post, advertising and sales promotion manager for WCBS, then WABC. He previously had been a member of the staff of the New York *Post*.

HICKOK SUPPORT

Sends Local Promotion Kit

TO BUILD local radio advertising support, the Hickok Mfg. Co., Rochester, N. Y., is distributing to nearly 13,000 retail stores a "complete-package - promotion advertising service."

It includes mats for newspaper advertisements ready - to - put - up counter displays and suggested radio commercial copy. It was prepared in portfolio form by Kastor, Farrell, Chesley & Clifford, New York, and represents the first large-scale effort by Hickok to advertise its products in dailies and over local stations. Forty-four spot announcements are included for local broadcasts.

Upcoming

March 23: FCC hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 30: CCNY awards luncheon, Roosevelt Hotel, New York.
March 31: Radio Pioneers annual banquet, Toot Shors, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 2-3: NARND board of directors meeting, Chicago.
April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).

BROADCAST FEE

For Tourney Games Is Out

BOARD of control of the Washington State High School Athletic Assn. has reversed an earlier decision and will not charge stations $15 each for right to broadcast state high school basketball tournament games. Tournament opens March 16 at the U. of Washington.

Board's action followed a meeting March 5 with representatives of the Washington State Assn. of Broadcasters. The Broadcasters take the position that a tax-supported school cannot charge for broadcasts.

Besides eliminating the charge for AM broadcasts of the games, the board cut from $1,000 to $200 the charge for telecasting them.

Play-by-play on all tourney games will be fed to interested stations, according to H. J. Quilliam, KTBI Tacoma, president of the state broadcasters' group. KMO Tacoma will serve as clearing house and handle traffic and billing. Schedule calls for broadcasting some 30 games in four days.

Wynkoop Elected

REAR ADMIRAL T. P. Wynkoop, who retired from the U. S. Navy March 1, was elected president of Radiomarine Corp. of America, it was announced Friday. In the Navy 34 years, he was graduated from Annapolis in 1918 and in 1922 obtained a master's degree from Massachusetts Institute of Technology. During World War II he was production officer at Naval Shipyard, Norfolk, where he supervised construction of the aircraft carriers *Tarawa* and *Lake Champlain*.

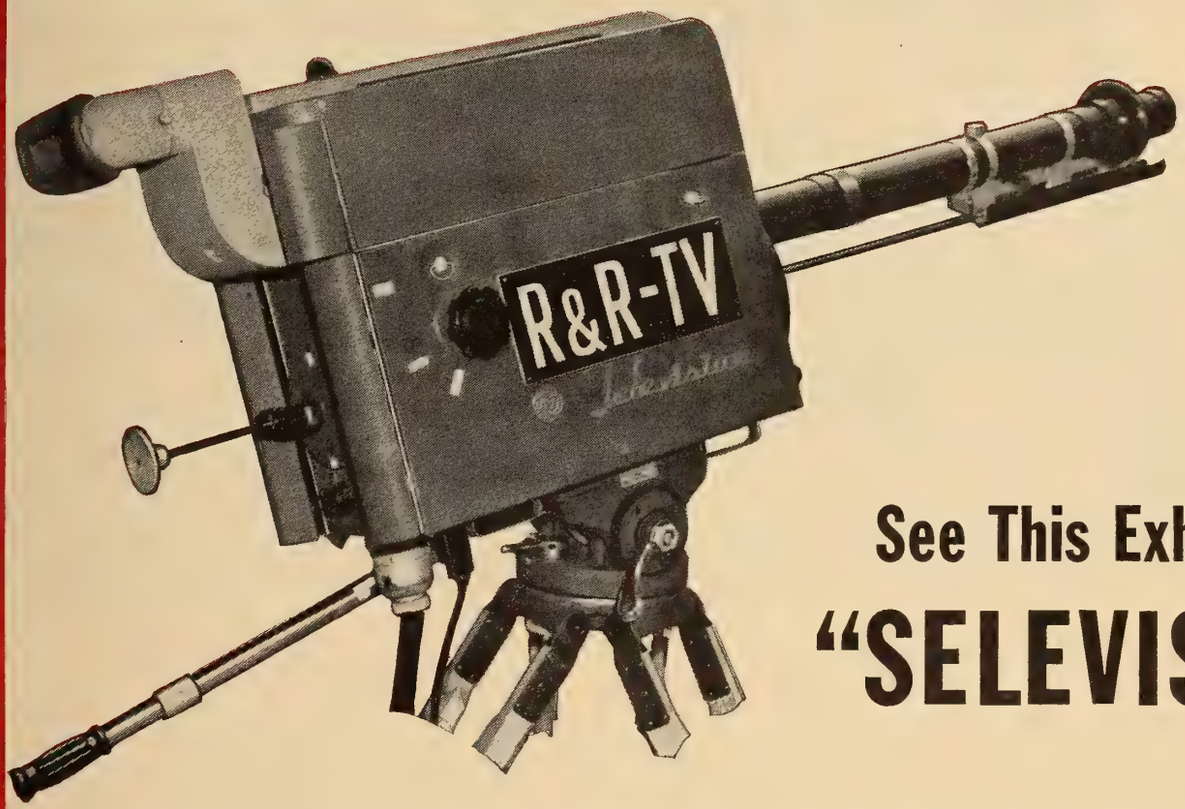
March 14, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 11

St. Louis



See This Exhibit of "SELEVISION"

It is characteristic of Ruthrauff & Ryan that among its personnel, television is referred to as "SELEVISION." For the "sell" always comes first at R&R. And this great new medium has unique two-dimensional possibilities for selling merchandise and ideas.

Ruthrauff & Ryan has pioneered in television, just as it did in the early days of radio.

In 1939, Ruthrauff & Ryan was producing sustaining television shows with Major Bowes.

The first commercial television program in Chicago was an R&R production.

Ruthrauff & Ryan's client, Griesedieck Brothers, has been first in the commercial televising of sports in the St. Louis area.

Ruthrauff & Ryan won the American Television Award for excellence of commercials in 1946 and 1947.

More than 25 Ruthrauff & Ryan clients are now using television on a commercial basis.

We have recently prepared a cross-section presentation of television produced by the agency. It shows excerpts of many types of shows from the elaborate chain production to the economical one-minute spot. It shows a variety of successful commercial techniques. It demonstrates the merchandising possibilities of television. It indicates results that have been secured from various commercial treatments.

You may see this exhibit without obligation. You will find it interesting, valuable. We believe it is the most informative presentation that has been compiled for those interested in exploring the selling possibilities of this revolutionary selling vehicle. It can be examined in your office at your convenience. Simply write us your request.

Ruthrauff & Ryan, Inc.

812 OLIVE ST., ST. LOUIS 1

NEW YORK . . . CHICAGO . . . BALTIMORE . . . DETROIT . . . HOLLYWOOD . . . SAN FRANCISCO . . . SEATTLE . . . CINCINNATI . . . HOUSTON . . . MEXICO CITY . . . TORONTO

Eleventh of a Series

KXOK

spans the great and growing St. Louis Market with 4,837 hours of sponsored time in 1948



Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!



In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1200 busses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

KXOK-FM Is Affiliated with Transit Radio



630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700

KXOK

St. Louis' ABC Affiliate
Owned and operated by the
St. Louis Star-Times
Represented by John Blair & Co.



By BILL THOMPSON

ST. LOUIS is a blend of southern charm, northern vigor and western opportunity—but over and above these fine intangibles it *has the goods.*

It leads the world in the volume of diversified production. Not only the home of American Car & Foundry, Anheuser-Busch, International Shoe, Liggett & Myers, and Ralston-Purina, its food processing establishments number 701; printing, publishing, and graphic arts 436; chemicals and drugs 210; machinery 198; iron and steel 181.

Hundreds of other manufacturers turn out lumber products, automobile equipment, leather goods, petroleum and coal products, textiles, and non-ferrous metals, to name a few groups.

A total of 2,750 plants, producing goods estimated at $2 billion annually, make 357 classes of products. This is 76% of a possible 468 classes as defined by the U. S. Budget Bureau. No one class employs more than 8% of the total employed, a fact which emphasizes the wide diversity and stability of the city's manufacturing.

The Stations That Serve The St. Louis Area

And St. Louis has the tools to *sell* its goods. For decades, three daily newspapers did most of the job—and did it well. But today ten commercial radio stations are helping to do it better. Three of these are black-and-white offspring: KSD *Post-Dispatch*, KXOK *Star-Times*, and KWGD (FM) *Globe-Democrat*. The *Post-Dispatch* also owns KSD-TV, the city's only television station, and the *Star-Times* has a plus in KXOK-FM, associated with Transit Radio.

In addition to KXOK and KSD, four other AM stations have FM: KWK (Mutual), WEW at St. Louis U., KXLW in suburban St. Louis County, and WIL, the area's most powerful independent. Completing the roster of commercial stations are the 50 kw KMOX, owned and operated by CBS; KTMV East St. Louis, Ill.; and KSTL, 10-month-old daytimer.

The metropolitan district also has one of the nation's outstanding religious stations—KFUO at Concordia Theological Seminary. This station and its FM affiliate are owned by the Evangelical Lutheran Synod of Missouri.

The nation's eighth city rode to industrial might on the motto—"Ship From the Center—Not From the Rim."

Central Location Enhances Transportation Importance

Occupying a strategic position about midway between the nation's center of population and its geographic center, it is the hub of the world's greatest inland waterway system, terminus of 19 trunk line railroads, and the interchange point for traffic from all parts of the nation. Transfers are made here between railroads and the barge lines operating on the Mississippi River south to the Gulf of Mexico and north to the Twin Cities.

Because of its central location, local firms are in an unusually favorable position to distribute advantageously by parcel post, express, freight, truck or plane, or via waterways. And they can transact business economically by telephone or telegraph. Its surrounding territory forms a complete circle, unbroken by lakes, oceans or other natural barriers. Such uninhabited areas reduce the trading range of most of the other large American cities, St. Louisians claim. The metropolitan area has a population of 1,678,500 and a land area of 956 square miles. On the Missouri side of the Mississippi are the City of St. Louis (population 902,000), the adjacent St. Louis County, and St. Charles Township. In Illinois are parts of Madison, Monroe, and St. Clair Counties. The district includes 62 incorporated cities and towns of which East St. Louis, Ill. (population 100,000) is the second largest.

Other Important Aspects of Market

Centrally located with respect to agricultural and mineral production, the area is best known for its facilities for assembling domestic raw materials and products and for distributing them cheaply and speedily.

However, St. Louis advances these other claims to fame:

It handles 85% of the world's supply of sealskin, having processed the Alaska sealskin catch under exclusive contract with the U. S. government since 1917.

It is strategic in Latin American trade because of its proximity by river, railroad, air, and highway to the Port of New Orleans.

It has the highest ratio of native-born white persons of native-born parents among all major metropolitan areas in the U. S.

It rates high in culture and science with five Nobel prize winners, the second oldest symphony orchestra in the nation, a world-famous Municipal Outdoor Opera, the first hospital and first state university west of the Mississippi, one of the nation's four leading museums, and one of the first radio stations to be established in the U. S.

It has two major league baseball teams (Cardinals and Browns), a nationally famous college basketball team (St. Louis U. Billikens), an American Hockey League team (Flyers), and a professional basketball team (Bombers).

Conservative Outlook Is Characteristic

It prides itself on being America's most conservative, hard-to-sell town. (It was here that a veteran vaudeville performer made the crack—"The three toughest weeks in show business are Christmas week, Easter week and a week in St. Louis.").

Retail sales in metropolitan St. Louis were estimated at $1,545,856,000 in 1947, as compared with $509,601,000 in 1939, when the last Census of American Business was taken. Department stores (there are 13,161 retail firms) showed a gain of 140% from 1939 to 1946. Maintenance of this high level of business as postwar reconversion progressed was indicated by the fact that for the first seven months of 1946, when the last area-wide check was made, department stores showed a further gain of 29% as compared with the like period in 1945. Anticipation of retail sales at high levels is encouraged by conservative estimates that normal postwar employment is settling at 60% above the 1939 level.

St. Louis ranks as one of the largest wholesale centers in the nation, with 2,663 establishments. It is chief distributor to the southwestern and southeastern states. Wholesale trade currently is running at $1,764,000,000 annually.

743,000 Employed In Area

Total number gainfully employed in the area is 743,000, of which about 30% are women. Of the total, 24% are clerical and sales people; 21, operatives; 14, crafts-

(Continued on St. Louis 4)

(Continued from St. Louis 3)

men; 9, service workers; 9, proprietors, manufacturers, officials; 8, professional and semi-professional; 8, laborers; 4, domestics.

More than 64% of the dwellings in St. Louis and St. Louis County have mechanical refrigeration; 63% have central heating; 75% use gas for cooking; 91% heat with coal or coke; 97% use electricity for lighting.

Nearly 96% of all homes in the area have radios. (In St. Louis proper the count is 97%, and in St. Louis County 97.4%.)

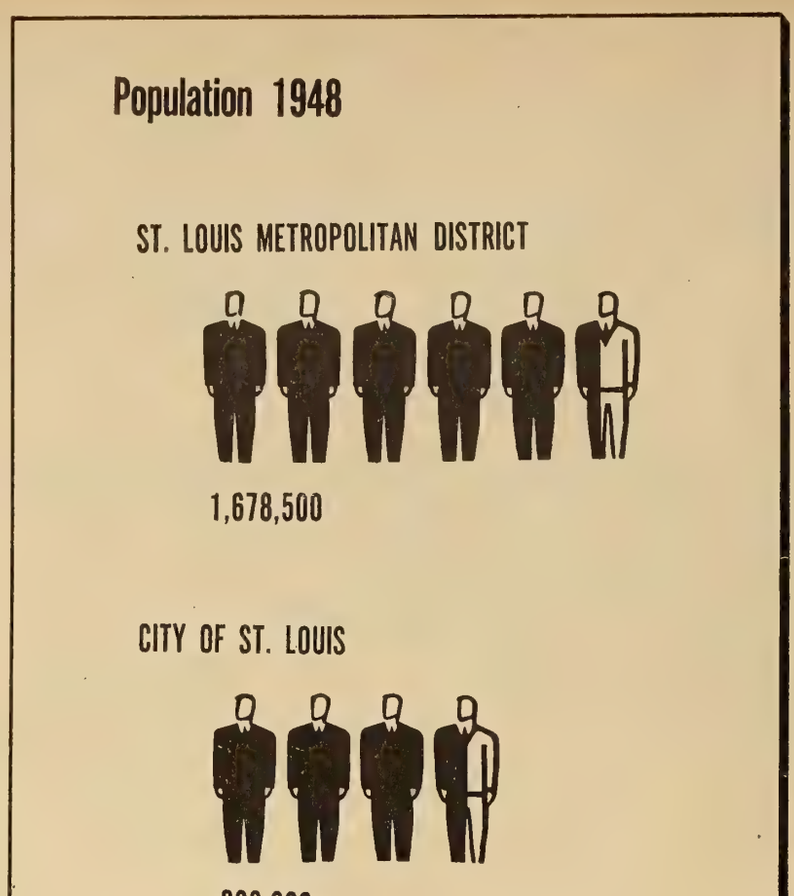
A total of 142,764 dwellings are occupied by the owner, with an average tax value of $4,275. Approximately 47% of homes occupied by the owner are free from mortgage. Motor vehicle registration is 234,071, and average buying income per family is $4,380.

Expansion Factors Prove Great Asset

One of the city's greatest assets is its well-demonstrated readiness to expand its capacity for industrial production. Programs are under way to more than double natural gas and electricity supplies. Railway facilities are being enlarged, new barges, towboats, and docks are appearing on the rivers. A new canal and locks are being built to by-pass the hazardous "Chain of Rocks" in the Mississippi north of St. Louis, and a new bridge across the river, and new highways and expressways through the city, are in progress. Lambert Municipal Airport, only one in the city, from which Lindbergh first flew his "Spirit of St. Louis," is being substantially enlarged despite a tendency on the part of the influential Terminal Railroad Assn. to frown on aviation. This has seriously delayed the city's growth as an air transport center, for which it is so ideally situated.

St. Louis U. Builds Outlet in 1921

Jesuit St. Louis U. built the first broadcasting station west of the Mississippi and east of the Rocky Mountains in 1921. Brother George Rueppel of the university's science department put 9YK on the air just five months after Dr. Frank Conrad began broadcasting from KDKA Westinghouse in Pittsburgh. The U. S. Dept. of Agriculture recognized the station because of its "valuable weather and market reports to farmers." On March 23, 1922, the Dept. of Commerce assumed control of broadcasting and officially licensed the station as WEW, call letters which Brother Rueppel interpreted as "We Enlighten the World." WEW is one of the few educational outlets in the country to be successful commercially.



The Early Days Of KSD

This was not the first license granted by the Dept. of Commerce to a St. Louis station, however. KSD, the *Post-Dispatch* station and NBC affiliate, received its certificate nine days earlier. Its pioneering was responsible for the development of many broadcasting practices that since have become standard. Some St. Louis broadcasters recall that the *Post-Dispatch*, acknowledged as one of the world's greatest newspapers, "looked down her lorgnette" at radio during KSD's formative years. Its veteran manager, George M. Burbach, divided his talents between the station and the newspaper's advertising department until 1941. He has been a potent voice in the broadcasting industry. He put KSD-TV on the air in February 1947 claiming the first completely postwar equipped television station in the U. S., and last September unveiled KSD-FM.

Another station that could challenge KSD's right to the first license is WIL, whose founder, Lester A. Benson broadcast the Harding election returns from a transmitter in the basement of his home. Mr. Benson's original call letters, WEB, were changed to WIL when he got his license April 5, 1922. He was the first St. Louisian to sell time on the air.

Non-Commercial KFUO Founded in 1924

KFUO, home of *The Lutheran Hour*, was the fourth station to sign on. A non-commercial operation, it was founded Dec. 14, 1924 by "progressive and far-seeing Lutherans who realized the great possiblities which radio held in store for the work of the Church."

On Christmas Eve of the following year, KMOX, destined to become "the station to beat" in St. Louis, broadcast its inaugural program. A clear-channel outlet, it claims to serve 70 counties, commanding a BMB audience of 816,660 in the daytime and 967,900 at night. Included in its secondary listening area are many counties in Louisiana. Thomas Patrick Convey, who was to broadcast play-by-play from St. Louis' Sportsman's Park, called 17 local businessmen together to form KMOX.

Mr. Convey made his greatest impression on the broadcasting world, however, as founder of KWK on St. Patrick's Day, 1927. This Mutual station, located in the Chase Hotel, in the swank West End section of St. Louis, has been one of the most economical network operations in the country. It was one of the first stations in the city to capitalize on disc jockeys. Before his death, in 1934 at the age of 48, Mr. Convey had experimented with the television scanning disc. His son, Robert T., who now heads KWK, has applied for TV and plans to integrate it in a new location with his AM and FM activities, and a wired music subsidiary.

Cox Puts WTMV Into Operation

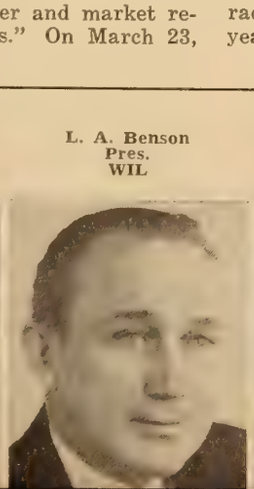
By 1935, the growth of the metropolitan area on the Illinois side of the Mississippi made an East St. Louis station feasible. Lester Cox, who had been an owner of stations in Springfield, Mo., Pittsburg, Kan., and Kansas City, put WTMV on the air May 19. Leaning towards sports and known for a policy of presenting brief news reports "every hour on the hour," 250 w WTMV has been famous in the area for originating the St. Louis Cardinals baseball broadcasts. Last year, a network of 54 stations took the Cards games, but in 1949 they will originate from WIL, which has upped its power to 5 kw. These two full-time independents are the only ones available for baseball broadcasts. The four network stations cannot reserve sufficient time, and all other outlets are daytime only. It is presumed WTMV will broad-

(Continued on St. Louis 6)

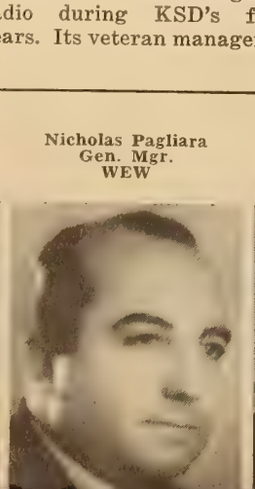
Frank E. Pellegrin
Pres & Gen. Mgr.
KSTL



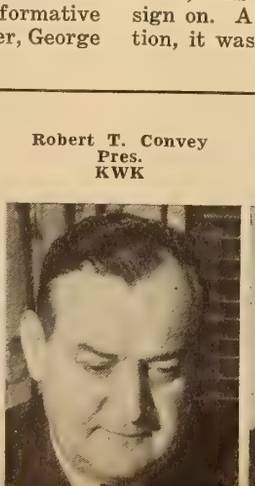
L. A. Benson
Pres.
WIL



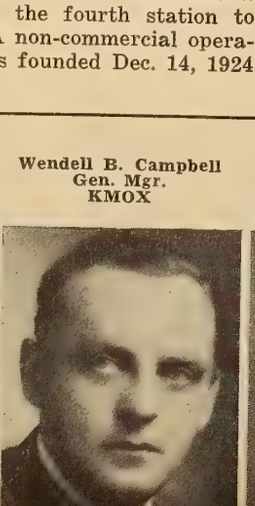
Nicholas Pagliara
Gen. Mgr.
WEW



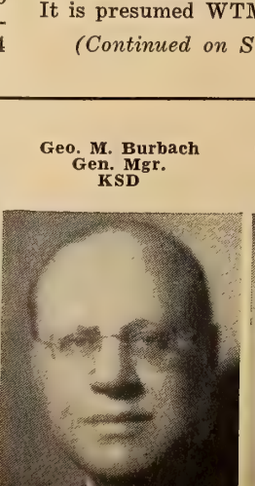
Robert T. Convey
Pres.
KWK



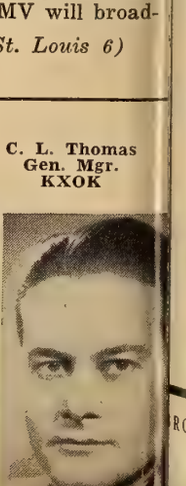
Wendell B. Campbell
Gen. Mgr.
KMOX



Geo. M. Burbach
Gen. Mgr.
KSD



C. L. Thomas
Gen. Mgr.
KXOK



FIRST IN THE NATION

KSD-TV

America's First Completely Post-War Equipped Television Station

•

Affiliate of the

NBC TELEVISION NETWORK

Working Agreements with the

CBS, DUMONT and ABC TELEVISION NETWORKS

National Advertising Representative

FREE & PETERS, INC.

•

Owned and Operated by

THE ST. LOUIS POST-DISPATCH

Owner and Operator of

KSD • KSD-FM • KSD-TV

St. Louis

(Continued from St. Louis 4)

cast the St. Louis Browns games this season, although a contract has not been signed.

From 1922 to 1938, the *Post-Dispatch* was the only St. Louis newspaper to have "adopted" broadcasting. On Sept. 19 of the latter year, however, the *Star-Times* entered the field with KXOK. The station became a basic affiliate of NBC's Blue Network in 1941 and its successor, ABC in 1945. Unlike KSD in its early years, KXOK insists it always has been independent of its newspaper parent—in fact, a competitor. It appears to be the most promotion-conscious station in St. Louis. Its FM affiliate, which took the air in March 1947, is expected to show early profits as the result of its recent Transitcasting tie-up. The *Star-Times* is one of the eight stockholders of Transit Radio Inc.

Only suburban commercial station in the St. Louis area is KXLW, founded Jan. 1, 1947. Located in Clayton, Mo., it is very much a part of the metropolitan picture because it is surrounded by homes of the wealthiest residents of the area. Guy Runnion, youthful former news editor at KMOX, sold the idea of a suburban community station to 87 preferred and 12 common stockholders.

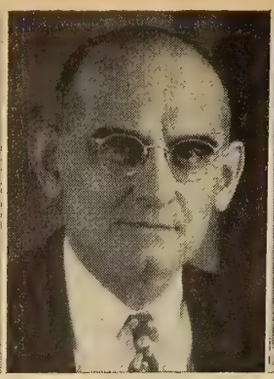
Last June, Frank E. Pellegrin, former director of broadcast advertising for NAB, put KSTL on the air from the American Hotel in downtown St. Louis. Three local industrialists, two Washington, D. C. attorneys, and Mr. Pellegrin are stockholders. The station started entering figures in the profit column after four months, and all but two original advertisers are maintaining schedules. In strict compliance with NAB's Standards of Practice, KSTL employs a mood sequence technique with middle-of-the-road musical selections, ranging from old familiar to popular and semi-classical.

Newest Outlet Is KWGD

Newest and one of the most modern stations in St. Louis is the *Globe-Democrat's* KWGD (FM), housed in a "Radio City" costing $1,600,000. Since the station took the air in December, after two years of preparations, its salesmen have been extolling the merits of "interference-free" radio and have signed a handful of advertisers. But everyone in St. Louis believes the costly layout is chiefly for television, for which the *Globe-Democrat* has applied to the FCC. Everyone also believes an alliance between the newspaper and KMOX is not far off. They recall that the CBS station has not applied for TV, and in recent years withdrew its application for FM. They also recall that the *Globe-Democrat's* owners were among the 17 founders of KMOX in 1925, having sold their 35 percent interest to CBS in 1932. The newspaper and station have cooperated closely since that time. It all adds up.



Guy Runnion
Pres. & Gen. Mgr.
KXLW



Rev. H. H. Hohenstein
Director
KFUO



Charles W. Nax
Gen. Mgr.
KWGD (FM)

Over 23,000 Video Sets In The Area

KSD-TV, trailblazing video station, with a primary range of 50 miles, has been solely responsible for the purchase of 23,000 TV receivers in the metropolitan area. It presently will move into new million-dollar studios in the *Post-Dispatch* Bldg. Local newsreels, picture newscasts, cartoons, feature films, home economics demonstrations, and other programs have originated in small, cramped studios there since the station took the air two years ago. Since last fall, NBC kinescope recordings have been used, and since the Midwest and Eastern coaxial cables were joined in January, NBC-TV network fare has been featured. In addition, special programs from other networks have been carried. Many local remotes, such as football, baseball, basketball, hockey, harness races, and Golden Gloves boxing bouts, have been telecast. Even before it officially went on the air, KSD-TV telecast the traditional Veiled Prophets' parade and ball in 1946 and carried these famous events in 1947 and last year as well.

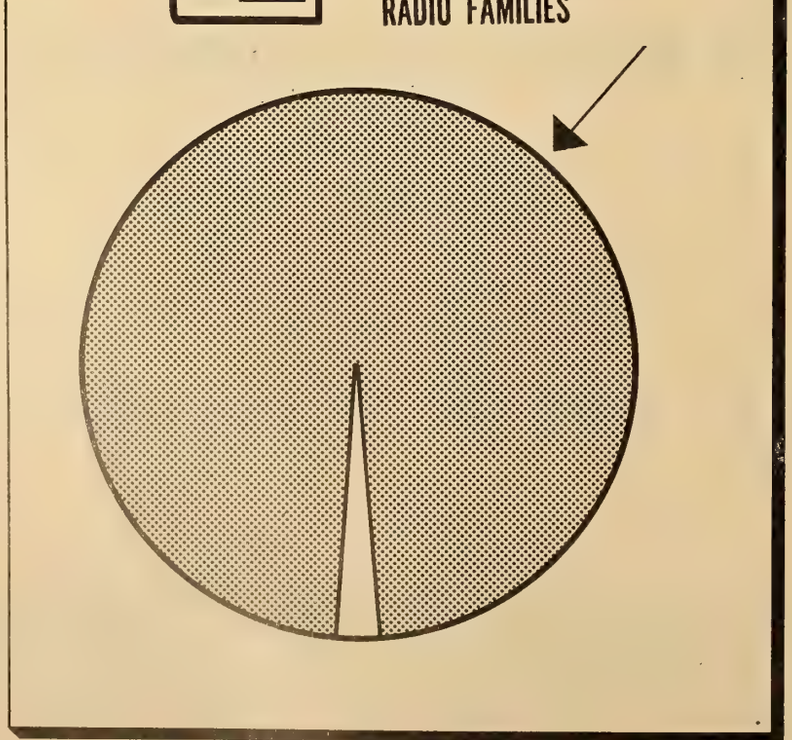
Figures on KSD-TV Operation in 1948

While operations at KSD-TV are believed to be less costly than at most comparable stations because of efficient overlapping of some personnel with that of KSD, nevertheless a loss of $109,355 was reported last year. The station furnished BROADCASTING this complete report:

KSD-TV
St. Louis, Mo.
Television Operation for the Year 1948

Capital Expenditures:		
Transmitter equipment and installation	$137,572	
Studio equipment and installation	94,816	
Mobile pick-up equipment	23,500	
TV Tower	77,831	
TV Transmitter Penthouse	39,037	
TV Studio 24' x 44'	23,337	
TV Studio (under construction) 24'x 49'	25,000	
		$421,093
Cost of Operation: (10 months actual & 2 months estimated)—		
Program expense:		
Program staff (salaries and wages)	$ 41,596.48	
Talent payroll	23,074.74	
		$64,671.22
Films (rentals)		32,166.17
Scenery-Line charges & other service		20,561.59
Total program expense		$117,398.98
Technical expense:		
Technical staff payroll	$ 62,862.65	
Technical staff overtime	19,288.70	
		82,151.35
Repairs and renewals (tubes)		16,349.37
Depreciation		44,940.00
Other technical expense		4,223.24
Total technical expense		$147,663.96
Promotion expense:		
All TV Promotion		4,135.45
Combined total expenses:		
Program expense	$117,398.98	
Technical expense	147,663.96	
Promotion expense	4,135.45	
		$269,198.39
Total net revenue		159,842.85
Operating loss		$109,355.54

Program staff of 7 (full time).
Plus use of KSD keymen and KSD announcing staff.
Announcers paid on overtime basis.
Technical staff of 17 (full time)
14 technicians
2 stage hands
1 projectionist
KSD-TV programming 30 hours per week since 6/1/48—7 day operation. Up to June 1948 KSD-TV operated Thursday through Monday or 5 days per week.



Rates range from $300 an hour to $50 for a one-minute spot on Class A time (1 to 11 p.m., Saturdays and Sundays; 6 to 11 p.m., Mondays through Fridays). Recently, however, station officials tried charging $100 for one-minute spots after the 7, 8 and 9 p.m. telecasts and sold out all of the 1949 periods so quickly that they entertain high hopes of drastically reducing last year's deficit.

The three large department stores that dominate the Associated Retailers of St. Louis (Famous-Barr, Scruggs - Vandervoort - Barney, and Stix, Baer and Fuller) pour thousands of dollars into the newspaper coffers yearly. The non-newspaper group gets some comfort, however, from the realization that dozens of smaller retailers are attracted to radio only because it is the one medium their big competitors have not invaded.

55 Agencies Operate In St. Louis Market

St. Louis has 55 advertising agencies. Among those doing an aggressive job for radio is the Gardner Advertising Co., with such accounts as Ralston-Purina, Pet Milk, and the U. S. Army and Air Force, and total billings in excess

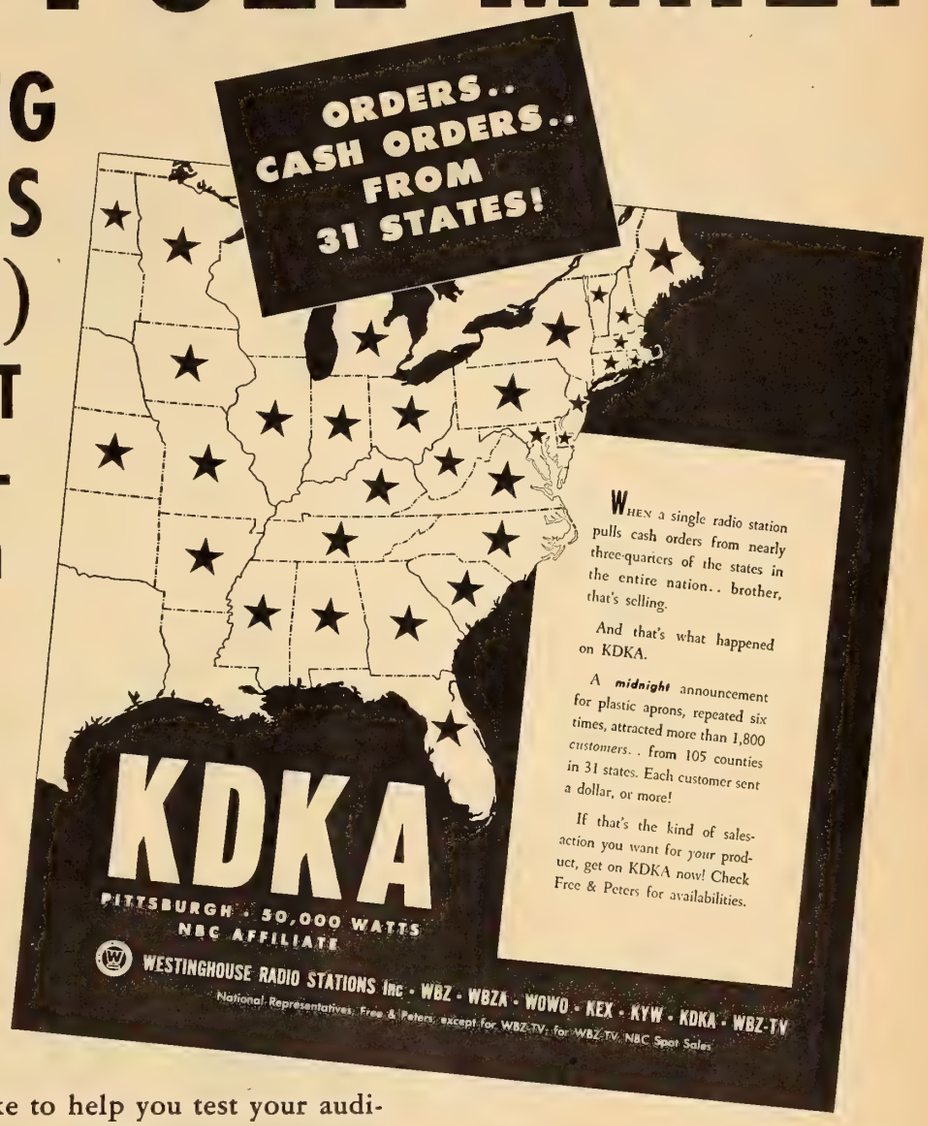
(Continued on St. Louis 10)

CAN YOU PULL MAIL?

AMERICA'S LEADING 50,000 WATTERS

(and SCORES of SMALLER STATIONS, YES—250 WATTERS, TOO)

are DISCOVERING THAT THEY CAN PROVE AUDIENCE RESPONSIVENESS in THIS BRASS-TACKS WAY THAT DEFIES ARGUMENT —SELLS PLENTY OF OPEN TIME and KEEPS YOUR PET ACCOUNTS CONVINCED



Does your Station have a profitable, responsive audience at midnight? At 6 o'clock in the morning? At 2:30 in the afternoon? There is one dead-certain, incontestable way you can prove your point—by carrying good, clean mail-order accounts such as we place.

If you can show hard-to-convince time buyers that you can sell goods by mail when most folks are supposed to be asleep or at other odd hours, then there is no question about the size or responsiveness of your audience.

We'd like to help you test your audience. We're mail-order specialists. We've been at it over 36 years. We have never missed a discount or payment. Our clients are reputable. They sell desirable merchandise, much of it unusual and often at real bargain prices. They fill orders promptly. They'll be a credit to your station.

For example, we are now concluding one of the most outstanding mail-order successes in radio history. It featured a Plastic offer by our client, L & M Company. Many 50 KW Stations like KDKA (whose full page ad in February 7th BROADCASTING we reproduce above), as well as smaller stations participated in the campaign. A few of the stations carrying this offer: **WOR, WBZ, WGY, WWVA, WJR, WMAQ, KNBC, KFWB, KTRH, KFI, WSM, WKNX, WDAY, WOAI, WIBW, KOA, WNBC.**

PHONE, WRITE OR WIRE US TODAY FOR DETAILS

SHAFFER BRENNAN MARGULIS ADVERTISING CO.

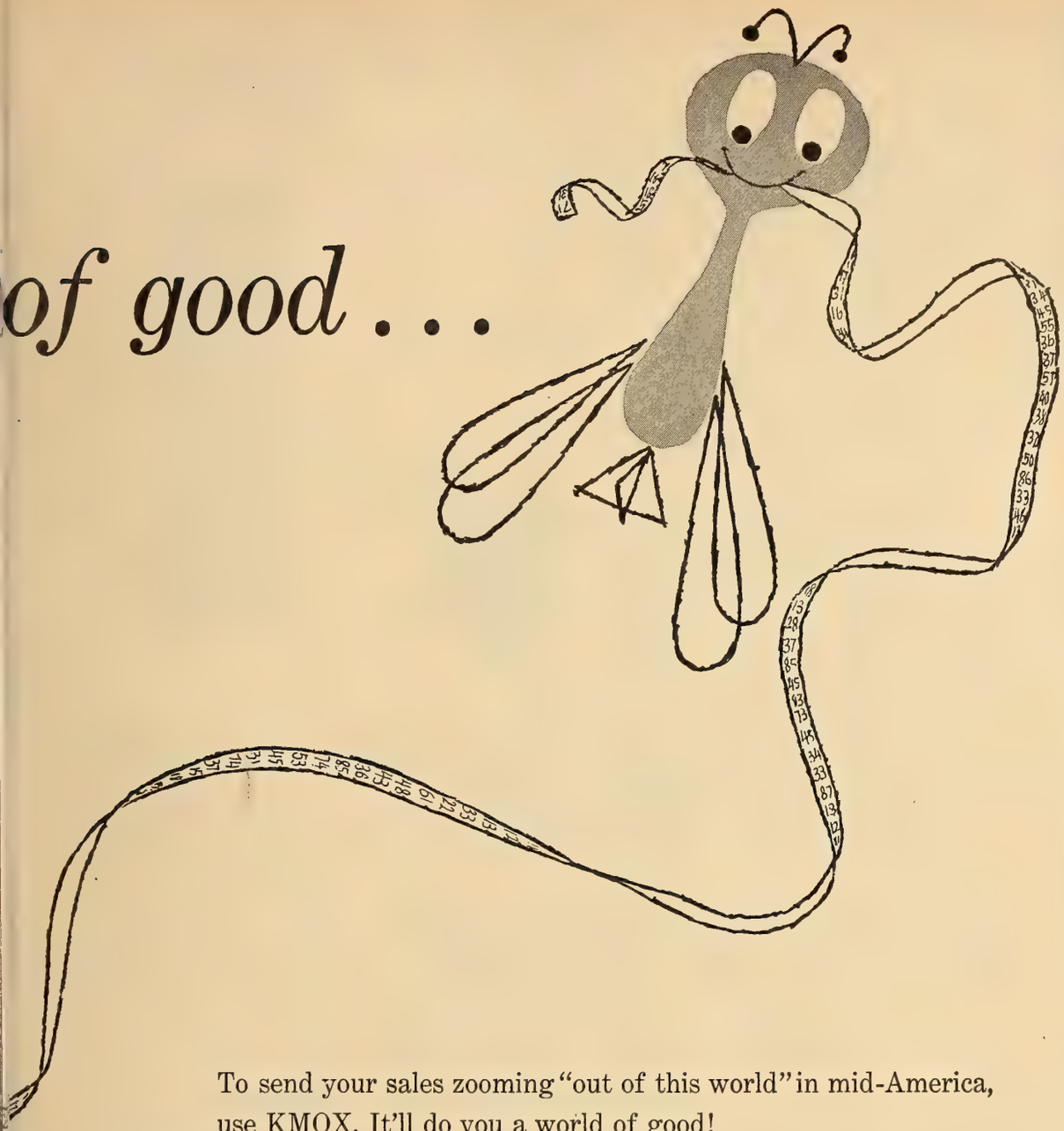
4 North Eighth Street **St. Louis, Missouri**

Phone MAin 2579 or MAin 2587

It will do you a world



of good . . .



To send your sales zooming "out of this world" in mid-America, use KMOX. It'll do you a world of good!

Because the vast mid-America market dominated by 50,000-watt KMOX is a world in itself . . . diversified, self-sufficient . . . bulging 'round with riches.

Last year retail sales here were "out of this world," totaling $2,352,663,000. Thanks in part to 2,841 factories with an annual payroll of $606,000,000, and 492,123 worldly-wise farmers with a net cash income of $365,347,000.

Big as it is, there's one easy way to "tell the world" about your product. For KMOX is the 6-to-1 favorite of listeners throughout these 70 counties, day and night, all week long. Ask us or Radio Sales for details.

The "Voice of St. Louis" **KMOX**

50,000 watts • Columbia Owned

For all the facts and figures on mid-America, write or call Radio Sales for your copy of "It's A Small World" . . . latest KMOX market study.

KSTL
ST. LOUIS
BLANKETS
THE ST. LOUIS MARKET
WITH THE
4th Strongest Signal
AT THE
Lowest Cost Per Thousand
OF ANY ST. LOUIS STATION

PACKS A HUSKY WALLOP!

1000 Watts

ON 690 KILOCYCLES

KSTL's choice frequency and efficient operation packs plenty of punch and power . . . effectively delivers 40 other important BONUS markets (Primary Area) outside of St. Louis ABC zone.

CONCIENTIOUS, THOROUGH MERCHANDISING SERVICE

- NEWSPAPER DISPLAY ADS
- GROCERY AND DRUG TRADE BULLETINS
- POINT-of-SALE PROMOTION
- SPECIAL LETTERS TO YOUR TRADE
- PERSONAL SERVICE CALLS

St. Louisans Appreciate KSTL's Good Music

KSTL gives St. Louis GOOD MUSIC ALL DAY LONG!

Less talk, less chatter, less Yakity-Yak—

MORE ATTENTION FOR YOUR COMMERCIALS!

KSTL
ST. LOUIS
R. L. STUFFLEBAM, Gen. Mgr. MAin 0600

St. Louis

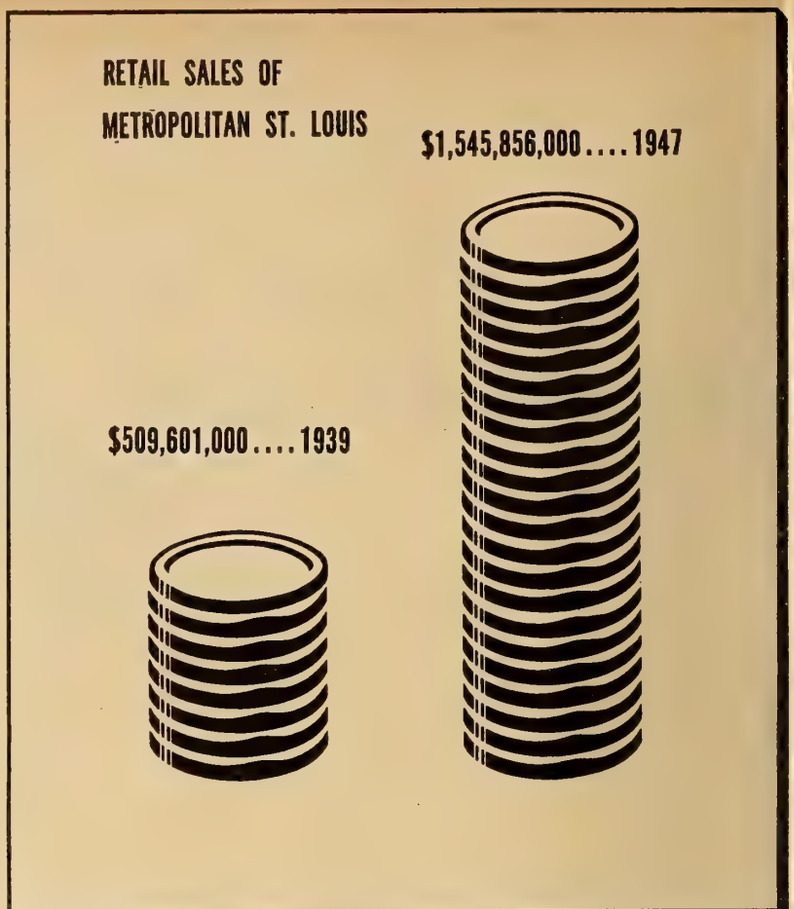
(Continued from St. Louis 6)

of $15 million, much of it for radio. D'Arcy Advertising Co. has the giant Coca Cola account, whose radio programs are handled in New York. Charles E. Claggett, vice president and former radio director of Gardner, is one of the advertising profession's best-known radio men by virtue of the part he has played in the development of "kid" programs. He has handled Ralston's *Tom Mix* for Gardner 15 years. *Tom Mix* started in New York in 1933 and consisted of a complete 15-minute episode every Monday, Wednesday and Friday. It was broadcast over the then NBC Red network. In 1934, the show was moved to Chicago because it was more advantageous to repeat from there than it was from New York.

"We started on the Blue in Chicago and went on a five-a-week basis with a continued story type of show with a basic plot that stretched over 26 weeks," Mr. Claggett reminisced. "Percy Hemus, who started with the program in New York, was dragged out to Chicago to continue playing the part of the Old Wrangler. In addition to Hemus, we employed the Ranch Boys—Curley Bradley, Jack Carson, and Jack Ross—to sing our theme song. Because we had a tight budget, when bit parts came along the Ranch Boys handled the speaking lines. Jack Holden played the part of Tom Mix and also doubled as scriptwriter. Bob Wamboldt was our producer. Hal Perry, now the *Great Gildersleeve*, performed miracles doubling from four to six parts in every episode. Jane Webb, then a small thing in pigtails, played a running part standing on a soap box. She literally grew up on the program and only left it when she moved to the Coast about two years ago to play the lead in *Those Websters*. Forrest Lewis, Sid Ellstrom, Leo Curley, Jane Seymour, Mercedes McCambridge, Betty Winkler, Hugh Studebaker, Billy Idleson—who was then playing Rush in *Vic and Sade* —and virtually every famous radio actor and actress in Chicago worked the *Tom Mix* show. About 1936, Russell Thorson was brought out from New York to play Tom Mix and was later replaced with Curley Bradley about 1941."

Oscar A. Zahner, vice president in charge of St. Louis operations for Ruthrauff & Ryan Inc., joined the agency in 1925. R&R opened the St. Louis office at 812 Olive St.

"Over the years Ruthrauff & Ryan has been top buyer of radio time in the St. Louis area, by consensus of opinion of station officials," Mr. Zahner stated. Currently, such advertisers as Griesedieck Brothers Brewery, Krey Packing Co., Pevely Dairy, St. Louis Dodge Dealers Assn., three Arthur Murray studios in the city, and Tums are R&R accounts sponsoring a wide variety of broadcasts. Old Judge coffee and Hyde Park Breweries were earlier companies figuring in R&R radio in the St. Louis area.



Mr. Zahner points to the "Baseball Network" of stations, now organized for Griesedieck Brothers, to bring St. Louis baseball games to area listeners as well as audiences in Illinois and throughout Missouri. When the network was first begun for Hyde Park in 1938, it consisted of six stations. In 1948, for Griesedieck, there were 54 stations in the network.

From the inception of television in St. Louis (KSD-TV in 1947), the agency has been active in video. The agency chalked up a series of "firsts" in television for the St. Louis area in its series of studio sports shows, *Sports Close-ups*, for Griesedieck.

Ray C. Stricker, who joined the agency 12 years ago, also played a major role in building R&R radio in St. Louis.

Shaffer-Brennan-Margulis Advertising Co. is one of the largest mail order agencies in the Midwest, with one-third of its volume agricultural accounts such as nurseries, hatcheries, and farm implement concerns. Founded by the late E. M. Brennan and T. D. Shaffer, who retired in January 1948, S-B-M now is a partnership operated by Sam B. Margulis, who is radio director, and S. I. Rosenfeld. Mr. Margulis started with Messrs. Brennan and Shaffer in 1924 as an "office boy-file clerk-copy writer." He became a partner four years later and has sparked the agency's activity in radio ever since. Company was founded in 1912.

Vernon L. Morelock, vice president of Winius-Drescher-Brandon in charge of radio and television, was active in spot radio in earlier years "when St. Louis was as much a center for transcribed spots as Chicago was for soap operas." He mourns the passing of the days when big St. Louis shoe concerns had spots produced there "sometimes at the rate of 13 an hour."

One of the city's most talented agency executives is James M. Daugherty, president of Jimm Daugherty Inc., who has been widely honored for his community service in producing the local radio series *The Land We Live In*, which he originated but is now produced by the Gardner Co.

Olian Advertising Co., which last year moved its headquarters to Chicago, but maintains a large staff in St. Louis, has one of the city's best radio success stories in General Coffee Co. Sales of its Manhattan Coffee have increased 10 fold since it entered radio two years ago. Westheimer and Co., Oakleigh R. French and Assoc., Jerroll & Assoc., Gordon-Marshall Adv., Huffman Adv. Co., Marjorie Wilten, and Glee R. Stocker and Assoc. are others doing a good selling job for radio.

Out Where the Wealth Begins--
KXLW
St. Louis County

One of The Nation's Great Independents

WIL

ST. LOUIS

Now DELIVERING

5,000 WATTS

FULL TIME

— to One of The Midwest's Most IMPORTANT Markets

SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY



—Where it counts Most!

WIL
5,000 WATTS
FULLTIME
1430 KILOCYCLES

REPRESENTED BY

WM. G. RAMBEAU CO.

NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

WIL-FM
87.3 MEGS.
CHANNEL 247
FIRST IN ST. LOUIS

STATION DATA

Background of St. Louis Outlets

KFUO

801 DeMun Ave., Clayton, Mo.
Tel.: Delmar 3030
850 kc 5 kw

IN FEBRUARY, 1923, Richard Kretzchmar, chairman of the board of control of Concordia Seminary, submitted to the board a proposal for a Lutheran radio station. The Lutheran Laymen's League, the Walther League, and students at Concordia raised funds for the 500 w station which took the air in December of the following year from an improvised studio in the attic of old Concordia Seminary in St. Louis. When the school moved to a new campus at Clayton, a western suburb, in 1926, a 1 kw station was erected. At the time, the station shared time on 550 kc with KSD. In 1940, the FCC assigned 850 kc to KFUO and its power was increased to 5 kw. By 1942 a $100,000 "Greater Gospel Voice Radio Fund" had been raised and a modern plant was constructed on the Concordia campus. Now a half-million-dollar expansion program is under way, including removal of its transmitter and antenna from the campus to another site, its replacement with a new FM tower, additions to its studios and installation of new equipment. . . . KFUO is the originating station of *The Lutheran Hour*, conceived in meetings of its radio committee. In 1946, the station was recommended for the Peabody Award for outstanding public service, considered a special honor for a religious station. . . . KFUO is establishing a shortwave amateur station for contacting Lutheran missionaries in all parts of the world. The Rev. H. H. Hohenstein, director of KFVO since October 1925, states: "In spite of our half-million-dollar expansion program and our heavy operating costs, we have never owed anyone a dime since the founding of the station over 24 years ago."

KMOX

401 S. 12th St. Tel.: Central 8240
1120 kc 50 kw

THIS KEY CBS station took the air with 5 kw from two studios in a Hotel Mayfair suite in December 1925. It received a clear channel in 1929 and a year later christened a 50 kw transmitter. By December 1931 the station had outgrown its hotel studios and had taken over 25,000 square feet in the St. Louis Mart Bldg., now the St. Louis Medical Depot. In May 1932 the 17 local business men who founded KMOX sold it to CBS. Owners of the *Globe-Democrat*, who were among the 17, are said to regret that they disposed of their share. They need an AM affiliate for KWGD (FM). . . . First manager of KMOX under CBS supervision was J. L. Van Volkenberg, now vice president of the network in charge of television. He was succeeded two years later by James D. Shouse, who resigned in 1937 to become general manager of WLW Cincinnati and was followed by Merle S. Jones. Late in the war, Mr. Jones went to WOL Washington, before becoming manager of WCCO Minneapolis, and Col. Frank B. Falknor returned from the service as head of KMOX. When Col. Falknor went to WBBM Chicago in November 1945 as right-hand-man to H. Leslie Atlass, CBS vice president in charge of the Central Division, Wendell B. Campbell, his assistant general manager, moved up. Mr. Campbell today is in charge of a commodious station layout totalling 40,000 square feet of space. There are seven studios, ranging in size from 400 square feet to the "KMOX Playhouse" with a two-level stage, floodlights, and a seating capacity of 400. The station occupies much of two floors of the Medical Depot. A 24-hour station, KMOX produces some 10,000 programs yearly. . . . Its *All-Night Frolic*, inaugurated last October, already has received hundreds of letters and telegrams from listeners throughout the U.S. and such far-away points as Hawaii. . . . The station employs 21 union musicians, a number of them symphony artists. It is one of two CBS stations feeding the network their own orchestras, the other being WBBM Chicago. Its *Barnyard Follies* is on the network for a half hour six days a week. . . . The 24-hour news department is unique in that 54 string correspondents are held available in surrounding towns for on-the-spot two-way telephone interviews.

KSD, KSD-TV, KSD-FM

1111 Olive St. Tel.: Main 1111
550 kc 5 kw

FIRST NEWSPAPER-OWNED station in St. Louis, KSD was founded by the Pulitzer Publishing Co. (*Post-Dispatch*). A month before it received the first Dept. of Commerce broadcasting license, in March 1922, it presented one of the first remotes in radio history from the stage of the American Theatre. The play was "Two Little Girls in Blue." Among many "firsts" claimed are: A test broadcast to a moving passenger train; talks by the late Gen. John J. Pershing and British Prime Minister David Lloyd-George; a Catholic mass; communication with a dirigible in flight; address by a U. S. President (Warren G. Harding, June 21, 1923); and the first station in St. Louis to broadcast a network program—an address by President Calvin Coolidge from Washington. . . . KSD was the only St. Louis station to send a member of its news staff to Rome for the elevation of Archbishop John J. Glennon to the rank of Cardinal. . . . In 1935 it operated experimentally an ultra shortwave transmitter, W9XPD. Later it operated an experimental facsimile station, W9XZY. In 1938, it inaugurated the first regular broadcast of a specially prepared facsimile edition of a newspaper, . . . In 1948, KSD had billings totaling approximately one million dollars, a substantial increase over 1947. Its management sees indications of a slight recession this spring "which may continue through June," but believes that "by concentrating on a volume of $15,000 accounts instead of $50,000 accounts" 1949 may show an increase over last year. . . . General Manager Burbach was advertising manager of the *Post-Dispatch* and a director of the Pulitzer company when KSD took the air. He was placed in charge of the station's program and business departments in addition to his regular duties. In 1933, he was named general manager. Through his efforts KSD became the first newspaper-owned station to apply for and receive 24-hour AP news service. He has been a constant advocate of better taste and more restraint in the use of commercials. He was one of the first to put into practice the policy of prohibiting interruption of newscasts for "middle commercials." One of a small group which organized the St. Louis Better Business Bureau in 1917, he served as a member of its board of directors for many years. He became a charter member of radio's "Twenty Year Club" in April 1942. On Mr. Burbach's recommendation, KSD's television affiliate KSD-TV became one of the first members of TBA, of which he is a director. He is active in numerous civic and cultural enterprises.

KSTL

American Hotel. Tel.: Main 0600
690 kc 1 kw D

FOUNDED LAST June 4 on the mezzanine of the American Hotel and adjacent to the city's only legitimate theatre, The American, KSTL features "good music all day long." The theatre provides easy access for exclusive interviews with top stars of the stage. Careful attention is paid to all advertising copy and the industry's Standards of Practice, with "beamed program technique" employed on all accounts. . . . Station maintains a reciprocal agreement with the Accredited Newspaper Assn. of St. Louis, comprising five weekly community papers with a total circulation of 207,000. Besides local news coverage, these papers are an outlet for KSTL's merchandising program. When Frank E. Pellegrin, founder, resigned as general manager in October to become national sales manager for Transit Radio Inc., in Chicago, Ralph L. Stufflebam, sales manager, was appointed manager. Mr. Stufflebam's background includes 11 years of sales building by radio. He formerly was general manager of WDZ Tuscola, Ill.; regional sales director for Central States Broadcasting System (KFAB and KOIL Omaha; KFOR Lincoln); and KWTO-KGBX Springfield, Mo. . . . Stockholders in addition to Mr. Pellegrin, who continues as president, are James H. Grove, president of Grove Labs.; E. E. Haverstick Jr. of Smith, Moore & Co.; and William H. Haverstick, president of Haverstick Sales Co., all of St. Louis; also Franklin C. Salisbury and William Blum, Jr., Washington, D. C. attorneys. . . . Besides good music and mood sequence programming, which got the station off to a solid and profitable start, beamed to the middle and upper levels of cultural St. Louis, KSTL has built two noteworthy series of programs. *Who's Who in St. Louis* is a daily feature presenting by tape interviews with outstanding local personalities in all lines of activity, and *The St. Louis Forum*, a weekly discussion of major local issues.

KWGD (FM)

1215 Cole St. Tel.: Garfield 1212
251, 98.1 mc 218 kw, B

APPLIED for FM in 1941, but took the air only last Dec. 19 from a new building, topped by a 525-foot tower, at 1215 Cole St., one block from headquarters of its owner, the *Globe-Democrat*. Wells R. Chapin, station director and chief engineer, spent months observing broadcast techniques and construction in other cities to make sure station would have the "ultimate" in equipment. . . . Idea for ultra-modern FM and TV plant originated with the late radio-minded E. Lansing Ray, Jr., son of the *Globe-Democrat* publisher. Charles W. Nax, executive assistant to Mr. Ray Sr., and an employe of the newspaper since 1915, is general manager. . . . Officials say immediate aim of station is to promote FM. They estimate nearly 100,000 FM receivers are in use in the St. Louis metropolitan area. However, station layout suggests early entry into television. Provision also has been made for facsimile. . . . Outstanding feature of the building is a group of four

Hourly Rates of St. Louis AM Stations

KMOX	$575
KSD	500
KWK	380
KXOK	380
WTMV	150
WIL	138
WEW	112.50
KXLW	110
KSTL	75

KXLW
St. Louis County
Music & News

"suspended" studios with central master control room in full view of each. During the war, Mr. Chapin, a radio engineer for 21 years, was a field supervisor for Raytheon Mfg. Co. in charge of West Coast and Gulf Coast territories. He previously was transmitter supervisor at KWK St. Louis, and in earlier years was a well known amateur radio operator.

KXLW, KXLW-FM

8135 Forsythe Blvd., Clayton, Mo.
Tel.: Delmar 1320
1320 kc 1 kw D

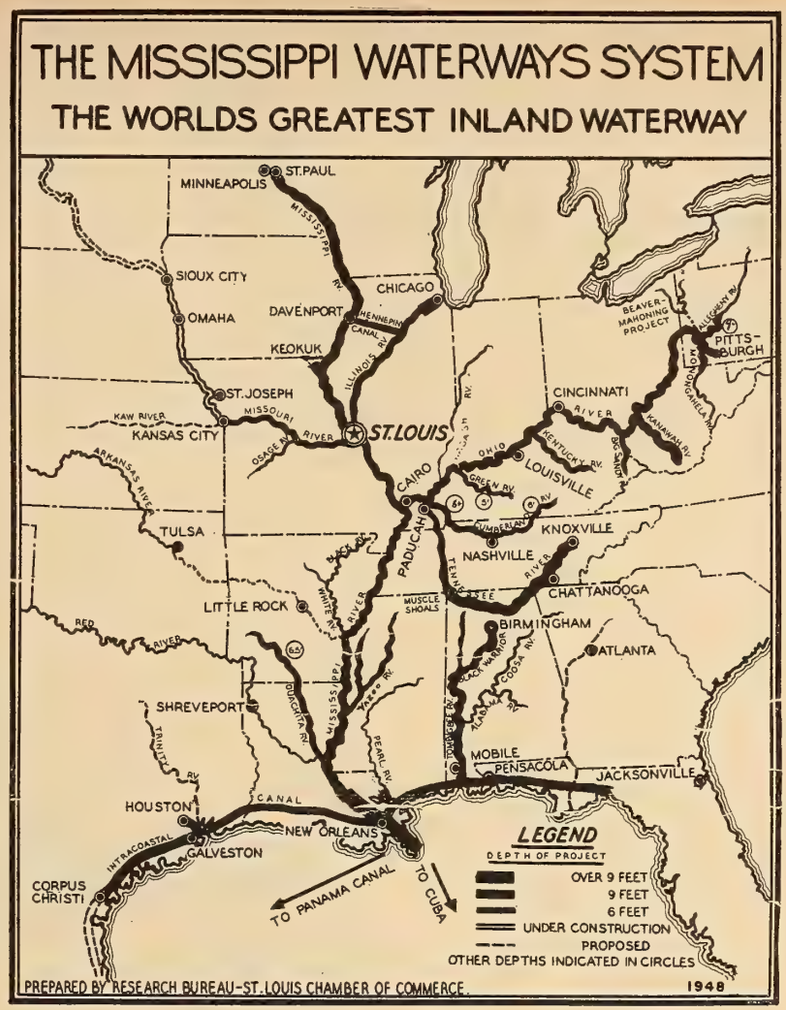
LOCATED in the heart of the country club district, this station was founded New Year's Day 1947, as a community project. Guy Runnion, newsman who got his experience on WKY Oklahoma City, WDAF Kansas City, WIBW Topeka, and as news editor of KMOX, convinced nearly 100 residents of the city's western suburbs that a station in their midst would pay big dividends because timebuyers would be attracted by the wealth in the area. . . . KXLW not only blankets Clayton, University City, Richmond Heights, Kirkwood, Maplewood, Glendale, Rock Hill, Ladue, and a dozen other exclusive communities, but nearly 29 Missouri counties. . . . Plagued by recent labor disputes with IBEW, Local 1217, whose members picketed the studios from Dec. 6 until late last month, KXLW had "bad losses" in December, according to Mr. Runnion. Since January, however, it has been getting new business "at the normal rate.". . . Mr. Runnion claims he has lost advertisers at the insistence of the union. The station also is seeking a permanent injunction to halt picketing at the station and at a tower construction project in nearby Brentwood. . . . Programming runs to disc jockeys, but of a different type from those on most stations. "Spider" Burks, first Negro discer in the St. Louis area, is a Be-bop enthusiast, even to wearing a Be-bop cap. . . . Janet Dailey presents the *Musical Story Book*, in which hundreds of school teachers in the metropolitan area have shown an interest. . . . The station has FM and currently is programming until 9 p.m.

KXOK, KXOK-FM

12th & Delmar Blvds.
Tel.: Chestnut 3700
630 kc 5 kw

THE *STAR-TIMES* applied for a CP in November, 1935 but waited two years and 10 months to put its station on the air—then full-time on 1250 kc with 1 kw. On October 28, 1940, station was assigned 630 kc with increase to 5 kw. Of original 38 staff members, eight are still employed. Station has won four major awards

KXLW
St. Louis County
•
Covers the County As Nothing Else Can



in recognition of broad public interest policy . . . Its mobile radio telephone, installed in a station wagon, aided its coverage of such major news events as the 1947 Centralia, Ill., mine disaster, a million-dollar fire near East St. Louis the same year, a tornado northeast of the city in 1948, and the U. S. National Open and PGA Golf tournaments in 1947 and 1948 . . . KXOK was the first station in the city to use recorded phone conversations for broadcast. KXOK-FM is now feeding 100 local buses through Transit Radio, and eventually 300 street cars and a total of 1,148 buses will receive transitcasts. . . . In January 1948 the station arranged for installation of facsimile laboratory equipment at Missouri U. to further develop new techniques in the art. . . . Transmitter is in modern building on 90-acre plot near Granite City, Ill. Business and executive offices, three studios, news department, engineering and transitcasting workshops are in the *Star-Times* building at Twelfth and Delmar Blvds. . . . Best known programs are *Junior Town Meeting of the Air*, half-hour discussion program tape-recorded in metropolitan area high school auditoriums; *So It Can't Happen To You*, safety, educational program conducted by the local police department; and *Wake Up, St. Louis*, a 45-minute discussion program of vital current local issues featuring members of the Junior Chamber of Commerce and the St. Louis Bar Association. . . . C. L. "Chet" Thomas, general manager, is a veteran of 21 years in broadcasting, with experience on WLW and WSAI Cincinnati, WINS New York, WCAE Pittsburgh, and KFRU Columbia, Mo., as well as eight years on KXOK. Mr. Thomas joined the station in 1941 and has been general manager since March 1943. He is a member of the board of governors and first vice president of the St. Louis Advertising Club, vice president and a director of Transit Radio, member of several St. Louis civic organizations, the NAB employe-employer relations committee, and the Radio Pioneers Club. He has one of the city's most talented promotion men in Foster Brown.

WIL, WIL-FM

Melbourne Hotel. Tel.: Jefferson 8403
1430 kc 5 kw

STATION was founded by Lester A. Benson, radio enthusiast since he was 14. At 17, "L.A." was a wireless operator on a Lake Michigan passenger steamer. He joined the Army during World War I as a radio instructor at Camp Pike, Ark., leaving with the rank of first lieutenant to open a radio parts store in St. Louis. Holding a commercial radio operator's license at 19 with call letters WEB, he broadcast the 1920 Presidential election returns and introduced police broadcasting from an automobile in motion. He was assigned WIL in 1922. . . . Station claims to have been first St. Louis commercial out-

(Continued on St. Louis 14)

The
Oldest
Station
WEST OF THE MISSISSIPPI
•
W E W
St. Louis
•
1,000 WATTS (d)
770 Kc
•

FOR 28 YEARS, WEW has been serving Greater St. Louis with diversified programs attuned to regional listening habits.

"THE OLDEST STATION west of the Mississippi," WEW is the home of the world-wide "Sacred Heart Program," heard daily by millions over 800 stations coast to coast. This successfully produced WEW program enters its 10th year May 1.

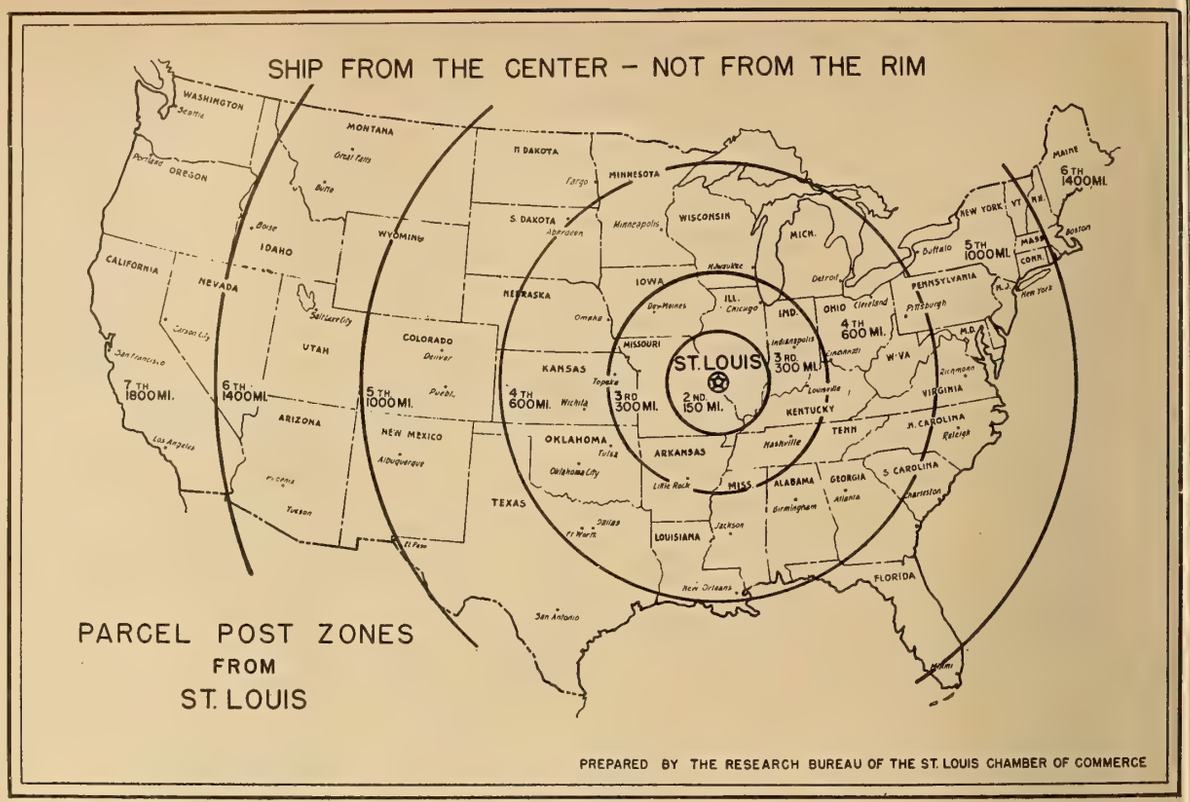
WEW IS CONSIDERED one of the outstanding public service stations in the country. Its documentary programs are widely known throughout radio. A series of educational In-School-Listening programs is another WEW feature. A well-rounded *Sports News and Music* lineup has wide acceptance.

JOHN PEARSON CO. can give you the full details.

W E W - F M
95.1 Mg.
Channel 236
E.R.P. of 68,800 W.
•
NICHOLAS PAGLIARA
General Manager
•
JOHN PEARSON CO.
National Representatives

(Continued from St. Louis 13)

let on the air, first to carry boxing blow-by-blow, to gather its own news, to have its own Washington news correspondent, to broadcast music by remote control, to maintain a service for those in distress, and to introduce FM to St. Louis —June 1946. . . . Advertised as "Your Sports Station," WIL is exclusive St. Louis outlet for all games played at home and on the road by the Cardinals. In 1949 the games will go to stations in seven midwest states. WIL also airs college and professional football and basketball, and pro hockey games. In addition, three disc jockeys are featured. One of WIL's accounts, the George L. Weber Jewelry Co., has been with the station 22 years. Sunshine Laundry has bought time continuously for 15 years. Best known WIL program is the *Neighborhood Hour*, 15 year-old public service. Studios are atop the Melbourne Hotel in Mid-Town St. Louis. . . . C. W. Benson is vice president and general manager.



WEW, WEW-FM

3642 Lindell Blvd. Tel.: Franklin 5665
770 kc 1 kw D

RECOGNIZED as one of the pioneer stations in the U.S., this St. Louis U. outlet has an unbroken record of broadcasting dating back to 1912. Not until 1921, however, did it schedule regular broadcasts. An official document signed by the Secretary of Agriculture attests the distinction that the university's 9YK, forerunner of WEW, was the first "Agricultural School of the Air." . . . Unlike KFUO, the Lutheran station, WEW and WEW-FM are commercial, with billings of nearly $200,000 expected this year. Its popular general manager, Nicholas Pagliara, believes that if WEW were given permission to operate fulltime "we would give every station in St. Louis a run for its money." The J. D. Carson Furniture Co. spends 80% of its total advertising budget on WEW, reserving three half-hours six days weekly and one half-hour on Sundays. WEW-FM, on the air since June 1947, sells more FM than any outlet in St. Louis —about three hours daily, mostly sports. . . . WEW has a large farm audience because it is the only station in the area with daily remotes from the National Stockyards in East St. Louis, the Mississippi Stockyards, and the Merchants Grain Exchange. These are aired three times daily. One of its educational programs, *The Eastern Liturgies*, won a first prize at Ohio State U.'s 1948 Institute for Education by Radio. WEW also is home of the *Sacred Heart Program*, which enters its 10th year May 1. . . . In cooperation with the St. Louis Board of Education, WEW and WEW-FM also present six programs weekly designed for in-school listening. . . . WEW was the third St. Louis station to apply for TV and at one time had a CP for experimental color television. It has conducted experiments looking toward facsimile. Station applied to FCC for 50 kw four years ago. It still uses a flat-top antenna for AM, but has an FM tower 542 feet high whose signal, the station says, covers an area of 14,500 square miles.

The Golden Circle Station
K-X-L-W
ST. LOUIS COUNTY

WTMV

Broadview Hotel, East St. Louis, Ill.
Tel.: Bridge 3424
1490 kc 250w

LESTER COX, part owner of KWTO Springfield, Mo.; KOAM Pittsburg, Kans.; and KCMO Kansas City, put this station on the air from the Broadview Hotel as a 100 watter on May 19, 1935. Power was increased to 250 w in 1936. Station was sold in 1940 to William West, who managed the station for Mr. Cox, and Carlin S. French, then advertising director of the Chicago *Herald-Examiner*. Mr. French, until recently radio director of Lorenzen & Thompson agency, Chicago, and now associated with the national sales office of Transit Radio, bought out Mr. West some months later and retained ownership until 1945 when he sold out to a partnership consisting of Myles H., Penrose H., William F., Jr., and William F. Johns. Myles H. Johns currently is well known to the industry as vice president of KCBC Des Moines and executive director of WOSH Oshkosh, Wis. . . . Since May 1947 WTMV has been owned by Alvin O. Eades, Henry B. Walker, and Clarence Leich of Evansville, Ind., who also operate WGBF and WMLL (FM) Evansville and WBOW Terre Haute. The group also heads Electronics Inc., which has manufactured equipment for Transit Radio. Because of this tie-up, WTMV is expected to get the transitcasting franchise for East St. Louis and its environs. Application has been made for FM. Since February 1947, Frank J. Prendergast has been general manager. A veteran of 15 years with the advertising department of the *Star-Times*, Mr. Prendergast had been commercial manager of WTMV since October 1944. Application for 1 kw has been made to the FCC and proceedings have reached the oral argument stage. . . . WTMV's reputation as a training school is evidenced by the fact that it has graduated 35 personnel to "big time" broadcasting jobs during the past five years. In addition to its heavy sports and news schedule, the station airs daily farm programs, featuring the farm advisers of St. Clair, Madison, and Monroe (Ill.) counties. The station's best disc jockey, Joe Martin, is really Joe Prendergast, personable son of the general manager.

KWK, KWK-FM

Hotel Chase. Tel.: Rosedale 3210
1380 kc 5 kw

THOMAS PATRICK CONVEY, one of St. Louis' most fabulous radio pioneers, organized this station in 1927 after he had promoted KMOX two years before. He began by purchasing KFVE, then operated by WIL's Lester A. Benson, and his brother C. W. Benson, in suburban University City. He moved the studios to Hotel Chase and changed the call letters, under FCC authorization, to KWK. In its early days, the station was required to change power and frequency several times and had to share time with two other local stations, KFQA and WMAY, both of which later discontinued broadcasting. . . . Mr. Convey and his wife Grace ran the first KWK operation, which was affiliated with the Blue network, with the help of two announcers. Mrs. Convey was program director. First news commentator was Ray R. Dady, present vice president and station manager who joined KWK 15 years ago after a stretch in Washington, D.C., as secretary to Congressman Lloyd Thurston of Iowa. Robert T. Convey, president, has been with the station 21 years. After leaving Washington U. in 1928, he "ran the gamut of station jobs" until 1932 when his father made him vice president. When the elder Convey died in 1934 "Young Bob" assumed charge. . . . From 1936 through 1940, the station was affiliated with both Mutual and Blue, but in 1941 it went MBS exclusively. It then started de-emphasizing sports and shooting for diversification, producing 160 quarter-hour programs a week. Two of its shows are network fixtures—*Ozark Valley Folks*, and a disc jockey program over which 350-pound Ed Wilson presides. Another KWK programming asset is disc jockey Gil Newsome, whose *First Five* show, featuring the five best selling records daily has won a "10" Hooper for six years. Nationally known radio artists who got their start on KWK are Garry Moore, Harry Babbitt, the Tom, Dick and Harry trio, CBS Announcer John Harrington, Hollywood's Marvin Mueller, Announcer Alan C. Anthony, and Johnny Neblett. . . . KWK's merchandising - promotion department, under the supervision of Russell C. Kaiser, has been doing a bang-up job of promoting the maximum sale of KWK-advertised products. Since October, when the department was created, 2,600 personal calls have been made at stores on behalf of 29 sponsors.

YOUR BEST SLICE

OF THE ST. LOUIS MARKET

Yes, alert sponsors have found KWK excellent radio fare.

The Hooper report, November-January 1948-1949, again demonstrates that KWK is St. Louis' best daytime radio buy. During a typical week, January 23rd through January 29th, the four network stations produced a total of 370 local quarter hour programs between 8:00 A.M. and 7:00 P.M., Monday through Friday. Of this total KWK produced 165 quarter hours with an average rating of **4.3.** An examination of the rate card will quickly show why KWK gives you **the best slice** of the St. Louis market.



STATION A — 75 quarter hours with an average rating of 3.1.

STATION B — 80 quarter hours with an average rating of 3.0.

STATION C — 50 quarter hours with an average rating of 4.9.

Paul H. Raymer

REPRESENTATIVE

KWK

HOTEL CHASE • SAINT LOUIS



Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.*

In this issue (April 11) radio buyers and sellers will get... *for the first time*... complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both *network* and *spot*... and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)... itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which will highlight the issue—there will be many other important business features... and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000... 2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting... including, among others, every national and regional advertiser and agency in the country.

**It's one you'll probably want to have an ad in, too. Advertising deadline: March 21... regular rates.*

NAB CONVENTION ISSUE— APRIL 11, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Feature

(Continued from page 14)

and secondly there is no better place to watch people and keep an ear out for dialogue.

Among his numerous writing credits are such series as the Ginny Simms show (Philip Morris) for which he went to Hollywood for 13 weeks in 1944 and has been there ever since. He has done *The Adventures of Philip Marlowe, Hollywood Star Time* (Frigidaire). From New York he did the *Philip Morris Playhouse* in '43; *We Who Dream* and *The Dr. Fights Back*, both wartime series; *John & Kermit* and *County Seat*, the latter two developed for CBS dealing respectivly with a young doctor and a young pharmacist.

Though born in New York, Milton Geiger grew up in Cleveland and was graduated from Western Reserve U. in '29 with his pharmacy degree. Until he thought he could write for radio eight years later, his only pen attempts had been for pharmacy publications.

Following his first sale in 1937, Mr. Geiger played a cautious hand when it came to giving up his job as a pharmacist. During the next three years he amassed a total of something more than 20 writing credits and it was only by commuting back and forth between Cleveland and New York that he was able to keep his oar in. Finally in '41 he became convinced that there would be enough steady work if he shifted to New York permanently. After building his reputation in New York, the Hollywood assignment was only a question of time.

AER CONTEST

Entry Deadline March 30

ASSOCIATION for Education by Radio has advised colleges that March 30 is the closing date for student script writers to submit entries in its radio script contest. Total of $1,000 in prizes is being offered to contest winners by Audio Devices Inc., the National Safety Council, WJJD Chicago, the World Book Encyclopedia and the School Broadcast Conference.

In most of the contest classifications the first prize is $25 and the second prize $15. The Harold W. Kent award, a $100 prize, will go to the writer of the best script on American history. A $100 first prize and other prizes of $60, $40 and $25 are offered for top-rated scripts for home or school.

Other contest classifications include: Original dramatic script, dramatic adaptation, non-dramatic script for one voice, non-dramatic script for more than one voice, dramatic script on safety, script with most novel approach to subject of safety, talk on safety and round-table discussion on safety. Sherman P. Lawton, coordinator of radio at the U. of Oklahoma, is contest chairman.

March 4 Decisions . . .

ACTION ON MOTIONS
(By Commissioner Jones)

WEMB San Juan, P. R.—Granted petition to amend application to show change in name of applicant to Angel Ramos d/b as El Mundo Bcstg. Co.

WTOP Washington, D. C.—Granted request to substitute WTOP Inc. as intervenor in consolidated proceeding in lieu of Columbia Bcstg. System Inc.

WROM Rome, Ga.—Granted petition to dismiss without prejudice application.

WSCR Scranton, Pa.—Granted petition for leave to amend application to show minor stock changes.

KAKC Tulsa, Okla.—Granted petition to reopen record in consolidated proceeding to accept stipulation relative to interference situation between KAKC and Commission's monitoring station at Broken Arrow, Okla.

KLIK Escondido, Calif.—Granted petition to accept late appearance in re application.

Hamtramck Radio Corp., Hamtramck, Mich.—Granted petition for leave to take depositions in re application.

Booth Radio Stations Inc., Saginaw, Mich.—Granted petition to extend time to file reply to petition of Lake Huron Bcstg. Co. requesting reopening of record and time was extended to March 17.

Hope Productions Inc.—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS Inc.

WLAQ Rome, Ga.—Commission on own motion continued hearing scheduled for March 7 to March 24 at Rome, Ga.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for continuance of hearing presently scheduled March 10 and said hearing was continued indefinitely, pending action on supplemental petition for reconsideration and grant.

KWBU Houston, and Carr P. Collins Jr., Corpus Christi, Tex.—Granted petition for continuance of hearing scheduled March 7 to April 11 at Washington.

WKRT Cortland, N. Y.—Commission on own motion continued hearing on application presently scheduled March 3 to March 18 at Washington.

March 4 Applications . . .

ACCEPTED FOR FILING

AM—680 kc

WISE Asheville, N. C.—CP change from 1230 kc 250 w unl. to 680 kc 10 kw-D 1 kw-N unl. DA-2, change trans. site.

AM—910 kc

WJIG Tullahoma, Tenn.—CP change from 740 kc 250 w D to 910 kc 250 w-D 100 w-N unl.

License Renewal

License renewal applications were filed by following AM stations: KMJ Fresno, Calif.; WDLP Panama City, Fla.; KALB Alexandria, La.; WJMS Ironwood, Mich.; KFRM Kansas City, Mo.; KOH Reno, Nev.; WMUR Manchester, N. H.; WGR Buffalo, N. Y.; WIAC San Juan, P. R.; WETB Johnson City, Tenn.; WFAA Dallas, Tex. (570 kc); WKLV Blackstone, Va.; WEAU Eau Claire, Wis.

Modification of CP

KRNT-FM Des Moines—Mod. CP new FM station to change ERP to 276 kw, ant. height above average terrain to 578 ft., change trans. site and specify studio site.

WTBO-FM Cumberland, Md.—Mod. CP new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Same.

WNOI Oak Park, Ill.—Same.

KNX-FM Hollywood, Calif.—Same.

WBLK-FM Clarksburg, W. Va.—Same.

WHK-FM Cleveland—Same.

WHKC-FM Columbus, Ohio—Same.

WQAN-FM Scranton, Pa.—Same.

WJPA-FM Washington, Pa.—Same.

WDOD-FM Chattanooga, Tenn.—Same.

KTSA-FM San Antonio—Same.

License for CP

WICA-FM Ashtabula, Ohio—License to cover CP new FM station.

WCAC Anderson, S. C.— Same.

WMMW-FM Meriden, Conn.—Same.

WHDL-FM Allegany, N. Y.—Same.

WSOU South Orange, N. J.—License to cover CP new noncommercial educational FM station.

CP to Reinstate

WARD-FM Johnstown, Pa.—CP to reinstate CP new FM station.

ACTIONS OF THE FCC

MARCH 4 to MARCH 10

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

TENDERED FOR FILING

SSA—1050 kc

WPAG Ann Arbor, Mich.—SSA 1050 kc 1 kw-D 100 w-N unl. for 6 mo.

Transfer of Control

WTPR Paris, Tenn.—Transfer of control of Kentucky Lake Bcstg. System Inc., licensee, from Earl Weeks Smith, Roy W. McKinny and Parkman R. Feezor to group of 45 stockholders including Raymond Ball, Gordon Bennett and others.

March 7 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Balboa Radio Corp., San Diego, Calif.—CP new AM station 1450 kc 250 w unl. AMENDED to change studio and trans. site from San Diego to Escondido, Calif.

Modification of CP

WBBB Burlington, N. C.—Mod. CP increase power etc. to change from 920 kc 1 kw D to 950 kc 1 kw unl. DA.

KTOK Oklahoma City—Mod. CP change frequency, increase power etc. for extension of completion day.

WKVM Arecibo, P. R.—Same.

WHLW Rutland, Vt.—Mod. CP new AM station for extension of completion date.

Transfer of Control

KTRI Sioux City, Iowa—Relinquishment of control of Sioux City Bcstg. Co., licensee, from Dietrich Dirks to licensee.

WIBK Knoxville, Tenn.—Transfer of control of Independent Bcstg. Corp. from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox Jr. and C. L. Schenck.

Assignment of License

KTXL San Angelo, Tex.—Assignment of license from Ingham S. Roberts, Joe N. Weatherby, B. P. Bludworth, J. Edward Johnson, Travis E. Baker and Armistead D. Rust d/b as Westex Bcstg. Co. to Westex Bcstg. Co.

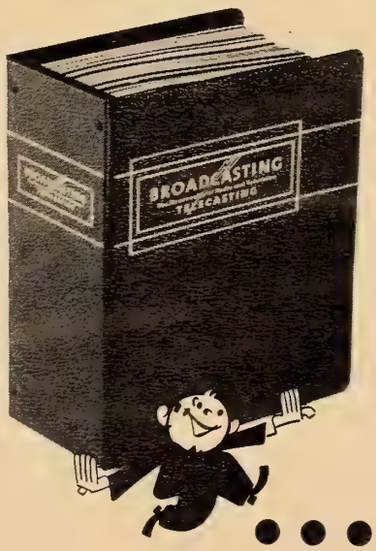
KCSU Provo, Utah—Assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen d/b as The Central Utah Bcstg. Co. to Central Utah Bcstg. Co.

License Renewal

License renewal applications were filed by following AM stations: WGWD Gadsden, Ala.; KOY Phoenix; KTAR Phoenix; KNGS Hanford, Calif.; KSFO

(Continued on page 70)

JUST ARRIVED!



MORE BINDERS

. . . to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

HOLDS 6 MONTHS' ISSUES

Pictured here, this 9½"x13" binder is of sturdy blue leathercloth, kivar lining, canvas joints, constructed to last for years.

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$5 ea.

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Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

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Programs



INSTRUCTION in home repair and construction projects is offered televiewers on WNBQ(TV) Chicago's *Walt's Home Workshop* program. Magna Engineering Corp., San Francisco, has signed for 13-week sponsorship of program, telecast Mondays 7-7:30 p.m. (CST). Shopsmith, Magna's multiple power tool, will be included as actual operating prop in model workshop in which Walter E. Durbahn, conductor of show, holds demonstrations. Agency for Magna is J. Walter Thompson Co.

KULA Features

DAILY broadcasts of major league baseball games will be carried this season by KULA Honolulu. All games will be recreated by KULA's Frank Valenti. Another new feature being offered by KULA is five-a-week show titled *Behind the Headlines.* "Community view" of legislative action is principal subject of show, which is handled by Claude A. Jagger, president of Hawaiian Economic Foundation.

Teen-Age Sports

ROUND-UP of high school sports during past week is highlighted on new weekly sports show aired on WKXL Concord, N. H. Titled *Teen-Agers' Sports Round-Up,* program also gives schedule of events for coming week, plus interviews with high school students in studio.

Science Quiz

COLLEGE scholarships will be awarded winners in *School Science Experts' Quiz* series which will be aired Sunday at 4:30 p.m. for seven weeks beginning March 20 on KDKA Pittsburgh. Student scientists from public, private and parochial schools in western Pennsylvania will take part in battle of wits which is held in connection with annual Buhl Planetarium School Science Fair. Gold science key award will be given each week and six weekly winners will compete in final broadcast for grand championship. Carnegie Institute of Technology scholarships will be awarded to finalists. Moderator of series will be Ed Young, KDKA production chief.

'Two Americans in Paris'

TRANSCRIBED series, recorded in French Broadcasting Co. studios in Paris, has started weekly over WSB Atlanta. Titled *Two Americans in Paris,* show features Bob Pollock, former WSB announcer, and his wife, Mike. In first presentation couple introduced noted designer, Christian Dior, creator of "new look." Numerous other French notables are to be interviewed.

Candidates on TV

VOTERS of Virginia are getting opportunity not only to hear candidates for public office but to see them as well. Five persons who have announced their candidacy for governor of the state are being featured on series of five programs which began March 4 on WTVR (TV) Richmond. Quarter-hour program, titled *The Richmond Roundtable,* presents one candidate each week for question and answer period and discussion of campaign issues. To get additional coverage, audio portion of video show is recorded for rebroadcast same evening over AM outlet WMBG and WCOD-FM. Time is furnished candidates without cost.

'Benning on Parade'

VIEW of training and life of Army at Fort Benning, Ga., is presented by WRBL Columbus on new documentary series aired Tuesdays at 7 p.m. *Benning on Parade* runs 15-minutes and entire program is recorded on actual scene of training.

NBC TV Dramas

EXCLUSIVE agreement has been signed by NBC with American Educational Theatre Assn. to televise dramatic productions of leading American universities in series to be known as *NBC Television University Theatre.* Programs, to start in spring, will be supervised by Sterling W. Fisher, NBC public affairs and education department manager. Plans for home-study course in drama, based on series, are under way. Course will be similar to those offered by NBC University of the Air on its current AM drama series, Sundays 2:30-3:30 p.m., in cooperation with leading universities.

'The Gardeners'

HUMOROUS story of domestic life is theme of *The Gardeners* program, presented each Tuesday over WMFJ Daytona Beach, Fla., by local Garden Club Council. WMFJ contributes the time—8 to 8:15 p.m.—and program is produced and performed by Little Theatre Group. Commercials consist of helpful advice on landscape beautification and are provided by council.

Air School

CLASSROOM listening program, *Lubbock School of the Air,* is presented twice each week over KFYO Lubbock, Tex. Although designed primarily for direct classroom listening, program also serves to interpret classroom procedure to parents. Four series are presented: Story hour for primary grades; literature program for intermediate grades; science lessons for both primary and intermediate students, and music lessons for elementary grades. DeWitt Landis, manager of KFYO, has cooperated with teachers and administrators in local schools for past 11 years in planning and producing broadcast lessons.

Children's Panel

DISPROVING old "children should be seen and not heard" maxim, KFI-TV Los Angeles is letting loose and allowing youngsters both liberties in new half-hour telecast *Children Should Be Heard.* Weekly program features revolving panel of youngsters from 6 to 14 with guest stars from time to time, discussing news headlines of the day, and various timely questions such as "Should a Women Be President" and "What Constitutes a Good Wife?"

KYW Realigns

NEWLY FORMULATED "morning, noon and night" concept of music programming has been started by KYW Philadelphia. James P. Begley, program manager announced re-alignment of its noon-time, early evening and late evening programming, including introduction of two new record personalities — Johnny Deegan and Tom Rodgers—and a rescheduling of Clarence Fuhrman and the KYW Orchestra at 6:15 p.m. Emphasis is being laid on music for 12:05-1:30 p.m. segment with scheduling of new program, *Midday Revue,* featuring Mr. Deegan, for that period.

Traffic Documentary

DRAMATIZATIONS of actual case records of Cleveland Traffic Bureau and Traffic Court are basis of WTAM Cleveland documentary, *Give Death a Holiday.* Produced by WTAM's news and special events department under direction of Edward Wallace, programs are acted by cast of nine professional actors. Sanford Markey writes series.

In-School Listening

DESIGNED for in-school listening, six new weekly programs have been started by WEW and WEW-FM, St. Louis U. stations, in cooperation with St. Louis Board of Education. Created and produced for use in grades one through eight, they are: (Mon.) *Books Bring Adventure,* series of dramatizations of books for children, transcribed by Junior League of America; (Tues.) *Science for You,* directions for actual science experiments; (Wed.) *Constitution of Missouri,* dramatizations, discussions and quizzes on constitution making; (Thur.) *Stories, Old and New,* variety of stories presented in cooperation with Public Library; (Fri.) *Music For You,* life stories and compositions of well known composers, and (Tues.) *Your United Nations,* general meaning and workings of UN.

Newfoundland Data

NEWFOUNDLAND becomes a tenth province of Canada on March 31, and to prepare Canadians with knowledge of Newfoundland, CBC Trans-Canada Network has started weekly program series *You're Wrong About Newfoundland.* Program originates at CBL Toronto, and consists of talks on misconceptions of Newfoundland's climate, people, and industry.

Hollywood Featured

LOOK INTO lives of Hollywood great is offered television audiences viewing *Hollywood in Three Dimensions* on KFI-TV Los Angeles. Quarter-hour weekly program features movies of home life of various stars and showing of still shot of particular star with star on hand appearing to step out of photograph to be interviewed. Mal Boyd and Robert Joseph package program.

WMGM Union Vote

EMPLOYES at WMGM New York have voted for a CIO union and against an AFL union in an NLRB election, involving on the one hand Loew's International Corp., and on the other hand, Loew's Inc. and Marcus Loew Booking Agency, in which latter class the radio workers fell. The election was won by Local 109 of Screen Office and Professional Employes Guild of United Office and Professional Workers, CIO, who totaled 390 votes against 52 for Local H-53, Motion Picture Home Office Employes, International Alliance of Theatrical Stage Employes, AFL. It covered most station employes except directors, engineers and talent.

A
GREATER VOICE
AND A
GREATER BUY!
in the Detroit Area
•
50,000 watts
at 800 kc.
JUNE 1949
•
CKLW
Guardian Bldg., Detroit 26 • J. E. Campeau, President
ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
MUTUAL BROADCASTING SYSTEM

TENN. MEET

Urges Radio Promotion

DEVELOPMENT of a promotion campaign by which radio would use itself as the principal medium was urged by the Tennessee Broadcasters Assn. at a meeting held March 2 in Nashville. The campaign would include discs by top-flight talent for presentation on smaller stations.

An all-day session focused on business and sales problems included addresses by members and a discussion of competitive selling by Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell reviewed development of the All-Radio Presentation, outlined better ways of selling radio to retailers and explained how to obtain recognition for cooperation in public campaigns.

Mr. Mitchell moderated the morning session as some 80 broadcasters convened. They represented 38 of the 50 stations in Tennessee. Four speakers took part in the morning panel. Perry Sheftall, co-owner of WJZM Clarksville, spoke on problems of new stations in a small town near a large city, pointing to benefits of intense civic activity. He said he bought the local baseball club when it folded, later selling it back to local citizens.

M. L. Medley, WHUB Cookeville, discussing "Hidden Business," said he had expected to take his pick of networks when he founded the station but instead had to operate without network service. He developed local business via dealer co-op deals and signing small business men who had not advertised before.

A. D. Smith Jr., WCDT Winchester, spoke on public service programming on the local level, citing this form of program as critical to success of a station in a community. Every staff member must be known and liked in the area, he said, and discussed his particular tri-city problem.

John Hart, WBIR Knoxville, told about major hurdles in selling, listing them as undercapitalization, increased competition from AM stations, competition from other media, competition from TV and FM, and failure to produce results due to bad handling and poor air voices.

Hoyt Wooten, WREC Memphis, former NAB director, and Henry W. Slavick, WMC Memphis, present District director, addressed the meeting. Mr. Slavick, speaking on TV, said, "We don't think television is going to replace radio."

Gov. Gordon Browning, of Tennessee, addressed the dinner session. He criticized radio commercials in the middle of good music as well as programs having a "bad effect on children." Major portion of his address dealt with the Russian situation.

Mr. Sheftall took Mr. Mitchell to Clarksville for a dinner at which 125 local merchants were present though the affair was organized on short notice. Mr. Mitchell spoke on radio as a sales medium for retailers.

PLOUGH'S SALES

Hit New High; WMPS Aids

REACHING the highest point in 41 years, total 1948 sales of Plough Inc., Memphis, of which WMPS Memphis is a subsidiary, were more than $15 million. Preliminary figures for the year, released by Abe Plough, president of the corporation, also indicated net earnings of approximately $500,000, equal to $1.11 a share. The 1947 net earnings were $369,601 or 82c a share.

Plough executives say WMPS was "in no small way responsible for the increased profits" in 1948. Largest previous sales record of the corporation, which uses a substantial amount of spot time, was $13,613,360 in 1947 and the highest previous net income, amounting to $1.08 a share, was in 1946.

Final figures for 1948 will be included in the corporation's annual report to be mailed to stockholders March 31.

AP RADIO UNITS

Formed in Calif. and Va.

AP broadcasters associations have been organized in two more states, Virginia and California. Jack Weldon, WWOD Lynchburg general manager, heads the Virginia group, and Lewis Allen Weiss, MBS board chairman and president and general manager of Don Lee Broadcasting System, was elected chairman of the California group.

Other officers of the Virginia association: Fred Hart, WLPM Suffolk manager, vice president, and Frank H. Fuller, AP bureau chief at Richmond, secretary. The group elected five directors: Campbell Arnoux, WTAR Norfolk president; Ray P. Jordan, WDBJ Roanoke manager; Carl Duckett, WBOB Galax manager; Edward E. Bishop, WGH Newport News manager, and Charles P. Blackley, WTON Staunton owner and manager. Directors and officers will constitute an executive committee.

The California association elected Grant Holcomb, KQW San Francisco, vice chairman. Group adopted a resolution, introduced by Kenneth Peters, KTMS Santa Barbara general manager, reaffirming its "recognition of the principle of mutual exchange of news." Joseph R. Knowland, publisher of the *Oakland Tribune* and owner of KLX Oakland, told of the benefits of AP memberships for radio.



GENERAL MOTORS' ABC commentator, Henry J. Taylor (l), on recent visit to Flint, Mich., largest GM plant city, appeared on special broadcast over WFDF Flint with Ivan L. Wiles (r), recently appointed Buick Motor Division general manager and General Motors v.p. With them at special GM luncheon is Lester W. Lindow, WFDF general manager.

TENNESSEE BILL

Would Protect Reporters

BILL which would protect reporters against being compelled to reveal their news sources has been prepared for introduction in the Tennessee legislature.

Drafted at the instance of Matty Brescia, news director of WMPS Memphis and a member of the National Assn. of Radio News Directors, the bill is similar to one proposed to the law revision committee of the State of New York. Attorney Abe L. Roberts, of Memphis, drew up the bill with the cooperation of Mr. Brescia.

The measure applies not only to working radio, newspaper and newsreel men but to any person who was formerly employed as a reporter. It stipulates that if a reporter or former reporter claims the immunity privilege a state, county or municipal body, officer, or person seeking information in the reporter's possession may apply to the Circuit or Criminal Court for an order divesting reporter of immunity.

Such an order, says the bill, "shall be granted only when the court, after hearing the parties, shall find that disclosure is essential to the protection of the public interest." Eleven states—Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania—have adopted reporter immunity privilege laws and action is before them to include radio and similar services, according to Mr. Brescia.

ROY THOMPSON

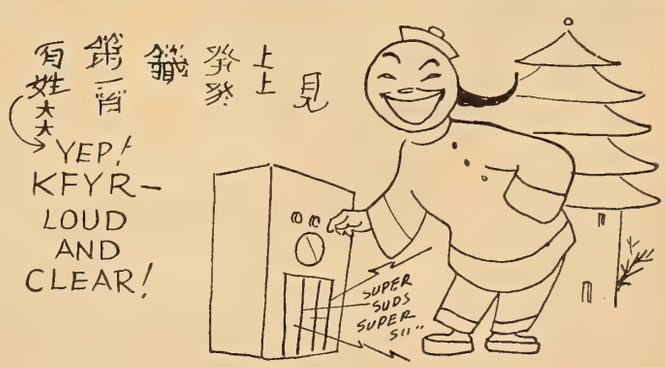
WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES



KFYR does come in loud and clear in a larger area than any other station in the nation! Not only that, but KFYR is the Number One station in the Number One agricultural state in the nation. Every man, woman and child in North Dakota (and our families are large) had a 1947 income of $1690.00 . . . largest of any agricultural state.

KFYR 550KC 5000 WATTS
NBC AFFILIATE
REP. JOHN BLAIR

Bismarck, No. Dakota

Miss Vera Brennan
Duane Jones Co.,
New York City

Dear Vera:

You kin allus tell what station folks thinks 'bout most by th' kind uh calls y'gits. . Folks 'round here calls WCHS fer jist 'bout anythin'. 'Course it's usually 'bout th' weather or is th' roads slick. But t'other day a feller called from fifty mile away, and said his wife was on her way ter Charleston. He wanted WCHS ter tell her to come on back home, 'cause as he said, "She's bound ter be listenin' ter WCHS!" Yessir, in West Virginia's biggest market, folks is jist bound ter be listening ter WCHS!

Yrs.
Algy



WCHS

Charleston, W. Va.

Commercial



WYLIE ADAMS, ABC account executive in charge of commercial network expansion, has transferred to network's television sales staff. **RICHARD HOGUE,** former account executive with Ra-Best Features Inc., New York, has joined ABC to succeed Mr. Adams in his former post.

GEORGE HENDERSON, formerly with advertising sales staff of Columbus, Ohio, *Citizen,* has been appointed sales manager of WLWC, Crosley television station to open soon in Columbus.



Mr. Henderson

MORTON LOWENSTEIN, former sales manager at WBUD Morrisville, Pa., has been appointed commercial manager of WCAM Camden, N. J.

HENRY A. CRUTH of WSB and WSB-TV Atlanta sales staff, is the father of a girl, Pamela Elizabeth.

KNX Los Angeles, CBS 50 kw outlet, has retained its base rates despite estimated monthly increases of 11,328 persons in southern California population, according to its rate card No. 11, effective March 6. Class A rates are $650 per hour, Class B rates $433.33, Class C $325.

ED J. HENNESSY, former advertising and promotion manager of WRBL Columbus, Ga., today joins the sales staff of WCON Atlanta.

J. J. DASH, former commercial manager of WKAP Allentown, Pa., has joined WIP Philadelphia sales staff.

AL BROOKS, announcer at CHEX Peterborough, has been moved to sales staff.

SARALEE YANKS, new to radio, has joined KYW Philadelphia payroll department, replacing **MARY BRYAN,** resigned.

ERIC FROST, former production manager of CKOV Kelowna, B. C., is now commercial representative of CKOV at Vernon, B. C., with office at 3001-31st St.

ROBERT LIVINGSTON, WBBM Chicago sales representative in New York City, is father of a girl.

TED ARNOLD, local sales manager at WHBF and WHBF-FM Rock Island, Ill., has been named to Chamber of Commerce board of directors.

AAAA EXAM

1,002 Take the Test

THIRD annual examination for advertising given by the American Assn. of Advertising Agencies was taken by 1,002 persons from 30 states, according to John E. Wiley, AAAA national examination committee chairman. The tests, held this year in 16 cities, were taken by 602 people from 25 states last year.

Aptitude tests are being analyzed by the Personnel Laboratory of New York, with knowledge tests being judged by AAAA committees in cities where tests were given. Results will be forwarded to candidates, who may, if ratings warrant, authorize release of results to agencies or other advertising personnel employers.

'Audition' Winners

DENIS HARBOUR, Canadian bass-baritone, and Lois Hart, lyric soprano from Philadelphia, have been awarded contracts with the Metropolitan Opera and cash awards of $1,000 as winners of this season's *Metropolitan Opera Auditions of the Air.* Names of winners were to have been announced yesterday (March 13) by E. A. Nicholas, president, Farnsworth Television & Radio Corp., on the final broadcast of the Sunday afternoon ABC series sponsored by his company.

U. S. STEEL

NBC Gets 'Theatre Guild'

NBC last week succeeded in enticing U. S. Steel Corp. to move its *Theatre Guild on the Air* from ABC next fall and at the same time sold the same sponsor a 13-week summer schedule of the NBC Symphony Orchestra.

The dramatic program, which has been on ABC for over three years, will begin on NBC Sept. 11 under a 39-week contract signed last week through U. S. Steel's agency, BBDO, New York. Its concluding presentation on ABC will be June 5.

Effective June 12, U. S. Steel assumes sponsorship of the NBC Symphony which will be heard at 8:30-9:30 p.m. Sundays, the time in which the *Theatre Guild* will be scheduled in the fall.

Irving S. Olds, chairman of the board of U. S. Steel, explained his company's change of networks as arising from its desire to present *Theatre Guild* at an earlier hour. It is now heard Sundays 9:30-10:30 p.m. on ABC.

GF REPLACES

New Show to Start in Fall

GENERAL FOODS Corp., New York (Maxwell House Coffee), will replace the George Burns-Gracie Allen series being dropped at close of season [BROADCASTING, March 7], with a Scrappy Lambert package, *Father Knows Best,* starring Robert Young. The new show will start next fall in the same time, Thursdays, 8:30-9 p.m. on NBC.

It was understood that termination of the Burns and Allen show would mean a weekly saving of more than $6,000. Benton & Bowles, New York, is the agency for Maxwell House, which also sponsors a weekly show *Lambs Gambols* on NBC-TV.

MANAGES WEUS

Bowles Also Buys Interest

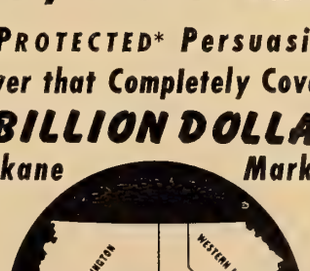
R. L. BOWLES has acquired an interest (percentage not disclosed) in WEUS Eustis, Fla., Frank W. Stebbins, president of Lake County Broadcasters, WEUS licensee, announced March 3.

Mr. Bowles, a radio veteran, took over management of WEUS March 7. He had been co-owner and general manager of WJOL Joliet, Ill., but sold his interest in that station and moved to Eustis Feb. 1.

WEUS is a 1 kw fulltime outlet on 790 kc.

RADIO SPOKANE KGA

50,000 WATTS
of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market



*Class 1-B Clear Channel

RADIO SPOKANE KGA
OWNED AND OPERATED BY LOUIS WASMER
American Broadcasting Co. Affiliate
Radio Central Building
Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.

STC and STC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

News

H. DOUGLAS JOHNSON, former newscaster for WAGE Syracuse, N. Y., has joined WHEN (TV) Syracuse as host on *Round the Town* program. He succeeds **BILL BOHEN,** who is devoting fulltime to sales work.

BRYSON RASH, director of special events for ABC in Washington, has been named public relations division chairman of 1949 American Cancer Society campaign in Washington. Vice chairmen include **BEN STROUSE,** manager of WWDC Washington, and **WALTER COMPTON,** manager of WTTG(TV) Washington.

DAVID L. ROBERTS Jr., announcer at WVET Rochester, N. Y., has been named news editor, succeeding **JOHN W. LaRUE.**

CEDRIC ADAMS and **GEORGE GRIM,** commentators at WCCO Minneapolis, were named among "100 living great Minnesotans" at Minnesota Establishment Day dinner sponsored by state Junior Chamber of Commerce in connection with territorial centennial.

NARND BOARD

To Meet April 2-3

MID-YEAR meeting of the National Assn. of Radio News Directors board of directors has been set for April 2-3 at Chicago. Chief business of the session will be selection of a site and dates for the association's annual convention next fall.

The board has already decided the conclave should be held between Oct. 15 and Nov. 15 but choice of the specific dates depends on such factors as conflict with other events. NARND reports it has received invitations from many cities and also from Columbia U. Factors to be used by the board in selecting the site are: Accessibility to greatest number of members, availability of top notch speakers, hotel accommodations and the willingness of local stations to participate in the convention program.

WORZ NBC AFFILIATE
ORLANDO FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

CBS MEETING

Will Study Problems, Plans of Stations

FUTURE plans and present problems of CBS stations will be discussed at the annual three-day meeting of managers of Columbia owned stations and stations represented by CBS Radio Sales at New York's Ritz-Carlton beginning today (March 14).

Those attending:

William S. Paley, chairman of the board; Frank Stanton, president; Howard S. Meighan, vice president and general executive; J. Kelly Smith, vice president and director of station administration; Carl J. Burkland, general sales manager, Radio Sales; Hubbell Robinson Jr., vice president and director of programs; William C. Gittinger, vice president in charge of network sales; Frank K. White, president of Columbia Records Inc.

Davidson Taylor, vice president and director of public affairs; Louis Hausman, director of sales promotion and advertising; William Golden, associate director; John P. Cowden, director of promotion service for Columbia-owned stations; Edward DeGray, assistant to J. Kelly Smith; Earl Gammons, vice president in charge of Washington office; William B. Lodge, vice president in charge of general engineering; Howard Hausman, vice president in charge of personnel relations; Harper Carraine, assistant director of research.

CBS stations personnel attending the sessions includes:

Frank Falknor, assistant general manager, WBBM Chicago; Wendell Campbell, general manager, KMOX St. Louis; Merle Jones, general manager, WCCO Minneapolis-St. Paul; Harold E. Fellows, general manager, and Wilbur Edwards, assistant, WEEI Boston; G. Richard Swift, general manager, WCBS New York; Arthur Hull Hayes, vice president in charge of San Francisco office; A. E. Joscelyn, director of operations, KNX Los Angeles; J. M. Bryan, president, WBT Charlotte, N. C.; Charles Crutchfield, vice president and general manager, WBT; Ivor Sharp, president, and Frank McClatchy, sales manager, KSL Salt Lake City; Dr. Leon Levy, chairman of the board, WCAU Philadelphia; Thad Holt, president and general sales manager, and Ed Norton, chairman of the board, WAPI Birmingham, Ala.; Barron Howard, business manager, WRVA Richmond, Va.; John Hayes, general manager, WTOP Washington.

SECURITY BILL

Newsmen Gag Is Deleted

A BILL to tighten security safeguards was approved March 7 by the Senate Armed Forces Committee and sent to the floor, but only after a section on classified information, which some feared would impose a gag on newsmen, had been deleted.

Action on the measure came after Undersecretary of the Navy W. John Kenney testified the bill was not intended for "gagging" or suppressing the free flow of information. Under the measure (S-277) disclosures of secrets about the nation's communications code system would be punishable by a $10,000 fine, 10 years in jail, or both.

SLOAN AWARDS

CBS Enters Bristol, Sirmons

TWO CBS candidates entered by the network in the nation-wide competition for Sloan Fellowships for executive development are George Bristol, manager of the presentation division, CBS advertising and sales promotion department, and James Sirmons of network operations.

The two will compete with men named by other companies throughout the country, with ten in all to be chosen by the foundation to receive fellowships entitling them to a year's intensive training at Massachusetts Institute of Technology.

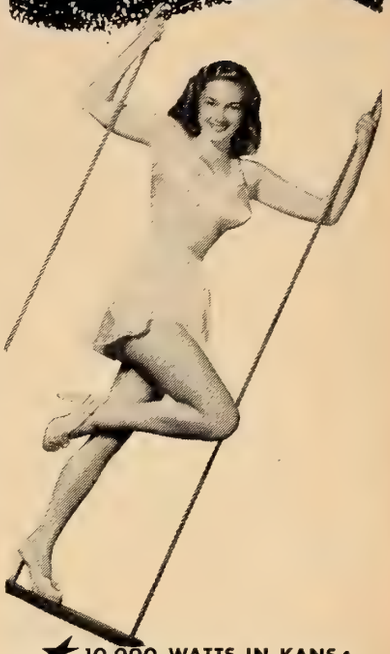
ELMER DAVIS

Heads Correspondents Assn.

ABC COMMENTATOR Elmer Davis March 8 was elected president of the Radio Correspondent's Assn. The association is composed of members of the radio galleries of Congress.

Other officers named by the group were vice president, Bill McAndrew, NBC Washington; Francis W. Tully Jr., Yankee Network, secretary, and Bill Shadel, CBS, treasurer. Members-at-large are Howard Kany, AP radio; Rex Goad, Transradio Press, and George E. Reedy, Arrowhead Network. Mr. Davis succeeds MBS commentator Albert L. Warner.

The Swing is to WHB in Kansas City



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ALABAMA'S BEST *BUY* FAR!
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WSGN — FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
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Promotion



TOM STEWART has been appointed director of publicity and promotion for WSM Nashville. He has been with WSM since 1935 with exception of four years during war.

CHARLES B. H. VAILL, former director of advertising and promotion at WNBC, WNBC-FM and WNBT (TV), New York, has been named director of sales promotion for WEEI Boston. He succeeds **GUY CUNNINGHAM** who has transferred to station's sales department where he will head national sales.



Mr. Vaill

ARTHUR E. DURAM, former sales promotion manager at WBBM Chicago, has been named sales promotion manager of CBS-TV New York. He succeeds **NAOMI FINE**, who was advanced within network's promotion department.

PAUL RITTENHOUSE, NBC guest relations department manager, has been named station contact man in station relations department effective March 15. He joined NBC as a page in 1934.

Listeners' Vote

FOOTBALL schedule to be aired by KFH Wichita, Kan., this year will be arranged according to wishes of majority of listeners. Late last month station ran ads in local newspaper and distributed reprints to sporting goods stores, country clubs and other places, asking listeners to vote for games they wish to hear over KFH next fall. Idea resulted from coincidental survey taken during last football season which proved to station that its selection of games did not tally in each case with what listeners wanted to hear. Close to 1,000 votes have been received thus far. Persons voting were also offered opportunity to guess results of balloting and closest guess will win two free tickets to each game broadcast by station from Sept. 24 to Nov. 24.

Contest Against Contest

BEST LETTER, of 50 words or less, on "I hate contests because . . ." will win grand prize being offered by Alan Cummings on his *Yawn Patrol* all-night program over WWDC Washington. Fortunate listener who completes sentence best to satisfaction of Mr. Cummings will be awarded grand prize —one box top.

Contestants Warm

DURING 25 below zero weather, KILO Grand Forks, N. D., "warmed up" its *Man on the Street* program with unique promotion gimmick. Station ran electric line to corner where program originates and connected a range and several small electric heaters. Idea was promoted that even if contestants didn't get warm when it came to answering questions, at least they got warm physically. Announcer Jim Hutton worked with his collar open and no coat and Jeannine Peterson of promotion department appeared in short sleeves to add summer atmosphere to scene.

Uses TV as Sales Tool

REALTOR of Palo Alto, Calif., took full-page ad in local newspaper recently to print large map of residential areas to show signal strengths of television stations KPIX and KGO-TV San Francisco. Ad stated foremost question in every prospective homeowner's mind is: "Can I get good television reception?" Firm conducted survey and printed map to show that "99% of the residents in this area . . . will get good television reception."

Too Early to Dress

SINCE most listeners to early-morning shows are clad in pajamas at time, Howard Malcolm of WCOP Boston's *Morning Watch* feels same privilege should be extended show's m.c. WCOP sent Mr. Malcolm and his complete show to railroad terminal for three mornings of originations. Crowds pouring from numerous commuting trains were somewhat surprised to see pajama-clad Mr. Malcolm set up on platform between terminal's two main entrances, sleepily giving forth with his usual chatter and recorded music. WCOP promotion department also has recently distributed twofold mail piece highlighting station's. general news coverage and special events procedure.

4-H Club Fund

IN OBSERVANCE of Georgia's 4-H Club week, WSB Atlanta's *Dixie Farm and Home Hour* is running special contest to extend through March 31. Dudley McCaskill, m.c., has asked 4-H Club chapters throughout state to contribute to 4-H Club fund through money obtained by chapter activities. Two members of chapter submitting most money will be brought to Atlanta early in April to appear as guests on *Dixie Farm and Home Hour*.

Lists Competitors' Programs

PROGRAM listings of all major stations in Boston, including WEEI WCOP WHDH WMEX WNAC-TV WBZ-TV, are given three times daily over WVOM Boston in new promotion-programming idea. WVOM states program listing of competitive stations is given "without bias or editorialization. "

'Howdy' Elected Again

YOUNGER SET of Milwaukee area has voted overwhelmingly for return of *Howdy Doody* on WTMJ-TV Milwaukee, station reports. Program was taken off air for several weeks when station made schedule readjustments. Viewers were asked to write in if they wanted *Howdy Doody* to return. Next day there were 72 cards and letters in mail from children and parents and 67 of them asked for return of program. As mail continued to pour in, *Howdy Doody* maintained 13 to 1 margin in voting for return and is now back on airwaves of WTMJ-TV.

Listener-Response Card

INEXPENSIVE but attractive method of acknowledging letters, calls, suggestions and comments from listeners is being used by KVOO Tulsa, Okla. Station has developed and is circulating listener-response card. Front side of card pictures home of KVOO together with letter answering listener. Back side shows skyline view of Tulsa's business section with comment on resources of "oil capital of world." Idea is offered by KVOO to other stations that may care to adopt it. Copy of card may be obtained by writing William B. Way, KVOO general manager.

'Catch Phrase' Contest

STATION-BREAK phrases concerning station and community, which are being used by WMRN Marion, Ohio, have created so much interest among listeners that station has started contest for best suggestions. Each week different "catch phrase" is used, either as promotion for towns served by station, as station audience promotion, or as promotion for radio advertising in general. In contest for "best catch phrase of the week" submitted by listeners, weekly winners will be awarded prize and given opportunity to make winning break announcement on special program built around idea.

Plugs Local Angle

WHEN CBS Documentary Unit produced *Mind in the Shadow* last month, KIRO Seattle locally scheduled solid hour and 35 minutes, including network show, Northwest newscast report from State Capital on status of mental health legislation and, finally, 15-minute roundtable discussion by state hospital officials. When CBS released repeat broadcast on documentary, KIRO repeated one of local discussions. Programs were intensively promoted via direct-mail, including bulletin board posters, letters and postcards. Spot and chain-break plugs were also heavily used for days preceding each broadcast.

CFPL Match Books

MATCH BOOKS have been distributed by CFPL London, Ont., to all advertising agencies in eastern Canada to announce change in frequency from 1570 kc to 980 kc.

Uses Editorials

MAGAZINE and newspaper editorials on teenage participation in radio are helping to spark new *Young Ideas* show carried on Sundays over KLZ Denver. Mack Switzer, moderator of program, recently placed 1,000-word editorial in Colorado Parent-Teachers magazine, telling of importance of airing young opinions on world affairs. P-TA publication reaches some 500 state P-TA groups.

Challenges Show

CHALLENGES, 25,975 of them, were received by WLS Chicago within one week after a Saturday morning *Stumpus* show. In a "Remember?" feature, Hal Culver and WLS Rangers challenge listeners to name a song they can't sing, play or whistle. Winners receive electric iron. Program is sponsored by Coco Wheats and aired from 8:30 to 9 a.m. (CST).

Cruise for Kids

ELEVEN-DAY cruise in Caribbean is offered boys and girls in new *Jack Armstrong* letter-writing contest being conducted by General Mills. Children can get Frank Buck Explorer's Sun Watch for Wheaties box top and 15 cents. With watch is entry blank for major contest, open to youngsters 15 or under who tell in 25 words why they want to take cruise. Contest closes May 31. Winner and adult from his family will take cruise. Show is heard on alternate days with *Sky King* at 5:30 p.m. (CST) via ABC.

Producer Goodson

MARK GOODSON, author of "'Quizzical' TV?" in the Feb. 28 BROADCASTING, is a radio and television director, producer and packager. He produces *Winner Take All*, *Hit the Jackpot* and *Beat the Clock* and is co-producer of *Stop the Music*. Mr. Goodson was incorrectly identified in connection with the Feb. 28 story.

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LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

FCC Actions

(Continued from page 63)

Applications Cont.:

San Francisco; KCSJ Pueblo, Col.; WPDQ Jacksonville, Fla.; WKAL Wallace, Ida.; WEEI Boston; WTAC Flint, Mich.; KSD St. Louis; WWNC Asheville, N. C.; WAYS Charlotte, N. C.; KFYR Bismarck, N. D.; WKBN Youngstown, Ohio; WPIC Sharon, Pa.; WMC Memphis, Tenn.; KLEE Houston, Tex.; KUTA Salt Lake City; WDEV Waterbury, Vt.; KVI Tacoma, Wash.

Modification of CP

WMOR Chicago—Mod. CP new FM station to change ERP to 40 kw, ant. height above average terrain to 500 ft.

KGO-FM San Francisco—Mod CP new FM station for extension of completion date.

WDAR-FM Savannah, Ga.—Same.

KMFM Monroe, La.—Same.

KSD-FM St. Louis—Same.

WWOL-FM Buffalo, N. Y.—Same.

WKNY-FM Kingston, N. Y.—Same.

WBCA Schenectady, N. Y.—Same.

KTOK-FM Oklahoma City—Same.

WLAN-FM Lancaster, Pa.—Same.

WFLN Philadelphia—Same.

WGKB-FM Tyler, Tex.—Same.

WKBH-FM La Crosse, Wis.—Same.

WOI-FM Ames, Iowa—Mod. CP new noncommercial educational FM station for extension of completion date.

TENDERED FOR FILING

Assignment of License

WCRB Waltham, Mass.—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co.

March 8 Decisions . . .

BY THE COMMISSION

WGIG Brunswick, Ga. — Granted mod. CP to specify changes in authorized DA to compensate for inadvertent construction error of one degree in orientation of line of towers of system.

BY COMMISSIONER WEBSTER

KMPC Los Angeles, WJR Detroit and WGAR Cleveland—Commission on own motion postponed hearing scheduled March 16 to March 23 in Los Angeles.

BY THE SECRETARY

WHAV-FM Haverhill, Mass.—Granted license new FM station; Chan. 223 (92.5 mc), ERP 20 kw, ant. 350 ft.

WFHR-FM Wisconsin Rapids, Wis.—Same—Chan. 277 (103.3 mc), 2.1 kw, 360 ft.

WWDC-FM Washington, D. C.—Same—Chan. 266 (101.1 mc), 20 kw, 480 ft.

WOCB-FM West Yarmouth, Mass.—Same—Chan. 232 (94.3 mc), 1 kw, 155 ft.

WHTN-FM Huntington, W. Va.—Same—Chan. 263 (100.5 mc), 53 kw, 560 ft.

WSAI-FM Cincinnati—Same—Chan. 274 (102.7 mc), 14.7 kw, 550 ft.

WTAX-FM Springfield, Ill.—Same—Chan. 279 (103.7 mc), 6.7 kw, 315 ft.

WBKA-FM Brockton, Mass.—Same—Chan. 296 (107.1 mc), 800 w, 270 ft.

WRNL-FM Richmond, Va.—Same—Chan. 271 (102.1 mc), 50 kw, 360 ft.

WKLO Louisville, Ky.—Granted license for new standard station 1080 kc 1 kw-N 5 kw-LS DA unl.

KSEL Lubbock, Tex.—Granted request for cancellation of CP to make changes in the FM and AM antennas.

WIOD Miami, Fla.—Granted request for cancellation of CP to make changes in DA antenna and mount FM antenna on top of AM tower.

WNOR Norfolk, Va.—Granted mod. of CP to change type of transmitter.

WPLI Jackson, Tenn.—Granted mod. of CP for approval of transmitter; for approval of antenna and transmitter location and to specify studio location.

WHTM Rochester, N. Y.—Granted mod. of CP in part so as to reflect antenna changes and studio location.

Following were granted extensions of completion dates as shown: KFMB-TV San Diego, Calif., to 5-30-49; WFMJ Youngstown, Ohio, to 6-12-49; WKBS Oyster Bay, N. Y., to 5-2-49.

John F. Easley, Ardmore, Okla.—Granted license for new STL KKA-20.

Following were granted extensions of completion dates as shown: WDSU-FM New Orleans, to 9-28-49; WAAM Baltimore, Md., to 9-21-49; KNBH Los Angeles, to 9-15-49; WMAL-TV Washington, D. C., to 6-19-49; WSB-TV Atlanta, Ga., to 5-15-49; WOIC Washington, D. C., to 5-1-49.

KNUZ Houston, Tex.—Granted license install alternate main trans.

WBCO Woodward Bcstg. Co., Detroit, Mich.—Granted request to cancel CP new FM station.

KIOA-FM Independent Bcstg. Co., Des Moines—Same.

KECK-FM Ector County Bcstg. Co., Odessa, Tex.—Same.

Following were granted extensions of completion dates as shown: WDSU-TV New Orleans, to 6-1-49; KSL-TV Salt Lake City, to 7-15-49; WICU Erie, Pa., to 6-1-49; WWJ-TV Detroit, to 6-15-49; WHMB Theodore Granik, Washington, D. C., to 5-1-49*; KFUO-FM Clayton, Mo., to 9-24-49; WMRN-FM Marion, Ohio, for period of 60 days beyond date when pending application for mod. CP is granted, but subject to cond.*; KFEY Fresno, Calif., to 9-9-49*; KOPP-FM Ogden, Utah, to 6-1-49; WERC-FM Erie, Pa., to 7-2-49; KAKC-FM Tulsa, Okla, to 10-1-49 WLRD Miami Beach, to 4-28-49; KRIC-FM Beaumont, Tex., to 9-6-49; KFYO-FM Lubbock, Tex., to 7-1-49; WMFD-FM Wilmington, N. C., to 6-1-49; WPOE Elizabeth, N. J., to 4-1-49; KGNC-FM Amarillo, Tex., to 7-1-49; KRKD-FM Los Angeles, to 7-1-49; KBTR Minneapolis, to 6-9-49; KFXM-FM San Bernardino, Calif., to 10-1-49; WDAK-FM Columbus, Ga., to 9-30-49; WSB-FM Atlanta, Ga., to 5-15-49; WJIM Lansing, Mich., to 9-1-49.

WACB Kittanning, Pa.—Granted license new standard station; 1380 kc 500 w D.

KAUS Austin, Minn.—Same—1480 kc 1 kw DA unl.

KPHC Walsenburg, Col.—Same—1450 kc 250 w unl.

KVOU Uvalde, Tex.—Granted license change frequency.

WAEB Allentown, Pa.—Granted mod. CP to change name to WAEB Inc.

Following were granted extensions of completion dates as shown: KROW-FM Oakland, Calif., to 8-24-49*; WNAB-FM Bridgeport, Conn., to 9-28-49*; WDUN Gainesville, Ga., to 4-1-49; KHSL Chico, Calif., to 9-21-49; WBIR Knoxville, Tenn., to 6-1-49; WORM Easton, Md., to 8-23-49; KFJI Klamath Falls, Ore., to 7-1-49; KYW Philadelphia, to 4-13-49; WIBC Indianapolis, to 9-15-49; WJBC Bloomington, Ill., to 8-18-49; KVLU Lubbock, Tex., to 180 days after final action on appeal by U. S. Court of Appeals; KLUF Galveston, Tex., to 4-29-49; WOHS Shelby, N. C., to 3-30-49.

WHIS Bluefield, W. Va.—Granted license increase power, etc.

WGH Newport News, Va.—Granted license change frequency, increase power, etc.

Radio Corp. of America, Princeton, N. J.—Granted CP new exp. TV station KE2XAY.

KMCM McMinnville Bcstg. Co., McMinnville, Ore.—Granted mod. CP to change name to Yamhill Bcstrs.

Following were granted extensions of completion dates as shown: WJAY-FM Mullins, S. C., to 5-23-49; WLAD-FM Danbury, Conn., to 6-15-49; KTUL-FM Tulsa, to 5-28-49; WLIN-FM Merrill, Wis., to 8-18-49; WMBR-FM Jacksonville, Fla., to 9-15-49; WAYS-FM Charlotte, N. C., to 6-20-49; KMBC-FM Kansas City, to 5-31-49; WRGA-FM Rome, Ga., to 7-15-49; WABF New York, to 4-21-49; KFPW-FM Fort Smith, Ark., to 5-15-49; WHEN Syracuse, N. Y., to 6-12-49.

Licenses of following remote pickup stations were granted on regular basis for period beginning Feb. 25, 1949: KA-2247 Arizona Bcstg. Co. Inc., Area of Tucson, Ariz.; KA-2248 KA-2249 Carl E. Haymond, Area of Tacoma, Wash.; KA-2250 Intermountain Bcstg. Corp., Area of Salt Lake City; KA-2251 KA-2252 Allen T. Simmons, Area of Tallmadge, Ohio; KA-2282 WOAX Inc. Area of Trenton, N. J.

Licenses of following remote pickup stations were further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of license, to June 1, 1949: KAAD KTSN Tarrant Bcstg. Co.. Area Fort Worth, Tex.; WAAI WAAQ, WEMU WEMV WEMW The WGAR Bcstg. Co., Area Cleveland; WEPA Edwin H. Armstrong, Area New York; KWRD City of Dallas, Tex., Area of Dallas; KABD KAOG, KAOY Don Lee Bcstg. System, Area Los Angeles; KADB KBLE KCNW KEIV KIFO KNCS Nichols & Warinner Inc., Area Long Beach, Calif.

Albuquerque Bcstg. Co., Area Albuquerque, N. M.—License of remote pickup KNHU further extended upon temp. basis only, pending receipt of and/or determination upon application for renewal of license for KOB, to June 1, 1949.

March 8 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KFXD Nampa, Ida.—CP switch from 580 kc 1 kw unl. to 580 kc 5 kw unl. DA-DN AMENDED to change name from Frank L. Hurt & Son, partnership, to Frank L. Hurt & Son Inc.

AM—910 kc

KOJM Havre, Mont.—CP change from 730 kc 1 kw D to 910 kc 1 kw unl. DA-N.

AM—1460 kc

Pittsburgh County Bcstg. Co., McAlester, Okla.—CP new AM station 1460 kc 1 kw D AMENDED to change name from Phil Reed, Ray Van Hooser, Tyrus Stout, William Tedrick and James Ross d/b as Pittsburgh County Bcstg. Co. to Phil Reed, Ray Van Hooser, Carl Ross, William Tedrick and James Ross d/b as Pittsburg County Bcstg. Co.

SSA—1050 kc

WPAG Ann Arbor, Mich.—SSA 1050 kc 1 kw-D 100 w-N for 6 mo.

Modification of CP

KXOC Chico, Calif.—Mod. CP new AM station for extension of completion date.

Assignment of CP

KFRD Rosenberg, Tex.—Assignment of CP from Julius E. Junker, trustee for Fort Bend County Bcstg. Co. to Fort Bend County Bcstg. Co.

License Renewal

License renewal applications were filed by following AM stations: WSGN Birmingham, Ala.; KFQD Anchorage, Alaska; KECA Los Anegles; WQQW Washington; WEUS Eustis, Fla.; WQXI Atlanta, Ga.; WGBA Columbus, Ga.; WSAV Savannah, Ga.; WVLK Versailles, Ky.; WTAG, Worcester, Mass.; KGGM Albuquerque, N. M.; WIRC Hickory, N. C.; WTNC Thomasville, N. C.; WGTM Wilson, N. C.; KSJB Jamestown, N. D.; WKRC Cincinnati; WHJB Greensburg, Pa.; WMBS Uniontown, Pa.; WKAQ San Juan, P. R.; WIS Columbia, S. C.; KTBC Austin, Tex.; KFDM Beaumont, Tex.; KCRS Midland, Tex.; KVNU Logan, Utah; KPQ Wenatchee, Wash.

Modification of CP

WKAX-FM Birmingham, Ala.—Mod. CP new FM station to change ERP to 9.212 kw.

KECA-FM Los Angeles—Mod. CP new FM station to change ERP to 56 kw.

WEHS Chicago—Mod. CP new FM station for extension of completion date.

WKY-FM Oklahoma City—Same.

WMBT Peoria, Ill.—Mod. CP new commercial TV station for extension of completion date to 9-29-49.

WTPS-TV New Orleans—Same to 9-30-49.

WDAF-TV Kansas City, Mo.—Same.

WBT-TV Charlotte, N. C.—Same.

TENDERED FOR FILING

AM—1490 kc

KWEW Hobbs, N. M.—CP boost power from 100 w to 250 w.

Assignment of License

WCPA Clearfield, Pa.—Assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc., wholly owned subsidiary.

APPLICATIONS DISMISSED

AM—970 kc

WMOG Brunswick, Ga.—DISMISSED application for CP change from 1490 kc 250 w unl. to 970 kc 1 kw unl. DA-DN.

AM—850 kc

WJW Cleveland—DISMISSED application for CP increase from 5 kw unl. to 10 kw-D 5 kw-N.

(Continued on page 80)

(*) On condition that construction either be completed or interim operation provided by that date.



PAYING YOUR WAY

Every sales objective is SALES AT A PROFIT. Dollars invested in WAIR time come back, dragging their sales behind them. For profitable sales, join WAIR.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

Production

HAZEL KENYON MARKEL, director of public service and education at WTOP Washington, has been named station's director of program service, combining duties under one department. Mrs. Markel will continue to supervise all program scheduling, as well as community service, talent, producers and announcers, sports and the music library.

PAUL MARTIN, former program director at WKBW Buffalo and more recently television director with Bowman & Black, Buffalo, has been reappointed WKBW program director. He succeeds **JACK GELZER,** who remains in program department.

VINCE LAURIA, night manager of WMGM New York, has resigned to join operations department of WCBS-TV New York.

HOWARD KEEGAN, former manager of WCFL Chicago, and NBC New York producer, is freelancing television packages in Chicago.

BOB BELL, staff announcer at WHOT South Bend, Ind., has been appointed program director.

BERNARD BARTH, producer at WLWT(TV) Cincinnati, has been named program director. **CHESTER HERMAN,** who held that position while on loan to the video outlet, returns to his post of assistant program director of WLW Cincinnati.

GORDON MYERS has been appointed program director of WGHF New York, succeeding **JAMES McDONOUGH,** who has resigned to assume similar post with WHUC Hudson, N. Y. Mr. Myers, who has been with WGHF for over a year, was formerly with WDAF Kansas City, and NBC New York.

SHELBY GORDON joins WBBM Chicago production and script departments. He will write *A New Look at Life,* five-a-week feature, with **JIM CONWAY** and **FAHEY FLYNN. LON SAXON,** Chicago singer and violinist, has joined WBBM as instrumentalist. He was formerly at WGN Chicago.

BOB HENRY, program director of WABF (FM) New York, has resigned from station to enter field of television production.

GLENN BERNARD has been appointed floorman at WCAU-TV Philadelphia.

AL AMUNDSEN, writer-producer, has resigned from KOMO Seattle to establish own production service, including research and script operations and television commercials. He will make his headquarters in KOMO building, 100 Fourth Ave. North, Seattle.

MARY HUMPHREYS has joined WIP Philadelphia *Kitchen Kapers* staff.

EDDIE LEE, formerly with WLW Cincinnati, WWJ Detroit and WKY Oklahoma City, has been appointed chief of production at WAMS and WAMS-FM Wilmington, Del.

LARRY SOLWAY and **CECIL LINDER** have joined announcing staff of CKGB Timmins.

SALLY BAKER, former director of women's activities for WRFD Worthington, Ohio, has been appointed director of home economics department at KMBC-KFRM Kansas City.



Miss Baker

RICHARD NOEL has joined staff of WNBW(TV) Washington.

EVERETT MITCHELL, m.c. of NBC's *National Farm and Home Hour,* has received plaque from Iowa chapter of Sigma Delta Chi, professional journalistic fraternity, in recognition of his 25 years of broadcasting and service to agriculture. He was also initiated into group.

JAY SCOTT, formerly with television department of Western Press Agency, St. Louis, has joined WMCT(TV) Memphis as writer-producer.

J. HAMPTON KEATHLY, formerly with KPLC Lake Charles, La., KRLD Dallas and KPRC Houston, has joined announcing staff of KTRE Lufkin, Tex.

MRS. DOROTHY PARR, sister of **MARTHA DEAN** of WOR New York, has joined WWNY Watertown, N. Y., to take charge of *Harriette Meets the Ladies* series. She succeeds **MRS. GWENDOLYN BUCKINGHAM SCANLIN,** who has retired to private life.

HAL CRANTON, program director of WWNH Rochester, N. H., and former actor and director in New York, is developing dramatic workshop at U. of New Hampshire.

LYDIA PERERA, NBC's *Story to Order* lady, has returned to WBZ-WBZA Boston-Springfield, to handle *Chimney Corner* program. She will continue to do show for NBC also.

BILL ELLISON has joined announcing staff of WHBF Rock Island, Ill., after working at WMTA Charleston, S. D.

BAXTER WARD, announcer with WMAL Washington, is giving special courses in production at National Academy of Broadcasting, Washington.

NORMAN FELTON, TV production director at NBC Chicago, will discuss "Your Future in Television" at U. of Iowa vocational guidance clinic March 26.

FRANK GOSS replaces **TRUMAN BRADLEY** as announcer on CBS *Prudential Family Hour.*

BLUE WRIGHT, program manager of KGO San Francisco, is the father of a girl.

ROBERT LEWIS SHAYON, CBS producer-director of network's *You Are There* series, is the father of a girl, Sheila Russell.

JOHN TYRRELL, formerly of CKPC Brantford, has joined announcing staff of CHEX Peterborough, Ont.

LEE WHYTE, formerly with WOL and WINX Washington and WARC Rochester, has joined announcing staff of WVET Rochester, N. Y.

JAY HANNA, formerly with J. Walter Thompson Co. and N. W. Ayer & Son as director, has joined WOR New York as director-producer.

GORDON SHALE has been promoted from control room of CJKL Kirkland Lake, Ont., to announcing staff. **KEN CROSSLEY,** chief announcer of CJKL, has been appointed chairman of Kirkland Lake Library Board.

BILL BULLINGTON, production manager of KSGM Ste. Genevieve, Mo., is the father of a girl.

EDMUND DAWES, producer of teenage programs at WFIL Philadelphia, has been named as a Philadelphia area judge for Advertising Federation of America's third annual essay contest.

DON STEVENS, announcer at WSB Atlanta, and Edna May Powell have announced their marriage.

TINY HAMRICK, former program director for WJJL Niagara Falls, N. Y., has joined WKBW Buffalo as all-night disc jockey.

GEORGE HALL, former announcer at CKGB Timmins, has joined CFCH North Bay as announcer.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

AGENCIES • ADVERTISERS • STATIONS
Announcing
1949 RADIO-TV MAP
DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● *Excellent for presentations - - visualizing markets - - chartering sales territories, costs and volume - - ready reference at a glance.*

60¢ PER MAP 25"x35"
50¢ each 10 or more
40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send .....1949 Radio-TV Maps. $..... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

*NAME*_____

*FIRM*_____

*ADDRESS*_____

*CITY*_____ *ZONE*_____

*STATE*_____



FCC UPHELD

Appeals Court Rules On Competitives

THE COURT of Appeals for the District of Columbia last week upheld FCC's right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

The action came in a decision dismissing Mansfield (Ohio) Journal Co.'s appeal from the precedure followed by the Commission in the Mansfield FM case [BROADCASTING, Jan. 19, 1948]. In that case there originally were three applicants for two channels; a hearing was held; then FCC allocated a third channel to Mansfield and took the applications out of hearing, granting WMAN Mansfield's and holding Mansfield Journal's and the Unity Corp.'s for separate consideration later.

The Journal Co. in its appeal claimed the three applications should not have been "severed" from the comparative proceeding, and, further, that granting WMAN's application first gave its FM station a commercial advantage in getting on the air first.

The court's decision, written by Justice Wilbur K. Miller, declared:

The appellant applied, not for any specific channel, but for any channel which the Commission might assign to it. It appears there was no appreciable difference in the value and usefulness of the three available channels, so the assignment of one to [WMAN] did not in the slightest diminish appellant's chance to success in obtaining a construction permit. In that respect, therefore, the order assigning a channel to [WMAN] did not aggrieve the appellant nor adversely affect its interests.

In support of its claim that WMAN had been given a commercial advantage, the Journal Co. cited the so-called Sanders case decision. Of this Justice Miller declared:

As we read the Sanders case the Court held that economic loss to an existing station, without more, is not a valid reason for refusing a license to a new applicant, but that the existing station in such circumstances has the requisite standing to appeal. . . . It is our view that to apply the Sanders case to the existing situation would unduly extend it; for this appellant is not the owner of an existing station and does not hold a construction permit. It is merely an applicant for such a permit, which it may never obtain.

In these circumstances to hold that the appellant may appeal from the [WMAN] grant would amount to a holding that whenever two or more applications, not mutually exclusive, for similar licenses in one locality are pending before the Commission, they must be acted on simultaneously so that no applicant may gain advantage by beginning operations before another. We are not prepared to announce such a ruling.

The Journal Co. is also appealing from a later FCC decision denying its FM and also AM applications on grounds that the owners had sought to suppress competition in the dissemination of news and to achieve an advertising monopoly [BROADCASTING, Nov. 15, 1948]. That appeal, not yet heard by the court, also involves the Lorain Journal Co., which is owned by the owners of the Mansfield firm and which lost a bid for a new station at Lorain.

The newspaper companies are owned by Isadore and S. A. Horvitz. Their respective AM applications were for 1140 kc at Lorain and 1510 kc at Mansfield.

FORD PROMOTION

K&E to Honor KTUC

KTUC Tucson will shortly add a new Ford station wagon—or, if it prefers, a convertible—to its equipment inventory.

The new Ford will be presented to Lee Little, KTUC president and general manager, by William Chalmers, account executive on the Ford account for Kenyon & Eckhardt, New York, Ford agency.

Reason for the gift is the 1948 fall promotion campaign conducted by KTUC for *Ford Theatre*, adjudged by a group of radio publication editors the best of any entered in the contest run by the agency.

To promote the opening of the 1948-49 *Ford Theatre* broadcasts—now Friday evening on CBS after a year of Sunday afternoon broadcasts on NBC—KTUC utilized the "moving" theme. A theatre stage, complete with costumed actors, was loaded on a moving company truck and, after a tour of Tucson's business district, the stage and actors were unloaded by a giant crane on the doorstep of the KTUC studios.

This opening stunt, symbolizing the program's "move" to KTUC, was followed up by consistent promotion of various types.

Special certificates will be awarded KSWM Joplin, Mo., and KOTA Rapid City, S. D., runners up.

Pioneers Banquet

RADIO Pioneers, organization whose qualification for membership is a minimum of 20 years' active participation in some phase of radio, will hold its annual banquet March 31 at Toots Shors restaurant in New York. Edgar Kobak, MBS president, is also president of the Radio Pioneers.



KING OF BABYLON, one of the many rulers during Mardi Gras, greets his subjects over WWL New Orleans. The station carried 35 broadcasts during the festivities, including street parades and masked balls. All Mardi Gras Day broadcasts March 1 were sponsored.

AAAA BOARD

No. Calif. Chapter Elects

THE NORTHERN California Chapter of American Assn. of Advertising Agencies has elected new members to the board of governors for 1949.

The board, elected at a meeting in the Palace Hotel San Francisco on March 3, will appoint officers of the chapter at a meeting to be held in the near future.

Elected to the board at the meeting were:

Ford Sibley, of Foote, Cone & Belding; Ross Ryder, of Ryder & Ingram; and Edward A. Merrill, of Young & Rubicam. Henry Krieger, of Honig-Cooper Co., and a vice chairman of the board, and Harrison McClung, of J. Walter Thompson Company, were re-elected to the board.

At the same meeting members of the chapter heard an address, "Agency - Media Relations," by Richard Scheidker, vice president of AAAA.



COMMUNICATIONS

New Legislation Under Way

AN AGENDA of legislative proposals on communications is under preparation and is expected to receive early action from the newly-appointed subcommittee of the House Interstate and Foreign Commerce Committee, it was learned last week.

Executive sessions of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, will start "shortly," according to Acting Chairman George G. Sadowski (D-Mich.). The chairman of the subcommittee, Rep. Alfred L. Bulwinkle (D-N. C.), has been in poor health and is presently receiving medical attention [BROADCASTING, March 7].

Several highly controversial measures are included in those which may be considered by the SEC-FTC-FCC subcommittee.

Among those which will be screened is the explosive measure (HR 2410) authored by Rep. Harry R. Sheppard (D-Calif.). The re-introduced bill would prohibit station ownership by either networks or manufacturers of radio or electronics equipment used in stations [BROADCASTING, Feb. 14]. In addition, the measure would restrict the use by stations of network programming to every other alternate hour of the broadcast day. Under the Sheppard bill it is estimated roughly $150 million in station and network properties would be forced onto the market for sale.

Another measure (HR 65), by Rep. William Lemke (R-N. D.), is certain to command close industry attention. The Lemke bill, a carry-over from the 80th Congress, demands allocation of a section of the 50 mc band to FM.

Another Lemke measure (HR 856), which also upholds an argument of the FM factions, would make FCC decisions containing technical or scientific errors appealable to the courts.

Still another perennial which harasses the industry is HR 2428 by Rep. Joseph R. Bryson (D-S. C.). This would prohibit the broadcasting or telecasting of any advertising of alcoholic beverages, which under the definition offered in the bill includes beers and wines.

The subcommittee may also undertake the annual study of how the nation's clocks should be set during the summer period. Rep. Joseph P. O'Hara (R-Minn.) has offered legislation (HR 105) to outlaw "fast time" and establish uniform standard time throughout the nation.

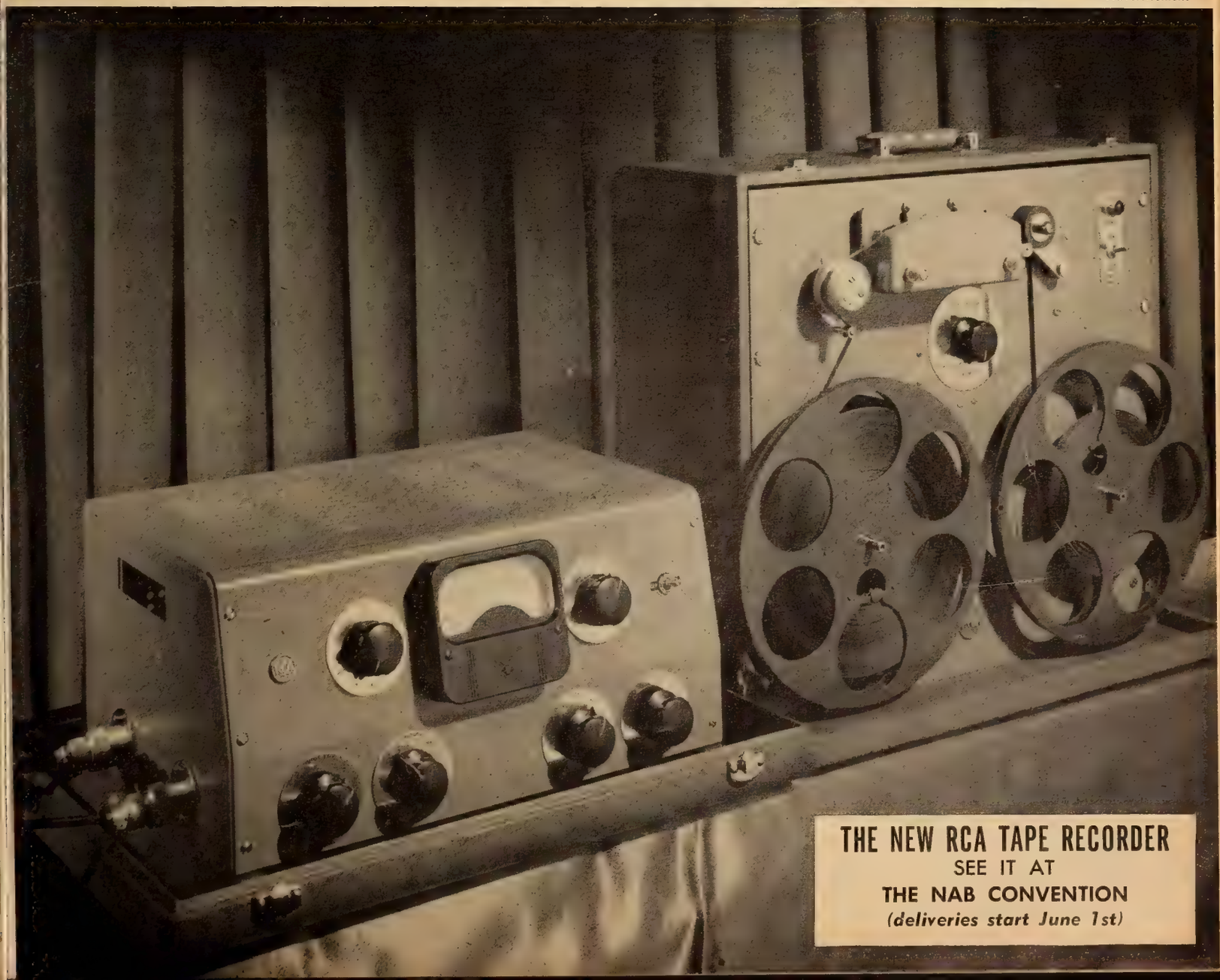
Other measures which have been referred to the full House Commerce Committee, and will probably be assigned to the subcommittee include: HRes. 107 by Rep. Frederick R. Coudert Jr. (R-N. Y.) to express the gratitude of Congress to amateur radio operators for their peace and wartime service; HR 1711 by Rep. Robert Crosser (D-Ohio), chairman of the full committee, to provide a clearing house in the Dept. of Commerce to furnish technical, scientific and engineering data to American business and industry; HR 3180 by Rep. Crosser, to provide $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards.

A measure (HRes. 107) by Rep. Crosser, authorizing the House Commerce Committee to undertake investigation of any matters coming within its jurisdiction, has been favorably reported by the House Rules Committee and will now be considered by the House.

DST Bill

DAYLIGHT saving time proponents in the District of Columbia were approaching their first victory last week. The House Committee on the District March 7 approved for House consideration a Senate-passed bill (S-135) which would permit D. C. commissioners to establish daylight saving time during the summer months.

Advertisement



Have you heard about WMGM's



6 hours weekly of big shows from M-G-M in Hollywood?

Only our affiliation with Metro-Goldwyn-Mayer can bring such features as these to radio, with top Hollywood stars:

★ M-G-M THEATRE OF THE AIR
★ HOLLYWOOD, U. S. A.
★ CRIME DOES NOT PAY
★ At Home With LIONEL BARRYMORE, *and other top shows!*

Stations are invited to inquire about our syndication plan for these M-G-M shows.

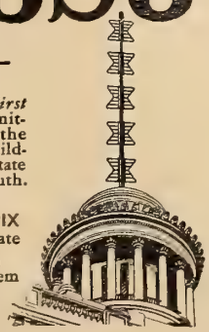
WMGM
"THE CALL LETTERS OF THE STARS"

NEW YORK • 50,000 WATTS AM—*plus* FM

First with the most in
NEW ORLEANS

WDSU

TV Channel 6—
31,000 watts
New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
ABC — NBC
DUMONT — WPIX
Television Affiliate
Affiliated with New Orleans Item



AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)

WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE
WDSU
Represented by the John Blair Company

WESTINGHOUSE'S SYMMETRON

New Amplifier Demonstrated in Baltimore

A NOVEL development in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, as well as VHF and UHF, has been perfected by Westinghouse Electric Corp. The firm demonstrated its Symmetron amplifier in Baltimore, Md., March 3 [BROADCASTING March 7].

The technique was devised to alleviate the problem attending power amplification at high radio frequencies. The Symmetron design is utilized, in practical form, in the Westinghouse 50 kw FM amplifier and new FM-50 kw transmitter, and assures balanced operation on tube loading, according to D. L. Balthis, development engineer in Westinghouse's electronics division.

Westinghouse engineers said that, utilizing tube types now available, the Symmetron makes possible application on varied radio frequency power levels from one and a half to five times greater than those obtained with commercial equipment now manufactured for the 50 mc-1,000 mc region. Special tubes for the amplifier would further increase their range of utility, Westinghouse reported.

Power levels affected are these: For FM broadcasting, 75 kw in the 88 mc to 108 mc band; for black-and-white TV, 25 kw in the 54 mc-88 mc band, and 10 kw in the 174 mc-216 mc band; for black-and-white or color TV, 1 to 2 kw in the 500 mc-1,000 mc spectrum.

The design, with tubes operated in parallel and symmetrically inserted into coaxial tanks around a common axis, lends itself to multiple application and requires only three adjustable tuning controls. In addition, from two to ten or more tubes may be operated in parallel without affecting the circuit symmetry, Mr. Balthis said. Eight triode tubes are used in the 50 kw FM power amplifier.

Westinghouse officials held a luncheon reception for the trade March 3 at the Hotel Sheraton-Belvedere, where Mr. Balthis outlined the principles and details of Symmetron applications. The group then visited the Landsdowne Works plant outside Baltimore to inspect the Westinghouse demonstration.

Technical



GEORGE W. BARTLETT, transmitter supervisor at WDNC and WDNC-FM Durham, N. C., has been appointed chief engineer. **ROY KING** succeeds him as transmitter supervisor.

DUANE B. ALLISON, chief engineer at KHAS Hastings, Neb., is the father of a boy.

HARRY EHRHART, in charge of administration in WCAU Philadelphia's technical department, is at home after three weeks in the hospital following a heart attack.

FIRST units of 16-element, sleeve dipole antenna system to be installed by WCBS-TV New York atop Chrysler Bldg. have been delivered. Antenna, which has power gain of 4.2, was designed and built by **ANDREW ALFORD**, engineering consultant firm. Antenna will complete installation of station's new 5 kw transmitter.

BARRON'S FIRM

Now Gautney, Ray & Price

CONSULTING radio engineering firm of the late John H. Barron has been purchased from his heirs and renamed Gautney, Ray & Price. Mr. Barron, formerly with FCC's engineering department, was sole owner of the firm for 13 years until his death last December [BROADCASTING, Dec. 13, 1948]. Company will retain offices at 1052 Warner Bldg., Washington, D. C.

George E. Gautney served with Mr. Barron four years. Homer A. Ray and John C. Price have been with the firm a year each. Clyde H. Bond, another associate, has retired and moved to the West Coast. The new principals plan to continue essentially the same service.

Guild Names Durr

CLIFFORD J. DURR, liberal former member of FCC, now practicing law in Washington, was elected president of the National Lawyers Guild at its ninth national convention, held in Detroit last month. The Guild went on record as opposing President Truman's loyalty program, which had been a target of attack by Mr. Durr even before his Comissionership expired last June 30. It also called for outright abolition of the House Committee on Un-American Activities.

TUBE PLANT

RCA Building in Indiana

GROUND-BREAKING for RCA's new manufacturing plant in Marion, Ind., was held March 3, with Gov. Henry F. Schricker officiating at ceremonies. New center, erected by the company's tube department, will serve as a "feeder" plant for mass production and supply of 16-inch direct-view metal picture tubes and kinescopes for the television industry.

Building is expected to be completed by early fall and to start full-scale output of large metal tubes within a year. Meanwhile temporary machinery will be installed in existing plant buildings on the site. First 16-inch tubes will be produced by summer.

Sergio Firm

LISA SERGIO, news commentator, analyst and lecturer, announced last week the formation of World-Scene Productions, New York, for packaging of radio and video programs. Working with Miss Sergio in the new package firm, is Bernice Windt, formerly with DuMont Television Network, Armed Forces Radio Service, and NBC.

Turntable



FREDERIC W. ZIV Co., Cincinnati, has announced three-year renewal of its *Guy Lombardo Show* by Sears, Roebuck & Co., through Wilhelm-Laughlin-Wilson & Assoc. Show is aired on KRLD Dallas. Also announced is sale of *Easy Aces*, *Korn Kobblers*, *Showtime from Hollywood*, *Barry Wood Show* and *One for the Book*, five days a week, across-the-board, to KICA Clovis, N. M.

TAPETONE Mfg. Corp., Brooklyn, has announced its "Tapetone" magnetic tape sound recorders, previously available only in kit form, may now be obtained factory assembled, complete and ready to operate, and mounted in convenient leatherette carrying case.



RADIO ACTORS
Unemployment Rate High

UNEMPLOYMENT rate among radio actors in the spring of 1948 was very much higher than among the working population as a whole, a survey covering 15 metropolitan areas disclosed.

The survey, first of a series, was made by the Bureau of Labor Statistics in cooperation with the American Federation of Radio Artists. It included 3,742 artists in New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Ore., Washington, D. C., Cleveland, Minneapolis and Kansas City.

One out of every four radio actors was unemployed in a typical week in the spring of 1948, an unemployment rate eight or nine times as high as the rate for all working people in the country, the survey report states. Among radio singers the unemployment rate was found to be four or five times as high as among the entire working population. Most announcers and sound effects men, however, were found to be regularly employed.

JOINS WORLD
Friedheim To Head Sales

ROBERT FRIEDHEIM, director of NBC radio recording division for past 12 years, resigned March 1. He joins World Broadcasting System as sales manager. A. B. Sambrook continues as head of commercial department of World.



Mr. Friedheim

Mr. Friedheim will make his headquarters at 501 Madison Ave., New York, according to an announcement by John Sinn, president of World. Prior to joining NBC, Mr. Friedheim was with WMBH Joplin, Mo., and the Joplin *Globe & News Herald.*

Allied Arts



GRAPHIC REPORTS, Washington, new visual presentation firm formed by **MICHAEL FOONER,** has branched out into television news field. Firm already has supplied material for NBC-TV's *Camera Newsreel.* Through special process originated by Mr. Fooner, graphic presentations of news items are developed in fraction of usual time making it possible to telecast any story in graphics few hours after it happens.

STORE BROADCASTING SERVICE, Chicago, which provides music and food product announcements to IGA supermarkets in that area, has changed management, with WEAW-FM Chicago assuming control. **Storadio Adv. Co.,** New York, Chicago and Des Moines, has been appointed national sales representative. **ERNEST P. BALDWIN** is eastern manager.

JACK STRONG, formerly with McCann-Erickson and Sutton & O'Brien, has joined O'Brien & Dorrance, New York sales promotion firm, as art director.

GEORGE FISHER, former station manager, program director and co-owner of WKOB North Adams, Mass., is now instructor in announcing and continuity writing at National Academy of Broadcasting, Washington.

ALEXANDER FILM CO., Colorado Springs, Col., has announced firm will produce television advertising films.

Equipment

TELEVISION Assoc. Inc., Chicago, has become sales representative for Zoomar lens and Video Balowstar lens. Zoomar sells for $7,500, Balowstar for $2,700.

SYLVANIA ELECTRIC Products Inc., radio division, has announced new line of specially-processed receiving tubes for replacement service in television sets.

CROSLEY Div., Avco Mfg. Corp., Cincinnati, has announced two new television - radio - phonograph consoles, Model 9-404M and Model 9-414B. Both models provide 52-square-inch video picture on 10-inch direct-view tube, AM and FM, and automatic phonograph which plays both 33⅓ rpm and 78 rpm records. Suggested retail price is $499.95 for Model 9-404M and $529.95 for Model 9-414B.

MOTOROLA, Chicago, has announced appointment of **W. WESLEY BALLARD** as director of publicity and advertising for its communications division. He replaces **JAMES CODY,** who has resigned to join Professional Equipment Co., Chicago.

C. M. SHERWOOD, formerly with Elliott Lewis Corp., Philadelphia, has been appointed sales manager of Andrea Sales Corp., sales agent for Andrea Radio Corp.



Mr. Sherwood

RCA TUBE Dept., Harrison, N. J., has announced following new appointments: **W. L. ROTHENBERGER** as assistant general sales manager to coordinate and direct all sales activities; **WILLIAM H. PAINTER** as manager of merchandise division; **H. F. BERSCHE** as manager of renewal sales section, and **M. J. CARROLL** as manager of equipment sales section.

WESTINGHOUSE Electric Corp., Pittsburgh, has announced new TV antenna, Stratovision television antenna, featuring interchangeable components adaptable to all type of receiving arrays and designed for simplicity and ease of installation.

ZENITH Radio Corp., Chicago, has announced new radio-phonograph console and table model. Suggested retail price for console is $329.95 and $99.95 for table model.

WHOM SUBSIDIARY
Record Firm Is Organized

A RECORDING and transcription business to be known as Coastal Recording Co. was formed by WHOM New York, Fortune Pope, executive vice president and general manager of the station, has announced.



Mr. Pope

The new subsidiary will be located in the new studios of WHOM in New York, where complete recording facilities have been installed.

Mr. Pope stressed the fact that though WHOM is a foreign language station the recording firm would not be confined to the foreign language field.

Tom Kelleher, formerly with World Broadcasting Co., New York, has been named recording manager of Coastal Recording Co.

PLUS VALUES

that don't appear on the rate card

Time rates are cold things. They can't show the cooperative effort KDYL's staff puts behind sponsors' selling problems.

Is your product getting proper display in stores? KDYL merchandising men have helped many a sponsor with that problem.

That's just an example of the plus values you get on KDYL and KDYL-W6XIS television.

National Representative:
John Blair & Co.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

Let Them Star For You!



You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

SUCCESSFULLY PERFORMED

KWKC
250 W—MBS
Abilene, Texas

WEAM
5,000 W—Ind.
Arlington, Va.

PROMOTIONS BY

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Northcentral successful small town network station wants manager. Send entire background, picture, etc. first letter. Box 113a, BROADCASTING.

250 watt fulltime station major southern market looking for capable manager with selling ability. Give full details first letter. Box 344a, BROADCASTING.

Commercial manager wanted for Texas 1000 watt fulltime station. Must be salesman with ideas. Salary open. Permanent. Write Box 433a, BROADCASTING.

Wanted—Manager for midwest kilowatt daytime, going fulltime now and in the black. Also manager and associated manager interested in owning a fulltime local. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

Salesmen

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or assistant manager, salary with percentage of increase. No get rich quick boys wanted. This is a stable permanent position and calls for experienced hard hitting sales effort. Write giving full particulars, experience, salary desired and last three employers. Enclose photograph. Care Box 280a, BROADCASTING.

Salesman capable of taking position of commercial manager for Florida network station. Straight salary for one who can produce business. Must have had 5 or more years of radio selling experience. Send outline of experience, photo to Box 288a, BROADCASTING.

Sales manager—CBS affiliate, city 50,000, Pennsylvania. Prefer friendly, conscientious, married man who knows sales. No high pressure. State age, salary expected. Box 406a, BROADCASTING.

Is there a radio salesman in Dallas interested in becoming member of old established representation firm? Must carry himself on liberal commission and overall profit participation basis. Box 421a, BROADCASTING.

Looking for aggressive time salesman. Very good potential earnings. Ideal climate in city of 15,000. Address all inquiries to Box 429a, BROADCASTING.

Self-propelled, pusher type $alesman for livewire local independent in $outhern city. $plendid opportunity for experienced man unafraid of competition. Box 438a, BROADCASTING.

Announcers

Excellent southern station in major market has position for top announcer. Pay schedule includes incentive plan. Total salary $85.00 to $90.00 per week. Good future. Send photograph, complete business and personal references. Minimum four years experience with good stations. Two years college background. All-round ability to qualify. Send audition sample of disc jockey work, news, commercial spots. Inexperienced men need not apply. All reliefs confidential. Box 266a, BROADCASTING.

Southern California station has permanent position for announcer with thorough knowledge and background classical music. Deep voice and writing ability. He will produce. Write and announce two hour nightly symphony five nights weekly. Be record librarian. A first class ticket will add to his earnings or he may have a sales background which will add to earnings. But he must be one of these combinations. Submit transcription classical program. Photo and letter of qualification one package. Don't waste everybody's time if your pronunciation isn't perfect and your classical background complete. Box 287a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Experienced announcer for morning shift. Must be able to run disc show. Apply, giving qualifications, salary requirements and references. Send disc to Ray Schreiner, Chief Announcer, WBTM, Danville, Virginia.

Wanted—Experienced announcer 250 watt NBC affiliate, southerner preferred. WGRM, Greenwood, Mississippi.

Wanted—Experienced announcer ready for advancement to PD in 250 watt MBS station. Full details first letter. WHUN, 400 Wash. St., Huntingdon, Penna.

Five combination men with first class engineer's license. Top pay for top personality deejays, immediate openings. Rush disc and complete data to Earl Harper, WNOR, Norfolk, Virginia.

Wanted — Combination announcer-engineer with emphasis on announcing. Also one experienced announcer. Pleasant working conditions. Please contact: Manager, WRQN, Vidalia, Georgia. Telephone 327 or 693.

An experienced announcer who has first class ticket. Emphasis on announcing ability. Florida network station. Must have car. Send disc, photo, outline of experience and salary requirements to WSPB, Sarasota, Florida.

Southern network station will pay $70.00 per week for good combination announcer - engineer. Box 418a, BROADCASTING.

250 watt Mutual affiliate with heavy commercial schedule wants announcer with some experience. No news or sports. Good future for a hard worker. $40.00 straight for a 44-hour week. Ralph Henry, KVER, Albuquerque, New Mexico.

Technical

Wanted—Chief engineer for established midwest station in city over 50,000. 250 watts unlimited AM. 10 kilowatts FM. Network affiliate. Completely news plant. Experience and trouble shooting ability essential. Must be able to manage personnel. Good remuneration. Paid vacation. Free group insurance with hospital benefits. Our operation requires chief to pull some transmitter shifts. Write all details. Box 290a, BROADCASTING.

Chief engineer—Experienced with good background, to maintain modern 250 watt northern Alabama station. Living conditions good, near-by large city. Send detailed resume of experience, background and references. Good salary. Box 404a, BROADCASTING.

Chief operator's assistant for upstate New York 1000 watt broadcasting station. Must have thorough experience in construction and operation of directional antenna array, transmitter and speech equipment. Also can use two radio operators holding a radio telephone first class license. Services required immediately. Telephone Mr. Brown, Monroe 7710, Rochester, New York.

Production-Programming, others

French Montreal station has opening for creative program producer, must speak and write French, have initiative and possess all-round qualifications. Interesting salary to the right joe—but good. Provide all particulars and salary expected. Write to Box 391a, BROADCASTING.

Girl continuity writer capable of air work. Education preferred. Write or wire details to Leonard G. Anderson, WKBH, LaCrosse, Wisconsin.

Program director-announcer wanted by west Tennessee station. Must be thoroughly experienced, a real opportunity, permanent. State beginning salary requirements. A. B. Robinson, Box 309, Jackson, Tennessee.

Calling on stations, etc? Represent National Service firm. Profitable. Nonconflicting. Box 375a, BROADCASTING.

Help Wanted (Cont'd)

Outstanding opportunity for young lady, experienced in continuity and airwork. Unusually attractive salary and working conditions. WPDX, Clarksburg, W. Va.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Manager presently employed 5000 watt network affiliate. Eight years with present company. Excellent experience in sales, promotion, programming. Knows how to handle employees. Family man. Highest recommendations. Good sound proposition only. Box 298a, BROADCASTING.

Commercial manager—10 years experience all phases. Can qualify as manager. Dependable. College education. Desire permanent connection with a future. Excellent references. Box 325a, BROADCASTING.

Experienced radio man, as assistant manager, working commercial manager or salesman. Proven record. Excellent references. Midwest or central states preferred. Box 376a, BROADCASTING.

Station owners! Man-wife package. Man, 29, now station manager, experienced chief engineer, program director, announcer, copy, and salesman. Wife sensational saleswoman, now commercial manager. Want managership new, progressive station or Mutual outlet in small, friendly southern market . . . or what have you? Available two weeks notice. Excellent references. Write or wire Box 380a, BROADCASTING.

Manager available. Ten years in radio, experienced in all departments. 5 years assistant to manager. If interested, please send details. All replies answered. Box 392a, BROADCASTING.

Managerial—Presently employed settled family man. Years experience successful management from CP stage, emphasizing sales and programming. Prefer small market new station or CP with salary commission contract. Would consider sales manager offer. After contact will visit you for discussion. Box 402a, BROADCASTING.

Manager available now. Thorough knowledge of radio. Worked all departments. Announcing, programming, copywriting, newscasting, selling. Set up 250 watt station now going concern. Family man, sober, dependable, age 32. Has car. Highest references. Box 422a, BROADCASTING.

Reganam: is manager spelled backward. May I submit my qualifications to lead your station forward? Twelve years local and regional experience all departments. Box 427a, BROADCASTING.

Announcers

Baseball announcer, can give play-by-play with the best. I have the experience plus topnotch voice and delivery. Save time. Try me first. Answer all offers. Box 231a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Announcer, 23, married, sober, versatile, well-trained by professionals. University background. Will travel. Disc and photo upon request. Box 304a, BROADCASTING.

Experienced announcer—script writer with 5000 watt network affiliate. Specialize in adlib. Disc shows, comics, audience participation, etc. Prefer east. Available immediately. Transcription, photos, scripts and references on request. Box 310a, BROADCASTING.

Sports play-by-play. Former network announcer now employed in baseball, football, basketball, play-by-play desires change of location. Dependable with best references. Could report start of baseball season. Box 358a, BROADCASTING.

Situations Wanted (Cont'd)

Prolific announcer—2 years experience. Powerful voice, authoritative newscasting style. Single, 24, will tackle anything promising. Box 308a, BROADCASTING.

Announcer—Sportscaster. Experienced play-by-play, all sports, including recreation. Also news, commercial announcing. Presently employed. Box 373a, BROADCASTING.

Experienced announcer, all phases. Presently Columbia affiliate seeks position progressive station offering future. Far west preferred but not absolutely necessary. Box 374a, BROADCASTING.

Program director, announcer-writer desires position as program director or announcer in small station. Anywhere in U. S. Experienced. Box 381a, BROADCASTING.

A gentleman's agreement! You supply the live microphone and other necessary equipment and I'll sell your sponsors' products and skyrocket your listening audience, so we'll both be happy and make money. Selling delivery. Personality jockey, authoritative newscaster. Thoroughly experienced. Can furnish proof of excellent broadcasting sales. Wire or write. All replies immediately answered. Box 383a, BROADCASTING.

Announcer experienced, congenial, worthwhile addition to your staff. Topnotch references. Box 384a, BROADCASTING.

Man and wife presently employed desire to change positions to a progressive station with chance for advancement. No children. One year experience in radio. Man excels in newscasting, commercials and remotes. Wife all kinds of women's shows, drama and continuity. Will consider good offer anywhere. Two weeks notice. Try us. Box 385a, BROADCASTING.

Hillbilly disc jockey, knows business, musician. Two years experience. Employed. Box 386a, BROADCASTING.

Announcer, all phases, 26, family. Three years of solid experience. College, stage work. Good personality and appearance. Deep resonant voice. Presently employed in 5 kw affiliate. Audition disc upon request. Only progressive station considered. Box 388a, BROADCASTING.

Announcer. Green, well trained, pleasing, sincere, dependable, sober, understanding, helpful. Box 389a, BROADCASTING.

Announcer — Some experience, all phases, young, single, willing to travel. Box 390a, BROADCASTING.

Announcer—Graduate of leading radio school. Intelligent, reliable, honest. Interested in any station affiliated with the Mutual Network. Night turn desirable, no practical experience, but hard worker. Good voice. Give me a chance with you. Salary no object whatsoever. Go anywhere in the country. Box 395a, BROADCASTING.

Announcer — Experienced. Presently employed 1000 watt NY station. All phases. Seek staff position with progressive station. Top commercial delivery. Single, sober. Northeastern stations only. Disc on request. Box 396a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Announcer, experienced, personable, single, vet, 32, morning man, sports, news, news rewrite. Not network caliber but good up to 5 kw. Some production, continuity. Air check available. Box 400a, BROADCASTING.

NU man, single, offers 2 years experience in competitive markets for permanency with progressive south or midwest. Details 1st letter. Box 403a, BROADCASTING.

Announcer-continuity writer, immediate availability. Strong news and commercials, ten months experience on console, good adlib. Presently employed 1 kw independent. John Billingsley, Box 172, N. St. Station, Nacogdoches, Texas.

Announcer—Experienced, college degree in speech, single, age 29. Presently employed at independent 1000 watt daytime station. Contact David Shelley, 514 West 6th Street, Bloomington, Indiana.

Situations Wanted (Cont'd)

Experienced announcer—1½ years, single, will travel. Full knowledge of control board, remotes. For disc, details, Bill Webber, 1199 Hancock Street, Brooklyn 21, N. Y.

In Texas, announcer-engineer, 28, family, first class ticket, experience as staff announcer on board, Texas station. George White, Post Office Box 1742, Fort Worth, Texas.

Versatile announcer, 23, well versed. sportscasting, newscasting, commercial message, acting, at comprehensive radio school, Radio City. College graduate. Youth with desire and capacity for furtherance of skill. Box 318a, BROADCASTING.

Announcer, with college background in journalism. Have some announcing experience. I am 24 and single and will travel anywhere in the east. Disc etc. on request. Box 405a, BROADCASTING.

Sportscaster. Fully experienced all play-by-play. Five years. Presently employed sports director. Produce, direct sports shows. Top references. Box 407a, BROADCASTING.

Sports announcer and director at present for metropolitan New York station. Can do play-by-play for three major sports. Now have disc show with proven listening audience. Experienced in all other phases of radio. Married. College. Willing to travel. Best recommendations. Minimum salary $70 per week. Box 409a, BROADCASTING.

Announcer, continuity man, AB Degree in speech, also year of law, 25, single, interested in sportscasting, excellent radio voice, middlewest preferred. Box 410a, BROADCASTING.

Announcer, 25, single, college graduate, leading radio school Radio City. Disc available. Box 411a, BROADCASTING.

Announcer-Married, 27, 6½ years experience. Looking for station with television possibilities. Background: Sports, news, disc, dramatics. Two years college. Northeast metropolitan area preferred. Presently employed chief announcer, $70 & talent. Desire personal interview. Box 414a, BROADCASTING.

Opportunity wanted—Experienced announcer, news programs a specialty, popular and classical music, theatrical background. College graduate. Veteran. Disc on request. Box 416a, BROADCASTING.

Man-about-sports. Listener tested and approved three years at present station. Superior references. Deft discs, news, commercials. Box 417a, BROADCASTING.

Experienced announcer, operates board. Graduate of radio school. Experienced service man and continuity writer. Clean cut and good habits, 27. Will travel. Disc, photo available. Box 424a, BROADCASTING.

Desire on-job-training (announcer). Graduate School Radio Technique—some experience. Have ambition, talent, eligibility certificate. Will go anywhere. Disc-photo on request. Box 426a, BROADCASTING.

Eight years behind the sports mike. Specialize in baseball and all sports play-by-play. Can show letters from satisfied national and local sponsors. Write my own sports shows. Will free lance, but prefer permanent position. Box 430a, BROADCASTING.

Announcer — Married. Presently employed in heavily commercialized area. Experienced all phases broadcasting with special interest—newscasts, dance orchestras. Desires opportunity to advance with new station. Also possibility of buying few shares of stock. References. Disc and photo on request. Available two weeks notice. Box 436a, BROADCASTING.

Broadcasting school graduate with some experience in Mutual affiliated station. Desire job in northern station, preferably the east. Am single, veteran and very dependable. Not afraid of hard work, have done all sorts of announcing and control work at last job. Commendable references from last employer. Eager to get going again. Box 437a, BROADCASTING.

Self-respecting staff man desirous of locating in progressive community. Announcing, traffic, production experience. Well educated. Dramatic and other specialized training. Plan to study for engineer ticket. Teetotaler. Now employed. Splendid references. Seeking congenial, profitable connection. Write Box 1217, Orlando, Florida.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Situations Wanted (Cont'd)

Experienced sports announcer in play-by-play of four (4) major sports. Qualified staff announcer also. Prefer midwest. Address replies: Dick Blaesing, 2215 Colfax Ave., South Minneapolis 4, Minnesota.

Announcer, experienced. Former musical director, sports editor. Married, vet, 25. Bob Lynn, 2634 W. Logan Blvd., Chicago 47, Ill.

Sports announcing, young, energetic, experienced; capable handling spotter board, all sports, all phases announcing, actual play-by-play disc available. Jerry Pierce, Pathfinder, Radio Broadcasting, 1329 Oak, Kansas City, Missouri.

Technical

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Radio operator—13 months transmitter of 250 watt station, some remotes, tape recordings. Graduate RCA Institute. Box 316a, BROADCASTING.

First phone vet seeks engineer position west. No experience broadcasting. Box 349a, BROADCASTING.

Engineer—Eighteen years varied experience including construction of two 250 watters. All your maintenance or construction problems handled skillfully. Presently employed chief of 250 watter. Box 367a, BROADCASTING.

Engineer—First phone, 19 months experience 250 watt and kilowatt DA. New England or New York area. Box 379a, BROADCASTING.

Broadcast; young man, willing, intelligent, able; not burdened by years of experience wants to get his foot on the first rung of the ladder. First class radio telephone license. Radio school graduate; 1 year college. Partial to Yankee territory, anything above Mason-Dixon line. Box 393a, BROADCASTING.

Available May 30 experienced engineer. Good technical background. Former chief 250 watt local. Some announcing. Active ham, have car, consider anything. P. O. Box 592, Columbia, Missouri.

Operator—First phone, first telegraph, 26, wants operator job or combination. No broadcast experience but plenty communications. Go anywhere west of Mississippi. Available immediately. Murray, Box 441, Thousand Oaks, Calif.

Engineer—Experience in AM, FM, station, 2½ years technical training in AM, FM, UHF and all phases of television. Desire position with progressive station with future television possibilities. Available immediately. Single, excellent references. Charles Hanley, 815 Simmons Ave., Phone Kirkwood 1724.

Engineer-announcer. Experienced 25 year old married veteran with ticket desires combo position with emphasis on announcing. Midwest preferred. Box 412a, BROADCASTING.

Will buy minority stock, offering dividends, engineer's job and salary. Box 419a, BROADCASTING.

Engineer—First phone. Nineteen years old. Graduate leading radio school. Some broadcast experience. Box 425a, BROADCASTING.

Transmitter operator, preferably in Minnesota, Wisconsin or Iowa. First phone, five kw experience as relief operator. Dependable, good references. Box 432a, BROADCASTING.

Newly licensed first phone, eager to learn. Veteran, married. Have house trailer. Harold Higgins, 888 26th Street, Marion, Iowa.

First phone engineer desires permanent position with broadcast station. Age 20. Will travel. Have car. Don Ponec, 5421 South 20th Street, Omaha, Nebraska.

Production-Programming, others

Young man thoroughly trained wants job as continuity writer and announcer. Can start at once. Discs and scripts furnished on request. Box 246a, BROADCASTING.

Program director-sales manager. All-round announcer. At present major market executive. References tops. Box 306a, BROADCASTING.

Gag writer for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

Ready to advance in programming and news. Five years experience. Now in second year southwest regional. References and disc on request. Box 321a, BROADCASTING.

Situations Wanted (Cont'd)

Program director—I want to increase your station's program standards and make your air time more valuable to you and your sponsors. Six years program production, selling and announcing experience are at your service. Box 331a, BROADCASTING.

Program director interested same position Ohio or Indiana. Six years experience announcer, writer, special events. Box 338a, BROADCASTING.

Sportscaster, sports copywriter, publicist, young, some experience. Also consider staff announcing. Sports editor of NJ bi-weekly. Former assistant high school coach. Box 354a, BROADCASTING.

Program director experienced both east and west coasts, wants position with a future. Programs successful, saleable, listenable; able to make station integral part of community; best personnel relations. Top announcing voice any type program; own specialty programs. Presently employed. Please state salary. Box 369a, BROADCASTING.

Sick and tired of trite programs. Allergic to copied formats and stereotyped formulas. Looking for progressive station with sense of humor that will give me free reign as special events man. Can double as writer-announcer for any station sharing my aversion for conventionality. Box 377a, BROADCASTING.

News editor—farm director, married, university graduate in June, 1949. Newswriting, staff announcing, and tape experience. Two years newspaper and radio experience. References. Desire south, midwest, or southwest. Box 378a, BROADCASTING.

Morning man, program director broadcasting in NYC looking for better set-up with large station. $85 week. Box 382a, BROADCASTING.

Producer, program director, writer, announcer. Capable, energetic, dependable. Six years of well rounded experience. Seeking a position in a city of at least fifty thousand population. Box 387a, BROADCASTING.

Program director. I develop and organize shows that really sell. I'm 26, with over six years of small and large station experience. If you want a hard working, congenial PD, write Box 397a, BROADCASTING.

Writer, single, 27, copy, promos, scripts. Now with small eastern ABC affiliate, desires opportunity in continuity with big market agency or station in or near New York. Experienced, capable. Box 401a, BROADCASTING.

Program director with highly successful major market AM, FM, TV independent seeks advancement as manager or program director. Results guaranteed. Box 423a, BROADCASTING.

News editor-commentator, thirty seven, newspaper background. Six years on air with fifty kw, non-drinker. Desire permanent connection with high grade station. Family man, finest recommendations. Box 434a, BROADCASTING.

Television

Announcer

Sports announcer. Television, AM experience. Nine years. Play-by-play. Box 413a, BROADCASTING.

Production-Programming, others

Television stations—Lend an eye! Writer of this ad has spent 17 years in radio as program director, scriptwriter, newscaster, director (drama), in theatre as producer, director, stage-manager. Instructor in acting and speech. Interested primarily in utilizing combined radio and theatrical background on intelligent television outlet. Box 398a, BROADCASTING.

Employment Service

Found—new labor saving device "tomorrow"! Make that change "today" thru RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Stations

For sale—Well established, profitable, fulltime, regional, network station, northeast metropolitan market. Box 415a, BROADCASTING.

For sale—Midwest daytime kilowatt, doing good busines. L. W. Andrews, Inc., 219 Whitaker Bldg., Davenport, Iowa.

For Sale (Cont'd)

For sale — Philadelphia metropolitan area. Music by Wire System. Profitable. Well established. Price $22,000. Franchise included. Box 440a, BROADCASTING.

Will sell partial interest or lease 1000 watt, daytime station with fulltime deal pending. Owners uninterested in operation. Fine investment opportunity in rich agricultural midwest community. Box 493a, BROADCASTING.

Equipment, etc.

For sale—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

RCA—250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, New York.

For sale—411′ Truscon self-supporting tower; 2 RCA turntables; limiting amplifier, 5 RCA microphones and miscellaneous studio equipment—all new. Best offer. Box 408a, BROADCASTING.

Two 6N recorders like new, guaranteed perfect condition, 1C heads, automatic equalization. In single or double cabinets. Individually, complete, $400: both $750 fob. Portland, Oregon. Box 431a, BROADCASTING.

Scott dynamic noise suppressor model 910A, excellent condition, $350 or trade for portable tape recorder. WHKK, Akron, Ohio.

One (1) Western Electric 310B transmitter complete, with one set tubes. Excellent condition. Make offer. E. L. Dodge, Radio Station WMBH, Joplin, Missouri.

Presto 1D recording heads. Excellent condition. Reasonable. Reco-Art Sound Recording, 2016 Walnut Street, Philadelphia, Pennsylvania.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

For sale—New, never used—Truscon 286 foot, self-supporting tower complete with A-3 lighting, plus reinforcing rods for foundation. Sectionalizing insulators available. Will support 4 Bay GE FM Antenna. Ideal for television. WRRN, Second National Bank, Warren, Ohio.

Wanted to Buy

Wanted to buy—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

Help Wanted

Production-Programming

SCRIPT WRITER

Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 291a, BROADCASTING

Miscellaneous

RADIO BROADCAST STATIONS

BUYERS! SELLERS!
List With Us

Prompt Confidential Service

NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

(Continued on next page)

Miscellaneous (Cont'd)

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Miscellaneous (Cont'd)

INVESTMENT OPPORTUNITY

Embracing FM radio in transit vehicles. Well established organization of selling representatives seeks 10 to 20 thousand dollars working capital. Opportunity for substantial earnings. Our organization holds exclusive selling rights with newspaper controlled radio station. Radio time salesman preferred but not essential. Bank and business references exchanged. Write fully with telephone number and address.

BOX 420a, BROADCASTING

Schools

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

SBA ELECTS

Glickman Is President

WMGM New York sportscaster Marty Glickman was elected president of the Sports Broadcasters' Assn., and three other staffers captured SBA posts at last Monday's luncheon meeting held in New York at Al Schacht's restaurant.

Sam Taub and Ted Husing, both of WMGM, were elected vice presidents of the organization, while Harold Holz, station's statistical spotter, took the secretarial post.

Andy Lang of Press Assn. is the new treasurer; Jimmy Dolan of the NBC sports department continues as executive secretary.

Schools (Cont'd)

TWIN CITY TELEVISION LAB
Nation's Foremost TV Production Training School
SPRING QUARTER Starts MARCH 21
(Registrations Accepted Through March 28)
Courses in PROGRAM PRODUCTION and CAMERA OPERATION. Full camera equipment and studio facilities, TV-experienced staff.
Write for detailed brochure illustrating TCTL Activities. Address Lyceum Theatre, Minneapolis 3, Minn.

For Sale

Station

FOR SALE
250-W
MUTUAL AFFILIATE

Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $60,000 annually, reasonable terms.

Newspaper & Publishing Properties Co.
Harvey Malott, Pres.
Scarritt Bldg.
Kansas City, Mo.
Phone: Victor 4339

Equipment, etc.

FOR SALE—1 new GE BY2B 4 bay FM antenna
1 new GE BT1A 250 watt FM transmitter
1 new GE BP2A FM freq./mod. monitor
1 new RCA BA4C monitor amplifier
4 new RCA BA2B booster amplifiers
1 new RCA 861A limiting amplifier
1 used WE 124D program amplifier
1 used "Wirecorder", battery op.
1 used Jackson 652 audio oscillator
2 used RCA "Varacoustic" microphones
1 Presto "Y" recorder, portable
1 Radiotone R16 recorder, portable
3 new RCA "on Air" lights.

WRRN, 2nd Natl. Bank, Warren, Ohio

200 foot tower, Wincharger type 150 just 2 years old. Including flasher beacon, lights, guy wires, insulators and base insulator, painted to CAA specifications.

K X L W , St. Louis

On All Accounts

(Continued from page 14)

Your Showtime and spot announcements for the same firm; Kellogg's Irene Wicker *Singing Lady* program; United Airline spot announcements; Atlantic Refining Co.'s sports activities which include baseball, football and basketball; and the Joan Supple, and Sheffield television campaigns.

The McClures—she is the former Genevieve Whiteley — were married Oct. 4, 1942. They have three children, Bruce 5, Keith 3 and Donna, born on Feb. 4 this year. The family lives in an apartment in Greenwich Village.

Golf and swimming are Don's hobbies. And his reputation in the industry was summed up by a colleague who observed "Don McClure packs a lot of weight in this business, and I'd still say that if he weighed only 120 pounds."

Continental Feeds

WEATHER forecasting service covering the entire East Coast will be supplied member stations of Continental FM Network, starting March 14, keyed from WASH (FM) Washington. WASH started local reports March 7 with James C. Fidler, of the U. S. Weather Bureau, giving background material.

PRICE TO KMLB

Formerly at WDSU, WIBC

CHARLES PRICE, formerly commercial manager of WDSU and WDSU-FM New Orleans, has been appointed manager of KMLB Monroe, La., and its FM affiliate, KMFM [BROADCASTING, Feb. 21]. J. C. Liner, owner and president of KMLB KMFM, made the announcement.

Mr. Price has been in the sales field for more than 15 years. Recently he assisted in formulating the sales program for WDSU-TV New Orleans. Before going to WDSU he was with WIBC Indianapolis as commercial manager.

BROADCAST MANAGEMENT CONSULTANTS

"not a luxury for the few but an aid for the many"

The days of fast easy profits are gone. Competition is getting acute and your net will show it. Broadcast Management Consultants has the know how to show you the way to make more money on your current billings and to make greater savings for increased profits.

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442, 20 N. WACKER
CHICAGO 6, ILLINOIS

THE SMITH DAVIS CORPORATION

Waldorf-Astoria Towers, New York, N. Y.

Smith Davis, Pres. **Albert Zugsmith, Exec. Vice-Pres.**

announces

Formation of A

SMALL PROPERTIES DIVISION

To Provide

A Confidential Service

For Buyers and Sellers of

Weekly, Small Daily Newspapers

and Radio Stations

Address inquiries to:

Alvin Freemount, Director
Small Properties Division
The Smith Davis Corporation
317 South 16th Street
Philadelphia 2, Pa.

FTC INQUIRY

Firms Comply on Tube Ads

FEDERAL TRADE Commission March 3 gave industry-wide receiver set manufacturing firms a clean bill of health for "almost complete voluntary" compliance with a trade practice rule governing misrepresentation of tube counts of radio sets. FTC began an investigation early in 1947 to determine industry compliance with rule 3 (k).

Reporting on results of a survey covering 218 manufacturers, the Commission announced that virtually the entire industry, including major producers, had not only pledged but furnished proof of compliance. A formal complaint has been issued against only two firms since the investigation was launched. The vast majority signed a compliance pledge, furnishing samples of advertising, while in four cases cease-and-desist agreements were accepted by the Commission.

Probe Facts

The investigation centered around representations of manufacturers on number of tubes in radio sets, with particular emphasis on distinction between tubes and other devices. Rule 3 (k), promulgated in 1939, cites as an "unfair trade practice" advertisements misrepresenting tubes "which perform no useful function" or which "do not perform . . . the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

In January 1947 FTC specifically provided that it is "improper" to include rectifiers in representations of its tube count. It then initiated industry-wide investigation to insure compliance. Prior to its survey, the Commission said, complaints charging such misrepresentation were issued against three manufacturers, with stipulation-agreements accepted from four others. In one case, appeal of a cease-and-desist order resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit in Chicago.

Voluntary Cooperation

Of the 218 manufacturers, 163 agreed voluntarily to abide by the rule; 42 are no longer in business; 8 agreed to stop practices; 2 are covered by Commission cease-and-desist orders, and 3 are respondents in pending complaints, the Commission reported.

FTC closed its investigation with the announcement it had issued a complaint against Setchel Carlson Inc., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in radio sets which it manufactures and sells.

KXLW SETTLEMENT

Operating From New Site

LABOR and other difficulties at KXLW Clayton, Mo., have been settled and the station is now operating with a temporary antenna in Brentwood [BROADCASTING, Feb. 28]. Members of IBEW Local 1217 reportedly returned to work after settling their troubles with Station Manager Guy Runnion on Feb. 24. The receivership suit filed by Edward Garnhold reportedly was dropped on Feb. 22.

Work on the station's new tower at Brentwood, held up pending settlement with Local 1217, is now in full swing and Mr. Runnion expects it to be in operation at an early date. The temporary antenna, with which the station is now operating, is located at the new site. The original transmitter location in Olivette had to be abandoned due to a local zoning regulation.

WHITE SOX

Walgreen, Lorillard Sponsor

CHICAGO White Sox baseball games will be aired exclusively in the area again this year by WJJD and WFMF, Marshall Field's independent AM and FM stations, and for the first time will be piped to 28 stations in the Midwest baseball network.

By arrangement with WIND Chicago and Commercial Manager John Carey, WJJD has acquired rights to feed the network, originated by WIND to carry Chicago Cubs games three years ago. Bob Elson will again handle the commentary.

Sponsors are Walgreen Drug Stores and the P. Lorillard Tobacco Co. (Old Golds), while adjacent sports roundups will be backed by O'Connor and Goldberg (shoes), Karoll's Men's Shop, Erie Clothing Co., Canadian Ace Brewing Co., and Ambrose Brewing Co., all Chicago.

SLANDER LAW

Two States Take Action

A BILL exempting owners or operators of radio or television stations from liability for defamatory statements made by others than their agents has been passed by the Georgia Senate. The bill was introduced by Sens. John H. Land and Howard T. Overby [BROADCASTING, Feb. 7].

The exemption specifically applies to liability for defamatory statements made in talks on behalf of candidates for public office.

The Georgia Senate also passed a measure taking from newspapers and other publications the legal benefit of retractions and apologies in case of unintentional defamatory statements. The latter bill was passed by a vote of 30-17 after a hot fight on the floor.

Nebraska has joined the ranks of states considering similar legislation to protect stations from defamation suits. A special committee of the Nebraska Broadcasters Assn. has induced the state's unicameral legislature to hear the bill which has two co-sponsors. The judiciary committee will hold a hearing on the bill Feb. 23.

Members of the NBA committee are: John J. Gillin Jr., president and general manager of WOW Omaha, chairman; Harry Peck, KFOR Lincoln manager, and John Alexander, manager of KODY North Platte.

VANDAL ACTS

Damage WGAT's Equipment

ACTS of vandalism causing extensive damage to equipment but no loss of broadcast time were reported by WGAT Utica, N. Y., March 5. J. Eric Williams, WGAT owner and general manager, has posted a $200 reward.

Gaining entrance through a smashed door, the vandals broke windows, overturned turntables and splintered nearly 2,000 records, the station reported. In addition, speakers were ruined and a sign some distance from the transmitter was torn down and destroyed. Tracks of the vehicle used by the vandals indicated they were dangerously close to the guy wires supporting one of the four towers, WGAT said.

AAUN Contest

SCHOOLS representing every state in the country and Alaska and Hawaii have entered the annual high school contest of the American Assn. for the United Nations, co-sponsored this year by NBC. Written examinations, to be given April 1 in schools, will be based on NBC's *The United States in World Affairs*, started yesterday, and presented Sundays, 2-2:30, in cooperation with the State Dept. First prize is a trip to Europe or $500.

Whole Classrooms Respond to WLS School Programs

Over 200 huge scrapbooks, some a foot thick, are overflowing the office of WLS "School Time" Director Josephine Wetzler, as a result of the first-semester awards offered by the station. Scrapbooks are judged on the basis of how well they illustrate the daily School Time programs. Each of these 200 books represents the combined effort of an entire classroom group, and teachers all over the Middlewest have expressed their pleasure at the work pupils do on their scrapbooks.

"In addition to the educational value of the programs themselves," one teacher points out, "the work of making a scrapbook calls into play penmanship, drawing, composition and almost every phase of grammar-school instruction."

"School Time" began on WLS in 1937 and follows the station's pattern of genuine service to listeners. Today it is considered outstanding among all in-school listening programs on the air.

WLS
The Prairie Farmer Station
Chicago 7, Illinois

Represented nationally by John Blair

In - - -
AMARILLO
KFDA
is really reaching out in this fast buying market. Yes, telling them and selling them on a low cost per listener basis.
5000 Watts (d)
1000 Watts (n)
• *Ask a Pearson representative for the facts*

KFDA
A NUNN STATION
Amarillo, Texas
Howard Roberson, Manager
ABC AFFILIATE

EASTERN LARGE MARKET STATION
$50,000.00
CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

FCC Actions

(Continued from page 70)

March 9 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

Charles William Craft, Newport, Ark.—CP new AM station 1280 kc 1 kw D AMENDED to change name to Charles William Craft and Harold L. Sudbury d/b as Newport Bcstg. Co.

AM—1440 kc

Atlas Bcstg. Co., Hamtramck, Mich.—CP new AM station 1540 kc 1 kw D AMENDED to request 1440 kc 500 w D.

Modification of CP

WONE Dayton, Ohio—Mod. CP new AM station for extension of completion date.

Transfer of Control

WTPR Paris, Tenn.—Transfer of control of Kentucky Lake Bcstg. System Inc. from Earl Weaks Smith, Roy W. McKinney and Parkman R. Freezor to Raymond Ball and Gordon Bennett et al.

License Renewal

License renewal applications were filed by following AM stations: KLAC Los Angeles; KGMB Honolulu; KWTO Springfield, Mo.; WOW Omaha; WROW Albany, N. Y.; WAGE Syracuse, N. Y.; WGAI Elizabeth City, N. C.; KROD El Paso, Tex.; WBAP Fort Worth, Tex.; WCHS Charleston, W. Va.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.
WJPF-FM Herrin, Ill.—Same.
WOAK Chicago—Same.
WMIN-FM St. Paul, Minn.—Same.
WFDR New York—Same.
WLEE-FM Richmond, Va.—Same.

License for CP

WFMF Chicago—License to cover CP changes in FM station.
WGBI-FM Scranton, Pa.—License to cover CP new FM station.
WRHI-FM Rock Hill, S. C.—Same.
WTHS Miami, Fla.—License to cover CP new noncommercial, educational FM station.

CP to Reinstate

WGNR New Rochelle, N. Y.—CP to reinstate CP new FM station.
WKRV Ravenna, Ohio—Same.

License Renewal

WGHF New York—License renewal FM station.

If You Use STOP WATCHES

You will find our new catalog most useful. It describes and illustrates a complete line of timers for all sports and broadcasting needs.

Clebar Timers meet the requirements of the National Bureau of Standards Stop Watch Precision test.

This catalog may help you solve a timing problem.

Send for free Catalog 49B



CLEBAR WATCH CO.
551 FIFTH AVE. • NEW YORK 17, N.Y.

KTHT Finds 'Dead' Man

ONE OF San Francisco's biggest mysteries of 1948 closed last week with a series of special broadcasts on KTHT Houston. When Chris Christensen, former San Francisco city supervisor, disappeared in January 1948 after leaving his coat and a note on the Golden Gate Bridge, he was believed dead. A tip from San Francisco that Mr. Christensen was alive and in Houston sent Dick Gottlieb, KTHT news editor, to the apartment of the former official. In addition to locating Mr. Christensen and beating local newspapers to the story, Mr. Gottlieb also helped reunite the "dead" man with his wife.

TENDERED FOR FILING

Assignment of License

WAPF McComb, Miss.—Assignment of license from Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to Albert Mack Smith, Phillip Dean Brady, J. P. Melvin and Louis Alford d/b as The Southwestern Bcstg. Co. of Mississippi.

AM—910 kc

WAVL Apollo, Pa.—CP change from 910 kc 1 kw D to 910 kc 1 kw-D 100 w-N unl.

AM—1380 kc

KPAS Banning, Calif.—CP change from 1490 kc 250 w unl. to 1380 kc 1 kw-D 500 w-N unl. DA-N.

March 10 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WOLS Florence, S. C.—Granted renewal of license for period ending Feb. 1, 1952.
KGON Oregon City, Ore.—Same.

FM Authorizations

Authorizations were granted by FCC for one new Class A and two new Class B FM stations; CPs to replace expired CPs were granted three FM outlets; one station was granted switch from Class A to B facilities; two FM stations were denied extensions of completion dates; nine stations received licenses to cover CPs (see story, page 52).

Hearing Designated

Lake County Bcstg. Corp., Chicago—Designated for hearing application for new Class B FM station.

Proposed Rule Changes

Announced proposed changes in rules relating to amateur and commercial radio operator licenses. Announced proposed changes in standards relating to sunrise and sunset tables (see story, page 53).

March 10 Applications . . .

ACCEPTED FOR FILING

License Renewal

WHKP Hendersonville, N. C.—License renewal new AM station.

Modification of CP

WHAY New Britain, Conn.—Mod. CP new AM station for extension of completion date.
WPRA Mayaguez, P. R.—Mod. CP increase power etc. for extension of completion date.
WEMB San Juan, P. R.—Mod. CP new AM station to change from 1320 kc 5 kw unl. to 1190 kc 10 kw unl. DA-N AMENDED to change name from El Mundo Bcstg. Corp. to Angel Ramos tr/as El Mundo Bcstg. Co.
WMGY-FM Montgomery, Ala.— Mod. CP new FM station for extension of completion date.
KOMB Los Angeles—Same.
KSFH San Francisco—Same.
WTJS-FM Jackson, Tenn.—Same.
WLPM-FM Suffolk, Va.—Same.
WDLB-FM Marshfield, Wis.—Same.

License for CP

WSAN-FM Allentown, Pa.—License to cover CP new FM station.

CP Change ERP

WJAC-FM Johnstown, Pa. — CP change ERP to 8.28 kw.

CP to Reinstate

KDNT-FM Denton, Tex.—CP reinstate CP new FM station.

Modification of CP

WAVE-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.
WOW-TV Omaha—Same.

TENDERED FOR FILING

AM—1380 kc

KREO Indio, Calif.—CP change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-DN.

Assignment of CP

WWPA Williamsport, Pa. — Assignment of CP from Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson d/b as Williamsport Radio Bcstg. Assoc. to Williamsport Radio Bcstg. Assoc. Inc. No change in ownership involved.

Box Score

SUMMARY TO MARCH 10

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,941	1,910	230	...	460	261
FM Stations	716	285	624	30*	110	29
TV Stations	57	7	115	...	320	181

TV APPLICATIONS

Beaumont-Port Arthur, Tex.—Sabine Television Corp., Channel 3 (60-66 mc), ERP 13.2 kw visual, 6.6 kw aural, antenna height above average terrain 543 ft.; estimated cost $152,698, first year operating cost $38,000, revenue $36,000. Principals, each owning 20%, include: Miles F. Leche, owner Leche & Leche Inc., Dallas advertising agency, president; D. Malcolm Cummings, sales manager of Duncan Coffee Co., Houston, vice president; Samuel H. Peak, general counsel of Duncan Coffee, vice president; Paul E. Taft, assistant to president of Duncan Coffee, secretary-treasurer; G. B. Boone Jr., vice president of Leche & Leche, vice president. Filed March 10.

AM APPLICATIONS

Jennings, La.—Jennings Broadcasting Co. Inc., 1490 kc, 250 w, fulltime; estimated cost $6,620, not including equipment to be borrowed from KSIG Crowley, La. Principals: Maxwell J. Thomas, owner KSIG, president 50%; Clovis L. Bailey, KSIG chief engineer, vice president 25%, and his brother, B. Hillman Bailey Jr., KSIG general manager, secretary-treasurer 25%. Filed March 8.

Hamtramck , Mich. — Motor City Broadcasting Corp., 1440 kc, 500 w, daytime; estimated cost $26,000. Principals: Ralph R. Genter, certified public accountant, president 9%; Vincent Guiliano, publisher The Italian Tribune, 9%; Frank Januszewski, owner American Pub. Co., publisher Polish Daily News, Detroit, 18%; Mary G. Lalli, originator and conductor of "The Italian Hour" on Detroit stations and presently conducting "Neopolitan Nights" on WJLB Detroit, 23.6%; Ernest Palos, owner Hungarian Journal, director 9%; Morris Sossi, owner Roma Cafe, Detroit, secretary-treasurer 18%; Harry R. Walsh, sales promotion manager, J. L. Hudson Co. Basement Store, Detroit, director 9%; Marie Margaret Winthrop, president of Tech Ad Agency, all woman agency, Detroit, vice president 3.7%. Filed March 8.

Minot, N. D.—Missouri Basin Broadcasting Co., 910 kc, 1 kw, day; estimated cost $60,640. Principals: John Nystul, president and 8.19% owner KVNJ-AM-FM Fargo, N. D., president and owner 95 sh; Halvor L. Halvorson, attorney, secretary-treasurer, 85 sh; Douglas Dahlin, barber shop owner, vice president, 85 sh; A. J. Huettl, auto dealer, 10 sh; Anton Friese, farmer, 155 sh; Carl Freitag, stock buyer, 32 sh; Newell and Eddie Wretting, auto dealers, 5½ sh each; Syverine Olson, hardware dealer and farmer, 51 sh; H. G. Hulsebus, hotel and restaurant owner, 55 sh; Reinhart H. Schafer, oil jobber, 25 sh. Filed March 4.

Moberley, Mo.—Jerrell A. Shepherd d/b as Moberley Broadcasting Co., 1230 kc, 250 w, unlimited; estimated cost $12,500. Applicant is 40% owner of KXRJ Russellville, Ark. Filed March 7.

San Fernando, Calif.—Los Angeles Broadcasters, 670 kc, 10 kw, daytime; estimated cost $51,000. Partnership: E. Albert Weinert, chief announcer KLAC Los Angeles, 21.6%; Ethel B. Railey, 4%; Winton F. Kelley, Technicolor Inc. executive, 15%; Nicholas and Josephine Traina, one-third owner J. Traina Fruit Co., Los Angeles, 57.4%. Filed March 8.

FM APPLICATIONS

Albuquerque, N. M.—Albuquerque Public Schools. Noncommercial, educational FM, Channel 201 (88.1 mc), 250 w; estimated cost $11,363.

Columbus, Neb.—George Basil Anderson, Class B, Chanel 235 (94.9 mc), ERP 6.93 kw; estimated cost $16,085. Applicant is owner and operator of KJSK Columbus. Filed March 4.



It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

SARNOFF

Reports on Present-Day Europe

UNITY of the five western powers, based on the proximity of militant Communism and the common denominator of American aid, makes for a brighter outlook for Western Europe than that which existed a year ago, reported Brig. Gen. David Sarnoff, RCA board chairman, returning aboard the *S. S. America* Saturday, March 5, from a six weeks business trip abroad.

"The five powers [of Western Europe] are today working on a central parliament, a single customs union and a single defense plan," said Gen. Sarnoff. He strongly favors both the Marshall Plan aid program and the proposed North Atlantic Security Pact, which, while not solutions in themselves, "combined into a single American program for encouragement and hope for the peoples of Western Europe, [they] can gain the necessary time in which further progress can be made."

Pointing out that Russia's actions have established closer affinity in Western Europe than has ever been known before in peace times, the RCA chairman said he found much less evidence of "war scare psychology" than in the U. S. and a calm resolve among people living under difficult conditions.

He warned that while he does not foresee any major economic recession in America, such a setback, if serious, would have grave repercussions abroad.

People in Europe show great interest in American domestic events and realize that the hope of all democracies rests on American prosperity, he added.

Speaking of France, Gen. Sarnoff noted that a good harvest there has resulted in increased agricultural production, and praised the French government's domestic loan which "increased the value of the franc and the strength of the center group parties." He hazarded no predictions on that country's political situation, however.

Choice Imminent

On Britain, the general pointed out that British Laborites would soon have to choose between the protection of human rights and expanding socialistic theory. ". . . I seriously question whether the introduction of Socialism on so vast a national scale can in practice adequately preserve the human rights, including the rights of labor itself," he said, though expressing doubt that the experiment was made to deprive Englishmen of such rights.

Gen. Sarnoff, who testified at the British Arbitration Tribunal on the nationalization of Cables and Wireless Ltd., was accompanied abroad by his son Robert, assistant to NBC's national director of television programs.

His son's mission was to make a detailed study of television in England and France. The general stated that while progress is being made by British television, and plans are under way to advance video in France, nothing was seen in British or French television as far advanced as are techniques and services in the U. S. However, Britain and France are the television leaders of Europe, he added.



ON EUROPEAN trip Brig. Gen David Sarnoff, RCA and NBC board chairman, visits Radio Monte Carlo. Top photo—Gen. Sarnoff (l) is interviewed by Camille Orsini, of the Radio Monte Carlo staff; second from top—Robert Schick (l), director general of the station, confers with Gen. Sarnoff; middle photo—Gen. Sarnoff's son, Robert (l), Mr. Schick and the general; second from bottom — Arthur Crovetto (l), president of the administrative council of Radio Monte Carlo, and Gen. Sarnoff; bottom photo—the general chats with M. Girardeau (r), president of the French Radio-Electric Society.

QUIZ 'PROS' ATTACK BAN

But Don't Threaten to Boycott Giveaways

ALLIED RADIO QUIZGOERS of America, the trade association of professional attenders at giveaway shows, fortnight ago took a stand against radio vice presidents who bar "professional quizgoers" from programs.

Mark Querry, president, and Mary Coe, recording secretary, in a blast from the organization's New York headquarters in behalf of some 400 members listed such veepees as "most obnoxious" in a compilation of quizgoers "Ten Most. . . ."

So indignant at the veepees were the Quizgoers that they reversed form and asked a question themselves:

"Can't people make a living?"

Miss Coe explained that making a living quizgoing means winning $6,000 a year—not too bad even for some veepees.

She said no less than 15% of the members—about 60 all told—are professionals who have attained the six-G's level.

The average member of Allied Quizgoers has "quiz-savvy" and, says Miss Coe, knows how to inject entertainment into a program. Their people not only are apt to know answers but they can phrase them with wit. And they're interesting people — maybe anything from a flagpole sitter to a snake charmer.

It can be inferred that keeping Allied people out of quiz halls will be a futile job. Miss Coe believes that quiz shows are here to stay and so are professional quizgoers.

In fact, Allied Quizgoers deputize members to round up tickets. It's quite simple, too, because ticket-grabbers have lists of people who get paste-boards, don't use them and will give them away.

Allied Quizgoers are doing what they can to prepare their members for victory on the quizfields of America. At meetings held weekly at Pythian Temple members thrash out quiz trends. Members are assigned to do research on anticipated quiz subjects, like topics associated with seasons, holidays and special events. The 25¢ a week dues pays for mimeographing such information material, printing a little publication, and for a little Quizgoers giveaway program of their own — "doing something worthwhile for a good cause," in the words of Miss Coe.

JOHN HOEFER of Hoefer, Dieterich & Brown, has been named a director of San Francisco Advertising Club. He succeeds Thor Smith of San Francisco *Call-Bulletin*, who was named vice president and program chairman.

U. OF OKLA.

Radio Conference Held

FOURTH annual U. of Oklahoma radio conference [BROADCASTING, March 7] covered the problem of radio's survival in a changing world. The March 3-5 meeting was held in Norman and Oklahoma City under the direction of Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

Maurice Mitchell, NAB director of broadcast advertising, sounded the conference keynote in a speech on the economic aspects of radio advertising. He predicted that the next generation would be one of listeners and television viewers, not readers.

The problems of television were covered by video pioneer Capt. William C. Eddy; P. A. Sugg, manager of WKY AM-FM-TV Oklahoma City; Frank Marx, vice president in charge of engineering for ABC New York; Seymour Andrews, WBAP-TV Fort Worth manager, and Beulah Zachary, WBKB (TV) and J. Walter Thompson, Chicago.

Bruce Palmer, news director of WKY, and Michael Griffin, news director of WTAQ Green Bay, Wis., discussed the importance of local news.

R. B. McAlister, KICA Clovis, N. M., manager, took exception to the FCC ban on editorializing. He also said that he felt management is the greatest factor in radio's fight for survival.

M. H. Bonebrake, KOCY KOCY-FM Oklahoma City manager, expressed the view that regional networks will be the saving factor in survival of small independent stations.

At Deadline...

TEN TRANSFER CASES GET FCC APPROVAL

TEN transfer applications involving monetary considerations approved by FCC Friday:

WIBC Indianapolis—Acquistion of control of Indianapolis News Pub. Co. Inc., parent firm, by Adelaide F. Causey through retirement of 602.5 shares by Robertine B. Daniel, 60.75 shares by Michael B. Fairbanks and 0.75 share by Richard M. Fairbanks at $1,800 per share. Adelaide Causey's holding increased from 40.9% to 50.3%.

WBAY Coral Gables, Fla.— Sale for $125,000 by James A. Brown and 10 others to Atlantic Shores Broadcasting Inc., new firm headed by Richard Endicott, owner Endicott Hotel, Atlantic City. He and four other New Jersey businessmen each hold 20%.

WSON-AM-FM Henderson, Ky.—Acquisition of control by Hecht S. Lackey, general manager, by retirement of 4% interests held each by Pierce E. and Montana L. Lackey for $3,480 each. Also 59% interest held by WPAD Paducah, Ky., acquired for $51,040.

WJNC Jacksonville, N. C.—Assignment of license from Louis N. and Ellis H. Howard and Lester L. Gould as Jacksonville Broadcasting Co. Inc. to Mr. Gould, station manager, who leases facilities for $8,000 per year.

WMMT McMinnville, Tenn.—Acquisition of control by Sam J. Albritton, 20% owner, through purchase of 40% interest for $16,000 from Oliver M. Albritton and Claude W. Haston.

WABZ Albemarle, N. C.—Sale for $35,000 by G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow to new co-partners W. E. Smith, attorney; T. R. Wolfe, auto dealer, and M. M. Palmer, lumber dealer.

WHOL Allentown, Pa.—Relinquishment of control by Lewis and Cora G. Windmuller, 57.4% owners (201 shares) through issuance of 150 new shares for $15,000 to George D. Gartland, permittee WSLN Ft. Lauderdale, Fla.

WLBG Laurens, S. C.—Sale of 1,450 of 2,950 shares held by J. C. Todd for $14,500 to his brother, J. W. Todd.

WFHG Bristol, Va.—Assignment of license from Blanfox Radio Co. to Bristol Broadcasting Co., new partnership of W. C. Nininger, 26%; Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr., 18.5% each. Blanfox headed by J. Francke Fox and Richard B. Helms, 46.5% each.

WJXN Jackson, Miss.—Sale by Ewing Broadcasting Co. for $35,000 to Andalusia Broadcasting Co., licensee WCTA Andalusia, Ala. Ewing Broadcasting affiliated in ownership with WGRM Greenwood and WMIS Natchez, Miss.

FOUR AM DAYTIME GRANTS; CHANGES IN FACILITIES

FOUR NEW daytime AM stations granted by FCC Friday. Four existing outlets granted changes in facilities, as follows:

KAGH Pasadena, Calif., authorized to change from daytime to fulltime operation on 1300 kc, 1 kw, directional night. WKRT Cortland, N. Y., granted switch on 920 kc from 1 kw day to 1 kw day, 500 w night directional. KDEC and KWLC, both Decorah, Iowa, granted change from specified hours to share time, 1240 kc.

New station grants:

Marion, N. C.—Lake City Broadcasting Corp., 1250 kc, 1 kw, daytime; estimated cost $20,635. Co-owners: W. P. Erwin, student; Bessie P. Hunt, and Jack L. Reynolds, owner The Record Shop.

Waukegan, Ill.—The News-Sun Broadcasting Co., 1220 kc, 1 kw, daytime; estimated cost $26,915. Owned by Frank H. Just and family, owners daily News-Sun.

Kingstree, S. C.—Palmetto Broadcasting Co., 1300 kc, 1 kw, daytime; estimated cost $20,450. Co-owners: M. L. Few, farmer, and E. G. Robinson, auto dealer.

Guntersville, Ala.—Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime; estimated cost $12,300. Owner: H. E. Moore, auto and oil dealer.

WHBQ NOW REGIONAL

WHBQ Memphis moved from local to regional facilities Friday, when it commenced operations on 560 kc with 5 kw day and 1 kw night, according to General Manager E. (Doc) Pournelle. Station, formerly on 1400 kc with 250 w, received 560 kc construction permit last Sept. 14, started work week later and had job completed by March 10. Frank McIntosh, Washington engineering consultant, and Weldon Roy, WHBQ chief engineer, handled installation.

JULIUS F. SEEBACH JR. RESUMES WOR PROGRAM POST

JULIUS F. SEEBACH Jr., who resigned from WOR New York in 1945 to become administrative secretary of Metropolitan Opera Assn., returns to former WOR post, vice president in charge of program operations, within two weeks. He resumes place on WOR board and will have charge of all television and radio program operations. Donald Hamilton, assistant program director, Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator, have jointly supervised program operations and retain their posts.

Theodore C. Streibert, WOR president, said return of Mr. Seebach not connected with resignation fortnight ago of Phillips Carlin, MBS vice president in charge of programs.

770, 1030 KC CASES HELD

FCC Friday reiterated its intention of holding applications for 1-A 770-kc channel and 1-B 1030 kc in its pending files until clear-channel case is decided, rather than dismiss them outright. This 2½-year-old policy [BROADCASTING, Aug. 12, 1946] was reviewed and reaffirmed in denying ABC motion for dismissal of KFEL Denver and KXA Seattle applications for 770 kc, on which ABC's WJZ New York is dominant 1-A station. FCC rejected ABC claims that existence of 770-kc applications imperils this nation's international priority on that channel. Policy of holding 770 and 1030 kc applications in pending files, FCC noted, originated in "peculiar situation" whereby KOB Albuquerque is assigned on latter but operates on former under special service authorization.

SAN JOAQUIN PLEA DENIED

FCC Friday denied San Joaquin Broadcasting Co.'s request for additional time to complete KSTN Stockton, Calif. (1420 kc, 1 kw, assigned April 30, 1947); and called for hearing on application of WMBR Jacksonville, Fla., for additional time to complete WMBR-TV (Channel 4, assigned May 27, 1948).

STUDY VOLTAGE STANDARDS

AS PART of broad program to develop national standards for electrical quantities at all radio frequencies, National Bureau of Standards' Central Radio Propagation Laboratory is developing primary standards of voltage for radio frequencies up to several hundred megacycles. Work by M. C. Selby, under direction of W. D. George, is regarded as recognition of importance of high-frequency standard voltage in radio-electronics field.

CBC VIDEO PROPOSALS

PROPOSALS for Canadian video development in cooperation with Canadian Broadcasting Corp. outlined at this week's Quebec meeting of CBC board. Proposals include no license fee for TV receivers; freedom to obtain programs outside Canada; no CBC interference on programming; long license terms; freedom from subsidized competition; independent regulatory body and immediate implementation of 1947 Parliamentary recommendation for TV development by private operators.

NEW WHELAN PROGRAM

WHELAN Drug Stores Co., New York, March 10 started *Revue of Stars*, variety show, on DuMont TV network Thursdays, 8:30-9 p.m., replacing firm's *Hotel Broadway*. Agency, Stanton B. Fisher, New York.

LORILLARD BUYS MORE MUSIC

P. LORILLARD Co., New York, for Old Gold cigarettes, to sponsor first segment (8-8:15 p.m.) of *Stop The Music* (ABC, Sundays, 8-9 p.m.) effective April 3. Company to continue sponsorship of last quarter-hour. Agency is Lennen & Mitchell. Smith Bros., New York, releasing first quarter hour portion after March 27 broadcast. Smith agency is SSC&B.

KEDS BUY 'LUCKY PUP'

FRIDAY broadcasts of CBS-TV *Lucky Pup* series (Mon.-Fri., 6:30-6:45 p.m., Sat., 6:30-7 p.m.) to be sponsored by footwear division of United States Rubber Co. for Keds. Agency, Fletcher D. Richards Inc., New York.

SPONSOR FIGHTS ON TV

ODELL CO. (Trol hair tonic), Newark, and Croton Watch Co., New York, will co-sponsor fight telecasts from Westchester County Center, White Plains, N. Y., on WABD (TV) New York Wednesdays starting March 16, 9:30 p.m., through March and Tuesdays thereafter. Agencies, Lawrence Gubinner Adv., New York, for Odell; Franklin Bruck Adv., New York, for Croton.

ABC-TV SIGNS TWO

ABC-TV signed television affiliation agreements with WCPO-TV Cincinnati, to begin operations about May 1, and WBNS-TV Columbus, to begin about Aug. 1.

Closed Circuit

(Continued from page 4)

can version, and Louis Merlin president-directeur General Informations et Publicite of Radio Luxembourg.

FCC considered sure to appeal from Civil Service's failure to include Elizabeth Smith among eligible hearing examiners in notifications being sent out by CSC Friday. She was member of FCC's original legal staff, has been one of its examiners since 1947, and failure to approve her eligibility believed due to over-strict interpretation of CSC qualification standards. FCC's eight other examiners, who also have been serving subject to CSC approval, won eligibility. Half-dozen other FCC attorneys took examiner exams but no complete returns yet on their success.

RADICAL TECHNICAL advance in film which makes it possible to contain five minutes of animation on one foot of film has been developed for television by Henry Saperstein, general manager of Toy Television Corp., Hollywood. Film is passed through specially developed machine unit. Animation method reportedly will lower price of minute commercials drastically. Agency showings planned for New York, Chicago, Los Angeles and other key markets in May.

ALMOST unnoticed, Congress within past fortnight has passed amendment to Reorganization Act which would permit professional staff members of Congress itself to accept appointment to federal agencies without onerous requirement of remaining outside government fold for year. This means committee experts can be appointed to federal departments or agencies without hiatus; i. e., experts of committees in which radio legislation originates could be named to FCC.



and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

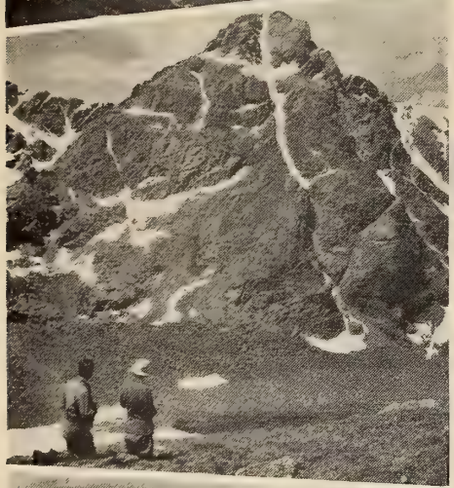
360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

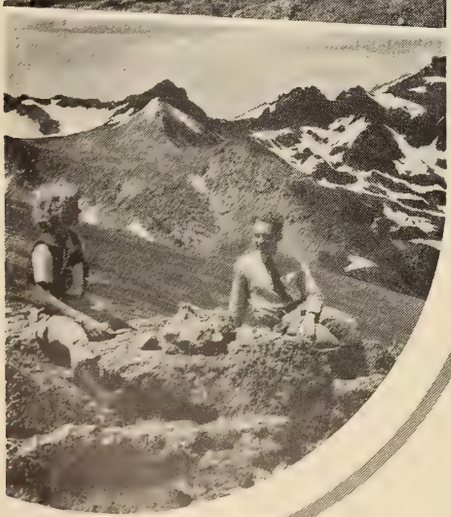
WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation









16,000 NEW CUSTOMERS EVERY DAY...

IN THE KLZ SUMMER MARKET

SOUNDS TRICKY, but it's true. 16,000 new customers enter Colorado every day on an average during June, July, August and September. Over 2,000,000 tourists with a $125,000,000 pocketbook to supplement Colorado's already diversified income from manufacturing, agriculture, mining and oil. They're bringing radios, too. Car radios, portables, radios they'll listen to in cabins, hotels and mountain resorts. KLZ's summer market offers you a ***bonus*** of 16,000 extra customers every day.

Be sure your sales message reaches this summer—plus market.

CBS in *Denver*

Affiliated in Management with WKY, Oklahoma City, and The Oklahoma Publishing Company

KLZ

5000 WATTS ON 560 KILOCYCLES

REPRESENTED BY
THE KATZ AGENCY, Inc

MARCH 21, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

We gratefully acknowledge the

ALFRED I. du PONT RADIO AWARD

• 1948 •

"for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing
American ideals of freedom,
and for loyal and devoted

SERVICE

to the nation and to the community"

14 million Midwestern listeners served by

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**



(Top) *Carson with Marion Hutton, singing comedienne and co-star.* (Center) *Jack Carson.* (Right) *Carson and Miss Hutton, with Dave Willock, who plays nephew Tugwell on the show.*

"Cowboy" Carson Carries Corn to Iowa – Via WMT

Iowa needs corn like Newcastle needs coal—but Carson sells his stuff anyway. A tribute to his showmanship—and WMT's programming—is the consistently high listener-rating the Jack Carson show commands.

WMT provides exclusive CBS programming to Eastern Iowa on Iowa's best frequency—600 kc. With high-calibre network shows, a News Center that utilizes AP, UP, INS, local correspondents throughout the state, and special events programs of terrific regional interest, WMT *covers* this balanced farm-and-industrial market. Ask the Katz man to show you how WMT *sells* in WMTland.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network



As *Local* as Home-town *Horseshoe Pitching*

You can be one of the local crowd, be admitted to the fraternity, if you are a frequent visitor in town, making your approach through the friendly introduction of a local representative.

Choose a Yankee home-town station as your intermediary in any New England community. It has acceptance with local merchants, who use it regularly. It has a loyal audience for its Yankee and Mutual programs. It reaches more homes daily than any outside station.

Take advantage of this Yankee acceptance to overcome halfhearted dealer attitudes. There is no better way to warm dealer enthusiasm and stimulate aggressive selling than by using the dealer's own home-town station.

Let Yankee's 24 home-town stations spotlight your merchandise all over New England. You can do a more thorough selling job in this six-state area with Yankee, because you can get complete coverage with local impact everywhere.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT'S EVEN bet that FCC will conclude that network representation of affiliated stations is problem outside its present jurisdiction and that hearings already held have had salutary effect of clarifying network intent not to go hogwild on horizontal affiliate representation. But FCC probably will caution networks it's keeping its eye on developments and will have no compunction about moving in if circumstances warrant.

IN IMPENDING realignment of NAB, President Justin Miller himself is expected to take over actively top-level Congressional liaison which might entail registration under Lobbying Act. But heavy work would be done by an aide who would be retained for Congressional liaison (lobbying) assignment.

FCC CHAIRMAN Wayne Coy is firmly scotching reports that circulated last week to effect that President Truman will name him chairman of National Security Resources Board in view of Senate's failure to approve Mon C. Wallgren. He's never been approached, directly or indirectly, by President Truman or anybody else, says FCC chief. And he's still planning to attend international conferences in Paris if State Dept. and President give customary approval (see story page 26).

NBC STAFF appointments in immediate future will be to bolster its production and script operations. First of new appointments will be Fred Shawn, program director of WMAL—AM FM TV Washington, who rejoins NBC after year's absence to become assistant to Norman Blackburn, TV program director.

PHILIP MERRYMAN, radio-TV consultant and NBC's former TV development expert, is believed slated for appointment to NAB TV directorship. This is one of anchor spots in functional realignment authorized by board in New Orleans last month.

PUBLISHERS INFORMATION BUREAU, which has long compiled and published details of advertising expenditures for time on national radio networks, preparing to launch similar service for network television advertisers, with first report covering opening three months of 1949 to be ready about end of April.

CONSENSUS of manufacturers who have intensified high-frequency TV experimenting is that industry is at least two years away from development of reliable ultra-high transmitting equipment. This view includes some who few months ago had been predicting problem could be licked in year or so.

DESPITE recurring reports, first mentioned in these columns [CLOSED CIRCUIT, March 7], retirement of Edgar Kobak as MBS president is not definitely set, though it's expected to happen prior to year's end. Resignation may be

(Continued on page 86)

Upcoming

March 23: NAB District 1 and Radio Executives Club of Boston, Hotel Somerset, Boston.
March 23-25: Assn. of National Advertisers spring meeting, The Homestead, Hot Springs, W. Va.
March 26-27: Mississippi Broadcasters Assn. meeting, Gilmer Hotel, Columbus, Miss.
(Other upcomings on page 36)

Bulletins

AFM network TV agreement expected in fortnight, it was learned Friday as James C. Petrillo, union president, entered discussions. Main issue is single engagement rate [CLOSED CIRCUIT, March 14] for which AFM wants increase. Ernest de la Ossa, NBC, is industry spokesman. Past negotiations have been with Clair Meeder, assistant to AFM president and his TV adviser.

AFFILIATION of WTVJ (TV) Miami with CBS television network and WANE Ft. Wayne, Ind., with CBS radio network announced Friday. WTVJ, owned by Southern Radio & Television Equipment Co., becomes 32d CBS-TV affiliate effective today. Robert Vinn is station manager. WANE, owned by Radio Ft. Wayne Inc., with Glenn Thayer general manager, becomes 180th CBS AM affiliate April 1. WANE has 250 w on 1450 kc.

RCA REALIGNS RADIO AND TV MERCHANDISING ACTIVITIES

MERCHANDISING activities of RCA Engineering Products Dept.'s Broadcast Section have been divided into two groupings, Transmitter Equipment and Studio Equipment, T. A. Smith, general sales manager, announced Friday. Reorganization follows lines along which major networks have set up their engineering staffs.

A. R. Hopkins continues as Broadcast Section product manager; Dana Pratt, former merchandise manager of Broadcast Transmitters, becomes Transmitter Equipment merchandise manager; Merrill A. Trainer, former Television merchandise manager, becomes merchandise manager of Studio Equipment. Continuing in respective posts are C. M. Lewis, Field Sales Group sales manager, and E. T. Griffith, Commercial Services Group supervisor.

JOINS GORDON & MOTTERN

GORDON & Mottern, New York, announces withdrawal of Edward Mottern from firm and appointment of Charles H. Furey as radio-TV director and talent buyer. Firm will retain present title. Mr. Furey, formerly with Peck Adv., New York, was associated with Mr. Mottern and Roy Gordon at Roy S. Durstine Inc., New York, 1941-1945. G & M to continue sponsoring Jacque Fray's classical disc m.c. program (WQXR New York, Mon., 7:30-8 p.m.).

Business Briefly

KGKC APPOINTS ● KGKC Miami, Okla., has appointed Adam J. Young Jr., New York, as national representative.

GRIESEDIECK SPONSORS ● Griesedieck Western Brewery Co., St. Louis, (Hyde Park beer) will sponsor 25 spots weekly on KXOK-FM St. Louis for 26 weeks starting April 4, Frank E. Pellegrin, national sales manager for Transit Radio, announced Friday. Agency, McCann-Erickson, Chicago.

FRED ALLEN SIGNS WITH NBC EXCLUSIVELY

FRED ALLEN signed NBC contract Friday giving network radio and TV services exclusively. Network claimed major victory in current program battle with CBS, which reportedly offered comedian $250,000 annually. NBC contract is for undivulged salary with Mr. Allen having wide latitude in his future plans.

Mr. Allen resumes program next year after autumn vacation. Sponsorship not decided. NBC President Niles Trammell expressed pleasure Mr. Allen agreed "so thoroughly with basic concepts of our program policy, which will further strengthen the sound broadcasting industry, and provide at the same time for the orderly logical development of television."

CLEAR CHANNEL MEETING

A MEETING of the Clear Channel Broadcasting Service on April 11 in Chicago, to be held in conjunction with the NAB Convention, was called last week by Edwin W. Craig, chairman of WSM Nashville and chairman of CCBS. Discussion will center around the current status of clear channel allocations, now actively under consideration by the FCC.

AT&T PLANS RADIO RELAY FOR MIDWEST TV SERVICE

APPLICATIONS for 20 microwave radio relay links between Pittsburgh and Chicago were filed with FCC last week by American Telephone and Telegraph Co. to complete its New York-Chicago television relay system. Two TV channels will be provided in each direction.

The system, which also will provide facilities for telephone and other services, is slated for completion by mid-1950. Cost of the installation is estimated at about $12,000,000.

AT&T already has received approval from the Commission for the New York to Pittsburgh facilities and these are under construction. The radio TV relay system will tie into the New York-Washington coaxial cable link, the New York-Boston relay and the various other extensions planned or underway.

The new applications request permits for a period of two years in lieu of the eight months presently issued under Commission policy. Western Electric equipment is to be used. The relays will operate on frequencies in the 3800 mc area.



tailored for SALES

Any way you measure it, the WBZ program schedule fits New England sales plans to a T. WBZ program-tailors *know* New England listening habits, shape their shows accordingly!

Example: Yankee listeners like their news-comment pungent, salty, homespun. WBZ program-builders persuaded a master of this medium to air his editorial page. The new program.. *John Gould, Editor*.. is heard, and heard widely, each Monday night at 7:30.

Editor of the Lisbon (Me.) *Enterprise* and author of "The Farmer Takes a Wife," Mr. Gould wins an ever-growing New England audience with his shrewd reporting of local and world news. For shrewd advertisers, WBZ programs like this can win a host of friends.. active friends, with money in their pockets. For availabilities call Herb Masse at WBZ, or Free & Peters.



WBZ

BOSTON'S 50,000 WATT NBC AFFILIATE

(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



WHERE'S FLIPPER?

• Jimmy Morgan's dog was gone when he came home from school. Jimmy whistled . . . called . . . finally shouted. Flipper didn't answer. Jimmy's mother helped him look—upstairs, downstairs, all through the house. That night Jimmy and his father drove all over searching, inquiring, hoping.

Jimmy had to choke back the tears when he said his goodnight prayers.

Next day Jimmy's dad appealed to WFBM. Would we consider giving a brief description of Flipper over the air? We would and did at five o'clock that afternoon. At 5:07 a lady called. Jimmy's dog was found!

Jimmy thinks radio is a great thing. So do we!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOP'S

IN THE TOP KANSAS MARKET



Weigh these Yardsticks

TOP POWER

5,000 WATTS DAYTIME

5,000 WATTS NIGHTTIME

The most powerful full time station in Kansas.

TOP HOOPERATING

KFH has the TOP rating on listening audience.

TOP NETWORK—CBS

The only full time CBS station in Kansas. For 20 years KFH has broadcast CBS programs a large portion of every broadcast day.

KFH is TOPS in history too! Established in 1922, the first radio station in Kansas, KFH has consistently increased its power, its program quality and its audience to maintain leadership in its area through the years. KFH is backed by the Wichita Eagle, a leading Kansas newspaper, established in 1872.

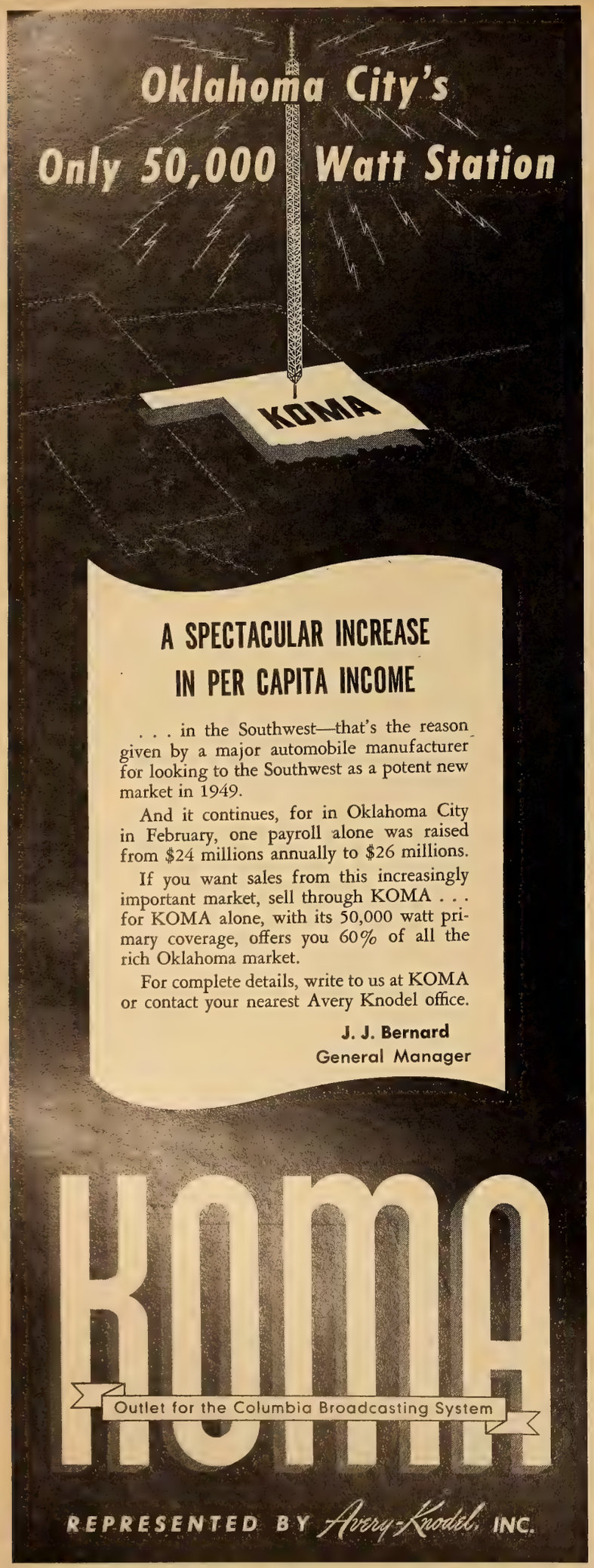
• 5000 WATTS — **ALL** THE TIME . . .

KFH CBS

WICHITA, KANSAS

the voice of the Wichita Eagle

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Agencies



JOHN MALONE Jr., associated since April 1947 with Roy S. Durstine Inc., New York, elected a vice president of firm. With Mr. Durstine, Mr. Malone heads work on Seagram's V. O., Canadian Whiskey and Ancient Bottle Gin Accounts. Previously, he was with Geyer, Newell & Ganger, for almost three years, and J. Walter Thompson for 14 years.

S. A. TANNENBAUM elected executive vice president-secretary and member of board of Weightman Inc., advertising, Philadelphia. Mr. Tannenbaum was formerly with the copy department of N. W. Ayer & Son.

SMITH, SMALLEY & TESTER, New York, announces election of following officers at agency's annual meeting of stockholders and directors: **JEFFERSON TESTER**, president; **ROBERT SMALLEY**, executive vice president; **CHARLES B. WEST**, treasurer, and **DOROTHY REINERS**, secretary.

CARL R. GIEGERICH, former vice president of Cecil & Presbrey, joins Newell-Emmett Co., New York, as an executive on E. R. Squibb account. Mr. Giegerich was with Newell-Emmett before the war as a service executive.



Mr. Giegerich

HARVEY H. SMITH elected president of Anderson, Davis & Platte, New York. Mr. Smith succeeds **T. HART ANDERSON Jr.**, who was elected chairman of board. Others elected were: **LEWIS G. VAN AKIN**, vice president-secretary; **HAROLD H. THURLBY**, vice president-treasurer, and **KARL KNIPE**, vice president, was elected a director.

BEN M. HALL, secretary of Gottschaldt, Morris & Slack, Miami, appointed director of radio and television for agency.

TED PITTINGER, Young & Rubicam, Hollywood, copywriter, and **GERRY CARSON**, assistant to **NED TOLLINGER**, Hollywood representative of MBS, have announced wedding plans for April 30.

BODINE & MEISSNER, Beverly Hills, Calif., changes name to Edaward A. Bodine & Co., with resignation of **D. H. MEISSNER** from firm. Mr. Meissner left to join sales engineering department of U. S. Rubber Co., Los Angeles, with whom he was previously associated. Other changes within agency include appointment of **JOSEPH K. CHARBONEAU** as vice president in charge of food merchandising.

RAYMOND L. BERGMAN, formerly KSL Salt Lake City promotion manager, joins Francom Adv., that city, as radio director.

ROBERT S. KAMPMANN Jr. appointed to contact department of Gray & Rogers Adv., Philadelphia.

GEORGE P. MacGREGOR, formerly with Dancer-Fitzgerald-Sample and Compton Adv., both New York, joins Kenyon & Eckhardt, also New York, as account executive.

ALICE WISECARVER appointed copy group head at Henri, Hurst & McDonald, Chicago. She formerly was with Dancer-Fitzgerald-Sample, Chicago, and Compton Adv., New York.

RALPH WHITMORE, formerly account executive with Smith, Bull & McCreery, Los Angeles, joins L. W. Ramsey Adv., that city, in same capacity.

A. ALAN OLSHINE, former advertising representative for radio and television publications, joins Advertising by Modern Age Inc., New York, as account executve.

R. V. DOWNEY, formerly account executive with Foote, Cone & Belding, is head of San Francisco offices of new West Coast merchandising consultants agency, The Downey Co. Offices are at 2420 Leavenworth St.

MALCOM DEWEES, formerly with BBDO, San Francisco, opened his own agency March 14 with offices at 334 Sutter St.

VIVIENNE BARNES resigns as production manager of Roy S. Durstine Inc., San Francisco, to launch her own advertising agency April 4. No firm name has been selected yet but offices will be at 564 Market St.

HENRY PETERSON, formerly vice president and copy chief of Henry Cabot Agency, Boston, joins Harrington, Whitney & Hurst, San Francisco. **CHARLOTTE STROUD**, formerly with WQXR New York, joins agency's media department.

BARBARA BAKER, formerly with Conde-Nast Publications, New York, joins Young & Rubicam, San Francisco, as traffic manager.

"WRAP 'EM BOTH UP, SISTER!"



Whether we're shoppin' for ourselves, our farms *or* our wives, us Red River Valley farmers in North Dakota ain't a bit stingy! *We don't have to be!*

Our average Effective Buying Income per family (Sales Management, 1948) is *$5599—29.9% higher than the $4309 average for the U.S.A. as a whole!*

WDAY's amazing popularity in these parts is even *more impressive* than our listeners' income. The latest Conlan Study shows that for the *entire survey* (morning, afternoon and evening), WDAY has more than *3½ times as many listeners as the next station!*

Ask us or Free & Peters for *all* the facts!

WDAY

FARGO, N. D.



FREE & PETERS, INC., Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

Your advertising *should* blanket the area.

Does your advertising blanket your distribution areas? *It should.* Are your salesmen, your distributors, your dealers getting the advertising support they deserve? *They should.* One advertising medium can't be over-



Total circulation in area—275,244 (Audit Bureau of Circulations)

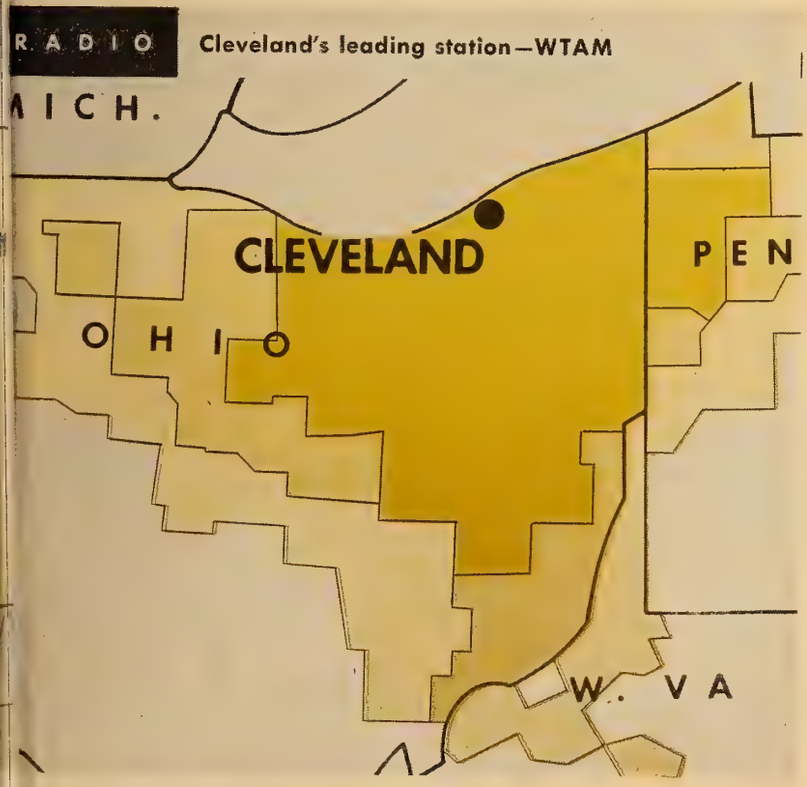


Total circulation in area—548,927 (Source available on request)

NBC

...but does it?

looked if these are your advertising objectives. That medium is SPOT RADIO. . . . For example, here are three maps displaying the intensity of coverage of the three principal advertising media in the Cleveland area.



Total audience in area (daytime)—902,470 (Broadcast Measurement Bureau)

WTAM is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a set of seven attractive 4-page folders showing similar analyses of the markets listed below, call your nearest NBC Spot Representative, or address a card or letter to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

NEW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • SAN FRANCISCO • DENVER

The Patroon* of the week

EVELYN VANDERPLOEG

Time Buyer,
SCHWIMMER & SCOTT, INC.
Chicago



Director of all time buying at Schwimmer & Scott, Miss Vanderploeg is kept very busy handling about a dozen really large radio accounts, but in her spare time plays golf well enough to beat most men. She was welcomed to membership in the Patroons today by the William G. Rambeau rep who also presented her with the deed to a tract of land in the heart of the Patroon country.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Outstanding regional advertisers know that WPTR is the best buy. Whether it's a super market chain, a bread baker, a coal dealer, an insurance company or a car dealer—the leaders use WPTR.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



ROMAN MEAL Co., Tacoma, Wash. (cereals), March 29 starts half-hour weekly audience-participation show *Pass the Buck* on 25 CBS western stations, Tuesdays (7:30-8:00 p.m. PST). Contract for 52 weeks. Agency: Milne-Heffernan Inc., Seattle.

GROVE LABORATORIES Inc., New York, through Harry B. Cohen Adv., also New York, purchasing time on approximately 70 southern stations for its Grove's Tasteless Chill Tonic.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle advertising for Krank's Shave Kreem and Mar-O-Oil Shampoo. Radio will be used.

LYON VAN & STORAGE Co., Los Angeles, March 14 started three weekly transcribed spots on *Art Baker Notebook* on KGB San Diego; and April 1 on KFRE Fresno, Calif. Firm recently started same schedule on four other western stations—KECA Los Angeles, KHQ Spokane, KJR Seattle, KOIN Portland, Ore. All contracts for 13 weeks. Agency: Smalley, Levitt & Smith, Los Angeles.

LOS ANGELES *Times* appoints Smalley, Levitt & Smith, Los Angeles to handle all advertising. Budget appropriated in excess of $100,000. Radio and television will be used.

SHELLEY PRODUCTS, New York (record and picture wheel), is using television spots for the first time to introduce its new product. Test campaign started on WABD (TV) New York. If successful more video stations will be added. Agency: Dorland Inc., New York.

GIRARD PACKING Co., Philadelphia, appoints J. M. Korn & Co., Philadelphia, to handle advertising.

DELTA Mfg. Div., Rockwell Mfg. Co., Milwaukee, sponsoring *That's O'Toole*, domestic comedy series, on six ABC-TV stations. Initial contract for 13 weeks. Agency: Hoffman & York Inc., Milwaukee.

GENERAL CHEMICAL Div., Allied Chemical & Dye Corp., appoints Newell-Emmett Co. to handle advertising for its Airex line of Aerosol products. Radio will be used.

A & F PEARS Ltd., Middlesex, England, through Schieffelin & Co., New York, distributor, re-introducing its Pears Soap on WOR New York's *Barbara Welles Program* (Fridays, 4-4:30 p.m.). WOR is only advertising medium being used. Agency: Cowan & Degler, New York.

MISS SALYOR'S Chocolates Inc., Alameda, Calif., launches 3-month spot radio campaign to re-introduce the firm's chocolate mint bars, off the market since before the war. Campaign is handled by Albert Frank-Guenther Law, San Francisco.

SUNNYBANK Margarine, through McCann-Erickson, San Francisco, launched two-week special promotion campaign on Los Angeles TV stations carried simultaneously with a spot radio campaign throughout California.

SAFEWAY STORES launched its first Pacific Coast TV campaign with a series of spots on five Los Angeles TV stations: KNBH KTLA KTSL KFI-TV and KECA-TV. The campaign, scheduled for an initial eight-week run, is handled by J. Walter Thompson Co., San Francisco. The agency also initiated a new radio spot campaign for **KRAFT CHEESE Co.** on March 14. Campaign will run for 13 weeks and will use radio stations in Los Angeles, San Francisco, Portland and Seattle.

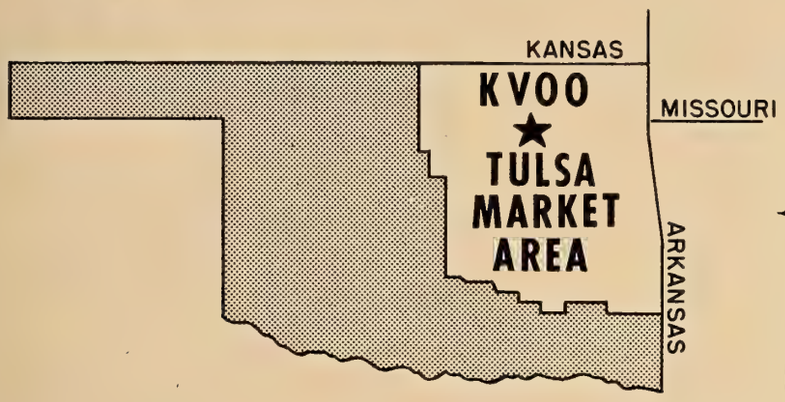
NALLEY'S Inc., Tacoma, Wash., appoints The Condon Co., Tacoma, to handle special-six-month promotion of its mayonnaise. Starting April 1, 16-20 spots weekly will be used on four stations in Seattle-Tacoma area, KVI KJR KMO KING.

SUPERIOR MACARONI Co., S. M. FOOD PRODUCTS Co., and CARDEE Co., all Los Angeles, sponsors of new *Jack Bedell, Esquire* telecast on KTTV (TV) Los Angeles that started March 15. All sponsorships arranged through Scholts Advertising Service, Los Angeles.

BUDGET Finance Plan, Los Angeles, March 20 started sponsorship of **JAMES ROOSEVELT**, son of the late President, in quarter-hour weekly news analysis broadcasts on three ABC California stations, KECA Los Angeles, KGO San Francisco, KPMC Bakersfield. Program may soon be expanded to all ABC Pacific Coast stations. Contract is for 26 weeks. Agency: Irwin-McHugh Adv. Los Angeles.

(Continued on page 76)

THERE'S ONLY 1 No. 1 MARKET IN OKLAHOMA



34.8% of Land Area Has:

45.1% of State's Retail Sales

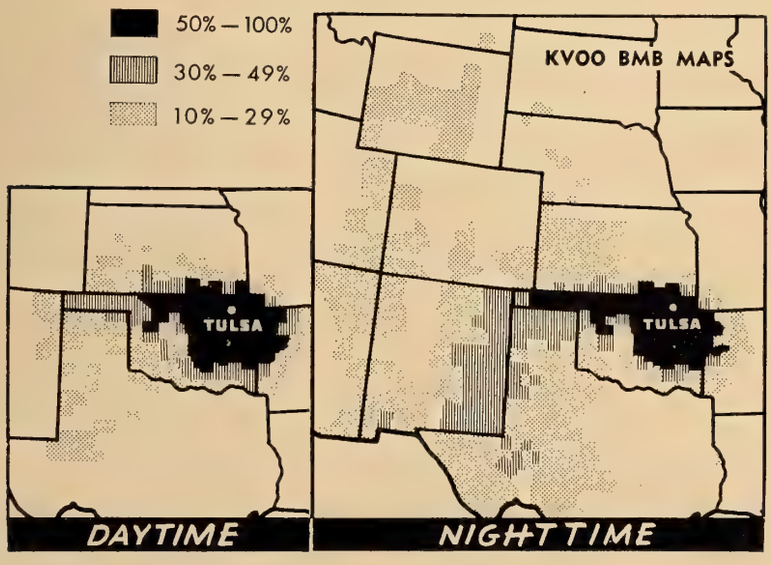
48.2% of Retail Food Sales

45.5% of Retail Drug Sales

46.7% of Oklahoma's Effective Buying Power

Above figures taken from Sales Management Survey of Buying Power

And KVOO ALONE BLANKETS THIS RICH MARKET



Yes, KVOO, alone, blankets Oklahoma's richest (No. 1) market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 50-100% BMB daytime area

KVOO is a must on any schedule which is planned to sell Oklahoma's richest market *plus* the bonus counties of that market!

See your nearest Edward Petry & Company office for availabilities.

Hooper reports the overall rating in Tulsa as 38.3 for KVOO; 23.0 for Station "B"; and 22.1 for Station "C"

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

TRANSIT RADIO...A NEW IDEA...

Reach Customers at Lowest Advertising



Perfect Sound Distribution Throughout Vehicle
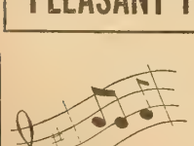
Every Passenger Is Within A Few Feet Of A Speaker Overhead

Five to eight loudspeakers are mounted on the overhead panels to achieve perfect sound distribution. Reception is easy on the ears. The clarity and high fidelity of FM eliminates static and electrical interference and does justice to the high quality of Transit Radio programming. Receivers are permanently locked to the stations' frequency with pin-point precision so there can be no fading, wavering or other faulty tune-in. Effective reception of advertising messages is assured.

"Voice Emphasis" On Commercials

When the studio announcer reads a commercial the volume in the bus or streetcar is automatically raised about 8 decibels. This "Voice Emphasis" adds extra impact to the advertising message.

PLEASANT PROGRAMMING TO RELAX PASSENGERS







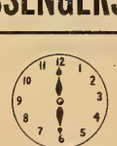
FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keystone of Transit Radio programming—good music, melodic popular tunes by the nation's leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

Special Feature Programs

Commercials, live or transcribed, are limited to 50 words or 25 seconds. "Minute Programs," combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities previously identified with the sponsor's advertising.







TRANSIT RADIO IS FM BROADCASTING TO PASSENGERS ON BUSES AND STREET CARS

Low-Cost Rate Structure Based on Passenger Counts

In the rapidly expanding list of cities, passengers on public transit vehicles now "listen-as-they-ride" to music, news, weather reports, time signals, sports scores and other special features . . . *and to advertising commercials.* The latter are available through the medium of Transit Radio as spot announcements, live or transcribed, or as commercials within sponsored *special feature* programs.

Counted, Guaranteed Audience

Transit Radio introduces several *new dimensions* giving it unique advantages as an advertising medium. The audience reached by the advertiser's message is a counted, guaranteed audience. No surveys are necessary—guesswork plays no part. The actual audit of *paid passenger fares* determines the rate paid by the advertiser.

A Selected Audience

Different age-groups, worker-types and income-classes ride the buses and street cars during the various time periods of the day. Since this *audience composition* is known, the advertiser can select his most receptive customers by selecting the hours when they are known to ride.

The Lowest-Cost Medium

Class "A" Time includes the rush hour periods in the morning and late afternoon. Rates in each of the Transit Radio cities are based on a formula of approximately 75c-per-thousand guaranteed passengers (at 260-time frequency). To determine the rates, passenger-count audits are averaged by half hour periods.

Class "B" and Class "C" Time include the daytime shopping hours and the later evening hours respectively. Similarly, passenger-counts are used as the basis for determining rates of $1.00 - or - less - per - thousand guaranteed passengers (at 260-time frequency).

An Audience In Transit

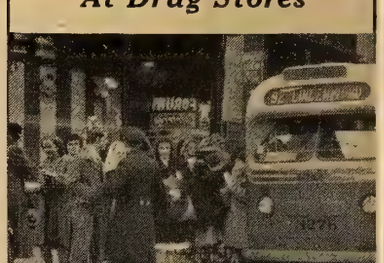
Riders are close to points of sale, actually within minutes of outlets where your advertising can be translated into sales.

CATCH THEIR EAR

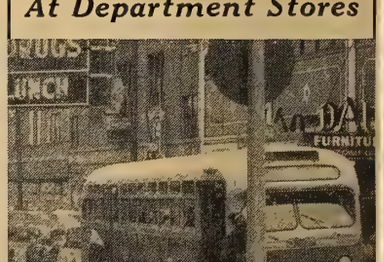
Just Before They Get Off



At Drug Stores



At Department Stores



At Shopping Centers

WHO HAS ORGANIZED TRANSIT RADIO, INC.?

The Transit Radio idea and organization have been fathered by men and companies whose successes in radio and advertising are nationally recognized.

These founders and stockholders of Transit Radio, Inc. are substantial, multi-million dollar companies. A solid organization has been formed, one with which you can deal in complete confidence:

WKRC-WCTS—Cincinnati Times-Star
KXOK—St. Louis Star-Times
KPRC—Houston Post
The Yankee Network
WJW—Cleveland, Ohio
WMAR—Baltimore Sun
WWDC—Washington, D. C.
WGBF—Evansville, Ind.

A NEW VOICE...A NEW MEDIUM!

Cost Who "Listen-As-They-Ride"!



"We won't move a step until Gene Krupa finishes playing 'Drumboogie'."

Do Passengers Like Transit Radio? "Yes"! Is The Overwhelming Answer

Over 95% Approval by 31,943 Passengers Interviewed in 8 Transit Radio Cities

Public Transit Companies are understandingly sensitive to public opinion. They approached the awarding of franchises for transit radio broadcasting conservatively.

First, commercial operations on a test basis were conducted for a period of time to allow thorough study. Then independent research organizations were employed to get the approval and disapproval votes of the passengers.

Each of the surveys was conducted while advertising was being broadcast. The over 95% approval by riders is one of the most enthusiastic endorsements ever accorded a new medium.

Seasonal Products Can Be Tied in With Local Weather Conditions

The sales curves of many products and services are inseparably linked with temperature fluctuations and weather conditions. Advertising *timing* is all-important.

Some of these seasonal products include rainwear, anti-freeze, hot-weather beverages, electric fans, insecticides, frozen foods and other familiar examples.

Transit Radio stations will cooperate fully so that advertisers in this category can capitalize fully on the flexibility of this medium.



FM AUDIENCE AT HOME IS "BONUS"

Programs broadcast to Transit Radio vehicles via FM simultaneously reach homes in the area with FM receiving sets.

The size of this bonus audience varies from city to city, apparently in ratio to the aggressiveness with which FM sets have been promoted rather than to population.

This fact is reflected in the estimated number of FM sets in the following typical Transit Radio cities: St. Louis 50,000, Cincinnati 30,000, Washington 70,000, Houston 25,000, Baltimore 67,000, Worcester 7,500.

MR. & MRS. "EVERYBODY" AND FAMILY RIDE THE BUSES AND STREET CARS

80 to 82 Per Cent of the General Public Rides Public Transportation in Urban Centers, All Income Classes Represented

Transit Radio puts advertisers in contact with this *market in motion*. Often the passengers' first ports of call are retail outlets.

The Psychological Moment To Influence Customers

Advertisers are offered the distinct advantage of literally getting in the last word. A large percentage of transit riders are headed somewhere to buy somebody's products. You can now catch their ear just before they get off at department stores, fashion stores, drug stores, and jewelry stores—and *homeward bound* at neighborhood food, drug and shopping center stores.

Visualize the extra payoff in sales when the commercial urges "Get X Brand of hosiery" before a customer gets off at a department store—"Get Z Brand of meat" before a customer gets off at a corner food store.

Local Coverage Unequaled By Any Other Media

Transit Radio very nearly approximates *total coverage* in the growing list of cities where it is in operation.

In each city, ranging in size from large to small, the number of daily riders on the average weekday just about *equals or exceeds* the total population.

For example, in St. Louis with a population of 1,238,361, average daily rides on 1,290 Transit Radio vehicles totals 1,342,402. In Houston, population 558,979, riders on 600 TR vehicles total 419,059. In Huntington, population 100,486, riders on 80 TR vehicles total 75,906.

TRANSIT RADIO MARKETS

Franchises are in Negotiation in Practically Every Major City from Coast to Coast

The following cities are currently in operation: Cincinnati, Ohio; Covington, Ky.; Des Moines, Ia.; Houston, Tex.; Huntington, W. Va.; Kansas City, Mo.; St. Louis, Mo.; Tacoma, Wash.; Topeka, Kans.; Washington, D. C.; Wilkes-Barre, Pa.; Worcester, Mass.; Allentown, Pa.; Evansville, Ind.

Because of the rapid addition of new Transit Radio markets, please consult your nearest Transit Radio office: listed below.

Select Your Audience!

Pick the time and you pick the audience *you* want! Accurate data can be supplied on audience-composition at various times in every Transit Radio city.



6:00-7:30 A.M.—
Factory workers

7:30-9:00 A.M.—
White collar group



8:30-9:00 A.M.—
School groups



9:00-4:00 P.M.—
The Housewife-Shopper

4:00-6:30 P.M.—
Homebound shoppers, students, workers

6:30-11:00 P.M.—
Entertainment seekers

TRANSIT RADIO, INC.

NEW YORK:
250 Park Avenue—Mur. Hill 8-9254
William H. Ensign, *Manager*

CHICAGO:
35 East Wacker Dr.—FInancial 6-4281
Frank E. Pellegrin, *National Sales Mgr.*

PHILADELPHIA:
Alden Park Manor—Victor 4-1021
Arnold Nygren, *Manager*

CINCINNATI:
Union Trust Building—Dunbar 7775
Richard C. Crisler, *Vice-President*

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Hats Off

EDITOR, BROADCASTING:

I have just been TELE-WISED. And in appreciation—a pot full of posies to the Chicago Television Council on its First National Television Conference. The writer, for one, found the three-day (March 7-9) session delectably flavored with the meaty matter so seldom dished up at radio and advertising association conclaves.

Most of the conference's discussion leaders disclaimed the title "television expert." And maybe it's this common bond of inexperience in the medium that induces TV's Babes in the Woods to so generously share their meagre but succulent morsels of information with their fellow explorers. If that be true, then based on the success of the CTC Conference let's found a Society For the Prevention of Television's Growing Up. Or, more appropriately, let's give the Chicago Television Council credit for a job well done and commission it official agency in charge of staging an annual National TV Conference along the same practical lines as this year's.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa

[EDITOR'S NOTE: Success of the First National Television Conference augurs well for the future of telecasting in the Midwest. Hats off to the energetic and aggressive Chicago Television Council.]

Public Interest

EDITOR, BROADCASTING:

The local radio station (KVNI) has long been heralding itself as operating in the public interest and service. A pledge of this sort is one thing, but putting it into action is quite another. The recent flash storms (February 9 & 10) which shattered all records for the already snow-bound Pacific Northwest gave this station a challenging opportunity, indeed, of operating in the public interest and service.

I believe the manner in which KVNI instantly responded to a pressing need is . . . an enviable example for the entire broadcast industry. When the flash storms made roads almost impassable over night, it became necessary on a moment's notice to inform a school population of over 2,100 pupils that classes had been cancelled and that, for the sake of safety, no one should attempt to negotiate the roads. A few brief announcements to this effect were made over the local radio station shortly after 7:15 in the morning on February 10. The result—less than 1% of the students appeared that day for classes.

Naturally the weather conditions described had their effect on many business operations throughout the area with the result that the station received calls from the fire department, the highway department, the telephone company, the sheriffs office, employment service, bus lines, taxi companies, the Boy Scouts, the Chamber of Commerce, the power company, fuel dealers, grocery stores, the public library and over 10 other schools in the area. Each call received a courteous, cooperative reply from the station and suitable announcements were aired in each case as a public service. Many of the difficulties incurred by the storm were circumvented as a direct result of this station's willingness to operate in the public interest and service.

G. O. Phippeny
Superintendent of Schools
Coeur D'Alene, Idaho

* * *

Near Miss

EDITOR, BROADCASTING:

You will no doubt recall the editorial you wrote in your October

(Continued on page 18)

School Dismissed?

THE OLD story about the kid who burned down the school so he wouldn't have to attend has showed up in Baltimore again—this time with a modern touch. With a heavy snow covering the city, morning record men Jim and Phil Crist were informing WFBR Baltimore listeners whether or not the various schools would be open. About half an hour after they were off the air an irate principal called to find out who had told them his school would be closed. It seems that "20 teachers have failed to show up, and, likewise, over 200 pupils!" The lad who came through with that "Baltimore Gag" must be congratulating himself on finding that by the twist of a telephone dial he can dismiss a school through the medium of radio.

Mellow Voiced ANNOUNCING
WITH A SALES THROB!

ALLAN AVERY'S

"TODAY'S TEMPOS"

Sunday's 12:05 p.m. to 12:30 p.m. CST segment

WHHM	Sta. B.	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.9	3.7	3.0	2.2	1.9	0.7

Source: Hooper's Continuing Measurement

* Ask any FORJOE & CO. representative

WHHM

Independent - - but not Aloof

Memphis, Tennessee

Patt McDonald, manager

* MEMBER ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

KXEL HAS CHANGED LISTENING HABITS IN IOWA

1540 . . .

BY ACTUAL MEASUREMENT*

NORTHEAST IOWA'S MOST POPULAR FREQUENCY

Take Howard County, Iowa for example. This rich and prospering community has its borders 95 miles from KXEL's transmitter, yet here in this rich market area KXEL holds up to 54.3% of the listeners. This is four times as many listeners as WHO and up to ten times as many listeners as WMT.

Shown below are the distribution of listening homes among radio stations in Howard County from 7:00 A.M. to 12:00 Noon.

*** Facts taken from Conlan's newest Comprehensive Study of Listening Habits.**

	7:00 to 8:00 AM	8:00 to 10:00 AM	10:00 to 12:00 AM	TOTAL MORNING
KXEL	38.5%	54.3%	50.0%	50.0%
WHO	30.8%	14.3%	17.5%	18.2%
WMT	7.7%	5.7%	5.0%	5.7%

The fact that KXEL holds the lion's share of listeners in this rich Northeast Iowa market area during these hours is only half the story, for Howard County is only part of the great KXEL Northeast Iowa market audience. The most important half is the undisputed fact that KXEL does give *more listeners per dollar.* Look at these amazing cost figures.

During the 7:00 to 8:00 AM period, KXEL holds 38.5% of the listeners and costs only $110.00 for this hour of time. WHO holds only 30.8% of the listeners—yet costs $230.00 for this same amount of time. WMT holds 7.7% of the listeners and costs $120.00 for this hour. (Cost figures taken from Standard Rate & Data.)

Here is the unvarnished truth. You are not getting your money's worth of listeners, if you are trying to cover Northeast Iowa, without KXEL.

Get the complete facts on Northeast Iowa's listening habits. Call your Avery-Knodel man or write direct to KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

WE DON'T DRIFT INTO SNOW (Ky.)!

No, Sir, our signal doesn't melt buyers in Snow (Ky.) . . . but it's so hot in the Louisville Trading Area that it welds at least a 50% BMB Audience to us, in practically every corner of this big and important area!

Sleet, rain or shine, our great 27-county market is *far more important* than any other section of the State—does almost as much *effective* business as all the rest of the State, combined!

With WAVE around, you don't have to be Snow-bound! Shall we help dig you out—*now?*

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



Open Mike

(Continued from page 16)

1948 issue of BROADCASTING regarding my open letter to you on the subject of The Giveaway Craze.

There is an article in the March issue of *Cosmopolitan* which tells the story of the family of Milton Farber and *Stop the Music* . . . it is the anniversary story of one year after the Farbers won $20,000 on *Stop the Music.*

In reviewing her experience . . . Mrs. Farber writes: "If I had had heart trouble, I would have dropped dead right then."

My reason for writing to you again about this subject is . . . the fact that . . . another great giveaway of $35,000 took place on *Stop the Music* and some unfortunate guy missed out because he said . . . "Army and Navy and Navy and Army". . . when he should have said "Navy and Army and Army and Navy." In other words . . . the mere fact that he reversed the wording . . . cost him $35,000. I wonder what would have happened if he had had heart trouble?

David R. Milsten
Milsten, Milsten, Johnson & Morehead
Tulsa, Okla.

* * *

'Box' Helpful

EDITOR, BROADCASTING:

Lately your magazine has been printing new call assignments in the "Box Score."

I find this info very helpful as it comes to me much quicker than from other sources. I hope you will continue to render this "public service."

Guy C. Hutcheson
Arlington, Tex.

* * *

Dollar 'Fight'

EDITOR, BROADCASTING:

. . . In your Radiorama section you refer to WCCO's Fight for Dollars. While it was a fight to raise $175,000 for the March of Dimes, everyone connected with the activity enjoyed it thoroughly. So in the interests of accuracy let's call it Cedric Adams' Flight of Dollars. And thanks for using the photograph in your March 7 issue.

Tony Moe
WCCO Minneapolis

* * *

Good Coverage

EDITOR, BROADCASTING:

. . . Since first becoming acquainted with your magazine while overseas with AFN-Berlin . . . I have thoroughly enjoyed your excellent publication.

Personally, I have learned much about radio from BROADCASTING, especially concerning the overall commercial picture, the 'business' side of radio, and the problems of management. You also deserve another word of praise for your wonderful coverage of television.

My one regret is that more space is not devoted to the production, programming, and talent picture.

Aneta Dixon
7357 Wilson Drive
Hollywood, Calif.

Books on Radio

MODERN RADIO ADVERTISING. By Charles Hull Wolfe. 738 pp. New York: Funk & Wagnalls Co. $7.50.

A WEALTH of up to date information on all phases of radio advertising is contained in Charles Hull Wolfe's new book, *Modern Radio Advertising.* Whether the reader is a sponsor, advertising man or broadcaster he will find the book filled with information on how to get better results from radio. Network, spot and local techniques are covered.

Mr. Wolfe is director of the radio and television testing bureau of BBDO and is one of the few men in the industry distinguished for both creative and research activities. He has written commercials for such network shows as *Inner Sanctum, Jack Benny Show* and *Adventures of Sam Spade* and has created radio advertising for General Electric, United States Steel, Emerson Drug and others.

The book is broken down into sections, covering fundamentals of radio advertising, radio advertising techniques, network advertising, spot radio, commercial announcements, past, present and future of radio and the opportunities in radio. *Modern Radio Advertising* is a *Printer's Ink* Business Bookshelf Publication.

* * *

THE LAW OF FREE ENTERPRISE. By Lee Loevinger. 431 pp. New York: Funk & Wagnalls Co. $5.00.

LATEST in the *Modern Industry Magazine* series of books, this volume, written by a Minneapolis attorney, describes the legal framework and economic development of the American free enterprise system. The author is a partner in the firm of Larson, Loevinger & Lindquist, Minneapolis. He formerly worked under Thurman Arnold in the Anti-Trust Division of the Dept. of Justice.

"The law of free enterprise," says the author, "is at once both a definition of the meaning of our basic economic concepts and an outline of the standards which business must observe if enterprise is to remain free." In the opening chapter Mr. Loevinger examines the roots of free enterprise and discusses the legal framework of business, our economic origins, the principle of competition and our national policy.

Subsequent chapters deal with the scope of national law, forms of economic cooperation, restraint of trade, discrimination between customers, kinds of competition, merger and monopoly, teeth in the law (anti-trust, criminal prosecutions and penalties, government civil suits), balm for business injury and the future of free enterprise.

ONE PHASOR *Coming Up*



Fast delivery when it is needed, — better delivery than is asked on all orders, — that is what we aim for here at Gates, — and customers appreciate it. But appreciation is just the beginning of a very pleasant relationship with a Gates customer.

Through the years you find out that this same service is more than a "one time" proposition, — that the high quality you want is the high quality you get, — that the attention given your order, — whether it is for 10c or $10,000 is the same, — prompt, courteous and efficient.

Remember, — Gates is the major source of supply for hundreds of broadcast stations. They stay with Gates because they get a high quality product for the right price and also get the personalized attention that only Gates can give.

All your broadcast needs can be obtained at GATES.

WGAT OFFICE AND Studios

September 17, 1948

Mr. P. S. Gates
Gates Radio Company
Quincy, Illinois

Dear Mr. Gates:

With reference to the splendid job of getting our directional phasing equipment to us in record time, I want to assure you how much your cooperation has meant to us.

We received the phasor in record time and I feel that we will be on the air full-time in record time, for a directional station. The fact is, four towers are now completely erected and ready for the and transmitter are installed and ready for the final testing commencing today. Of course, I have my fingers crossed that this final testing will not take over four weeks. However, receiving the phasor at the time it was delivered, has made the speed of final completion to about the date originally planned.

Many thanks to you, Mr. Fred Damm and your engineering staff who made possible this speed and kind personal regards, I remain

Sincerely

RADIO STATION
J. ERIC WILLIAMS

Gates Radio Company
Quincy Illinois

GATES

Washington, D. C.	Gates Radio Company, 13th & E Streets N.W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321



IN '49 IT'S THE GATES LINE

This summer



ride the crest of the wave!

TAKE 13 WEEKS WITH PAY...ON WCCO

Summer business is BIG business in the Northwest. And Summer listening is BIG listening. That's why 48 top-level local and national spot advertisers (30% more than the year before) stayed on WCCO all year 'round last year. *Without a Summer hiatus.* They found that sales ride high when you ride along with WCCO during the 13 Summer weeks.

...Because annual retail sales in WCCO's 6-state Northwest territory soar just about as high during June, July and August as in any other season of the year. More than $699,000,000!

...And because during these months in the Twin Cities, WCCO delivers an average daytime Hooper of 6.0—58% *better* than any competing station. (Throughout the 6-state area surveyed by the WCCO-CBS Listener Diary in May 1948, WCCO averages 200% more audience throughout the entire week than any other Twin Cities station.)

To make your sales go up with the temperature—and build up your strength for the Wintertime—hitch a tow with WCCO this Summer. Join the blue-ribbon list of sponsors who have found it pays to advertise on WCCO Fall, Winter, Spring—*and Summer.* Make your reservations now with us or your nearest Radio Sales office...for a wonderful 13 weeks with pay.

All source material available on request.

WCCO
Minneapolis-St. Paul
50,000 watts
Columbia Owned

Represented by
RADIO SALES



For Profitable Selling
INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

INTEREST of Louisville citizens in their municipal government has been heightened by weekly sessions of the "gripe" court broadcast over WINN Louisville.

Accepting the suggestion of a newspaperman, Louisville's Mayor Charles P. Farnsley instituted the "gripe" court April 5, 1948. At sessions held at 8 p.m. the first Monday of each month and at 10 a.m. on all other Mondays Louisville residents can—and do—take their complaints straight to the mayor.

Mayor Farnsley, commenting on the success of the project and announcing his intention to continue it, said: "Folks need to get things off their chest but, more than that, they need to feel that they have a voice in the running of the city. And, if they beef at me, I can beef right back at 'em. That gets things done faster."

If a citizen complains about the inadequacy of sewers, or the need for stop lights at certain intersections, or the unfairness of a proposed occupational tax, the mayor goes into a huddle with the "gripe" court complainant and the head of the city department involved. What each has to say is put on the air by WINN.

The "gripe" court is held in Louisville's city hall aldermanic chambers, and the room is packed week after week, WINN reports. Civic improvement groups, parent-teacher associations and other organizations come to present petitions. Political science classes come to listen. And politicians come to learn!



George Partridge, WINN public service director, displays exhibit for benefit of Mayor Farnsley at one of the "gripe" court sessions.

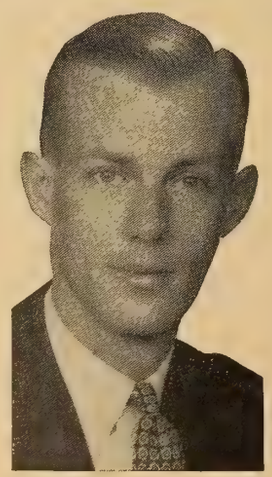
* * *

On All Accounts

THE ARMY taught many a young man to play follow-the-leader, but it gave lanky James O. Luce, J. Walter Thompson radio timebuyer, an urge to do just the opposite. Jim was brought up in a family dedicated to the law. His uncle was a judge, his brother a lawyer, and Jim just naturally drifted into law school after graduation from the U. of Wisconsin.

But Blackstone et al lost out at the half-way mark—the Army came in and gave Jim a new adventurous spirit. When discharged he decided not to finish law school, but to seek his fortune in New York.

He comes from Plattville, Wis., a town "without even a radio station." "Maybe," said Jim, "the fact that I corresponded with a female agency copywriter in New York while I was an infantry supply sergeant had something to do with it. This gal migrated from Plattville and gave me word pictures of the glamourous life of the Manhattan intelligentsia which sounded great."



JIM

Anyhow, Jim got to the big city. He didn't know exactly what he wanted to do, but he thought it would be nice to be a copywriter. With no impressive bulk of samples to show, however, he quickly found this field unpromising. So he decided to try some other phase of advertising.

Eventually he got a job in the market research department of J. Walter Thompson Co. Ironically, Jim Luce, brought up in the law and carefully isolated from math, found himself working with figures all day—and liking it.

After several months in this department, Linnea Nelson, the agency's chief timebuyer, added him to her staff as assistant on radio research.

Now Jim handles radio and television timebuying for the JWT New York office portion of Ford Dealers, Atlantis Sales Corp., Rochester, for which he buys spot time for French's Instant Potato, and for the J. B. Williams Co., Glastonbury, Conn. (shaving products). He works on other assignments as they develop.

Jim Luce is 29, unmarried and currently enjoying a new apartment in Manhattan. He is learning to cook and is intensely "product-loyal," claiming remarkable success with French's Instant Potato. He also uses J. B. Williams shaving products, but says the Ford is still in his future.

Stimulated by market and radio

(Continued on page 75)



IN EASTERN NORTH CAROLINA TOBACCO IS KING



WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM
"THE VOICE OF THE GOLDEN PLAIN"
WILSON, N. C.
5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People
NATIONALLY REPRESENTED BY WEED AND COMPANY



Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.*

In this issue (April 11) radio buyers and sellers will get... *for the first time*... complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both *network* and *spot*... and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)... itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which will highlight the issue—there will be many other important business features... and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000... 2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting... including, among others, every national and regional advertiser and agency in the country.

**It's one you'll probably want to have an ad in, too. Advertising deadline: March 28 . . . regular rates. Wire reservation collect today!*

NAB CONVENTION ISSUE— APRIL 11, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING



IT'S EASY, IF YOU KNOW HOW!

FIGHTING a fire in a steel skyscraper is different from handling one in a two-story home—*and it's the same way with radio in different parts of the nation.*

The Southern listener *is* a little different from people in other parts of the country. He *does* respond better to radio programming that caters to his special preferences and attitudes.

KWKH *knows* all this and has *used* the knowledge for twenty-three years. Hence we are years ahead in radio Know-How and listener-acceptance in this market.

Whether you sell tobacco, tractors or toasters, you'll find this KWKH Know-How *a big "plus"* in our four-state area. Write us today or ask The Branham Company.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 12 WASHINGTON, D. C., MARCH 21, 1949 $7.00 A YEAR—25c A COPY

HOW'S BUSINESS?

TRENDS Finds Radio Rise Tapering Off

By ROBERT B. LUCE

HOW'S the broadcasting business? Has there been a "disinflation" in radio as in other scattered areas of the economy? Is business harder to get? Who are the toughest competitors? How can a station manager best boost his sales?

BALLOT

A Continuing Study of Executive Opinion

These were the questions asked broadcasters in the 18th nationwide BROADCASTING TRENDS survey, conducted by the Research Department of BROADCASTING.

One year ago there was no question about the trend—it was up. Today it is tapering off. Broadcasters reported in an almost 50-50 ratio when asked whether business as a whole was up or down in recent months.

In a regional analysis (see map) New England, the North Atlantic States and the whole North Central area report slightly increasing sales—while in other areas, including the Pacific Coast and Mountain states, the South Atlantic and South Central, the trend is down slightly.

Wide Fluctuation

Individual stations, of course, showed a great range of difference. The bulk of stations reporting from all areas showed fluctuations of not more than 10% up or down. Some reported gains or declines of 20% or more, but they were few in number (See Table I, page 84).

General economic conditions were credited with causing the decline in station revenues, where declines appeared. Only 27.7% of those who reported a decline in business said it was due to competitive factors—the remainder said "disinflation" of the economy was responsible.

Aggressive selling — repeated over and over again—was emphasized by broadcasters as the way to get ahead in 1949's changed economic climate. "Work like hell"; "Sell! Sell! Sell!"; "Get out and get"; "Make calls and more calls"—these were phrases written on many a ballot.

With the day of constantly rising sales curves ending, BROADCASTING asked station managers point blank how they increased time sales. A better sales staff was the answer of 38%. About a third said programming was the way to attract advertisers—programming means listeners, and listeners bring advertisers (Table II, page 84).

Next most effective way to produce sales is promotion, station managers said. And radio was voted the best means to promote radio. Of those who ranked promotion as a sales lifting method, 40.3% said radio was the best media to use. Another 29% said newspaper promotion was the way to get time sales.

A scant 4.2% said rate adjustments were the best means for getting additional sales.

There were other specific suggestions for broadcasters. Among them:

"More basic sales tools for all-radio—audience figures, response success stories."
"Developing cooperative advertising sources."
"Station reputation through public service."
"Providing advertisers with good advice on the use of their advertising dollar."

From this survey, it is evident that station managers want good men to tell their story, good programming to sell, and enough facts and figures to demonstrate radio's effectiveness as an advertising medium.

"Disinflation" has made the advertiser more cautious, according to 52.3% of the station managers. They said their advertisers were more inclined to cut their appropriation to save on business expenses. Consequently it is harder to sell advertising now than it was even a few months ago.

Only 22.1% of broadcasters think their advertisers are increasing budgets to meet customer resistance. About one-fourth report advertisers' thinking unchanged. Taken together, the station managers are split about evenly in their reporting—half say adver-

(Continued on page 84)



The current trend in the various regions of the U. S.

NOTE: BROADCASTING TRENDS results are based upon a nation-wide cross-section sampling of radio station managers and owners. The "Business Conditions" survey sample includes 12% of all AM station managers.

ANTI-TRUST

Not FCC Concern—Paramount

THE QUESTION of motion-picture companies' right to own radio and television stations—a multi-million-dollar question stemming from anti-trust suits—appeared to be moving toward a showdown at FCC last week.

On the heels of a plea by 20th Century-Fox Film Corp. for a prompt decision [BROADCASTING, March 14], Paramount Pictures told FCC last Thursday that anti-trust proceedings outside of radio are not its concern, and that to disqualify anti-trust violators would mean a "sweeping reorganization" of the U. S. radio and TV structure.

"The business establishments in the U. S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries" and it would be contrary to "law, policy and common sense" to rule them out of radio, Paramount declared.

★

FCC Chairman Wayne Coy meanwhile cast unofficial light on another phase of the motion-picture question by telling Executive Director Gael Sullivan of the Theatre Owners of America, in response to questions, that he did not think movie exhibitors should be disqualified merely because they are exhibitors.

But he reminded Mr. Sullivan that FCC has a policy of favoring non-newspaper applicants over those with newspaper affiliations when it has to make a choice and other factors are equal. "However," he added, "as you are probably aware, the Commission has not yet had occasion to consider whether or not its policy toward newspaper applicants should be considered applicable to motion-picture applicants."

Mr. Coy made plain that his observations represented his own views and not FCC's. Nor should they be considered an expression of opinion on the pending anti-trust question, he added.

Retains Poster

Paul A. Porter, former FCC chairman and now a member of the Washington law firm of Arnold, Fortas & Porter, was retained by Paramount to assist its regular Washington counsel, Duke Patrick of Hogan & Hartson, in the fight to clear its qualifications on the

(Continued on page 60)

RICHARDS

Health, Trusteeship Win FCC Delay

PRECARIOUS HEALTH and an offer to give up voting control of his three stations brought a postponement Friday in the FCC hearing slated to have started Wednesday (March 23) on the news policies of G. A. Richards.

Counsel for the owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland offered to submit, within 30 days, an application for transfer of Mr. Richards' voting control via a "trust or other agreement" which they promised will meet FCC's "fullest requirements and . . . approval."

The Commission, by majority vote, set April 18 as deadline for any such application and said it would then decide whether the transfer should be consolidated for hearing with the news-policy question and would also set a new hearing date.

Affidavits of Mr. Richards' physicians asserting that the scheduled hearing might cost him his life were submitted in support of the 30-day postponement and transfer plan.

The Commission was told by Burton K. Wheeler, former Senator and now one of Mr. Richards' attorneys, that the station owner for some time had planned to retire on March 19—his 60th birthday.

"Prior to the latest relapse in his health which compelled his return to Palm Springs he had planned to attend a celebration in Detroit to be tendered him by his employes on that occasion, at which time he was to have announced his retirement," Mr. Wheeler wrote in the letter asking continuance of the hearing.

He said counsel had not been fully aware of the critical nature of Mr. Richards' heart condition until the Commission itself forwarded a copy of a letter it had received from one of his physicians. Their unsuccessful bid for a personal appearance for Mr. Richards a few weeks ago was made only because the hearing seemed inevitable and that appeared the least strenuous course, Mr. Wheeler said.

Dr. H.B. Steinbach, Detroit physician, told the Commission in an affidavit that Mr. Richards' life "is in great jeopardy and could well terminate at any moment" unless he "ceases at once all business and other activities which have a tendency to lead to undue exertion or to worry, strain or anxiety; unless he is immediately relieved of the mental and physical strain caused by the investigations and hearings . . . and unless he embarks upon a program of complete rest and relaxation."

He thought Mr. Richards "may look forward to continuing to live for some years to come" if he refrains from business activities and takes the rest he needs, and "if some amicable and satisfactory way can be found to terminate the proceedings pending before the FCC so that [he] may be relieved of this threat to his health and life."

A similar view was expressed by Dr. Roy E. Thomas, Los Angeles heart specialist. He said "there is more than a strong possibility that Mr. Richards' taking the witness stand would result in his death."

Text of FCC's order postponing the hearing, which relates to charges that Mr. Richards ordered KMPC staff members to slant news against certain minority groups:

ORDER

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 17th day of March, 1949;

The Commission having under consideration a request by counsel for Mr. G. A. Richards, dated March 16, 1949, for a 30-day continuance of the hearing now scheduled in the above-entitled matter for March 23, 1949.

IT APPEARING, That counsel for Mr. G. A. Richards has made representations supported by affidavits of his physicians, that a continuance of the hearing is necessary;

IT FURTHER APPEARING, That counsel for Mr. G. A. Richards has indicated that in view of Mr. Richards' health he intends within 30 days to submit to the Commission an application to transfer the voting control of all stock owned by Mr. Richards in the three corporations named above;

IT IS ORDERED that the request for continuance is granted and that the hearing date of March 23, 1949 is cancelled;

IT IS FURTHER ORDERED, That any transfer application intended to be filed shall be filed with the Commission on or before April 18, 1949;

IT IS FURTHER ORDERED, That upon the filing of such application the Commission will then decide whether such application should be designated for hearing in order to determine whether a transfer would be in the public interest and whether such hear

(Continued on page 63)

MISSION TO PARIS

Skeleton FCC Ahead

SKELETON OPERATION is in prospect for FCC during the first part and possibly most of the summer, on the basis of the tentative list of personnel slated to attend the International Telephone and Telegraph Conference which convenes in Paris in mid-May.

Chairman Wayne Coy is scheduled to go as chairman of the U. S. delegation, accompanied by Vice Chairman Paul A. Walker, General Counsel Benedict P. Cottone, and some 10 staff executives and clerical assistants. Appointments are made by the President upon recommendation of the State Dept., but FCC's own recommendations generally are followed in such cases.



Drawn for BROADCASTING by Sid Hix

"He just won't do. That voice won't penetrate low gear."

The conference opens about May 18 and officially is expected to continue four to six weeks. Some authorities, pointing to the experience of the still-continuing Mexico City International High - Frequency Broadcasting Conference, think the Paris sessions may continue for as much as two months.

Consideration also is being given to suggestions that the Paris delegation move to London afterwards to discuss the so-called Bermuda Agreement on direct radio circuits between the U. S. and the United Kingdom. In that event return to the U. S. would be delayed at least to Aug. 1 and perhaps later.

Even if the delegates came home immediately after the Paris sessions, and if those lasted only a minimum four to six weeks, the group would be away from Washington from early May until July at the earliest, since they plan to go and return by boat.

Walker Vice Chairman

Comr. Walker will be in charge of telephone aspects at the conference and may be named a vice chairman. It is virtually certain that Francis Colt deWolf, chief of the State Dept.'s International Telecommunications Division, will be a vice chairman of the U. S. delegation.

Before the FCC group leaves for Paris, the Commission hopes to issue decisions on several high-policy questions—notably the clear-channel case, its proposed rules on giveaway shows, and perhaps television. Chairman Coy has indicated the clear-channel decision will be out by May 1, and the giveaway question is scheduled for consideration before the end of this month.

Unless it comes before they leave, action looking toward lifting of the TV freeze will have to be taken by the remaining Commissioners in the absence of the Chairman and Vice Chairman or the anticipated July "thawing" will be delayed. There has been some speculation that the Commission wouldn't be able to lift the freeze until after July in any event.

Another question still facing the Commission is the chief engineership, a post which has been filled only on an "acting" basis since January 1948. Ralph L. Clark, former FCC engineer and later a consultant, now director of the Programs Division in the Secretariat of the Research & Development Board, is considered the foremost candidate [BROADCASTING Feb. 28]. But the subject of his appointment has not yet officially been brought before the full Commission. John A. Willoughby, senior assistant chief engineer, is acting chief engineer.

Under customary procedure Comr. Rosel H. Hyde, as the senior remaining member, would serve as acting chairman of the Commission in the absence of the Chairman and Vice Chairman.

Personnel whom FCC proposes to recommend for attendance at the Paris conference, it was learned, include Comrs. Coy and Walker and General Counsel Cottone; Chief Accountant William J. Norfleet; Harold J. Cohen, assistant general counsel in charge of Common Carrier Division; Mario H. Woodward, assistant chief engineer in charge of Common Carrier Division; Jack Werner, assistant chief of the Law Bureau's Common Carrier Division; John R. Lamber Accounting Bureau; John Rus Engineering Bureau; Mrs Farre McGonigal, confidential assistan to the Chairman, and Mrs. Lillia Conley, also of the Chairman office.

BUDGETS

Aural Network Intact Despite Video Influence

By FLORENCE SMALL

DESPITE cancellation of some advertising, there is no widespread evidence that network advertisers are planning in the near future to curtail their use of radio in favor of television.

That was the conclusion reached by BROADCASTING after a series of interviews with a representative group of high-budget radio advertisers.

Procter & Gamble plans to continue its entire radio schedule next season with an annual expenditure exceeding $18 million and including 33 network shows.

As for video, William Craig, manager of television programming for P & G, told BROADCASTING that "Procter & Gamble is still feeling its way, gathering information and experiences and watching developments very carefully. Right now we have a television program, *I'd Like to See*, on the NBC eastern television network, which will be replaced April 5 by a new series, *Procter & Gamble's Fireside Theatre*. Further than this, we are not prepared to announce any definite future plans."

Charles G. Mortimer Jr., vice president in charge of marketing for General Foods, expressed somewhat the same point of view when he said: "Tentative long range sales and advertising planning is a part of good marketing. Final decision on the selection of media, however, is made from quarter to quarter. We are naturally interested in both radio and television. Certainly both have a very real place in our promotional scheme. And our use of the two media is based on what they can deliver on mass selling opportunities, which is what we need for our type of products."

GF will continue with all its radio network shows. In one case, the Burns & Allen show, the company has retained the NBC time for another show, *Father Knows Best*, which will amount to an approximate $6,000 weekly saving on talent. GF spent $6,774,603 on network time in 1948. It plans to retain the more than one dozen network shows for various products during the next season. In addition, the two half-hour television shows, *Lambs Gambol* and *Author Meets the Critics*, are scheduled to continue under the GF banner next season.

U. S. Steel Not Using TV

On the other hand U. S. Steel Corp., which spent $1,052,090 in 1948 on institutional advertising in network radio, does not plan to go into television as yet, an official of the organization revealed. "Television currently has a limited audience, and since our advertising is mostly that of public relations, the video audience is much too limited," the spokesman explained. "We want our public relations to reach an audience on a national scale. Television is still too much a matter of local coverage."

As for its 1949 fall plans, U. S. Steel will move its hour-long radio program *The Theatre Guild on the Air* from ABC to NBC, Sundays, 8:30-9:30 p.m., effective Sept. 11 for 39 weeks. In addition, on June 5, the company will sponsor a summer program for 13 weeks featuring the NBC Symphony Orchestra in the same time segment, 8:30-9:30 p.m., Sundays.

Another major radio advertiser, Lever Bros., which spent $5,317,036 in 1948, is not now using television, although it was one of the first advertisers to use the medium. Michael J. Roche, advertising manager of Lever Bros., explained that "while Lever Bros. is not an active participant in television at the present time, our interest in the medium is considerable, and we are continuing to study and explore the field."

"We have, however, no definite plans for immediate operation," he admitted.

Deviating somewhat from the prevalent "wait and see" theme, the Ford Motor Co., it was understood, has advised its more than 6,500 dealers (who are currently sponsoring Fred Allen on NBC until this season's end) to divert to television next season the budget allocated to radio this year. However, the parent company plans to maintain its hour-long *Ford Theatre* program on CBS. The firm also will sponsor its 60-minute *Ford Television Theatre* once a month, as well as a half hour program, *The Crystal Ball*, for the other three weeks in the month.

Thus, indications seem to be that while television is gaining, radio is not yet suffering any appreciable loss. The key is probably to be found in two factors: (1) A number of radio advertisers are re-allocating their budgets to include television, but are doing so with "new" money and at no loss to radio; and (2) new advertisers who have not been using radio, or have been using spot radio at most, are entering strongly into television.

A random example of the first type of advertiser is the Ronson Art Metal Works, which spent $631,861 on network radio last year, and which intends to continue that appropriation while increasing its television budget.

Salient examples of the second group of clients include Admiral Corp., a non-radio user, with a half-hour NBC-TV show *Admiral Broadway Revue;* Bigelow-Sanford, with its Bigelow show on NBC-TV; Bonafide Mills, with *Stop Me If You've Heard This One* on NBC-TV; Pioneer Scientific Corp., with Pioneer Polaroid *Magic Show* on CBS-TV, and A. Stein & Co. with *Identify* on ABC-TV.



PREPARATORY to introducing Old Judge Coffee in new areas not yet served, the firm has placed its advertising with Gardner Advertising Co., St. Louis, effective April 1. Drawing up plans for the campaign, which is slated to use radio programs and spots plus video where available, are (l to r) George A. Volz, Gardner account executive; Joe G. Wick, president of Old Judge Coffee Co., St. Louis, and L. C. MacGlashan, executive vice president of the agency.

EMPLOYMENT

Labor Bureau Study Rapped by Some Broadcasters

By J. FRANK BEATTY

EMPLOYMENT in the broadcasting industry "will probably continue to rise for at least another year or two but at a slower rate than since the war," according to an occupational study by the U. S. Bureau of Labor Statistics. The study was conducted for the Veterans Administration.

The bureau figures, however, that work in television will increase for many years though it may never reach the employment level in sound broadcasting.

General results of this study will be published in detail within a few weeks by the bureau and VA.

The bureau was under fire last week for presenting what some broadcasters feel is a biased picture of talent employment in the industry. It recently released a study based on a survey of AFRA members [BROADCASTING, March 14].

This BLS study gave the industry a dismal employment aspect by showing extensive unemployment among singers and actors. Its figures failed to show the proportion of time AFRA members have worked in radio and did not differentiate factually between staff and free-lance talent.

Worst of all, in the opinion of some critics, the BLS-AFRA survey results appear to be based on the assumption that all AFRA members are qualified to work in radio, since prior experience is not required for union membership.

The talent study is part of the BLS-VA joint radio employment study. The employment outlook study, soon to appear in detailed form, covers all types of jobs from management to technicians.

In attempting to peer into the electronic future, the bureau's preliminary report on job chances to to the VA states:

The development of television has not yet gone far enough to indicate how severe its impact on AM and FM broadcasting will be, but the likelihood is that there will be a long-run downward trend both in staff employment and in the amount of work for freelance artists at AM and FM stations.

Taking all occupations together, the total number of people employed in telecasting is extremely small to date. The number of workers needed will increase as more stations reach the air. But not for many years, if ever, is employment at TV stations likely to reach the present employment level at sound broadcasting stations.

Because the industry is small, it provides relatively few job opportunities,

(Continued on page 57)

TOM CLARK To Address NAB Convention



Mr. CLARK

THE BUSINESS side of broadcasting, from time selling to policy problems, provides the theme of the NAB Management Conference April 10-13 at the Stevens Hotel, Chicago.

Starting with the unaffiliated stations meeting April 10 and running through the final television session April 13, the conference will stress commercial aspects of radio.

A business topic will be discussed by Attorney General Tom C. Clark, who has accepted NAB's invitation to address its April 12 luncheon. Wayne Coy, FCC chairman, will speak at the April 11 luncheon.

Atty Gen. Clark is expected to stress the importance of small business as the backbone of the nation, with retailers providing much of the support for radio as one of the leading small business segments of the national economy.

With the speech expected to be carried by at least one network, NAB members will urge retailers and other businessmen in local communities to hear the talk.

Possibility of a network television hookup covering the Midwest and East was considered. Television equipment will occupy a prominent part of NAB's annual equipment exhibition which opens April 7 as the NAB Engineering Conference starts its formal meetings.

NAB headquarters felt that addition of Atty. Gen. Clark to the agenda gives the association one of its best convention programs. Mr. Clark has frequently shown an interest in NAB affairs and served as judge in the two Voice of Democracy essay contests. He also presented awards to the contest winners.

Pre-registration for the Management Conference, at the $30 rate ★ as against the regular $32.50 rate, closed Friday with an estimated 700 plus registrations on hand. About 200 had registered for the Engineering Conference, which has a $17.50 registration fee. Unaffiliated stations pay $5 registration for their April 10 meeting. Ladies registration is $7.50.

The Management Conference opens formally Monday, April 11, at 12 noon. NAB President Justin Miller will introduce the speaker, Chairman Coy. A separate ladies luncheon includes an ice show and style show.

The afternoon management meeting will be devoted to sales matters. A. D. (Jess) Willard Jr., NAB executive vice president, is expected to introduce Eugene S. Thomas, WOIC(TV) Washington, who is slated to preside as chairman of NAB's Sales Managers Executive Committee. With him will be Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee.

Time Sales Meeting

This meeting will go into the problem of selling time in a growingly competitive media market and touch such specific matters as the All-Radio Presentation film which by that time will be well through the script-writing stage.

Speakers include Leo Cherne, of Leo Cherne Associates, with a forecast on business conditions; Mr. Thomas, bringing the radio sales picture up to date; Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, on management's responsibility in radio selling; Lee Hart, NAB retail specialist, on management's responsibility in the retail advertising field. Several surprise features are in the planning stage.

Monday night will be FM's portion of the Management Conference. Program plans are being drawn up by the FM Executive Committee, of which Leonard Asch, WBCA(FM) Schenectady, is chairman. This will be strictly a top-level work session with persons prominent in all phases of broadcast operation expected to participate. FM's role in NAB affairs is likely to be discussed. The board has approved the idea of substantially increased service for FM members but details await board action on tentative plans to set up a three-ply functional association having AM, FM and TV divisions.

The whole reorganization question may come up at the Tuesday afternoon business meeting of the Management Conference. The subject was discussed by a special NAB board committee which met in Washington last Thursday. The committee will report to the full board at Chicago but the structural revamping of NAB may not be completed immediately.

The Tuesday morning meeting will be devoted to public relations matters at the management level. Chairman will be Frank King, WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee.

A wide range of topics will be taken up at this meeting. Among those on the platform will be Si Mickelson, WCCO Minneapoli president of National Assn. o Radio News Directors; Richard H Doherty, NAB employe-employe relations director; Harold E. Fe lows, WEEI Boston, NAB Distric 1 director; Robert T. Maso WMRN Marion, Ohio; Harold Fai director, NAB Program Dept.; H R. Vadeboncoeur, WSYR Syracus chairman, NAB Radio News Con mittee, and Robert K. Richard NAB director of public relation and publications.

Brief talks will be given, by M Mickelson on building confiden and acquiring station prestig through news broadcasting; M Fellows on programming and pu lic relations, Mr. Mason on th broadcaster's place in the con munity. A panel discussion wi follow, with all the panel membe leading discussion.

The Tuesday afternoon busines

(Continued on page 59)

SPONSOR VIEWPOINT

ANA Spring Session to Mull All Medi

RADIO from the viewpoint of the man who puts up the money will occupy a prominent place on the program of the Assn. of National Advertisers, holding its spring meeting March 23-25 at the Homestead, Hot Springs, Va.

A thorough analysis of all media is planned, based on the idea that a transition from sellers to buyers market is underway and media must pull their own weight.

Main formal event in the radio field is a "solid session" on television to be held Thursday morning. Through many of the talks the subject of broadcasting will be discussed, including that of R. H. Bennett, sales and advertising manager of Maxwell House Division, General Foods Corp. His suggestions covering building of brand prestige will deal with radio in relation to other media.

The final convention discussion, a question-answer period, will go into many angles of broadcasting, it was indicated at ANA headquarters. Several questions are expected on BMB, and ANA members versed in the matter will be on hand to supply the answers.

A subcommittee of the ANA Radio & Television Committee will be named to conduct a study of the radio measurement problem from the advertiser's viewpoint, paralleling those of AAAA and NAB committees.

Potter Heads Session

Opening the three-day meeting will be a Wednesday morning program titled "The Financial Aspects of Advertising," in charge of W. B. Potter, director of advertising operations, Eastman Kodak Co. and ANA vice chairman. A sketch, "Let's Cut the Advertising," will be enacted by Wesley I. Nunn, advertising director, Standard Oil Co. (Indiana), and Robert B. Brown, vice president, Bristol-Myers Co. They will be followed by an epilogue with the subject, "How we have ironed out the fluctuations in our advertising appropriations," in which ANA members take part.

Second part of the morning meeting will consist of two talks, "What Happens to Selling Costs as Advertising Expenditures Increase?", by A. J. Gallagher, consultant, and "Advertising Increases the Value of a Company," by Stanley Harold Morgan, Brailsford & Co.

Wednesday afternoon's theme will be "Getting More SELL Into Your Advertising." Benton & Bowles will produce a skit, "Everybody Wants to Get Into the Act." It will pose the problem of companies moving into competitive selling conditions.

Brand Prestige

Following the B&B skit, Mr. Bennett of Maxwell House, will speak, advocating building of brand prestige, and B. R. Donaldson, director of advertising, Ford Motor Co., will stress product advantages.

John Caples, vice presiden BBDO, will speak on the topi "Have You the Most Effectiv Copy?" Patrick H. Gorman, adve tising manager, Philip Morris Co., will tell of an integrated sal campaign, with the topic, "It Sti Takes the Whole Ball of Wax t Pay Off."

Television occupies half of th Thursday morning program. Afte a discussion on media investmen presided over by Walter Lant Lambert & Feasley vice presiden the convention will hold "A Soli Session on Television." Openin speaker will be Walter Craig, vic president in charge of televisio and radio, Benton & Bowles. It billed as "an up-to-the-minute di cussion of the problems that th newcomer into television must dea with" and will offer some solution Don L. Kearney, The Katz Agenc will discuss TV spot announce ments with the help of a speciall

(Continued on page 63)

GENERAL FOODS

Bigger Adv. Budget Likely

BIGGER ADVERTISING expenditures are likely by General Foods Corp. as the buyers' market intensifies, according to Clarence Francis, chairman of the board.

He revealed this at a luncheon news conference in New York March 15 at which the GF annual report to stockholders was made public. The report showed GF reached a new net sales high of $463,336,031,14% above the 1947 figure. It was the 15th consecutive year that sales increased over the previous 12 months. Net earnings, too, reached a new high of $24,555,752, compared with $18,303,594 the year before.



Mr. Francis

The news conference brought top officers into range of newspapermen who shot questions at them on business conditions, advertising, radio and television. Only top officer absent was President Austin S. Igleheart, who was ill.

Charles G. Mortimer Jr., vice president in charge of marketing, joined Mr. Francis in answering questions relating to advertising, radio and television.

Mr. Mortimer said he foresaw no changes in the proportion of advertising monies to be spent on radio and television. Since GF budgets are on a quarterly basis and depend on the needs of particular products, the proportions to be spent on radio and television could change quickly, he indicated.

Both Mr. Mortimer and Mr. Francis emphasized the importance of television in GF advertising but indicated that GF still considered its efforts in the medium experimental.

Annual Report

In the annual report, signed by both Mr. Francis and Mr. Igleheart, this was said:

"In 1948, our second season of television, we sponsored experimentally a number and variety of television programs: *Author Meets the Critics* for Jell-O, *Meet the Press* for Maxwell House, and *Small Fry* program for Post Cereals. Our '48 television experience also included daytime Sanka weather announcements and spot commercials for Diamond Crystal Salt.

"A number of our marketing groups gained experience in this new and difficult commercial medium. As the audience grew in 1948, the commercial value of our programs began to approach normal advertising returns. Also, last year, General Foods established itself in important television time periods which will be of increasing value as the medium develops in the next few years."

Mr. Mortimer expanded on this by saying that although GF still regarded its efforts in television as "a jockeying for position," actual results have been encouraging. The company has been pleased with the size of audience per set and found that televiewers listened more intently than radio audiences, he indicated.

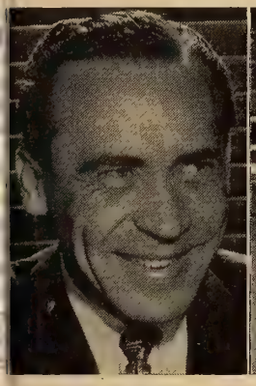
Turning to business generally, he said he felt the country was experiencing a recession "which you can call a corrective." He considered the return to the buyers' market, which he said was occurring, as a return to the normal conditions under which the country operates and progresses. He believed that if the recession were confined merely to price drops, and not to volume of activity, the effect on the economy would be minor.

Also noted was the fact that although dollar sales had trebled in the last ten years, earnings were less than double the 1949 earnings. Out of each 1948 sales dollar, 5⅓¢ were profit. Back in 1939 earnings were 11¢ on each sales dollar. Total assets in the ten years rose from $89 million to $222,500,000.

Among other GF officers answering questions at the conference were: Edwin T. Gibson, executive vice president; John Prescott, vice president, general counsel and secretary; Wayne Marks, controller, Bert Warren, treasurer, and Howard Chase, public relations director.

ABC WESTERN

Samuels, Edwards, Reeg Change Posts



Mr. Samuels



Mr. Edwards



Mr. Reeg

FRANK SAMUELS, acting manager of ABC Western Division, March 14 was named general manager. Robert E. Kintner, network's executive vice president, made the announcement.

Coincident with Mr. Samuels' appointment were promotions for John Edwards, named western program director and Leonard Reeg, raised to production manager.

Mr. Samuels has been with ABC since June 1943 when he was named sales manager of KGO San Francisco. In November 1944 he was shifted to Hollywood as Western Division sales manager. He has served as acting manager of western operations since November 1948, following the resignation of Don Searle, western vice president.

A native of Iowa, he was raised in Omaha, Neb. Entering radio from newspaper advertising in 1940, he joined the Central States Broadcasting Inc., Omaha, as regional sales manager.

Mr. Edwards has been in radio for 18 years in all phases of production. He has been with ABC since 1944. A native of Salt Lake City, he is a graduate engineer from the U. of Utah.

Mr. Reeg started as an attorney but radio writing for Rush Hughes and other writing successes led him into broadcasting permanently. He has been in radio since 1932 as writer-producer and has been with ABC since 1942.

ROBERT HALL

Uses 18 Stations

ROBERT HALL Clothes, New York, through its agency, Sawdon Advertising Co., also New York, is using 176 programs and 495 one-minute spots weekly on 18 local stations. Campaign marks the March 24 opening of its new stores. Markets opening are Pittsburgh, Tulsa, Wilmington, Chattanooga and Davenport.

Contracts, on a 52-week basis, were signed with WWSW KQV WPIT and WPGH Pittsburgh; WAPO WAGD WDOD Chattanooga; WTUX WAMS WILM WDEL Wilmington; WOC KSTT Davenport; WQUA Moline, WHBF Rock Island, and KFMJ KTUL and KOME Tulsa.

RMA MEET

Fund Proposed for 'Facts' Drive

ALTHOUGH a three-hour discussion of Zenith's controversial television ads in U. S. newspapers absorbed members of the board of the Radio Manufacturers Assn. in Chicago Thursday morning, action centered on a cooperative effort to educate the public to TV's facts of life —both present and future. The three-day quarterly conference of the group began Tuesday at the Stevens Hotel.

A motion to establish a committee to study and put into effect "a constructive, objective educational program for the orderly and educational presentation of facts regarding present broadcasting and prospects of future change" was made by Paul V. Galvin, president of Motorola Inc. It was passed by the board. Committee members will be named early this week by President Max M. Balcom, Sylvania Electric Products Co. vice president.

Mr. Galvin, serving as temporary chairman of the sets division in the absence of George M. Gardner of Wells-Gardner, first proposed the measure at a meeting of the sets division Wednesday. At that time, all committee members were in agreement except H. C. Bonfig, vice president of Zenith Radio Corp., it was reported.

RMA Will Pay

Concerted drive to acquaint the public with "the actual facts, when they become available," will be paid for from RMA funds. Mr. Galvin proposed an original allocation of $50,000 at the closed board meeting. Ben Abrams, president of Emerson Radio Corp., said it would cost "more like $250,000." It is believed that newspapers will be used extensively. Complete details of the campaign will be formulated by the committee to be appointed by Mr. Balcom.

RMA hopes to alleviate confusion in the public mind regarding VHF, UHF and possible obsolescence of current sets, much of which was brought about by the Zenith ads [BROADCASTING, March 14], one member said.

Mr. Bonfig, addressing the board Thursday morning, recalled that last December, in a letter to Mr. Balcom, he wrote that Zenith would not call public attention to possible outmoding of other TV sets or to the VHF-UHF technicalities via advertising media. "Since then, however, we found that the situation justified our action," he said.

Claiming that the shortage of TV channels can be "relieved only by UHF additions," Mr. Bonfig reiterated an FCC statement that a "nationwide, competitive video sys-

(Continued on page 61)

AFCA MEETING

Plan Two-Day D.C. Session

THE NAVY Department will play host to the Armed Forces Communication Assn. third annual meeting in Washington, D. C., March 28-29.

Principal speaker at a banquet in the Shoreham Hotel March 28 will be Adm. Louis E. Denfeld, chief of naval operations, who will speak on the "The Navy—Today and Tomorrow."

The subject, "Civilian Communications and National Defense," will be discussed by Brig. Gen. David Sarnoff, chairman of the board of RCA and outgoing president of the association, at the banquet.

Featured speaker at an association luncheon at the Shoreham March 28 will be FCC Chairman Wayne Coy.

The six hundred members expected to attend will be invited to visit Naval installations in the Washington area.

The communications program in the Military Establishment will be discussed by the chief communications officers of the three services at a business meeting at the Shoreham March 28. Speakers will be: Maj. Gen. Spencer B. Akin, Chief Signal Officer of the Army; Maj. Gen Francis L. Ankenbrandt, Director of Communications, U. S. Air Force, and Rear Adm. Earl E. Stone, Chief of Naval Communications.

Purpose of the association is to promote close cooperation between communications manufacturers and operators and the Armed Forces. The Army was host at a conference two years ago. The Air Force sponsored last year's meeting.

Other association officers are: William J. Halligan, president, Hallicrafters Co., first vice president; Darryl F. Zanuck, vice president, 20th Century-Fox Film Corp., second vice president; Brig. Gen. A. W. Marriner (retired), International Telephone and Telegraph Co., third vice president; E. K. Jett, former FCC commissioner and now vice president in charge of radio, Baltimore Sunpapers, fourth vice president; Commdr. Jennings B. Dow (retired), vice president of Hazeltine Corp., fifth vice president; and Brig. Gen. Stephen H. Sherrill (retired), executive director.

NAB REFERENDUM

Two Issues At Stake

MAIL referendum is under way among NAB member stations to decide whether the board's code-writing power should be removed and whether directors should be limited to two consecutive terms on the board.

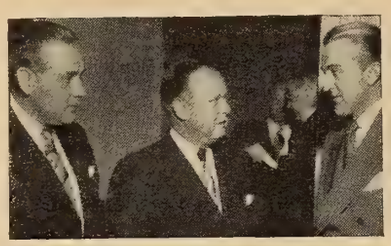
Ballots were mailed members by weekend. The code amendments, based on a petition submitted to the NAB board at Los Angeles last May by Edward Breen, KVFD Fort Dodge, Iowa, are accompanied by a statement voicing the NAB board's opposition.

The Breen petition was not eligible for board action until its meeting last November. A special committee failed to agree on an explanatory statement but the board itself approved a statement at its New Orleans meeting.



CONVERSING at luncheon during New York meeting of managers of CBS-owned stations and stations represented by CBS Radio Sales are four executives of network (l to r): Howard S. Meighan, vice president and general executive; William S. Paley, board chairman; J. Kelly Smith, vice president and director of station administration, and Arthur Hull Hayes, vice president in charge of San Francisco office. Closed sessions were held last Monday through Friday at the Ritz-Carlton Hotel [BROADCASTING, March 21].

* * *



ANOTHER trio includes (l to r): G. Richard Swift, WCBS New York general manager; J. Kelly Smith, CBS vice president and director of station administration, and Merle Jones, WCCO Minneapolis general manager.



EAST, West and South are represented in this group (l to r): Dr. Leon Levy, WCAU Philadelphia board chairman; Ivor Sharp, KSL Salt Lake City president, and J. M. Bryan, WBT Charlotte president.

KLAC SOLD

Atlass Contracts To Buy Station for $405,000

RALPH ATLASS has contracted to buy for $405,000 KLAC Los Angeles after that AM station has divested itself of its television assets.

The agreement, subject to the usual FCC approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The $405,000 is to be paid to Warner Bros. in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase by Warner Bros. of the stock of KMTR Radio Corp., owner of KLAC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and will then immediately transfer the AM station to Mr. Atlass.

End result from Warner Bros. standpoint is that it will thereby become the owner of both a television station and an AM station in Los Angeles where it already owns KFWB. Because it could not continue in ownership of both KFWB and KLAC without violating the FCC ruling against duopoly, the present involved transaction was worked out.

Mr. Atlass made the purchase through KLAC Inc., a new Illinois corporation, in which he is one of the owners.

WKTY TRANSFER

'La Crosse Tribune' Is Buyer

SALE of WKTY La Crosse, Wis., to the *La Crosse Tribune* was concluded last week, Ralph L. Atlass, major stockholder, reported in Chicago Friday. The 1 kw MBS affiliate is operated by the La Crosse Broadcasting Co.

Transfer is expected to be filed with FCC this week.

Mr. Atlass, president and general manager of WIND Chicago and consultant and board member at WMCA New York, last week signed for purchase of KLAC Los Angeles [see story above].

NRI Augments

FIGURES on a national audience for each sponsored network program will be released in the March Nielsen Radio Index reports for the first time, A. C. Nielsen Co. reported in Chicago last week. Ratings, projectable to all U. S. radio homes, will be available for four weeks each month, rather than two. Full national coverage was begun by the firm March 1.

BMB BALLOTS

Baker Analyzing Returns

APPROXIMATELY 100,000 ballots had been returned to Broadcast Measurement Bureau last week in the collation of material for the BMB second study.

Dr. Kenneth H. Baker, NAB research director on loan to direct the BMB second study, said he was making an analysis of the returns to prepare a recommendation regarding the choice between issuing a report on composition of the total weekly audience or on average daily audience. His recommendations will probably be presented to the BMB board research committee this week.

Meanwhile, the last original executive of BMB resigned. George Baillie, production manager for the second study and a member of the staff since the formation of BMB, joined Hugh Feltis, president; John Churchill, director of research, and Phil Frank, executive secretary, in leaving the organization.

The BMB board research committee, composed of D. E. Robinson of La Roche & Ellis Inc., Albert S. Demplewolff of Celanese Corp. of America, and Hugh M. Beville Jr., research director of NBC, was expected to meet late this week to consider Dr. Baker's recommendations.

At the end of last week, Dr. Baker said his analysis was incomplete and he had been unable to formulate recommendations.

The choice of issuing a report covering composition of the total weekly audience or one covering the average daily audience has not been finally made although the BMB technical committee has recommended the former [BROADCASTING, Feb. 7 and 14].

IPOR AFFILIATION

Joe Belden & Assoc. Join

INTERNATIONAL Public Opinion Research Inc., New York, has announced the affiliation of Joe Belden & Assoc., Austin, Tex., for conducting market and opinion studies in Mexico.

IPOR will represent the Belden firm in New York for its Mexican business. JB&A in Mexico is headed by U. S.-educated Florencio Acosta. Mr. Belden headquarters in Austin. The two organizations will continue as independent concerns.

Charles S. Silver

CHARLES S. SILVER, 44, treasurer and partner in Arthur Rosenberg Co. Inc., New York advertising agency, died last Tuesday. Born in New York City, he graduated from New York U. in 1925. Soon afterward he joined the agency and served it continuously. Mr. Silver handled such accounts as the Longines-Wittnauer Watch Co. and Maiden Form Brassiere Co. Surviving are his wife, Mrs. Frances Silver; a daughter, Ellen; his mother, and a brother.

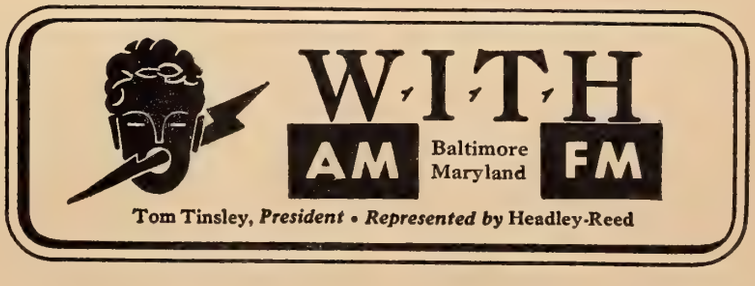


Not a worry in the world

A little milk. A sunny day. Pleasant company. That's all it takes to make these little puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W·I·T·H, the BIG independent with the BIG audience.

You can do so *much* with so *little* on W·I·T·H! It's the big bargain buy. W·I·T·H produces low-cost results by delivering more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. Get the full story from your Headley-Reed man today.



A Service of Broadcasting Newsweekly

TELECASTING

MARCH 21, 1949

'OBSOLETE' ADS

Zenith Continues to Draw Industry Fire

By JOHN OSBON

CONTROVERSY over the question of obsolescence of present TV sets, inspired in part by Zenith Radio Corp.'s current advertising campaign, raged on last week as Radio Manufacturers Assn., comprising about 90% of the manufacturers, undertook an "educational" campaign on the subject *(see RMA board story, page 29)*.

Meanwhile, the Chicago manufacturing firm continued its ad program in the same vein, quoting a letter from Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Johnson had admonished that "if . . . FCC does permit television to develop and expand, many television sets now being marketed will suffer early obsolscence."

Zenith's advertisements claimed that it has the "only television receiver on the market today . . . with provision for receiving the proposed UHF channels on the present channels." The ad said Zenith sets were "insurance against obsolescence" and no converter was needed. Complaints are currently being studied by Federal Trade Comission for "misleading" or "inaccurate" advertising [BROADCASTING, March 14].

Washington Frowns

Washington television dealers meanwhile frowned on the Zenith campaign. A spokesman for Georges Radio Store, one of the Capital's leading dealers, described the ad campaign as "no good—it has definitely hurt the television industry." He said sales had fallen in all but the lower-income groups, and that the public was asking questions about the possible obsolescence.

Sun Radio said it regarded the campaign as "not fair play," but added that proposed frequency changes were "from 12 months to two years off yet." The spokesman said that, if the problem did eventually arise, it would be solved by converters priced from $50 to $75.

Other dealers voiced belief that the whole UHF-obsolescence issue is still too far removed to justify public anxiety. Many indicated they felt that natural obsolescence will inevitably occur, just as it did in radio and other fields, but gradually, as a matter of course. For the most part, these dealers declined to be quoted by name, having Zenith franchises.

One dealer characterized Zenith's campaign as a "monkey-wrench in the works." His reasoning: "Suppose this had happened in the radio industry in its early years? How would we stand today? I can't understand this thing at all . . . it pulls out the rug from under the whole industry which was picking up momentum. We have been selling all the TV sets that manufacturers could turn out."

A survey of New York television dealers revealed a general "don't worry" attitude with belief that obsolescence will not overtake present sets. Typical unofficial reactions:

No set on the market could be used without internal changes, which would probably be expensive if and when made necessary. All present sets could be changed or adapted to UHF . . . —Stern's.

All sets on the market will be good for many years.—Grand Central Radio.

Zenith ad was unfair if it caused people to believe other sets would be made obsolete. All sets would be similarly affected since all manufacturers belong largely to same association and manufacture pretty much along same standards.—Davega.

UHF will have no great effect on obsolescence. Manufacturers have issued reassuring statements.—G. Schirmer.

All sets would be adaptable for higher frequencies "whether Zenith sets would require attachments or not."—B. Altman & Co.

Zenith was "crazy" to run ad. "Besides, some of the papers wouldn't run the ad, it was so bad."—Haynes-Griffith.

Nothing to worry about. No set on the market would be any worse or better than the others for adaptation to UHF.—Gerry Kane Inc.

The ad did not mean that only Zenith could be adapted to wave-band changes. It meant only that Zenith sets would not be made obsolete. If wave-band change is made, all sets will be susceptible to adaptation by mass-produced converters. — Liberty Music Shops.

Chicago dealer reactions tended to the conviction that manufacturers have too much at stake to permit obsolescence and will stand behind their products; that adapters or converters could solve the problem, if and when UHF opened up; that Chicago would not be affected by any changes.

Reactions on Zenith's campaign took these slants: "misleading," "shocking," "another stunt," "theory"!

. . . May happen five years from now, and then converter could be used on any present set. Won't ever affect Chicago. Ad ran because competition is getting terriffic among manufacturers.

Zenith just came out with a lot of advertising, nothing that is new or different. Same kind of promotion as for the great circle screen. None of sets will be outmoded. It's all theory. . . .

Admiral and Philco can be used after the change to UHF by use of converters. Won't affect Chicago anyway. Just another stunt to increase sales.

Ad is not true and is very misleading. All manufacturers have too much to lose to let their sets become obsolete. Adapters could be used. All sets are made the same way and should the frequency change be made manufacturers will be set to cope with it. . . . All manufacturers are big enough to stand behind their products.

Ads were shocking to us in the industry. It doesn't seem possible the government would allow manufacturers to make sets if the change were in the offing. . . . If the change is made it will take years, and then only when present stations are out of the red and would support such a project. Actually a measure to get Zenith-plus business. Industry hasn't even reached a maximum with current sets yet. General public is concerned about it, but industry is not from a practical point of view. Sold six TV sets Monday night, not one a Zenith, yet all six customers mentioned seeing the ads. Witch-hunt procedure by the firm. Brings confusion, yes, but may also bring a lot of people into TV for the first time.

. . . Zenith made error on the question. Industry believes change won't come for a long time, if within our lifetimes. We have no stock in ads whatsoever, but if there is a change we could convert sets. Zenith's set can not get the new bands without a similar conversion. Forget about the new bands, as any set would have to be converted. . . .

From a technical angle, the Zenith will be able to operate on the new bands. RCA and others can be converted, but it would cost between $50 and $75, about the same amount you now pay extra for a Zenith. May never use in Chicago. Zenith is only set capable of all bands tuning. No set will become obsolete, because all could be converted at same cost. . . . Firm didn't consult with dealers and servicemen before the ad was run. . . .

Meanwhile, Crosley Division, Avco Mfgr. Corp., Cincinnati, Ohio, announced that its distributor orders for television receivers from March 7-13 were the highest for any week in the company's history.

Week's volume represented a 55% increase over the same week in February and backlog of orders remains "as large as ever," Crosley said.

Craig Statement

J. W. Craig, vice president of Avco and general manager of Crosley, stated that "at such times as these additional channels may come into use, the industry will be ready with efficient, low-cost adapters designed for use with present day receivers and engineered to fit the requirements as they may then exist." Dealers and distributors said that any opening of ultra high frequencies "will by no means obsolete present receivers."

The *Milwaukee Journal*, commenting editorially March 6, reported that "no important change in television sending or receiving in this area is in sight; the present four wave channels assigned to Milwaukee are adequate for the forseeable future and present sets do not face obsolescence.

Pointing out that FCC Chairman Wayne Coy and WTMJ-TV Milwaukee executives "agree on those points," the *Journal* quoted Walter Damm, general manager of *Journal* AM-FM-TV operations, as saying that "in Milwaukee there should be no concern in the minds of present or prospective TV set owners." Mr. Damm said there is "only a remote chance that any additional frequencies would be assigned to Milwaukee if the ultra high band is used for television in addition to the present very high frequency band."

At a New York luncheon last Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., questioned Sen. Edwin Johnson's statement on obsolescence as one tending to implant confusion in the public mind. He predicted that "no change will be made in the present frequency allocations

(Continued on page 58)

Obsolescence Studied

TO HELP clarify current UHF-obsolescence confusion for televiewers, KSD-TV St. Louis, *Post-Dispatch* station, correlated pros and cons on issue and telecast them March 13. Program included quotes of FCC Chairman Wayne Coy, Television Broadcasters Assn. President J. R. Poppele, RCA and Philco executives and trade papers. Concurrently, the newspaper's Sunday radio page carried resume of UHF portions of Mr. Poppele's address before Chicago Television Council conference March 8. Station reported results as "exceedingly gratifying."

DuMONT

Changes and Promotions

SEVERAL promotions and additions to the staff of the DuMont Television Network were announced in New York last Thursday by James Caddigan, director of programming.

Lawrence Menkin, now assistant program director of WMCA New York, has been appointed program planning manager for the network effective March 21. Mr. Menkin will be responsible for putting several new shows, not yet introduced by DuMont, into final shape for telecasting within the coming weeks.

Jack Rayel, who has been daytime program manager, has been appointed assistant to Mr. Caddigan. He also has been assigned important production duties. Les Tomalin, a network staff director, has been named director-supervisor and Miss Duncan MacDonald, with DuMont since last September, becomes administrative supervisor of studio D.

Andrew P. Jaeger has been appointed manager of the program department's film division. He was formerly with 20th Century-Fox and International American Film Co. Frank Bunetta, with DuMont for five years, and recently technical director, is now production supervisor. In this post he will be responsible for training of camera operators, mike boom men and production assistants.

TV VS. MOVIES

Raibourn Makes Prediction

THE AVERAGE American family will spend about $100 annually on television sets in the next few years, as compared with $40 for movies, Paul Raibourn, vice-president of Paramount Pictures, said Wednesday in Chicago. Mr. Raibourn addressed a conference of the Central States Group of the Investment Bankers Assn. at the Drake Hotel.



Mr. Raibourn

He predicted that television eventually would replace network radio in its present form, leaving most sound broadcasting to local stations. Paramount plans to produce motion pictures especially for telecasting, he added.

WABD (TV) Ups Rate

WABD (TV) New York on March 15 raised its base rates to $1,500 a nighttime hour. This is the second raise for the station in two weeks, as on Feb. 28 it announced an increase from $1,000 to $1,250. New rate brings WABD into line with WCBS-TV New York, which has announced a boost in its base evening hour rate also from $1,000 to $1,500, effective April 1. Both stations gave present advertisers six months protection against the increases.

WNBQ (TV) Adds Time

NBC's owned and operated Chicago video outlet, WNBQ, began operations on a seven-a-week basis Saturday after a Sunday through Friday schedule since its January opening. WNBQ is now on the air approximately 35 hours weekly.



PROOF-of-performance measurements on television equipment were conducted at the RCA Victor plant in Camden, N. J., this month by top video engineers of ABC and RCA Victor Division. Charles W. Armstrong (l), RCA TV engineer, explains the technique to (l to r): Edward Hamilton, WJZ-TV New York; Herman E. Gihring, RCA; George O. Milne, ABC director of technical operations; Dana Pratt, RCA manager of transmitter equipment; John Preston, ABC chief allocations engineer; C. Dale Kentner, RCA, and Al Josephensen (back to camera), RCA New York field representative. Others attending the demonstration, but not shown, included: Frank Marx, ABC vice president in charge of engineering; James Middlebrook, ABC chief facilities engineer, and Robert Morris of ABC's development engineering section.

HILLS SIGNS TV

To Sponsor ABC Daytimer

HILLS Bros. Co., New York, through the Biow Co., also New York, has signed the first contract with WJZ-TV New York for participation in ABC's new two-hour daytime video women's program, *Market Melodies*.

Announcement of the initial 13-week contract was made last Monday by Murray Grabhorn, ABC vice president in charge of owned and operated stations, at a news preview. The show is aimed to reach women shoppers at large supermarkets. New York's Grand Union supermarkets have installed four receivers in 15 stores.

Contract, on behalf of Hill's "Dromedary" food products, was signed at the station's present rate, with six months' protection clause, at $540 per week for five one-minute daily spots. Deal was completed more than two weeks before the program's scheduled air start, which is set tentatively for early April, or, according to Mr. Grabhorn, "as soon as from 12 to 16 sponsors have been signed." Early purchasers of time will be offered exclusivity of product for entire two hours, or within-the-hour exclusivity.

MOORE NAMED

Gets NBC-TV Promotion

PAUL J. MOORE, NBC Chicago engineer for 19 years, has been named TV operations supervisor at the Central Division. He replaces Charles L. Townsend, new TV technical film director at NBC New York. Appointments went into effect Wednesday.

Mr. Moore joined NBC Chicago as a studio engineer in 1930 after working at WKY Oklahoma City. In 1942, when he was transmission engineer, he joined the Army Signal Corps and served as commanding officer of a radio teletype unit in Germany. Four years later Mr. Moore was discharged as a lieutenant-colonel. Returning to NBC Chicago, he was named video maintenance supervisor in September 1948. His successor has not been named.

FOOD CHAIN GOES FOR TV

Donahoe's, Pittsburgh, Finds It's Potent

CAN television do a top job as an advertising medium for food retailers? Donahoe's Food Stores, Pittsburgh, believes it can.

The firm's president, Jerome Donahoe, decided to test television with a five-minute local news show, *Pitt Parade*, on WDTV (TV) Pittsburgh. First time the program was presented under Donahoe sponsorship the commercial showed the manager of the firm's cheese department cutting a slice of Donahoe's Sharp Cheddar cheese and inviting video viewers to buy it at 95¢ a pound.

A pound of Donahoe's My-Te-Good macaroni was promised to anyone who asked for the TV cheese special. Offer was good for 24 hours. Next day 80 persons responded, and the food store chain noted a surge in cheese buying generally.

Donahoe's tried another item the following week. This time it was a pound of Fifth Avenue candies for 95¢, plus a half-pound box of bon-bons free, with a 24-hour time limit. Television was the only medium used, and the ad brought 153 persons to Donahoe stores asking for the TV special.

Third week found the food chain offering six bottles of My-Te-Good catsup for $1. With the catsup went a can of tomatoes. Two hundred and thirteen customers responded.

Fourth week TV special was My-Te-Good coffee. Donahoe's reported that it resulted in sale of more than 600 pounds of the coffee and a buying surge in the department featuring the item.

With TV set ownership figures in Pittsburgh mounting, WDTV's manager, Donald A. Stewart, believes other food retailers can profit by Donahoe's experience.



Mr. Donahoe, president of food chain bearing his name, sits close to TV set as one of firm's products is advertised.

* * *

WDTV, on the air since Jan. 11, has 50 hours of programming a week. It is the DuMont outlet in Pittsburgh, but also presents programs of ABC, CBS and NBC.

S-C INCOME

WHAM Earnings Included

STROMBERG-CARLSON Co. announced last Monday net income of $877,602 for 1948, compared to $1,084,149 for 1947. Earnings for its broadcasting operations at WHAM Rochester were given as $129,438 as compared to $301,873 the year before.

The company's over-all income amounted to $2.74 per share as compared with $3.50 per share the year before.

WDEL-TV CLEARED
Given CP Extension

WDEL-TV Wilmington, Del., was cleared by FCC last week of charges of misrepresenting construction progress brought against the station by WAMS Wilmington, applicant for WDEL-TV's facilities [BROADCASTING, Feb. 21, March 14].

The Commission, in an order granting WDEL-TV's request for extension of completion date to Aug. 23, found that "no substantial and material misrepresentations have been made to the Commission." The petition of WAMS seeking a hearing on the extension bid was denied. Comr. Robert F. Jones dissented from the majority and favored grant of the WAMS petition.

However, FCC advised WDEL-TV that this extension "was granted upon your representation that construction . . . would be complete and the station would be in operation prior to the expiration of the completion date as extended."

WDEL-TV holds construction permit for Channel 7 (174-180 mc), the only video facility allocated to Wilmington. The CP was granted in December 1947.

AMUSEMENT TAX
Considering Video Levy

THE FINANCE COMMITTEE of Philadelphia City Council now is considering the ordinance which would exempt tap rooms and other places showing television from paying the city's 10% amusement tax on gross receipts.

Meanwhile, Deputy Atty. Gen. Horace A. Segelbaum, representing the Pennsylvania State Liquor Control Board, has agreed that no further attempt will be made in Philadelphia to collect the $120 annual tax on places showing television pending the outcome of a suit in Dauphin County Court, Harrisburg. The Philadelphia Retail Liquor Dealers Assn. filed the equity suit charging that the annual levy is excessive. Abraham J. Levinson, counsel for the association, said that arguments in the case will start the end of this month.

WOR-TV Course

READYING themselves for inauguration of WOR-TV New York, to start sometime this summer on Channel 9, the engineers are attending a series of weekly two-hour lectures on the technical phases of television. The course started March 14 and extends through June 16. J. R. Poppele, vice president in charge of WOR engineering, is in charge of the lectures, being given by the video engineering staff under chief television engineer, Frank J. Bingley, and assistant, Newland Smith.

DR. DuMONT
Hits Obsolete Charges: ADC Awards Made

TAKING up cudgels against those predicting that present television sets will be obsolete by the end of the year, Dr. Allen B. DuMont, president of the Allen B. DuMont Labs and the DuMont Television Network, last Tuesday addressed the annual awards luncheon of the New York Art Directors Club at the Waldorf-Astoria.

Referring to "no less a person than a U. S. Senator" (Sen. Edwin C. Johnson (D., Col.)) [BROADCASTING, March 14], Dr. DuMont assailed those who made statements that confuse the public. He predicted, however, that "no change will be made in the present frequency allocations or standards and that just as the sets we made in 1938 are still in use, so the sets made today will be in use in 1959 or 1969. Additions may be made to our present channels but they must and will be made with the protection of the public foremost in mind."

Dr. DuMont's speech preceded presentation of nine Art Directors' Club medals, The Kerwin H. Fulton Medal, and 17 distinctive merit certificates to winners of the annual National Exhibition of Advertising and Editorial Art, sponsored by the club. Winners were selected from 7,200 entries.

NBC and CBS were each represented twice by medal winners. Adrian Siegel and Walter Van Bellen received medals for advertisements drawn for NBC. Artists William Golden and Lou Dorfsman, as a team, and David Stone Martin, won medals for Columbia advertisements. CBS artists received two and NBC artists one distinctive merit awards.

'FORD THEATRE'
Film May Be Used

FORD Motor Co., through its agency Kenyon & Eckhardt, New York, is negotiating with two major Hollywood film companies to film its hour long video show, *Ford Theatre*.

The agency executives have been investigating the possibilities of filming the dramatic show for the past few weeks. It was understood that they could film the show within the present budget used once a month for live telecast.

In addition, filming the program would enable the production people to use a special television technique of lighting and camera work. Another advantage of film would be the availabilities to the program of various movie properties from the motion picture company.

It was also said that K&E would make an experimental film of the show for early presentation on its fall schedule. The show is heard once a month, Mondays on CBS-TV.

Hooker Firm

FORMATION of West Hooker Telefeatures Inc., packaging firm, with offices at 2 West 46th Street, New York, has been announced. West Hooker, former vice president and managing director of George Abbott Telefeatures, also New York, is its president. Mr. Hooker has brought into the new firm all his properties, which include: *Act It Out, The Three Flames, Kids Athletic Club, Three Flames Show,* all currently on NBC-TV.

KTRV, WTCN-TV
Separate Stock, FCC Orders

BREAKUP of the overlapping stock ownership of WTCN-TV and KTRV (TV) Minneapolis was demanded anew by FCC last week in a memorandum opinion and order which:

1. Relieved WTCN-TV of responsibility for effecting the separation;
2. Specified that within 20 days KTRV must signify whether it will accept or reject its conditional TV authorization—the condition being dissolution of the overlapping ownership with WTCN-TV.

FCC also specified that if KTRV accepts the conditional grant the separation must be effected by July 1. If it rejects the grant and requests hearing, the KTRV construction permit will be set aside and the application will be set down for hearing.

The ownership link between the two stations is the Minnesota Tribune Co., a holding company which owns 50% of WTCN (Minneapolis Broadcasting Corp.) and 14.6% of the Minneapolis Star & Tribune Co., sole owner of KTRV (through Northwest Broadcasting Co.). The Cowles interests control (53.6%) the Minneapolis Star & Tribune Co. and therefore control KTRV.

The grant for WTCN-TV was issued in October 1946, the one for KTRV in March 1948. Subsequently, FCC made dissolution of the stock link a condition to both grants. Last week's ruling came on separate petitions filed by the two stations, each asking to be relieved of the condition.

In granting WTCN-TV's request, FCC recognized that "the common ownership situation did not exist" when the WTCN-TV grant was issued, but "was created by the filing and grant of the application [for KTRV] nearly two years after the [WTCN-TV] grant."

The Commission noted that it "has consistently refused to permit any common ownership between broadcast stations in the same service in the same city in the interest of promoting and maintaining full competition." Because of the channel scarcity, the same policy applies "more cogently" in television, FCC asserted. It did not consider KTRV's arguments sufficient to justify departure from this policy.



NEWLY-ELECTED president of Academy of Television Arts and Sciences, Harry R. Lubcke (l), technical director of Don Lee television, Los Angeles, accepts gavel from retiring president, Charles Brown (r), general manager of Video Broadcasting Co., Los Angeles. Mr. Brown has application on file for station in San Diego.

IER AWARDS
Video Honors Considered

VIDEO programs of 1948 are being considered for special awards in the 13th American Exhibition of Educational Radio Programs, according to Dr. I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio, which sponsors the yearly exhibit.

This is the first time TV shows have been recognized by the 19-year-old institute, which will take place in Columbus May 5-8.

Dr. Tyler said: "Extension of first awards and honorable mentions is in keeping with the objective of the exhibition, which seeks to further the broadcasting of significant educational programs by singling out the outstanding efforts of the preceding year."

More than 500 recordings of AM shows have been entered in the competition by U. S. and Canadian stations. Classified as to type, the greatest increase of entries is in religious, one-time, news interpretion and women's programs, Dr. Tyler explained.

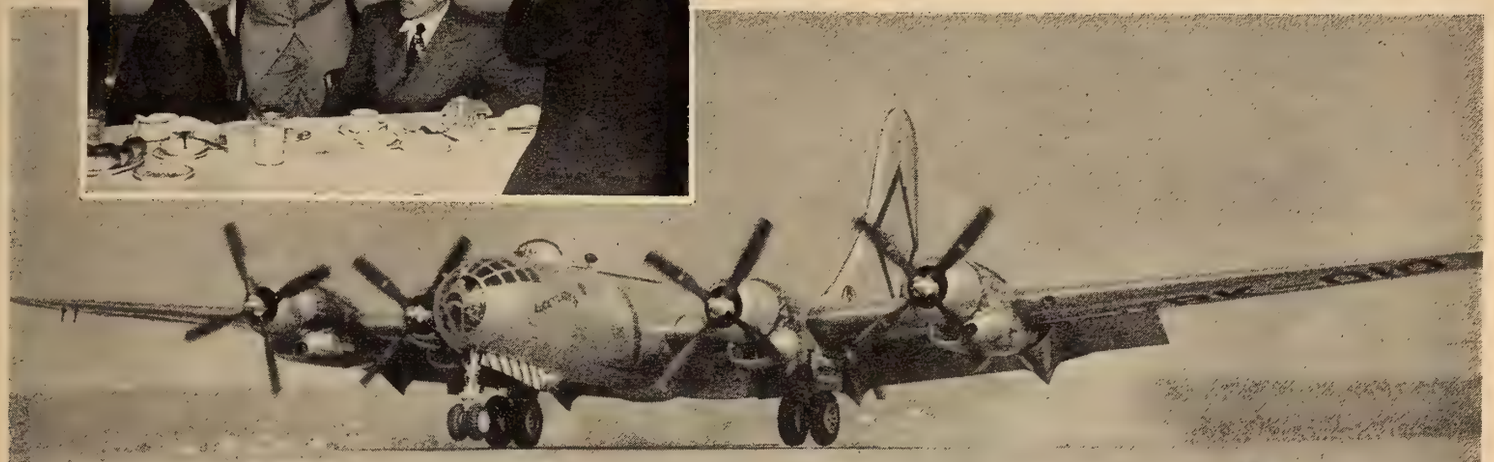
In the new judging procedure, sponsors of the exhibition will ask 14 cooperatives centers in various cities to evaluate entries, except for network and TV shows, which will be judged live in New York.

KTTV (TV) Dedication

FORMAL dedication of KTTV (TV) Los Angeles, CBS and Los Angeles *Times-Mirror* jointly owned station, was held March 8. An hour's program featured Jack Benny, Rochester, Lum 'n' Abner, Margaret Whiting and the Andrews Sisters. Introductory talk was made by Norman Chandler, president of KTTV Inc., and head of Times-Mirror Co. Murray Bolen produced show; Hugh Wedlock and Howard Snyder wrote script; Frank Woodruff directed. Station operates on Channel 11.

TEXAS NEWS!





ON TELEVISION



Top Left: Personalities in "Texas News" . . . WBAP-TV cameraman catches sports figures Dutch Meyer, Bobby Feller, and Matty Bell, left to right, for televiewers. Center: WBAP-TV scores another TV news beat by recording globe-circling B-50's landing at Carswell Air Force Base March 2. Viewers saw it on their screens at 7 p. m., same day! Lower Right: Three of these news crews cover the Fort Worth-Dallas area daily for "Texas News."

FOR almost six months now WBAP-TV viewers have been enjoying news as it happened a few hours earlier in the Fort Worth-Dallas and state areas on "Texas News", 6:45 p. m., five days a week.

In addition to top coverage of spot news and feature stories, "Texas News" is also jam-packed with visiting personalities . . . Viewers have seen President Truman, Bobby Feller, Danny Kaye, Art Linkletter and Bob Hope (to name a few) all in local settings.

Three fast moving news crews, all Texas trained, cover distances up to 300 miles to make these station-produced newsreels possible the same day. Films are processed in WBAP-TV's complete and modern film laboratory.

Visiting television authorities have termed WBAP-TV's newsreels "outstanding in the television news field."

"Texas News" can do a top selling job for you in the Southwest's Number One Television Market. Contact Free & Peters or the station for complete details.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM FM TV



ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

NABET-IATSE

More Fuel Kindles Fire

IATSE has offered a West Coast television station free cameramen for a trial period of one month in its war with NABET, according to Clarence Westover, national executive secretary of the National Assn. of Broadcast Engineers and Technicians.

Mr. Westover said the offer was made to KFI-TV Los Angeles and that the station, which has a contract with NABET, turned down the IATSE offer. Mr. Westover said information about the offer was sent him at NABET's national office from its Los Angeles office.

In Los Angeles, a spokesman at KFI-TV said no such offer had been made. Richard F. Walsh, president of International Alliance of Theatrical Stage Employes, could not be reached for comment.

Meanwhile, the NLRB hearing in the immediate matter which touched off the NABET-IATSE dispute, resumed Tuesday in New York. This involves a jurisdictional wrangle over lighting engineers at NBC.

In that case, NABET petitioned for a correction of the original NLRB certification to bring the lighting engineers into the scope of NABET bargaining.

NABET, however, regards the issue involved as transcending the lighting engineers. It feels that it must fight IATSE or ultimately surrender its identity.

First four days of the hearing, however, were largely background material. For the most part, F. A. Wankel, assistant television operations supervisor of NBC was the witness, testifying for the company as to the history and development of its television operations. NBC's participation in the case is strictly as a neutral.

KSL-TV TO START

Plans Opening in June

KSL-TV Salt Lake City expects to begin operations in early June, Ivor Sharp, executive vice president, has announced. Radio Service Corp. of Utah, KSL licensee, received a television construction permit last July.

Video equipment, including a 5 kw transmitter, is scheduled for delivery this month, according to C. Richard Evans, KSL general manager. KSL-TV is assigned Channel 5 and has signed an affiliation agreement with CBS. Other network programs will be carried also. The station has been doing experimental, closed circuit telecasting since last October.

* * *



KSL Salt Lake City executives examine television equipment to be used in KSL-TV programming, slated to begin in June. L to r: Lennox Murdoch, TV sales and programming; C. Richard Evans, general manager, and Ivor Sharp, executive vice president. KSL-TV will be on Channel 5 (76-82 mc).

FARNSWORTH

SEC Announces Withdrawal

SECURITIES and Exchange Commission has acknowledged receipt of an application from Farnsworth Television & Radio Corp. requesting withdrawal of its registration statement originally filed Jan. 13. Statement had proposed a public offering of 270,000 shares of common stock at $1 par value.

Meanwhile, a committee of stockholders in the company has been formed in New York to investigate facts of the proposed sale of Farnsworth's assets to International Telephone & Telegraph Corp. [BROADCASTING, March 14]. The company filed withdrawal papers with SEC March 9 asserting that the IT&T arrangement precluded need for offering of securities.

DR. DuMONT SPEAKS

Addresses TCTL Graduates

DR. ALLEN B. DuMONT, television pioneer and head of Allen B. DuMont Labs, was scheduled to address the graduating class of Twin City Television Lab in Minneapolis' Lyceum Theatre Saturday (March 19).

The graduating class is the first group of studio-trained television cameramen, writers and announcers to finish TCTL. Classes started almost a year ago.



MEMBERS of WOR New York's Ten-Year Club and their guests attended club's annual dinner last month at Hotel Statler, New York, on eve of station's 27th anniversary. Dinner also was occasion for a toast to WOR's television station, WOR-TV, slated to start this spring on Channel 9. L to r: J. R. Poppele, WOR vice president in charge of engineering; Eugene S. Thomas, WOIC (TV) Washington general manager; R. C. Maddux, WOR vice president in charge of sales; Ann Brown, Ten-Year Club president, and Theodore C. Streibert, WOR president.

CHICAGO TV UNIT

Pleased With Conference

RESPONSE to the Chicago Television Council's national TV conference March 7-9 "fulfilled our greatest expectations," James L. Stirton, council president and general manager of ABC's Central Division, said Wednesday.

Speaking at the council's semimonthly luncheon, Mr. Stirton called the conference a "tangible effort in the right direction" because of its effect on the industry, its reaffirmation of Chicago as a video center and its sanction of the worth of such groups as the council.

WHTM (TV) Joins NBC

WHTM (TV) Rochester has joined the NBC-TV inter-connected network, according to an announcement last Thursday of affiliation agreement signed with Stromberg-Carlson Co., Rochester, owners of the station and WHAM Rochester, one of NBC's oldest stations. WHTM will commence operating on a commercial basis June 11. The station is the 35th to become affiliated with the NBC network, and the 17th of the inter-connected stations. It will operate on Channel 6 (82-88 mc).

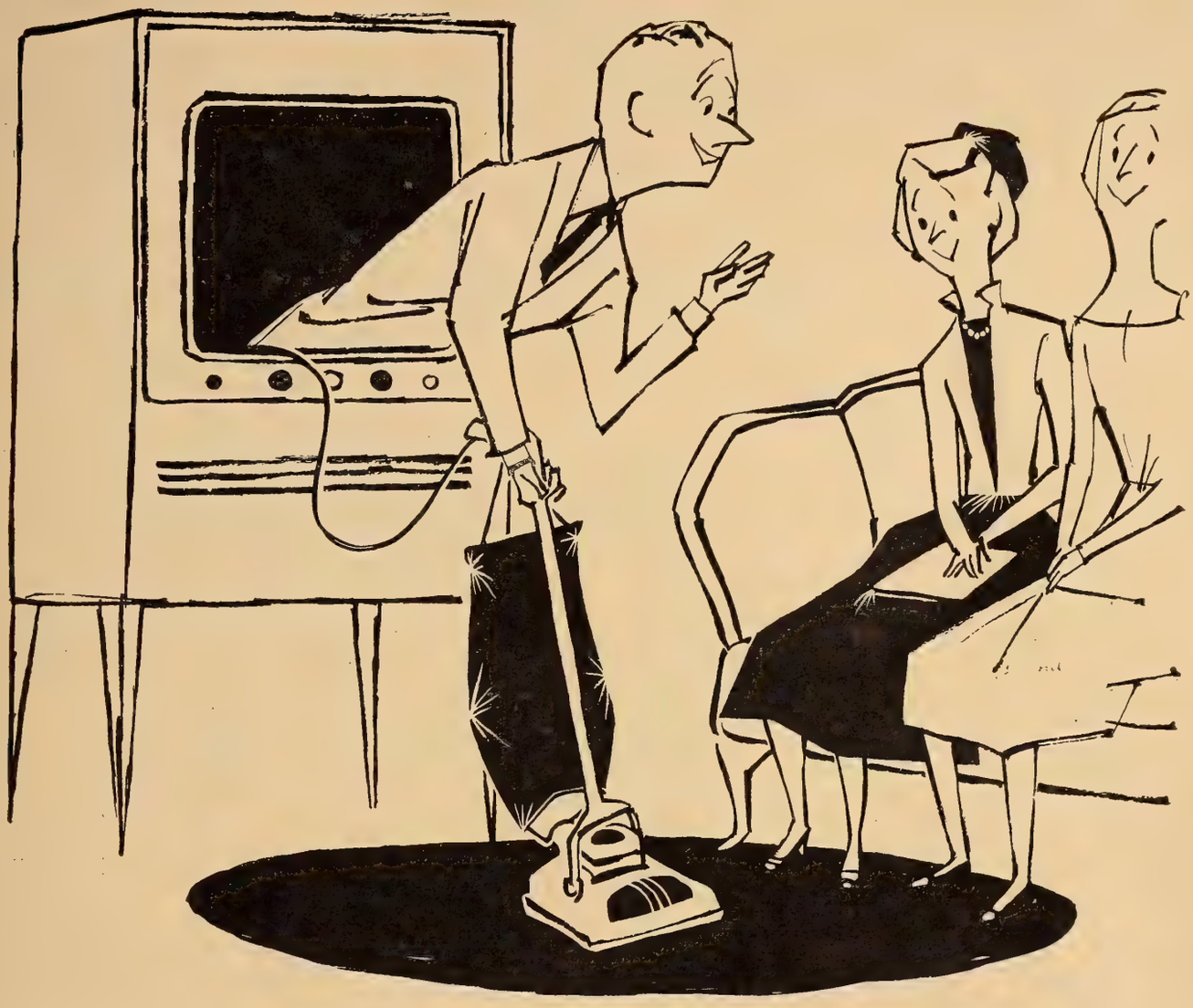
Paramount Service

PARAMOUNT Pictures Inc., New York, is offering a new recording service for video in "closed circuit pre-filming." The firm makes the service available to advertisers, agencies and package show producers in New York and at the firm's television station, KTLA Los Angeles. The Paramount video transcription system is also being installed at WBKB Chicago.

Upcoming

March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.
March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.
March 30: CCNY awards luncheon, Roosevelt Hotel, New York.
March 31: Radio Pioneers annual banquet, Toot Shors, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Semmes Hotel, Mobile, Ala.
April 2-3: NARND board of directors meeting, Chicago.
April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).
April 7-9: CBC board of governors meeting, Ottawa.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

WJZ New York, key ABC outlet, signed 11 new accounts in January, five of which air in February and March. Station's January revenue was up 18% over same month last year.



On WCAU you're in Philadelphia

WCAU-TV program popularity makes your salesman-demonstrator a member of the family in the 135,000 homes of TV set owners found in this second largest television market. CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

Telestatus



Rorabaugh Report, Feb. 6-12

(Report 51)

VIDEO hit a stride in February, which, if continued, will put it in the forefront of all media much sooner than its most ardent boosters have claimed.

Sponsored hours of time increased more than 50%.

The number of advertisers increased 25%.

Gross time expenditures increased 38% over January, to reach a total of $423,364 during the week of Feb. 6-12.

The one certainty in the broadcast picture is that TV time sales are going up, up and up in 1949. (See Chart).

It is the local advertiser who has taken to video with the biggest enthusiasm. In one market, a single station can boast 31 local advertisers. The increase in local-retail advertisers from January to February was 32.5%, or 149 accounts.

These figures were compiled by BROADCASTING from the Rorabaugh Report on Television Advertising, published monthly by the N. C. Rorabaugh Co., New York. The report covers 54 stations in 30 cities, for a sample week in each month. The February report covers the week of the 6th-12th.

Estimated gross time expenditures of 912 television advertisers during the week of Feb. 6-12 totaled $423,364, compared to $307,185 for Jan. 2-8, according to the Rorabaugh report:

Advertisers	Gross Time Expenditures Feb. 6-12	% Gain Over Jan. 2-8
38 Network	$137,496	99%
265 Spot	167,839	17
609 Local-Retail	118,029	33
912 Total	$423,364	38%

During this week 912 advertisers used TV: 38 network; 265 spot; and 609 local-retail advertisers. (See Table I). The February report shows the greatest percentage jump in TV advertising since last October, when there were 31% more advertisers than in September.

Actual sponsored broadcast hours increased from 457 hours in the sample week in January to 710 hours in February. Of this total, 4.3%, or about 31 hours, was bought in the form of weather, time or straight commercial announcements, and the remainder in program blocks or through a participating program arrangement.

Leading Markets

New York held its place as the leading TV market. With six operating outlets the total number of accounts was 164, and this city was tops in two categories with 45 network insertions, and 62 spot advertisers. Los Angeles is first in the local-retail field with 74 accounts. (Table III).

The other four of the "top five" TV markets are Philadelphia, 135; Baltimore, 121; Los Angeles, 118; and Washington, 107. Washington has four outlets, Philadelphia and Baltimore three, and Los Angeles six.

Every market but one, New Orleans, showed a net gain in accounts from January to February, and in New Orleans the drop was only one account. The greatest gain in the month was registered by Los Angeles, with 60 more accounts in February than in January. A large part of this rise was due to two new stations included in the current report.

In the single station markets Milwaukee, with 76 accounts, is the top city. Buffalo is next ranking with 69, and Toledo with 54 is third. In each case, the bulk of the accounts are local.

Everywhere television has operated in a market, advertisers have been ready to buy time—not yet in numbers that would make television an immediate financial success, but in enough quantity to indicate that the day will come soon when TV will be a universally accepted advertising medium, by all classes of advertisers—from the local dry-goods store to the large auto manufacturers.

TV's Big Accounts

The most frequent users of network television are the radio and

(Continued on page 52)

TABLE I
NETWORK, SPOT & LOCAL ACCOUNTS
(January & February)

Month	Network	Spot	Local-Retail	Total
January	33	234	460	727
February	38	265	609	912
% increase from January	15.1%	13.3%	32.5%	25.4%

Note: Reporting stations: Jan; 46: Feb; 54.

TABLE II
Sponsored TV Air Time

	Hours-Minutes	% of Total
Programs	679:11	95.7
Announcements	31:23	4.3
TOTAL	701:34	100.0

TABLE III
ANALYSIS OF TV ADVERTISING

Markets	No. of Reporting Stations	Network	Spot	Local	Feb. 6-12 Total Accounts	Gain or (Loss)
*Albuquerque	1	2	1	3	6	6
Atlanta	1	9	15	6	30	9
Baltimore	3	42	28	51	121	17
Boston	2	40	15	17	72	14
Buffalo	1	22	16	31	69	30
Chicago	4	26	32	24	82	24
Cincinnati	1	9	19	8	36	7
Cleveland	2	27	11	3	41	19
Detroit	3	24	25	30	79	39
Ft. Worth-Dallas	1	7	10	6	23	8
Houston	1	1	7	7	15	3
Los Angeles	6	10	34	74	118	60
Louisville	1	7	7	6	20	4
Memphis	1	6	10	22	38	9
Milwaukee	1	22	17	37	76	20
Minn.-St. Paul	1	5	6	7	18	7
New Haven	1	10	6	12	28	7
New Orleans	1	7	9	6	22	(1)
New York	6	45	62	57	164	4
Philadelphia	3	44	38	53	135	14
*Pittsburgh	1	13	4	14	31	31
Richmond	1	29	6	5	40	9
Salt Lake City	1	6	6	17	29	11
San Francisco	1	7	8	5	20	9
Schenectady	1	30	4	7	41	10
Seattle	1	5	8	16	29	4
St. Louis	1	20	11	9	40	11
*Syracuse	1	1	3	4	8	8
Toledo	1	19	7	28	54	22
Washington	4	42	21	44	107	17

* These markets represented in this report for the first time.

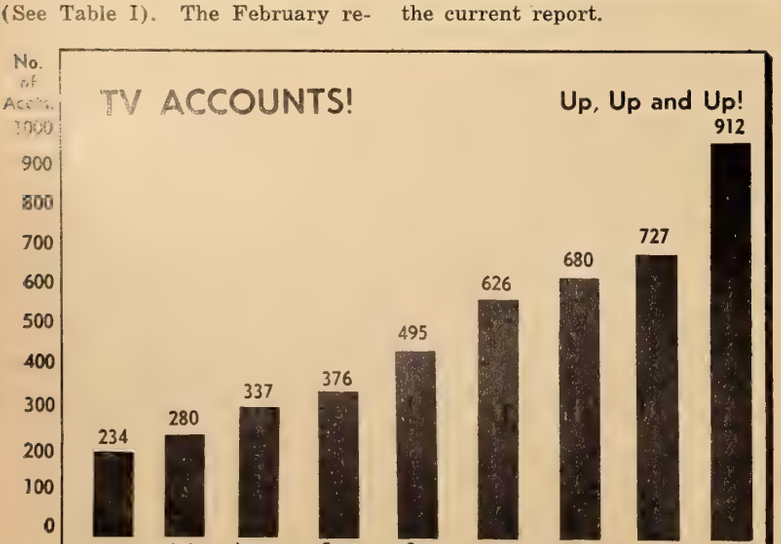
Note: Those advertisers who bought both network and selective (spot) time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network Accounts" column.

* * *

TABLE IV
ADVERTISERS BY PRODUCT GROUPS
(Feb. 6-12)

	*Network	Spot	Local-Retail	Total
1. Agricultural & Farming	—	—	2	2
2. Apparel, Footwear & Accessories	4	20	54	78
3. Automotive, Automotive Accessories & Equipment	4	10	89	103
4. Aviation, Aviation Accessories & Equipment	—	—	1	1
5. Beer, Wine & Liquor	1	54	2	57
6. Building Materials, Equip. & Fixtures	—	3	12	15
7. Confectionery & Soft Drinks	1	18	8	27
8. Consumer Services	—	4	41	45
9. Drugs & Remedies	2	6	2	10
10. Entertainment & Amusements	—	—	5	5
11. Food & Food Products	4	66	55	125
12. Gasoline, Lubricants & Other Fuels	2	10	6	18
13. Horticulture	—	—	3	3
14. Household Equip. & Supplies	2	2	42	46
15. Household Furnishings	1	4	36	41
16. Industrial Materials	—	—	1	1
17. Insurance & Banks	—	5	23	28
18. Jewelry, Optical Goods & Cameras	—	5	18	23
19. Office Equipment, Stationery & Writing Supplies	—	2	2	4
20. Publishing & Media	—	2	15	17
21. Radios, Phonographs, Musical Instruments & Accessories	6	14	106	126
22. Retail Stores & Shops	—	—	45	45
23. Smoking Materials	6	17	3	26
24. Soaps, Cleansers & Polishers	—	7	1	8
25. Sporting Goods & Toys	1	2	6	9
26. Toiletries	4	9	1	14
27. Transportation, Travel & Resorts	—	4	8	12
28. Miscellaneous	—	1	22	23
Totals	38	265	609	912

* There were seven additional network advertisers in the month of February, but not during sample week, Feb. 6-12.



WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for results!

TV Success Story

The National Brewing Company

Our company sponsored the FIRST Baltimore telecast of an athletic contest — the first day WMAR-TV was on the air.

We are among the real "old timers" in the television field and have sponsored PROFESSIONAL FOOTBALL — PROFESSIONAL BASKETBALL — PROFESSIONAL TENNIS — THE RODEO — and POLO.

PROFESSIONAL WRESTLING and THE NATIONAL AMATEUR PARADE are our current shows on WMAR-TV. We also use 1 minute "spots."

These facts are surely conclusive proof that WMAR-TV has done a good job in the promotion of our products.

NORMAN S. ALMONY

☆

advertising placed by
Owen & Chappell
New York City

TV Success Story

MEYER & THALHEIMER
10 N. Howard

We can definitely say that our WMAR-TV spots have done a very good job of helping to make known our relatively new second floor toy department, of which many of our customers had previously been unaware. The proof of this is the large number of customers who actually mention WMAR-TV to us when they come in to make a purchase. We could hardly hope for better or more definite results.

K. S. THALHEIMER.

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

VIRGINIA DRISKILL
40 York Rd., Towson

It is with pleasure that I tell you about the results we are getting from WMAR-TV. We were more than pleased on one particular show when we really sold 8 evening dinner and wedding gowns as a direct result of our television presentation on your station. Also, quite a few of our most expensive suits and coats were sold this season to people who came in and asked for that particular suit or coat which they had seen on WMAR-TV.

MRS. VIRGINIA DRISKILL

☆

Fashion Films Produced by
The Virginia Driskill
Fashion Center

TV Success Story

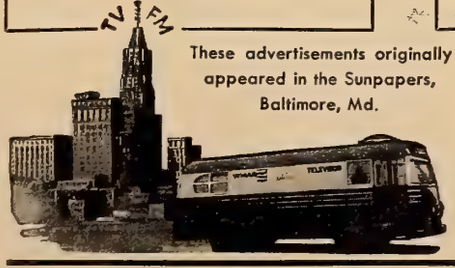
HAUSWALD'S BREAD
KING SYRUP
WILL'S DAIRY

As co-sponsors of the weekly WMAR-TV show, "REMEMBER," we are most pleased with the selling job this television advertising is doing for us. The many favorable comments from our retail sales outlets plus the tangible returns from the Memory Quiz feature of the show, prove that WMAR-TV reaches a large and receptive consumer audience for advertisers.

JOHN HAUSWALD
EDWARD SALE
C. H. WINEHOLT

☆

Advertising Placed by
H. W. Buddemeier Co.
516 N. Charles St.



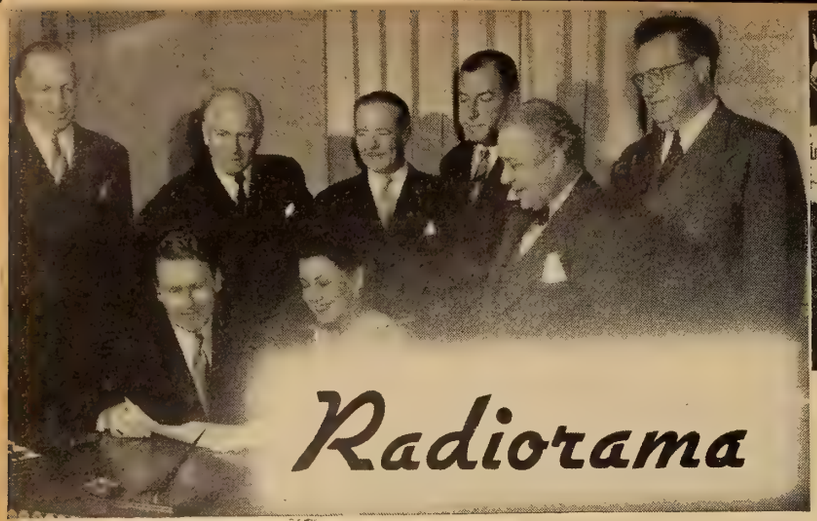
These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



Radiorama

WINNERS of *Metropolitan Auditions of the Air*, Denis Harbour, Canada, and Lois Hunt, Philadelphia (seated), are honored by (standing, l to r) William McAllister of Farnsworth TV & Radio Corp., sponsor of show (ABC, Sun., 4:30-5 p.m.); Edward Johnson, Metropolitan Opera Co. gen. mgr.; Mark Woods, ABC pres.; Tevis Huhn, radio dir., Warwick & Legler; Wilfred Pelletier, orchestra conductor; Milton Cross, program's announcer.



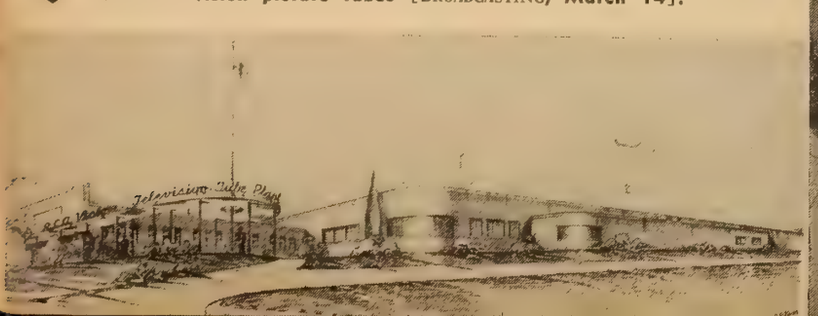
EMPTY wallet greets Mrs. Richard B. Biddle on "routine call" to her husband, manager of WLAY Sheffield, Ala. Cash has gone into scenic background which is WLAY's newly completed studio and transmitting building.

CONGRATULATIONS on response to *Shell News Digest*, carried Mon.-Fri. on WISN Milwaukee by Shell Oil Co., is extended by George Inghram (r), WISN sales manager, to Jack Sheridan, Shell Milwaukee district manager.



DISCUSSING Lincoln-Mercury Dealers' sponsorship of Ed Sullivan's *Toast of the Town* on CBS-TV starting March 27 are (l to r): Marlo Lewis, co-prod.; Charles M. Underhill, CBS-TV prog. dir.; Joe Davis, Kenyon & Eckhardt; Mr. Sullivan; Garth Montgomery, K&E; Tom Carpenter, K&E; Kingsley Horton, CBS-TV acct. exec.

MAIN building of RCA's new tube plant in Marion, Ind., is pictured in architect's drawing. Plant is for mass-production of new 16-inch metal television picture tubes [BROADCASTING, March 14].





CELEBRATING *Your Esso Reporter's* 10th year on WCSC Charleston, S. C., Curt Petersen (r) of Esso agency Marschalk & Pratt, and former announcer, reads commercial on special broadcast. Others on show are Bob Trueve (seated) and Bill Hedgpeth.



COMPLETING deal for Trommer's Beer airing of *Guy Lombardo Show* on WNBC New York are (l to r) Mr. Lombardo; Frank Barton, Federal Adv. v.p., radio dir; Joseph B. Milgram, Trommer adv., merch. mgr.



ARRANGEMENTS for Denver Rio Grande & Western Railroad sponsorship of *Intermountain News* on Intermountain Network are made by (seated, l to r): Edward G. Weber, C. F. Cusack Adv.; Lynn L. Meyer, IN v.p. chg. sales; Carlton C. Sills, DRG&W adv., pub. mgr.; (standing) Craig Rogers, IN prod. mgr.; Alvin G. Pack, IN exec. v.p.; Henry J. Riggert, DRG&W asst. traf. mgr.; George F. Dodge, DRG&W pub. rel. dir.

CORWIN RIDDELL (r) is welcomed as head of KTRH Houston news department by M. E. Walter (l), editor, *Houston Chronicle* (KTRH owner), and Ray Herndon, station manager.



RAY BEERS', Topeka men's store, plans to sponsor Kan. U. football games and 3 weekly newscasts on WREN Topeka are checked by (l to r) Bailey Axton, WREN natl. sales mgr.; Phil Gibson, Ray Beers pres. and Larry Cotton, local sales mgr. of WREN.

EASTER Bunny guest of Harvey's Store, Nashville, is welcomed by (l to r, behind children) Bettie Ballard and Albert Noble, Noble-Dury & Assoc.; Jim Todd, Harvey's; Snooky Lanson, WSM Nashville; Greenfield Pitts, Harvey's.



Head and Shoulders
ABOVE THE CROWD



By applying the cost of a station break* to the primary BMB (50% to 100%) coverage, the cost to reach 100,000 Chicagoland homes during the day looks like this:

Station	
WGN	**$1.79**
A	**1.83**
B	**3.25**
C	**3.50**

Other 50 KW Chicago Network Stations

*Cost is based on 5 announcements per week on a 26 week contract

A Clear Channel Station . . . Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

BOXING MEET

Video to Be Discussed In Washington

TELEVISION's effect on boxing will be high on the agenda of National Boxing Assn.'s executive committee which will meet at the Mayflower Hotel, Washington, April 2 and 3.

At that time, a survey conducted by the association on the impact of video on boxing will have been completed, according to Abe J. Greene, national commissioner of NBA. This survey, consisting of reports from governmental commissioners of boxing in all areas served by television, is being collated by Harvey L. (Heinie) Miller, NBA executive secretary.

It is expected that the NBA board will discuss ways for boxing to derive income from television. NBA realizes that boxing, through television, is a big advertising medium and NBA is concerned with how to reap the biggest commercial advantage for the sport without changing its character.

The whole question of the advisability of telecasting fights is expected to be thrashed out. It is known that many NBA members are fearful that video may cause the demise of many small boxing clubs if their fans remain home to see telecasts of bigger bouts.

Mr. Greene looks on this problem as among the biggest television must find a solution for in the next few years. He is known to believe, however, that television may have a unifying effect on boxing. He believes that it will standardize boxing practices and cause commissions to act with greater unanimity. He also is known to believe that it makes untenable the stand of New York State, which is not a member of NBA.

WICU (TV) OPENS

Is NBC-TV's 34th Affiliate

FOUR-HOUR dedication program launched WICU (TV) Erie, Pa., *The Erie Dispatch* television station, last Tuesday (March 15). Highlight of opening night was a 15-minute salute to the station by the NBC TV network, with which WICU is affiliated.

Programming began at 6:15 p.m. from the station's new Television Center at 35th and State Sts. Featured on the Tuesday night schedule were the *Telenews Daily Newsreel, Philco Television Playhouse,* a featured film—"A Scandal in Paris"—NBC's *Kukla, Fran and Ollie,* and a studio variety show.

The addition of WICU to the list of NBC-TV affiliates, brings that network's station total to 34 stations, Easton C. Woolley, NBC director of stations department announced last Monday.

WICU will operate on a non-interconnected basis until June 1, after which time it will be available on an interconnected basis. It will operate on a six-day week schedule.

CBS VIDEO FILM

Documentary Shown in N. Y.

CBS last week completed a 35-minute film, "Television Today," which will be used not only to promote CBS television but also as a documentary showing present development of the medium as well as its predictable future growth.

The film was shown for the first time at New York's Museum of Modern Art last Thursday to members of the press. It was produced by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

The 35-minute film contains sequences showing most aspects of television. Two shorter versions of the picture will be made available: One for non-theatrical distribution to the public and another for whatever use the television industry wishes to make of it.

The picture was produced, under CBS supervision, by International Movie Producers Service, New York. George Moscovics, manager of CBS-TV sales development, is narrator.

WOW TV PLANS

Work Starts on Building

CONSTRUCTION on studios, offices and transmitter building for the television activities of WOW Omaha was started this month and is to be completed in five to six months, John J. Gillen, president and general manager of WOW Inc., has announced. The structure will be located at 3509 Farnam St. and will contain 20,000 square feet of floor space.

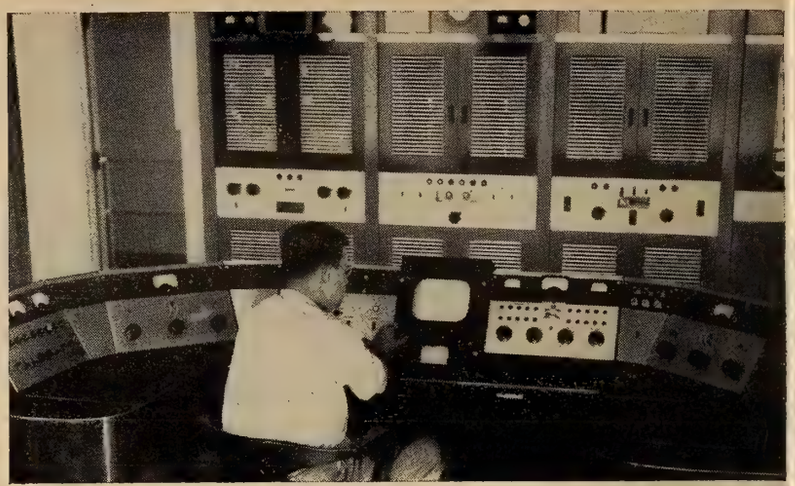
All operation equipment has been purchased and is in storage. It will be installed as each room is ready, according to Joe Herold, chief of WOW's television operations. The television antenna also is completed. Station will operate on Channel 6.

WFIL-TV

New Construction Started

ROGER W. CLIPP, general manager of the Philadelphia *Inquirer* stations, turned the first spadeful of earth for construction of the new transmitter and antenna facilities for WFIL-TV on Mar. 13.

The new facilities combine the latest developments in TV broadcasting. A guyed steel tower will be erected to carry a five-section, super-turnstile TV-FM antenna. It will rise 909 feet above mean sea level.



THIS COMBINATION console arrangement has been installed by WKY-TV Oklahoma City, which will begin commercial operations by mid-May or early June, according to P. A. Sugg, station manager. Console enables an engineer to control the television, FM, AM and auxiliary broadcast signals. Horace Merriman, transmitter supervisor, is testing the television monitor and controls in the center of the board. At left are the auxiliary transmitter controls. FM operations are at the right of the panel. Ninety percent of the TV transmitter installation is now complete.

TALENT TANGLE

Plan for Permanent TV Union Drafted

SETTLEMENT of the talent jurisdiction tangle in television appeared to be making considerable progress last week as a plan was being drafted to form a new permanent union called the "Four A's Television Authority."

Task of reducing the plan to writing was turned over to Georgie Price, himself active in television and recently a substitute for Milton Berle on *Texaco Star Theatre.* He began the task Wednesday.

Mr. Price, a comedian, is also senior partner in a stock brokerage firm and is a member of three 4-A branches, Actors Equity, AFRA, and AGVA. He was a founder of the organization which is now AGVA.

Should the plan he is now drafting be successful, it would end more than six months of failure on the part of actors to reach a video agreement, first by a merger of unions, then by a partnership among them.

Decision to form a new union, to be a member of the 4-A's—Associated Actors & Artists of America (AFL)—was made by a working actors committee which was handed the television union problem after the merger and partnership proposals failed.

The actors committee was made up of the presidents and at least two members of each of these branches of the 4-A's: Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists. Excluded from the committee were paid officers of the branches, who it was felt, had impeded earlier efforts to reach a television agreement.

Originally, the actors committee undertook to set up a stop-gap television authority, leaving a permanent organization for later deliberations. It was felt that some solution had to be found immediately to end what actors considered chaos in fees and other matters concerning TV talent. In the course of deliberations, the actors committee decided to make the organization a permanent instead of a temporary one.

Under the plan, it was learned, all television bargaining would be done by the authority.

All members of the various 4-A branches would be entitled to hold a card in the new union while retaining all their rights in their old branch.

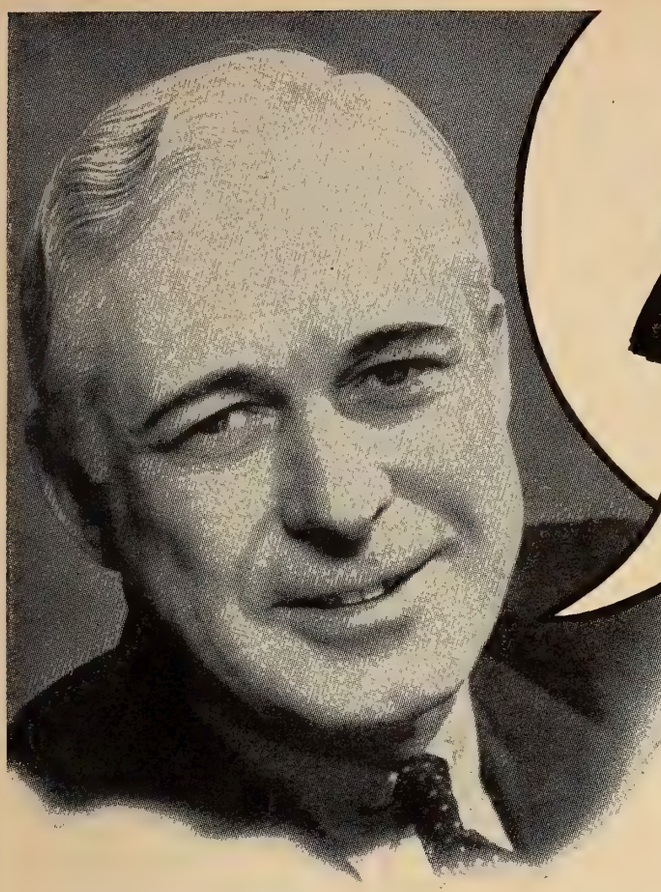
Members of the branches who have made one paid appearance on television would be entitled to vote in affairs of the authority.

Proportionate Representation

Representation in the governing of the new body would be divided proportionately among the 4-A branches. The proportions would be determined not by actual membership of the 4-A's but by number of members for whom a per capita tax is paid to the AFL. Financial support for the new organization would also come from the branches, with proportional payments based again on strength determined by the AFL per capita tax payments.

Thus actors would continue to pay dues to their old branches and not to the new authority. However, an actor not a member of any of the old branches will probably pay dues directly to the authority on a basis yet to be set up.

The agreement which Mr. Price will reduce to writing will be resubmitted to the actors committee. It will then have to go before the governing boards of the branches and in most cases will have to be ratified by members.



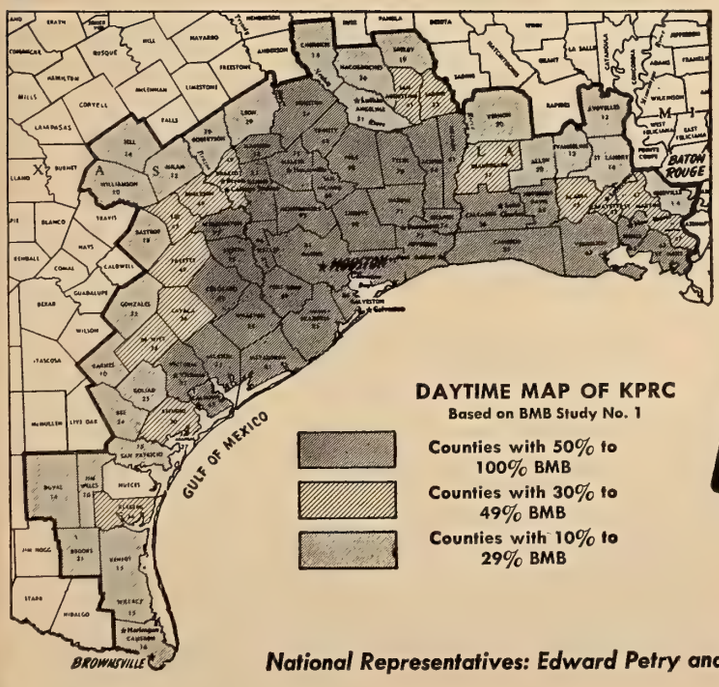
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



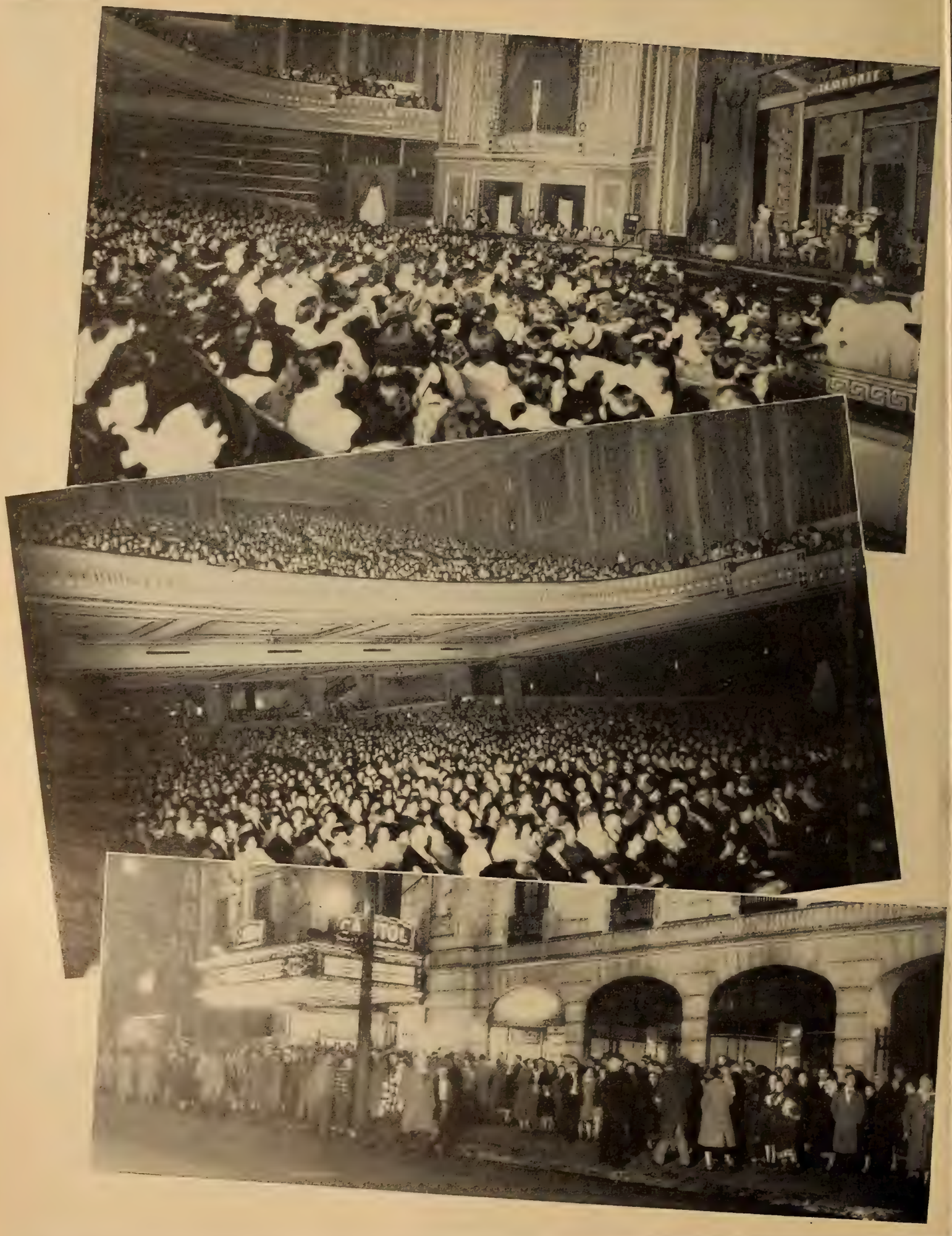
DAYTIME MAP OF KPRC
Based on BMB Study No. 1

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager



THE WORLD'S ORIGINAL RADIO JAMBOREE

Sweet Sixteen . . . and Kissed by CROWDS!

That smart programming builds listener loyalty, and listener loyalty builds fans was proved once again by radio station WWVA in Wheeling, West Virginia, on Saturday evening, February 5th. To celebrate its sixteenth birthday, the WWVA JAMBOREE—a regular Saturday night home-spun feature since 1933—was moved from its home in the 1,300-seat Virginia theater to the 3,000-seat Capitol theater.

One show—and one show only—was advertised, to begin at eight o'clock. By *seven* o'clock the theater was jammed to the proverbial rafters, the doors were closed, and thousands more still clamored for admission. They had come for miles to see the show—*their* show—the WWVA JAMBOREE and they insisted on seeing it. Result: A second show was arranged to begin at 11 o'clock that Saturday night and it, too, played to a capacity audience.

Since the origin of the show in 1933, the WWVA JAMBOREE has played to *1,300,958 paid admissions.* This is a *plus* audience to the millions who have made it a Saturday night listening habit from eight o'clock until two o'clock the following morning. The WWVA JAMBOREE pulls mail regularly from 30 Eastern states, with concentrated coverage in West Virginia, Ohio, Pennsylvania, Maryland and Virginia. It makes sales, too, for the advertisers who sponsor the WWVA JAMBOREE in quarter-hour and half-hour segments.

To Get the* Listeners . . . *Pull the* Mail . . . *Make the* Sales . . . *Use

A FORT INDUSTRY STATION

WWVA

50,000 WATTS··CBS··WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

Editorial

No Boom, No Bust

TO THOSE stations barely eking out a living the survey of business in radio reported in this issue will give encouragement.

This survey shows that keen competition is here. But it shows also that business is good. In some areas it is up ever so slightly. In others it is fractionally off. Overall the picture is a healthy one—no boom, no bust.

Lusty radio has had a steady climb in total billings since 1932. But the very growth of the medium to its present totals of 1,941 AM, 716 FM and 60 TV stations has increased its intramural competition for the advertisers' dollars. Too often this competition between broadcasters was keener than it was with the competitive printed media.

That underlines an interesting survey result. No. 1 competitor is the newspaper by a good majority. In spite of the increased number of aural stations, they come second.

Yet more surprising is the fact that TV in television markets was marked as first competitor to aural radio by only one station of the many surveyed. This bears out the oft-heard contention that telecasting is creating new advertising dollars rather than euchring them away from radio budgets. It appeals to many of the big newspaper space buyers who previously contributed only a small part of their budgets to aural radio.

Wisest heads among broadcasters are drawing the obvious conclusion. Aggregate business is not off but an era of hard selling is with us again. The station that puts the most into its sales campaigning will profit most.

Carving Tombstones

IF THE current warfare in the set field over whose receivers tune what best continues, the result can only be a staggering loss of public confidence in all makes and types of sets. And, as in past manufacturers' wars, many good brand names may disappear. Who remembers Majestic, Atwater-Kent, Kolster?

The battle has been pitched by Zenith in the TV field with its extravagant claims that "expected changes" in TV allocations won't obsolete its sets. Sen. Ed Johnson's plethora of interrogatories shot at the FCC on TV allocations have aroused further suspicion.

Meanwhile, manufacturers and dealers are slashing prices on aural receivers. The turntable battle has affected combination set sales.

Many prospective purchasers of sets are certain to hold off. That will be particularly true of TV. The automobile industry learned long ago that word could be spread quickly about new models and radical changes with the result that huge inventories would stock up. In radio, at this season, the public is being agitated by full-page ads. (That revenue, incidentally, should be going to radio and TV to build programs, and give the circulation that will propagate more circulation and increase set sales.)

There's a job to be done. It presents an opportunity to the Radio Mfrs. Assn., the NAB and the FCC to get together on a topic upon which all must agree—the welfare of the buying public. They should collaborate on a simple, forthright statement which would allay the public fear of prompt or even forseeable obsolescence of AM, FM or TV receivers or combinations under existing allocations. And the trade associations should see that such a notice gets widest possible distribution.

Pulpit Politics

IMAGINE the consternation of a station audience reverently attuned to a Sunday sermon suddenly colliding with the Third Party voice of Henry Wallace denouncing the Truman philosophy, military training and our attitude toward Russia.

Such an event provoked a tempest for WNLK Norwalk, Conn., and is having reverberations reminiscent of the atheistic incident in San Francisco of two years ago. Dr. Ben Ginzberg, president and manager of WNLK, had allotted time to the ministerial association for Sunday sermons, consistent with his thesis of community public service. The Methodist clergyman, without prior announcement, slipped the controversial Mr. Wallace into the broadcast and from the pulpit. Afterward, printed copies of the Wallace "sermon" were handed the congregation.

Dr. Ginzberg aptly described the proceeding as "Trojan horse tactics" and accused the minister of "smuggling in" a political speech.

It certainly was all of that. It could have been something more.

Dr. Ginzberg (doctor of philosophy) is a newcomer to radio. For a year-old broadcaster, he handled this affair in exemplary fashion. More experienced broadcasters, who collide with crises of a similar nature frequently, have an almost automatic way of coping with unscheduled, and unwanted, microphone appearances. They grab the plug firmly between thumb and forefinger and jerk.

This is another example of how a broadcaster, trying to perform a public service for his community, can sometimes court trouble. If complaints were filed with the FCC the station's license could be set down for hearing, a temporary renewal issued, the station's business raided, with an unnecessary loss of time and money and prestige. This shouldn't and probably won't happen in the case of WNLK.

Something akin to it happened in the atheistic case, when the FCC ruled that nonbelievers have right to access to the microphone on equal footing with theists.

Is It a Joke, Son?

SINCE the lusty new born baby, Radio, uttered its first sputter, cartoonists have used it as a prime target for every type of gag. Radio's very popularity makes it a good vehicle for humorous illustration.

Some are very funny. We've laughed at them for years. And with the advent of television the new visual angle has offered newspaper and magazine funnymen an apparently unlimited new train of ideas.

But within the past few months a new note seems to be entering many of the syndicated strips. Humor is a secondary consideration. The "must" in many a newspaper radio cartoon is a lusty slap at the medium itself. The punch line may be only slightly humorous as long as it has a jolt for radio or a comparison with printed media in which radio always comes out second best.

Last week a New York daily carried two such national syndicated strips in a single paper. One in any issue of a metropolitan daily is becoming commonplace.

It's easy to see the thinking behind this premeditated campaign. With sound and visual radio taking an increasingly healthy slice of the retail advertising dollar the printed media boys are going to work. The india ink artists, being human, know what their bosses like.

It is the most insidious kind of propoganda—until the public gets on to it.

Our Respects To —



JACK SPURGEON YOUNTS

AS ONE of the smallest markets in the U. S., Southern Pines, N. C. (population 3,000), owes much of its fame to three factors: (1) it supports two radio stations; (2) as a winter resort town, it is situated a stone's throw from Pinehurst, famous golf capital, and (3) many World War II veterans from nearby Fort Bragg and maneuver areas recall, with nostalgic wistfulness, the long-leaf pines and rich shrubbery which remain green the year around.

Radio did not come to Southern Pines until 1947. But when it bloomed the stations drew unqualified support—moral and economic—from citizenry and officialdom alike.

The man behind the town's WEEB (1 kw, MBS affiliate), is Jack Spurgeon Younts, who, together with his wife Elizabeth, owns two-thirds of the stock in Sandhill Community Broadcasters Inc., licensee. Under their active wing—Mr. Younts is president and general manager, Mrs. Younts, program and promotion manager—the station has proved a profitable venture. Together they shot WEEB out of the red in a matter of 11 months.

A member of the North Carolina Assn. of Broadcasters, Mr. Younts was named secretary-treasurer at its annual meeting in Southern Pines last October [BROADCASTING, Nov. 1, 1948].

Born Nov. 21, 1917, in Greensboro, N. C., Jack Younts was educated in Greensboro public schools. He attended Riverside Military Academy at Gainesville, Ga., and joined its band. At Duke U. he served as drum major of the band and publicity manager of Duke's Instrumental Music Assn.

Mr. Younts turned to engineering in 1937, leaving Duke to enter North Carolina State College. He did not forsake his musical associations, however, and became business manager of the college's concert band and drum colonel of the drum-and-bugle corps. He also conducted a column in the college newspaper.

In early 1939 Mr. Younts set out in the business world, working for the Jefferson Standard Life Insurance Co. in Greensboro, and later in Raleigh and Atlanta.

Mr. Younts was among the first 500 U. S. college men accepted for training in the Navy Reserve Midshipman School. Passing the Navy's minimum weight requirements, the Carolinian attended Second Naval school aboard the *U. S. S. Illinois* in New York during the winter 1940-41. After school he re-

(Continued on page 48)



The Beauty of it is...

GRAND COULEE DAM . . . largest there is, supplies power for Northwest industry to the humming tune of nearly 8 billion kilowatt hours of electrical energy. That's power for (among many others) the great aluminum plants which produce half the nation's primary aluminum!

BUYING TIME ON KJR . . . you reach 1,178,303 listeners in a market that's industrially alive—unlimited — growing!

"And the beauty of it is," KJR's 5000 watts at 950 kc. penetrate this market with 90% coverage of the important area reached by any 50,000 watts—at far more economical rates! Comparison proves * KJR's plus value to any advertiser in the Puget Sound country!

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

**Check your B. M. B.*

KJR

SEATTLE ★ **5000 WATTS AT 950 kc. . . . . .**

A Marshall Field Station **for Western Washington**

An Affiliate of the American Broadcasting Company

Management

JACK HEINTZ, general manager of KUSN and KSDO (FM) San Diego, has been elected vice president of San Diego Broadcasting Co., operator of those stations.

JAMES R. BLAIR, president of WDEC Americus, Ga., has assumed post of general manager. CHARLES C. SMITH has been appointed station manager.

ALLEN MILLER, former executive head of the Rocky Mountain Radio Council in Denver, has taken over new duties as director of radio activities at State College of Washington, including management of KWSC Pullman.



Mr. Miller

BERT BANK, general manager and partner at WTBC Tuscaloosa, Ala., has been elected president of Junior Chamber of Commerce, and his partner, LaMAR BRANSCOMB, was elected president of Senior Chamber of Tuscaloosa.

NUMA FABRE Jr. has been appointed manager of WVVW Fairmont, W. Va. Mr. Fabre was formerly manager of WNAR Norristown, Pa., and WAJR Morgantown, W. Va.

ROY MORRIS, assistant manager and program director of WJIG Tullahoma, Tenn., has been appointed manager of station. Mr. Morris succeeds R. G. TANNER who resigns effective today (March 21) to assume duties of commercial manager at WINZ Miami Beach, Fla.

RICHARD G. FICHTHORN, commercial manager of WHUM Reading, Pa., was elected assistant to vice president and general manager, ROBERT G. MAGEE, at annual board meeting of Eastern Radio Corp., WHUM licensee.

GRANT POLLOCK, formerly manager of W. S. Grant & Co., Los Angeles (radio representative), has joined KVON Napa, Calif., as manager.

GEORGE CHANDLER, CJOR Vancouver, has been reelected president of the British Columbia Assn. of Broadcasters. J. W. B. BROWNE, CKOV Kelowna, was elected vice president, and JACK PILLING, CHWK Chilliwack, as director.

DOROTHY LEWIS, coordinator, women's broadcasts for United Nations, since last spring, has been appointed coordinator, U. S. station relations, under the direction of GERALD KEAN, supervisor of radio, English language service of the UN. Prior to her association with UN, Mrs. Lewis was director of women's activities of the NAB.

STERLING W. FISHER, NBC manager of public affairs and education, will participate in the Second National Conference of the United States National Commission for UNESCO, of which he is an advisor, from March 31 through April 2 in Cleveland.

Respects

(Continued from page 46)

turned to North Carolina and marking time, served as clerk of his local draft board.

Succumbing to natural embarrassment—he had to induct several of his erstwhile college fraternity brothers—Mr. Younts went to work for General Motors Corps in his home state. In July 1942 GMC placed him with the Air Service Command as a technical inspector. That December he married the former Elizabeth Mendenhall.

Midshipman Younts returned to the Navy in April 1943 and was assigned to the North Atlantic Seaplane squadron at Marine Base, LaGuardia Field. Four months later he found himself in South America where, for a year, he had charge of Naval Air Transport Service (seaplane operation), between Fortleza and Rio. Returning to the states, he was re-assigned to American Export Airlines at LaGuardia Field, and served as liaison between the airlines and Navy Priorities Control.

After discharge from the Navy, Mr. Younts continued with American Export as maintenance information coordinator and chief of ground operations. Later he served with American Overseas Airlines.

Meanwhile his better half, using the professional name Betty Hall, had transferred her organ-playing abilities from NBC to the offspring Blue Network.

Quest for Right Place

Mr. and Mrs. Younts became firmly convinced that a small radio station somewhere in North Carolina would be nice to own. With that objective in mind, Mr. Younts spent every available minute learning radio from his friends with the two networks in the RCA building, or with agencies and station representatives. The next question that posed itself: What was the "perfect spot" in North Carolina for a radio station?

In the summer of 1946, Jack and Betty Younts set forth to canvas the state methodically, and came up with Southern Pines. Mr. Younts returned to New York, burned some midnight oil over the market, and finally concluded that a properly planned station with a small initial investment was financially feasible.

Mr. Younts then left for Southern Pines to lay the ground work, including public relations. He returned to New York with a fistfull of endorsements from civic groups. The town board of Southern Pines also voted to provide free land for construction of the station.

While in the process of forming a corporation and filing an application, another applicant stepped in and beat Mr. Younts to the punch. The Carolinian returned to his home state, gave all endorsers an opportunity to withdraw (which they didn't) and went to Washington to file for a 250 w station. Then, with the advent of clear channel hearings, he re-filed for 1 kw. It was granted in July 1947.

Rodney Chipp, then chief engineer at ABC (now chief engineer of DuMont TV operations), spearheaded the advisory staff that blueprinted WEEB. Messrs. Chipp and Younts did the "spade work," buying equipment and planning installation of WEEB.

Meanwhile, Sterling, Grace & Co., a Wall Street firm, had evidenced a desire to invest in a radio station and in a "young man to steer the operation." At the time Mr. Younts had no stock available for sale. When later his original partner was unable to take active part, David R. and Oliver R. Grace moved in, along with a third stockholder, John Mare, financial manager of the Corning interests.

The Graces and Mr. Mare each purchased 11 1/9% stock, with the remaining 66⅔% retained by Jack and Betty Younts as co-owners. Mr. Younts was elected president; his wife secretary-treasurer, and Mr. Mare vice president of the corporation, Sandhill Community Broadcasters Inc.

The initial investment of WEEB, including equipment and organization costs, approximated between $15,000 and $20,000. Operation continues on an economical basis, with a minimum of personnel. WEEB does not use a transcription service and has stated that, on the basis of Mutual's sustaining and co-op offerings, it anticipates none in the future.

The station supplements records with Hammond organ programs given by Mrs. Younts.

Enterprising in his social and civic contacts, Jack Younts is radio officer for the Dept. of North Carolina, Veterans of Foreign Wars; district public relations chairman for American Legion, and active in the Kiwanis, Elks, Moore County Cancer Society executive committee and the Sandpipers Golf Club.

One of his local achievements was founding of the Ministerial Assn., a smooth-functioning group of ministers, for regulation of their radio activities in counties served by WEEB. He contributes the 11 a.m.-12 noon Sunday period to church services, repeatedly spurning potential advertisers.

Outstanding climax of WEEB's first year of operation (1948) was former Secretary of State Marshall's national address fed to ABC through WEEB's Mutual facilities. After the network talk, Gen. Marshall continued with a personal address to the station's listeners in Moore County.

KEAN HEADS FIRM

Offers Engineer Services

WALTER F. KEAN, former manager of Andrew Corp.'s broadcast consulting division, has announced formation of a consulting engineering firm under his name. Headquarters are at 114 Northgate Rd., Riverside, Ill., a Chicago suburb.



Mr. Kean

New firm offers broadcasters design and allocation facilities and complete field engineering service, including field intensity measurements for FM and TV.

Mr. Kean, member of the Institute of Radio Engineers and the American Institute of Electrical Engineers, spent the war years as project engineer on radio and radar at the Hawthorne works of Western Electric Co., Chicago. He joined Andrew Corp., Chicago, in 1944. He organized firm's consulting engineering division and managed it for five years.



FORD station wagon won by KTUC Tucson, Ariz., for its promotion of *Ford Theatre* [BROADCASTING, March 14] is presented to Lee Little (second from r), KTUC manager. L to r: J. P. Roberts, branch manager of Ford Motor Co., Long Beach, Calif., who made presentation; Monte Mansfield, Tucson Ford dealer; Mr. Little, and W. A. Chalmers, account executive on Ford account for Kenyon & Eckhardt, New York, Ford agency.

YOU MIGHT GET A 175-POUND WOLF*—



BUT . . .

YOU NEED WKZO-WJEF TO GET BUSINESS IN WESTERN MICHIGAN!

If you want to sell via radio in Western Michigan, radio stations *within the area* are a definite "must"!

The reason is simple . . . Western Michigan has a "fading" condition almost without equal in the country. In our area, distant stations just don't come through consistently—they have *weak* signals, they fade *badly*, and they usually have a background of heavy *static*. The result is that Western Michigan folks behind this "wall of fading" listen to their own stations—seldom even *try* for "outside" stations!

For advertisers interested in the rich Western Michigan market, WKZO-WJEF are the effective and easy answer: Broadcasting from Kalamazoo and Grand Rapids, these two stations give remarkable coverage of Western Michigan. Projecting our ratings to the number of radio homes in these two cities, you will find that WKZO-WJEF give you nearly 23% more *city* listeners than the next best two-station combination. And analyzing BMB figures, you find even *more* evidence of superiority in rural areas. Yet both stations are available at an especially attractive combination rate which saves you about 30%!

Write to us or to Avery-Knodel, Inc. today for all the facts.

* *A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

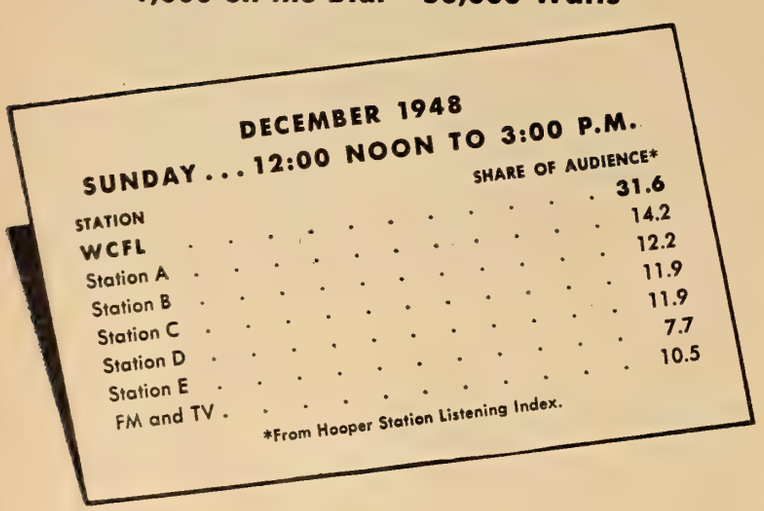
here's proof...

Championship programming pays off on

WCFL

CHICAGO

1,000 on the Dial • 50,000 Watts



An imposing array of first-rate sports attractions—Notre Dame football, Chicago Cardinal football, and Blackhawk hockey—are WCFL highlights. Unexcelled programming of fine music is also a special feature of this station. Top entertainment and WCFL's economical rates combine to give the best all-round radio time buy in the rich Chicago market!

plus factor in audience loyalty . . . There's a Union member in two of every three families in the great Chicago area—a foundation upon which The Voice of Labor is building one of the most responsive, product-buying markets in radio today.

WCFL

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

FCC PROPOSALS

Three to Be Granted

PROPOSED decisions were announced by FCC last week to:

Grant WLOE Leaksville, N. C., power boost on 1490 kc from 100 w to 250 w.

Grant application of Orange Empire Broadcasting Co. for new station at Redlands, Calif., on 990 kc, 1 kw, daytime.

Grant application of Agnes Jane Reeves Greer for new station at Dover, Ohio, on 1450 kc, 250 w, fulltime.

All three of the proceedings involve questions of interference to existing stations but the Commission ruled this factor out in each case because of other considerations.

WLOE, owned by Douglas L. Craddock, operating with increased power would cause slight interference to WBIG Greensboro and WSSB Durham, N. C., the Commission found, but this was not considered excessive. It was found the more efficient use of the facility would serve more people with a primary service.

The new Redlands station would be the first local service there, the FCC said. Slight mutual interference with KFWB Los Angeles and from XECL Mexicali, Mexico, was ruled as not warranting denial.

Likewise, the new Dover outlet would be the first local station in that city. Mutual interference would exist between the proposed station and WJPA Washington, Pa., and WLEC Sandusky, Ohio, the Commission found, and slight interference would be suffered from WPAR Parkersburg, W. Va. The areas affected, however, receive other services, the decision indicated.

Mrs. Greer is majority owner of WAJR-AM-FM Morgantown, W. Va., and permittee of a new FM station at Pittsburgh.

Orange Empire Broadcasting is headed by E. J. Roberts, president and 75% owner of wholesale floor covering firm in Redlands bearing his name. He is president and 43% owner of the applicant. Others include: Dr. W. R. Quinn, vice president 12%; E. A. Nutter, orange grower, secretary 12%; L. P. Sherer, contractor, treasurer 12%; H. R. Marsh, orange grower, director 12%; estate of E. I. Hoffman, now deceased and former president and general manager of WMIN St. Paul, director 8.6%, and J. B. Stone, postmaster, director 0.022%.

Alabama Meeting

ALABAMA Broadcasters Assn. will hold its spring meeting at the Admiral Semmes Hotel in Mobile on April 1 and 2. Henry P. Johnston, WSGN Birmingham managing director and association president, announced the dates last week. A meeting of special committees and the association's board of directors will be held March 31, Mr. Johnston said.

GE SALES POST

Weil to Supervise Stations

ANNOUNCEMENT was made last week that Eugene P. Weil has accepted the position of supervisor of sales for WGY WGFM (FM) WRGB (TV), General Electric stations in Schenectady, N. Y.



Mr. Weil

The announcement was made by G. Emerson Markham, manager of the stations.

Mr. Weil was formerly sales and promotion manager of WABY Albany, N. Y., and prior to that had been general manager of WJRD Tuscaloosa, Ala.; general manager of WGWC Selma, Ala., and held the same post with WLAQ Rome, Ga.

RWG CONTRACT

Completed, Being Checked

DRAFTING of the contract for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors has been completed and now is being checked by attorneys for both sides, it was learned Thursday. The agreement, reduced to writing by Austin M. Fisher, management representative, was received by the union at a joint union-management meeting in New York March 11. It was said that no new issues developed and that both sides now will check to see whether all elements orally agreed to are incorporated in the document.

A further joint meeting is to be held whereupon, if no hitch develops, the agreement will be sent to members of both sides for ratification. Main provisions cover retention of script rights and fee minimums.

ABC SALES DEVICE

To Use 'Sneak' Previews

AUDITIONING of programs for the public is latest device by which ABC hopes to sell its newly created shows to agencies and prospective sponsors.

According to Charles C. Barry, network's vice president in charge of television, a series of video shows has been selected in recent weeks, and presented in good viewing periods for public reaction. Video recordings for showing at any time to prospective clients have been made from these "sneak" previews, he reports.

PHILCO Corp. announced March promotion program that will permit dealers to reduce the price on some radios and radio-phonographs six to 15%. Price reductions range from $2.45 to $50.

The BILL ELLIOTT SHOW



A NEW PACKAGE RADIO SHOW BEING SOLD DIRECTLY TO BAKERS

This is an outstanding promotional package—not just a transcribed radio program. For that reason, it is being sold directly to bakers for their sponsorship over local stations. It includes: outdoor posters, newspaper ads, point-of-purchase-material, bread wrappers and end stickers, as well as a 15 minute—5 times a week transcribed radio show.

PRODUCED BY A BAKER FOR BAKERS EXCLUSIVELY

This promotional package was conceived by Al M. Cadwell, former president of Tri State Bakers Association and 15 years General Manager and Vice President of Cotton's Holsum Bakery, Baton Rouge. His own knowledge of what bakers need in the way of package radio shows give this program the completeness that others may lack. Because it is a complete promotional package it is being sold direct to bakers. This merchandising plan means quick time sales, satisfied sponsors, and trouble free supporting promotion. If you know of a baker in your territory who is looking for an outstanding Radio Show and promotional package, please use the coupon below.

BILL ELLIOTT ENTERPRISES, INC.
9165 SUNSET BLVD., HOLLYWOOD 46, CALIF.

Bill Elliott Enterprises
Box 567 Hollywood, Calif.

The following bakery may be interested in your program.

Name.....
Address.....
City..... State.....

Radio Station.....
City..... State.....
By.....

Telestatus

(Continued from page 38)

TV manufacturers, big tobacco companies, and apparel and auto manufacturers. In spot advertising food and beer advertisers are the most frequent.

Locally, radio and TV dealers are the best TV customers, with auto dealers, apparel shops and food stores next in that order. Appliance dealers and general retail stores are often local advertisers on TV. (See Table IV).

Combining all three categories, radio and TV was the heaviest buying product for TV time, food was next and automotive advertising a close third. Drugs and remedies, toiletries and household soaps, cleansers and polishes, which in AM are the biggest buyers of time, are far down the list in TV.

On the other hand, TV has inspired many non-AM users to try the new broadcast medium—witness the relatively high proportion of auto, banks and insurance companies, and real estate companies that have used TV in its earliest stages of commercial development.

Video Programming

Sports, variety and dramatic programming occupy a major share of the video sponsorship at this writing. Together, these three account for about 60% of the total sponsored time during any week. Most of the variety and dramatic shows are live, network-originated, while nearly all sports broadcasts are local in origin—wrestling, boxing and basketball in the current season. (See Tables V, VI).

Next in the program lineup are audience participation programs, news and children's shows. The present programming satisfies the requirements of a majority of viewers—the 83% of the women who like entertainment and the 87% of the men who want sports programming on the television screen [BROADCASTING, March 7, Newell-Emmett Survey].

Breakdowns of programming by type, and by method of presentation are given in Table VI. The full 710 hours and 34 minutes of sponsored time during the week of February 6-12 is categorized in this table.

News Split

It can be seen that most of the news programming is split 50-50 between live and film presentation. Film is the major vehicle for commercial announcements, accounting for 17 of 24 hours of announcements.

Live programming accounted for 58.3% of all sponsored time, and remotes another 27.6%. Film, including announcements, was shown 9% of the time, and the remainder of the sponsored hours consisted of a combination of film and slide, live and slide or live and film presentation. (See Table VII).

Nearly all network shows were live presentations—about 36 hours of the 410 were remote broadcasts. Locally, the story was different: 54 hours of live programming, 58 hours of film, and the bulk in sports remotes—about 160 hours.

In spite of the low percentage of live programming done locally, there was more last month than ever before. The mainstay for the local operator is still dramatic sports programming which brings the most exciting action into the set-owner's living room.

On the networks it is a different story. Big name talent—dancing, music, drama, comedy—in brief, the great show business in all its many facets, is to be seen on the video screen.

TABLE V
RANK OF SPONSORED VIDEO PROGRAMS BY TOTAL HOURS
(Jan.-Feb. 1949)

Program Type	Rank Feb.	Rank Jan.
Sports	1	1
Variety	2	2
Dramatic	3	3
Audience Part.	4	10
News	5	4
Children's	6	6
Announcements	7	5
Educational	8	7
Quiz	9	9
Discussion	10	11
Musical	11	8
Household, Shopping & Women's	12	12
Special Events	13	14
Fashion	14	13
Miscellaneous	15	15

TABLE VII
VIDEO PROGRAMMING METHODS

	Network	Local Spot	Total	% of Total
Live	359:45	54:16	414:01	58.3
Remote	36:30	159:51	196:21	27.6
Film	5:15	58:03	63:18	9.0
Live-Film Combination		18:13	18:13	2.4
Live-Slide Combination		16:21	16:21	2.3
All Others:		2:20	2:20	.4
	401:30	309:04	710:34	100.0

* * *

TABLE VI
SPONSORED COMMERCIAL TIME BY PROGRAM TYPE & PRODUCTION METHOD
(Hrs.-Min.)

Program Type	Studio Live	Studio Film	Studio Live & Film	Studio Live & Slide	Studio, Film & Slide	Studio Live Film & Slide	Remote	Total	% of Total Time
Audience Participation	50:40	:30	—	:38	—	—	1:00	52:48	7.4
Children's Programs	40:17	:40	:20	—	—	—	:30	41:47	5.9
Discussion	18:30	—	—	—	—	—	1:00	19:30	2.7
Dramatic	55:30	11:26	—	2:30	—	—	—	69:26	9.8
Educational	19:72	1:55	:32	2:00	—	—	—	24:39	3.4
Fashion	1:57	:40	:34	—	—	—	:30	3:41	0.5
Household Hints & Women's Program	8:50	:11	:25	:25	—	—	—	9:50	1.5
Musical	12:37	:38	:30	1:11	:02	—	—	15:08	2.2
News	18:57	18:59	7:17	1:58	—	:15	—	47:26	6.7
Quiz	18:40	:30	1:30	:21	—	:15	:45	22:01	3.1
Sports & Sports News	6:47	2:38	3:35	:28	—	:15	188:33	202:06	28.4
Special Events	—	—	—	—	—	—	4:03	4:03	0.6
Variety	158:40	3:51	1:31	:32	—	—	—	164:34	23.2
Weather	:30	:18	1:04	:17	—	:06	—	2:15	
Time Signals	:11	3:03	:06	:57	:01	:15	—	4:33	4.3
Announcements	:59	17:22	1:23	4:25	:26	—	—	24:35	
Miscellaneous & Unclassified	:44	:37	—	:05	:45	—	—	2:11	0.3
Totals	414:01	63:18	18:13	16:21	1:14	1:06	196:21	710:34	100.0

TRANSFERS

FCC Approval Given In Seven Cases

CONSENT was granted by FCC last week to acquisition of control of WLTC Gastonia, N. C., by James B. Petty and family for $65,000 and to sale of WEGO Concord, N. C., by Wayne M. Nelson for $50,000 to the Concord *Tribune*.

Five other station transfers, not previously reported, also have been approved by the FCC. These include WJOC Jamestown, N. Y.; KTRE Lufkin, Tex.; WFYC Alma, Mich.; KIWW San Antonio, and WTVL Waterville, Me.

Details of the transactions follow:

WLTC Gastonia, N. C. — Granted transfer of control of Gastonia Broadcasting Service Inc., licensee, through sale by Phil P. Jackson and Allen H. Smith each of 21.75% interest for combined consideration of $65,000. Stock is purchased by James B. Petty, president and already 25.2% owner, and Mrs. Jessie M. P. Snyder and William C. Petty. Company will be owned as follows: James Petty 45.8%, Mrs. Snyder 14%, William Petty 9%, Carl Howard 12.5%, W. E. Abernathy 14.7% and Dr. M. E. Woody Jr. 3.7%. Latter three retain original interests. WLTC is assigned 1 kw day on 1370 kc.

WEGO Concord, N. C.—Granted assignment of license from Wayne M. Nelson, sole owner, to The Concord Tribune Inc. for $50,000. Mr. Nelson is licensee of WAYN Rockingham, N. C., and 75% owner WWNF Fayetteville, N. C. WEGO buyer is publisher of daily Tribune there. A. W. Huckle is president and 60.71% owner. WEGO is assigned 1 kw day on 1410 kc.

The following transfers, not previously reported, also have been approved by the Commission:

KTRE Lufkin, Tex.—Granted relinquishment of negative control of Forest Capital Broadcasting Co., licensee, by E. L. Kurth Sr. through recapitalization of station and issuance of new stock to number of new stockholders. Mr. Kurth's 50% interest is thus reduced to 15.8% but that and holdings of two other original stockholders—a combined holding of 57.8%—is retained. KTRE is assigned 1 kw on 1420 kc.

WJOC Jamestown, N. Y.—Granted acquisition of control of Air Waves Inc., licensee, by Harry E. Layman, who with his wife is already 50% owner. He purchases 50% interest of Robert L. Blalock. Consideration is $13,000 plus one-third interest in WASL Annapolis, Md., owned by Mr. Layman. Mr. Blalock with his wife already holds one-third interest in WASL. Action does not include approval of WASL stock switch. WJOC is assigned 1 kw day on 1470 kc.

WFYC Alma, Mich.—Granted acquisition of control by Merle E. Rhoads. When station was granted Mr. Rhoads and Cleon Van Riper each subscribed to 50% interest but when subscriptions were called Mr. Rhoads took 75 shares and Mr. Van Riper 30 shares. WFYC is assigned 1 kw day on 1280 kc.

KIWW San Antonio—Granted relinquishment of control of Good Neighbor Broadcasting Co., licensee, by Joe Olivares, 55% owner, who sells 15% for $4,000 to Manuel Leal, station general manager and 25% owner. L. R. Richards retains 20% holding. KIWW is assigned 250 w on 1240 kc.

WTVL Waterville, Me.—Granted acquisition of control of Kennebec Broadcasting Co., licensee, by Carleton D. Brown, president and general manager, from several stockholders. Transfer involves reissue of corporate stock for services and financial assistance with Mr. Brown becoming majority stockholder. WTVL is assigned 250 w on 1490 kc.

WCVA BEGINS

Daytime on 1490 kc, 250 w

NEW daytime outlet, WCVA Culpeper, Va., began operations late last month on 1490 kc with 250 w. Owned by the Culpeper Broadcasting Co., station programs 17 hours a day, according to George Flowers, managing director.

WCVA is affiliated with the Keystone Broadcasting System and uses Standard Radio and Lang-Worth transcription services, and United Press news. Gates equipment is used throughout.

Staff members, in addition to Mr. Flowers, who was formerly with WHCC Waynesville, WJRI Lenoir, WHKY Hickory, N.C., are: Program director, Ted Adams, formerly with WHKY and WAIR Winston-Salem; chief announcer, Bob Smith; announcers, Homer Quann and John Evans; commercial manager, R. U. "Sporty" Blankenbaker; chief engineer, Jim Byrd, formerly with WNCA Asheville, N. C., and WMRA Myrtle Beach, S. C.; director of women's activities and receptionist, Joyce Harlow.

TV Set Report

TV SET figures reported to BROADCASTING during past week.

St. Louis—22,500 as of March 1, reported by Union Electric Co. of Missouri.

Cincinnati—17,079 as of March 1, reported by Crosley Broadcasting Co. (WLWT).

Cleveland—30,402 as of March 1, survey by Western Reserve U. Bureau of Business Research, reported by WEWS (TV).

Milwaukee—19,015 as of March 1, reported by WTMJ-TV Milwaukee.

Boston—53,645 as of March 1, reported by WNAC-TV and WBZ-TV, both Boston.

Buffalo, N. Y.—15,469 as of Feb. 28, compiled by Buffalo Niagara Electric Co., reported by WBEN-TV Buffalo.

Los Angeles—101,952 as of Feb. 28, reported by Southern California Radio & Electrical Appliance Assn.

For the finest sound, just pick from this line...



★ NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for *superlative* reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the *power* you need.

All types are available for immediate delivery. Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Distributed by Graybar — Offices in 100 Principal Cities

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

AWB REORGANIZATION

To Be NAB Dept.

By JANE PINKERTON

BUSINESS brunch concluded the sixth annual convention of the Assn. of Women Broadcasters at Chicago's Drake Hotel Sunday morning, March 13, when members of the executive board recapped the three-day proceedings.

Highlight of the AWB sessions was the March 11 vote to reorganize the women's association into an NAB department with Pat Griffith becoming executive secretary of the AWB, handling administrative work and reporting direct to the NAB [BROADCASTING, March 14]. Approved by the AWB board in January and the NAB board last month, the proposal specifies national officers will be eliminated, and the AWB will be represented in the NAB by seven active and four network non-members in a standing executive committee, to be chosen from 17 district chairmen.

Miss Griffith presided at a panel discussion on "Television, the Eyes of Tomorrow," March 12. Fran Harris, TV director at Ruthrauff & Ryan, Chicago, was moderator. Guests included Ruth Crane, AWB president, WMAL-TV Washington; Norma Richards, treasurer, WSPD-TV Toledo; Martha Gaston, District 16 chairman, KFOX Long Beach, Calif.; Rita Hackett, WLWT (TV) Cincinnati, and Edythe Fern Melrose, WXYZ-TV Detroit.

Gaston Conclusions

Terming video "the marriage of business and show business," Miss Gaston outlined personal conclusions: repetitious advertising is not acceptable, stations should have special showings of film commercials for clients, live shows with film inserts offer "more complete drama," and film shows and commercials have a uniformity difficult for a studio show to equal.

Importance of realistic and adequate stage sets was stressed by Miss Hackett, who talked of "Television—Let's Throw Away the Book." She explained why—on her show—"gimmicks are used in the same way as sound effects on AM" and why music has proved to be a good background for talking sequences.

Show ideas were sketched for women broadcasters by Miss Crane. She reminded them "we are not entertainers, just middlemen, and interest should be centered on the subject-matter." Predicting that "fashion in television won't come into its own until color is added," Miss Crane dissected the format of her show, *The Modern Woman*, explaining that she uses no interviews and a lot of demonstrations.

Sales will happen "in a way that's bigger and better than ever before if (1) your program is entertaining so the audience is there, (2) you can convince the audience that you speak from experience and (3) you can back your program with a sound merchandising plan calling for specific returns," in the opinion of Miss Melrose, conductor of *House O' Charm* and *Charm Time* from her own home and the WXYZ-TV kitchen.

Miss Melrose explained that she convinced her audience she could cook by broadcasting and telecasting from a kitchen. She concluded by asserting that manufacturers should "never forget they cannot put high Hoopers into their bank accounts—it takes sales. . . ."

Saturday Sessions

The Saturday morning business sessions featured discussion groups talking on "The Woman Broadcaster and Her Station Manager" and "New Ideas for Women's Programs." In the former, Harold Safford, program manager at WLS Chicago, specified qualities which make women valuable to the industry.

Anne Hayes, AWB District 10 chairman from WMT Cedar Rapids, Iowa, moderated the panel, which included William B. Quarton, manager, WMT; Marie Clifford, WHFC Cicero, Ill.; and a representative of the U. S. Dept. of Agriculture.

Beulah Karney, Illinois state chairman from WENR-ABC Chicago, conducted the women's programs panel, which introduced Mary Louise Marshall, WOC Davenport, Iowa; Julie Benell, WFAA Dallas and Priscilla Fortescue, WEEI Boston. Miss Marshall listed topics about which listeners wish to hear more: books, magazine articles, home sewing, simple health hints, interior decoration and remodeling of homes, local schools, maternity clothing, layettes, development of hobbies and gardening.

Miss Griffith conducted, and Robert K. Richards, NAB director of public relations and publications moderated, a group discussing "Coordinating AWB-NAB." Participants were Harold Fair, director of NAB program department; Lee Hart, assistant director of broadcast advertising, NAB, and Maurice B. Mitchell, director of broadcast advertising, NAB.

* * *

IT WAS SMILES all around as photographer caught these three groups at the Assn. of Women Broadcasters meeting in Chicago.

Left photo (to r)—Cecelia Butler, WLAM Lewiston, Me.; Marguerite Staples, WTVL Waterville, Me., and Mary Aileen Ranney, WROW Albany, N. Y.

Middle photo—Rita Hackett, star of '49, *The Magazine of Television*, WLWT (TV) Cincinnati, and Fran Harris, Ruthrauff & Ryan, Chicago, who was moderator of television panel.

Right photo—Pat Griffith, NAB director of women's activities; Ruth Crane, WMAL Washington, AWB president; Mayor Martin H. Kennelly of Chicago, who extended city's welcome to the women broadcasters, and Elizabeth E. Marshall, convention chairman. Miss Marshall is with WBEZ, Chicago Board of Education station.







NARSR

Charges Could Justify Boomerang Ruling, Replies NBC

NBC TOLD FCC last week that some of the arguments against network activities in the field of station representation would, if correct, justify a rule against such representation by members of the National Assn. of Radio Station Representatives, too.

The claim was made in a memorandum replying to the charges of NARSR as summarized in briefs filed earlier this month [BROADCASTING, March 7]. CBS and ABC as well as NBC filed replies. None had been received from NARSR and the Edward Petry Co., which is participating in the case both as a NARSR member and individually.

The independent representatives claim the networks, in representing affiliates in the sale of national spot advertising, violate the spirit if not the letter of FCC's network rules and that such representation should be prohibited. In their replies, the networks contended the independent representatives failed to support their charges with facts.

NBC said the Petry & Co. brief asked FCC to exclude networks from station representation because of a "possibility" they might do wrong. Such a theory "lacks the saving grace of common sense," the network asserted, adding that on that theory the NARSR members themselves might be prohibited from representing stations.

"If the Commission is to undertake to regulate against all possibilities," NBC said, "its regulations will be limited only by the fertility of the human mind." The network charged that "the protection and increase of complainants' profits is the only purpose of their requested regulation."

CBS said the independent representatives' position "utterly ignores the hundreds of pages of testimony which establish the facts of station representation" by networks, but is merely a restatement of "many of their arguments and theories advanced in the guise of testimony at the hearing."

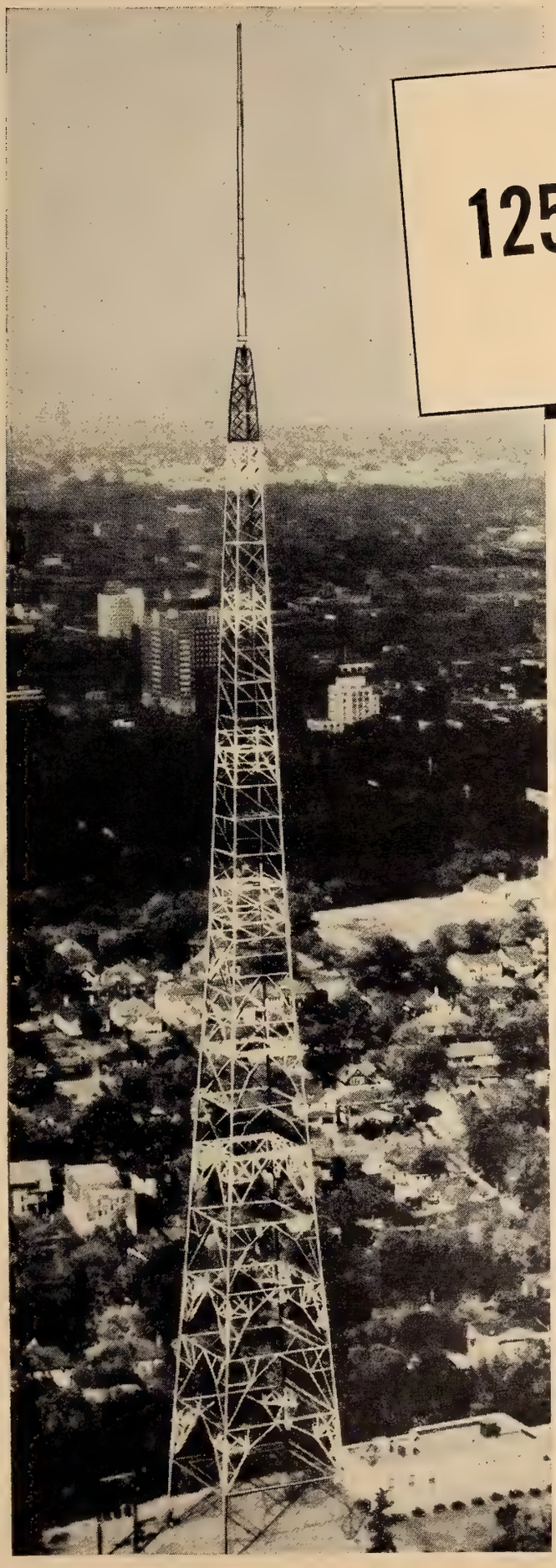
ABC claimed that NARSR "frankly bases its case on fears for the future rather than upon present or past happenings or conditions." The network said that "in the 17 years since spot representation of affiliates by networks began, the record does not show any instances in which, by virtue of such representation, the interests of the affiliates or of the public were impaired." Rather, ABC said, stations and public have benefited.

Ball Appointment

DON BALL, manager of the editing division at WCBS New York, has been appointed program director of the key CBS outlet, G. Richard Swift, general manager, announced. He will also continue his duties in the editing division. Mr. Ball, who entered radio in 1928, has been with CBS for almost 20 years, during which time he has served as announcer, producer-director, assistant director of production and network operations as well as in the editing department, and finally department manager.



Mr. Ball



A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX

ANTENNA TOWERS

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX
ANTENNA TOWERS

FACILITY CHANGES

Granted Four by FCC

ORDER was adopted by FCC last week to delete WONO Oneonta, N. Y. (250 w day on 1110 kc) and in lieu to grant the same group a new station permit for 250 w day on 900 kc at Saratoga Springs, N. Y. Three existing stations received changes in facilities.

WLOW Norfolk, Va., was granted switch in frequency from 1590 kc to 1410 kc, using 1 kw daytime.

WDXI Jackson, Tenn., was authorized to change from 1 kw day to 1 kw fulltime, directional night, on assigned 1310 kc.

WWOL Lackawanna, N. Y., received authority to move from that city to Buffalo, N. Y. Comr. Paul A. Walker voted for hearing. WWOL is assigned 1 kw day on 1120 kc.

WONO was granted conditionally in December 1946, 250 w day on 1110 kc. The present action denied WONO's petition for further extension of time to complete the station on grounds that the applicant, Oneonta Broadcasting Co., has indicated it does not plan to build the station there anyway.

The Commission said that in June 1948 the applicant requested modification of its permit to change its name to Saratoga Broadcasting Co., a new firm of the same owners, and move to Saratoga Springs with different facilities, 250 w day on 900 kc. FCC said the applicant in a subsequent request for additional time to build indicated it would not commence construction until the switch were approved.

Principals in WONO and the new Saratoga Springs outlet are John Nazak, chief engineer of WEAV Plattsburg, N. Y., and Jeanne May Levke.

LEGISLATION

Group to Consider Agenda

A SUBCOMMITTE of the House Interstate and Foreign Commerce Committee March 23 will consider an agenda of legislative proposals relating, among other subjects, to FCC.

In Congressional circles a subcommittee study of communications was considered a possibility in view of probe authority vested in the House Commerce Committee by action of the House Wednesday.

The executive session of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, is the first in a series which will be held to determine the priority of study for various bills [BROADCASTING, March 14].

Several highly controversial communications measures are among those which would logically be assigned to the SEC-FTC-FCC subcommittee for study.

FIRST 15 PROGRAM HOOPERATINGS—March 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell Original broadcast 23.8 Added by 2nd broadcast 2.3	268	Kaiser-Frazer (Weintraub)	26.1	21.8	+4.3	11
Radio Theatre	149	Lever Bros. (JWT)	26.0	27.3	—1.3	4
McGee & Molly	165	S. C. Johnson (NL&B)	25.1	31.1	—6.0	3
Jack Benny Original broadcast 21.5 Added by 2nd broadcast 2.3	174	American Tobacco (BBDO)	23.8	31.4	—7.6	2
Godfrey Talent Scouts	155	T. J. Lipton-Div. Lever (Y&R)	23.3	22.8	+0.5	8
Bob Hope	151	Lever Bros. (Y&R)	21.0	26.2	—5.2	5
My Friend Irma	153	Pepsodent Div. Lever (FC&B)	20.8	22.0	—1.2	10
Stop the Music (8-9) (8-8:15, 16.7) (8:15-8:30, 20.4) (8:30-8:45, 23.0) (8:45-9, 22.6)	175 178 180 178	Smith Bros. (SSC&B) Eversharp (Biow) Speidel (C&P) P. Lorillard (L&M)	20.7	—	—	—
Louella Parsons Original broadcast 17.9 Added by 2nd broadcast 1.4	257	Andrew Jergens (Orr)	19.3	12.5	+6.8	50
Duffy's Tavern	160	Bristol-Myers (Y&R)	17.1	16.6	+.05	25
Amos 'n' Andy	149	Lever Bros. (R&R)	16.4	24.9	—8.5	6
Mr. Keen	149	Whitehall (D-F-S)	16.3	13.3	+3.0	41
People Are Funny	163	B. & W. Tobacco (Seeds)	16.2	14.7	+1.5	33
Mr. D. A.	160	Bristol-Myers (DC&S)	16.0	18.0	—2.0	18
Crime Photographer	163	Toni Div. Gillette (FC&B)	15.6	12.4	+3.2	52

TOP TEN DAYTIME HOOPER—March 15 Report

Program	No. Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	9.3	8.9	+0.4	3
Arthur Godfrey (10:30-11:30) (10:30-10:45, 7.1) (10:45-11, 8.6) (11-11:30, 10.5)	166 166 165	Gold Seal (C-M) National Biscuit (McCann) Liggett-Myers (N-E)	9.2	8.2	+1.0	5
Romance Helen Trent	84	Whitehall (D-F-S)	8.1	8.0	+0.1	7
Our Gal, Sunday	84	Whitehall (D-F-S)	8.0	9.1	—1.1	1
Big Sister	93	Procter & Gamble (Compton)	7.8	9.0	—1.2	2
Stella Dallas	146	Sterling Drug (D-F-S)	7.7	7.7	0.0	9
Rosemary	64	Procter & Gamble (B&B)	7.1	7.6	—0.5	10
Backstage Wife	146	Sterling Drug (D-F-S)	7.1	8.3	—1.2	4
Widder Brown	146	Sterling Drug (D-F-S)	7.0	7.1	—0.1	14
Pepper Young	153	Procter & Gamble (P&R)	7.0	6.0	+1.0	25
When Girl Marries	77	General Foods (B&B and Y&R)	7.0	8.1	—1.1	6

CHURCH BAN

WNLK Renews Programs After Wallace Row

WNLK Norwalk, Conn., last week successfully defended its position that political talks must not be made on its Sunday religious hour after a controversy which started when Henry A. Wallace appeared on a church broadcast without notice.

The station drew national attention last Monday when it suspended the schedule of programs of the Norwalk Ministerial Assn., a member of which was responsible for the Wallace broadcast on March 13, 11 a.m.-12 noon.

These events followed:

1. The ministerial association held a meeting on Tuesday in which it defended the right of Mr. Wallace to be heard but said the station was "unjustly criticized" for the broadcast in question. The association assumed full responsibility for the broadcast.

2. The association on Wednesday assured the station of its desire to continue the broadcasts on a non-controversial basis. It agreed that any "outside" persons would not be introduced without consultation with the association's radio committee. The association expressed regret for any embarrassment caused the station.

3. Station President Dr. Benjamin Ginzberg revoked the suspension of broadcasts and restored the old schedule.

The incident occurred when the Rev. Charles W. Lee, pastor of the South Norwalk Methodist Church, introduced Mr. Wallace to deliver the annual Laymen's Sunday sermon. The Ministerial Association's 21 members are allotted free turns at airing broadcasts on WNLK, and the South Norwalk pastor was using time assigned his church.

Dr. Ginzberg, a Doctor of Philosophy, said the subjects which Mr. Wallace touched on were controversial and outside the bounds of the religious hour. His position was that opposing points of view would thus be entitled to similar time to answer Mr. Wallace. He revoked the broadcasts, the next two of which also were scheduled for the Rev. Mr. Lee's church. In suspending them, however, he announced that he would reinstate them if a guarantee could be made that no more controversial speakers would be introduced on the programs unannounced.

His position was substantially upheld by the *Norwalk Hour*, a daily which has been wary of mentioning the station's call letters and which did not carry a story on the controversy the opening day. But on following days the daily carried factual stories on the controversy and said editorially on Wednesday: "It seems only fair that the Rev. Mr. Lee should have given advance notice of the special speaker, particularly when so controversial a figure." The Rev. Mr. Lee said he did not give advance notice either to the association or the station because he wished to avoid controversy.

CONSTRUCTION

FCC Tightens Deadline Policy

MORE and more starch is being put into FCC's administrative britches where completion deadline extensions are concerned—and this will mean TV construction as well as FM.

That's the nutshell observation of one Commission representative last week upon the FCC ruling which denied further extension of completion date to WMFI Memphis, Tenn., Class B FM outlet granted conditionally in June 1947 to Fanny B. Wilson.

The Commission already has advised one television grantee that it would not tolerate any undue delays in TV construction and about a year ago hinted it proposed a stern policy in handling FM cases where permittees were not diligent in erecting their facilities [BROADCASTING, May 3, 1948].

WSAZ Huntington, W. Va., last fall requested the FCC's view on what its attitude would be if TV permittee's delayed construction until the television freeze were lifted and the future cleared [BROADCASTING, Nov. 15, 1948]. WSAZ has been told the Commission will not approve delays for those reasons.

WMFI early this year filed application with the Commission for consent to transfer control from Miss Wilson to WMFI Broadcasting Co., new firm in which she and members of her family will be owners of the major portion of voting stock. Substantial amount of non-voting preferred stock and some voting stock is being offered for public sale [BROADCASTING, Jan. 24].

President and treasurer of WMFI Broadcasting is York L. Wilson, Miss Wilson's brother and Washington business consultant. Mr. Wilson has FM interests in several cities, none of which are yet on the air. Plans for public participation in ownership are involved also.

AD WOMEN

Chicago Club Names Judges

JUDGES were named last week by Chicago Women's Advertising Club for its annual Advertising Woman of the Year contest. Named were Ralph Starr Butler, retired advertising manager of General Foods; Grove Patterson, editor of *Toledo Blade*, and Sarah Blanding, president of Vassar College.

Nominations, submitted by companies, individuals and agencies, will be accepted until April 1, according to Consuello Miller, chairman of the club's award committee.



MIGHTY PROUD is Evan Hughes, program director of KVOL Lafayette, La., as he leans on new radio-phonograph which station won in a nationwide promotion contest sponsored by Elgin Watch Co. through J. Walter Thompson. Award was for "an outstanding piece of work, showing a great deal of original thought, ingenuity and effort."

Employment

(Continued from page 27)

and competition for positions is very keen. The degree of competition varies considerably by size of community, type of station, occupation, and other factors. Positions with networks generally pay most and are hardest to get, those with small stations pay least and are easiest to obtain.

Technicians are in the best position, says the BLS-VA study, and those with experience will be needed by new stations. The TV-trained will be increasingly in demand, it is stated. Those with FCC licenses but no broadcast experience may have trouble finding jobs, especially in large cities.

Broadcasting has 40,000 to 45,000 fulltime employes, of whom a third are in program departments, according to the survey. Announcers comprise the largest group of program employes, followed by writers, musicians and news personnel.

Discussing the talent problem in this phase of the study, the report states: "Only about 200 to 300 singers and actors have fulltime jobs with stations and networks, but several thousand of them work on a freelance basis, mainly in New York and Los Angeles."

Technical staffs rank next to program in size, mostly transmitter and studio engineers, it is stated. Clerical workers are third. "Other fairly large and important occupational groups are station managers and 'time' salesmen."

Best chance for newcomers will be at new stations, according to the BLS-VA study. These will need technicians, announcers who handle other duties, clerical workers and time salesmen, with few chances for actors, singers, sound effects and production men. Slightly better chance exists for writers, musicians, news personnel and studio engineers.

The study notes that vacancies also will appear at established stations due to turnover or occasional staff expansion, with turnover expected to provide most of the openings.

At many TV stations, says the study, much of the work will be handled by the same persons now doing similar work at sound stations since a majority of present telecasters and applicants also run AM, FM or combination stations. It is predicted present staffs will be enlarged for this purpose, with technical personnel the chief beneficiaries, since they comprise half the staff at TV outlets compared to less than a fourth of fulltime employes at sound stations.

In charge of the job opportunity study along with the special talent study is Helen Wood, labor economist of the Bureau of Labor Statistics.

Number of unworked days is relatively small for staff personnel but BLS averages are said to reflect necessarily the higher rate of unemployment among freelancers. According to Miss Wood, the number of staff singers and actors shown by the survey is negligible. The survey results are based on 3,742 questionnaire replies. AFRA's total membership is claimed by the union to be 25,000.

Total number of persons in programming (nonsupervisory) throughout the industry as of Oct. 11, 1947, at seven networks and 1,260 stations was 12,663, according to FCC official records. Thus AFRA membership exceeds total industry employment though many stations are not organized. Of the 12,663 employes, 10,900 were fulltime and 1,763 parttime, according to the FCC.

Miss Wood told BROADCASTING the bureau had not attempted to analyze economic factors though it explained that actors and singers cluster in the main talent centers looking for all types of work.

Second Report

The second report on radio employment, soon to be issued, will analyze marginal employment and distinguish between people who get all or most of their earnings from broadcasting and those not primarily dependent on it, according to Miss Wood.

She said the first report "excluded those who haven't worked in radio recently," but at the same time "carefully explained that the actor-singer employment situation is not to be blamed on the broadcasting industry."

BLS, in discussing its talent data, makes no effort to relate the amount of work available in broadcasting to the increasingly high rate scales. In some markets, according to those who have reviewed the BLS figures, the rising rates have served to curtail employment as programming costs become prohibitive.

The bureau is criticized by those who have analyzed its findings for what they feel is either a deliberate or unrealistic ignoring of the basic elements of employment in broadcasting. Radio employment is divided into two classes—staff and freelance—but these are not separated in the BLS findings.

Free-lance work involves such factors as individual talent of each artist, along with reputation and the current popularity of special types of performances, broadcasters point out.

Since artists who want to get work in radio need AFRA cards in organized cities, the union's ranks include students, persons lacking in professional skills, those who hope to pick up a few extra dollars here and there, and others who work the night club, vaudeville, dance hall and other circuits but hold an AFRA card in case any radio jobs turn up from time to time.

These facts, according to critics of the BLS survey, are not properly brought out by the bureau.

Another criticism is based on the way the bureau shows relatively high unemployment for artists in such cities as New York, Los Angeles and Chicago, centers of freelance talent and natural focal points toward which the largest number of artists converge in the hope of getting work in radio, theatres, night clubs, movies and similar fields.

These artists include those with professional skills, those with established reputations and hundreds of young people who have limited ability and training but dream of the day when they will attain fame and fortune in radio. Though holding AFRA cards, many do not depend on radio as a prime source of employment. Thus for any given week a relatively high unemployment rate will be shown in such cities as Los Angeles, New York and Chicago, it is observed.

The analysis should have emphasized that half of the artists covered in the survey earned over $3,400 in 1947, it was felt, and that 25% earned over $10,000. This compares with $53 per week or $2,756 per year as the average income of all American workers in the field of manufacturing.

Bond With GR&P

CLYDE H. BOND, associate in the consulting radio engineering firm of Gautney, Ray & Price, Washington, will continue his work with this firm for an indefinite period. Date of his move to the West Coast [BROADCASTING, March 14] is as yet indefinite, but will be in the near future. Mr. Bond plans to establish a consulting radio engineering concern on the Coast which will be affiliated with the Washington firm.

JUST ARRIVED!



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Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

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'Obsolete' Ads

(Continued from page 32)

or standards. . . ." (see separate story).

Meanwhile, Sen. Johnson warned a White Plains, N. Y., radio manufacturer that the use of VHF channels for television in metropolitan areas and UHF in rural sections is "purely hypothetical" and no prospective set purchaser has a right to bank on such a contingency.

The Senator elaborated on his previous views in reply to a letter from Robert G. Kramer, president of Remington Radio Corp., protesting indications that the Senator's committee might propose a law requiring manufacturers to warn purchasers of possible obsolescence of television sets [BROADCASTING, March 7, 14].

Sen. Johnson told Mr. Kramer he was speaking of "a 'present conceived plan' to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors. . . .

"Therefore, your comment on this point is purely hypothetical, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency."

Sen. Johnson added that it was known that UHF channels "eventually must be opened up" in order to afford national service.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band;" Sen. Johnson wrote "However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

Goldman Disapproves

Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y., added his voice to the crescendo of disapproval of Zenith's campaign. In an exchange of correspondence with Ted Leitzell, public relations director and manager of WEFM (FM) Chicago (Zenith station), he pointed out that "you spend plenty of time and money asking the radio stations to plug your FM sets, so you must recognize its advertising value. . . . The most successful radio retailers in Jamestown are heavy users of radio advertising because it pays off. . . ."

Mr. Leitzell, in turn, took exception to Mr. Goldman's contention that "radio is the most effective and economical mass advertising medium yet devised . . ." and that "radio set manufacturers exist only because stations broadcast." He declared: "Broadcasters are indebted to radio manufacturers for providing them, for free, with the audience they sell to those advertisers who find radio a profitable medium. No matter how bitter the truth may be, the fact is that radio advertising is seldom a salesman for radio receivers as are other media."

Replying that he didn't want to start a "whirling dervish" of claims, Mr. Goldman nevertheless defied Mr. Leitzell "to sell a radio set in an area—if there is such an area—that has no broadcasting station.

"I think the 'bitter truth' should be faced by you and your organization and that is that you haven't been able to make successful use of [radio] . . . Perhaps you're so close to the forest that you can't see the trees. . . ."



FM 'BRASS TACKS'

To Key FMA N. Y. Clinic

"BRASS TACKS" meeting at which the basic problems of FM will be considered will be held by FM Assn. at its Sales Clinic to be held April 1 at the Commodore Hotel, New York.

First nationwide FM sales clinic, the session will include talks by Edgar Kobak, MBS president, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co. Mr. Kobak's topic wil be "FM—Why Not?" Miss Nelson will speak on "FM From the Agency Point of View."

FMA President William E. Ware, KFMX Council Bluffs, Iowa, said the brass-tacks meeting is designed "for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

Agency officials have shown marked interest in the meeting, according to Edward L. Sellers, FMA executive director, tracing this interest to increased production of FM sets, decline of AM-only set production and "current confusion expressed by BMB's difficulties."

Other speakers at the clinic will include Millard C. (Tex) Faught, public relations counsel; Herbert Georges, WFMI Portsmouth, N. H.; Robert F. Wolfe, WFRO Fremont, Ohio, and Everett L. Dillard, WASH Washington, FMA board member and ex-president.

STORADIO ELECTS

Harold Anderson President

HAROLD E. ANDERSON has been elected president of Storadio Advertising Co., Des Moines. The firm recently was formed to operate as national sales representative for firms engaged in store broadcasting. Mr. Anderson is auditor of Polk County (Des Moines) and has been in the food business for 22 years.

Storadio named Cy Newman executive vice president and general manager and Melvin E. Seymour secretary-treasurer. Mr. Newman is radio director of a Des Moines agency, Meneough, Martin & Seymour, and general manager of Super Market Advertising Co., Des Moines, which operates store broadcasting in 21 Thriftway Super Markets in Iowa via KSO-FM Des Moines. Mr. Seymour is secretary-treasurer of Meneough, Martin & Seymour.

Storadio has opened offices in New York at 52 Vanderbilt Ave., with Ernest P. Baldwin as resident manager, in Chicago at 228 N. LaSalle St., with Milton S. Wolken as resident manager, and in Des Moines at 501 Garver Bldg.

FLEET EXERCISES

Covered by WJNC Manager



Mr. Gould stands beside WJNC banner at Atlantic Fleet Marine Force headquarters on the island of Vieques in the Caribbean during training exercises.

* * *

LESTER L. GOULD, manager of WJNC Jacksonville, N. C., produced three half-hour transcribed programs while in the Caribbean as an observer during the Navy's recent training exercises.

One of the shows presents briefing aboard the *USS Mount Olympus* and features the commanding general of the Second Marine Division, Maj. Gen. Franklin A. Hart, and his staff. Second program, *Then and Now,* is a story built around some of the men aboard the Mount Olympus, including Commdr. John D. Buckley of PT boat fame.

The third program, *The Marines Attack,* presents the actual simulated invasion. Interviewed, among others, is the commandant of the Marine Corps, Gen. Clifton B. Cates.

WJNC carried broadcasts of the first two programs on the evening of March 10 and aired the attack program the following night. The Tobacco Network and the Dixie FM Network planned to present at least two of the programs last week, according to Mr. Gould.

Tom Clark

(Continued from page 28)

session will dip into some of NAB's liveliest problems. Judge Miller will preside. BMB, BMI, international matters, the Puerto Rican issue and adoption of resolutions are on the agenda.

Annual industry banquet will be held Tuesday evening with music supplied by BMI. As customary there will be no banquet speeches.

George E. Storer, head of the Fort Industry stations, is to preside at the Wednesday morning television discussion, final session of the Management Conference. This program will be of the panel type but participants have not been announced. Here again the NAB reorganization problem may arise. The NAB board is committed to development of a complete trade association service and the long-pending proposal for some form of liaison or cooperation with Television Broadcasters Assn. may be discussed.

The one-day meeting of independent stations, scheduled all day Sunday, has the general title, "Unaffiliated Stations Bull Session." Mr. Willard will open the meetings, with Ted Cott, WNEW New York, chairman of the NAB Unaffiliated Stations Executive Committee, presiding.

Morning agenda includes panel discussion of transcription library services; outline of United Nations plans to provide programs for independents; Advertising Council proposal to disseminate its public interest program material to independents, and research study titled "The Independent Is Here to Stay," by Dr. Sydney Roslow, president of The Pulse Inc.

Luncheon Meeting

Judge Miller will address the luncheon meeting. Afternoon program includes study of successful local promotions by independents; panel discussion on "How to Steal the Audience," touching sports, foreign language programs, classical and popular music; Unaffiliated Stations Committee work to be described by Melvin Drake, WDGY Minneapolis; panel discussion led by Maurice B. Mitchell, director, NAB Broadcast Advertising Dept., on subject, "Bread and Butter—NAB Tools for Selling."

Independents may attend the Sunday meeting even if they are not NAB members.

The third annual Engineering Conference [BROADCASTING, Feb. 28] opens Wednesday, April 6, with registration and a meeting of the NAB Engineering Executive Committee. Reception will be held afterward. A tour of the Hallicrafters Co. plant is scheduled in the afternoon. Royal V. Howard, director, NAB Engineering Dept., was in Chicago last week completing plans for the conference and the plant tour.

General sessions will be held by the engineering group all day Thursday and Friday, followed by a Saturday morning meeting. The full NAB Recording & Reproducing Standards Committee will meet Saturday afternoon to consider the final standards adopted last week by its executive committee. The NAB Engineering Executive Committee will review the standards at its April 6 meeting.

Should the standards be finally approved, the action will mark the culmination of a hundred meetings involving 75 engineers and 70 organizations. The vast program covers recording standards developed in the last 18 months and revision of the standards adopted before the war.

Arthur C. Stringer, in charge of the annual equipment exhibition, left over the weekend for Chicago to complete arrangements for the project. The heavy equipment display will cover some 30,000 square feet and the entire eighth floor of the Stevens Hotel will be used by other exhibitors.

SHERMAN CHANGES

Morey WBBM Program Head

VAL SHERMAN, program director at WBBM Chicago, has resigned. He will devote all his time to production of the new series, *Patrick O'Riley's Show*, H. Leslie Atlass, general manager and vice president in charge of CBS Central Division, announced last week. Mr. Sherman will be succeeded by Al Morey, member of the staff for six years.

Mr. Morey, WBBM director of program development and former program manager, entered radio in 1933 when producing a variety show for WHO Des Moines. A former musician and dance band leader, he worked also as an m.c. and producer for a theatre chain. He also wrote scripts for Fred Allen, Edgar Bergen and *Kraft Music Hall*. In 1936 Mr. Morey returned to Chicago as radio director of Jones Frankel Agency. He joined Ruesel M. Seeds agency to write and direct *Uncle Walter's Doghouse*. At WBBM in 1943 he produced *The Blue Jacket Choir with Danny O'Neil*.

Mr. Sherman begins his 19th year at WBBM in September.

INVESTIGATIONS

House IFCC Gets Authority

A RESOLUTION was adopted by the House March 16 authorizing the House Interstate and Foreign Commerce Committee to make investigations into any matters within its jurisdiction, including communications.

The resolution (HRes 107), previously reported by the House Rules Committee, permits the committee, or any of its subcommittees, to make investigations within or outside the United States, whether the House is in session or not. Supoena powers also are granted in the bill, authored by Rep. Robert Crosser (D-Ohio), chairman of the full committee.

WFBL

SYRACUSE, N. Y.

1ST in COMMUNITY SERVICE



Above, a Syracuse High School choir takes over one of WFBL's beautiful, new studios. WFBL facilities are placed at the command of Syracuse civic and educational groups for such purposes as rehearsals, meetings and forums.

"OUR HOUSE AND ALL IT POSSESSES IS YOURS"

This is WFBL's pledge to the community which it serves. It's always "open house" at WFBL . . . a policy which pays off in a loyal following throughout the community as well as in Central New York. For WFBL has earned many devoted friends among Central New York's influential, educational, cultural, civic, church and farm groups.

Loyal friends make good listeners and good listeners build the responsive audiences that make advertising pull results.



Ask Free and Peters for the WFBL Community Service Booklet and current availabilities.

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION

Anti-Trust

(Continued from page 25)

anti-trust issue.

WBKB (TV) Chicago and KTLA (TV) Los Angeles, both owned by Paramount, have been put on temporary license along with stations of several other companies pending the outcome of FCC's study. The probe originated when the Supreme Court handed down its anti-trust ruling against the major motion-picture producers, which has since brought consent decrees by Paramount and Radio-Keith-Orpheum. FCC's investigation now extends beyond movie applicants and licensees, covering other anti-trust cases.

Paramount made clear that "the issues in U. S. vs. Paramount have been settled and disposed of to the satisfaction of the government and the courts," and that the consent decree contains "no findings of fact and no final adjudication or admissions of anti-trust violations."

When the case started in 1938 the Justice Dept. announced that the major companies had "voluntarily cooperated" with the government in an effort to remove causes for complaint, Paramount noted. And when it ended last February the Attorney General described it as a remedial, not punitive, proceeding.

FCC, the film company claimed, "misconceives the nature of anti-trust." The idea that an anti-trust decree is a "blemish or taint" on character is contrary to "the entire history and theory of anti-trust," Paramount maintained.

"The Commission may not legally refuse or revoke a license on the grounds of anti-trust violations in a field outside of radio communications, and may not even take into account such violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant or licensee for station management and control," the memorandum insisted.

Paramount held that the anti-trust sections of the Communications Act clearly do not apply to this case and assumed the Commission is approaching the question from the standpoint of the "character" of the companies. But this is a "delusive standard which must be applied sparingly and with great care," the company said, adding:

We do not believe that Congress in listing the general standards of "character" to be considered in determining whether the granting of a license would serve the public interest, intended to give the Commission a roving authority to inquire into the trade practices of applicants outside of the communications field, and to exclude from broadcasting persons who in such fields had engaged in restrictive operations. The "character" qualification, at most, relates to character, demonstrated or demonstrably to be forecast, as a station licensee.

The film firm insisted its record as a licensee over many years is a "direct, reliable guide" to its radio qualifications.

If FCC assumes "free-wheeling, roving authority" on the anti-trust issue, the company asserted, then "it may equally be under the burden of inquiring into the business practices of all applicants—whether or not they are actually engaged in anti-trust proceedings, determining whether they are in fact violators of the law, and imposing the penalty of denial where the Commission deems appropriate."

Terms Backlog a 'Beginning'

The licenses and applications which FCC has thus far held up pending the outcome of its study represent a "sufficiently ambitious" undertaking, but are a "mere beginning," Paramount said.

To bar those who have contravened the anti-trust laws, the company said, would jeopardize the operations of the following licensees "among others": RCA,CBS, Westinghouse Radio Stations, General Tire & Rubber Co., and all newspaper licensees who are members of Associated Press.

"But the effect of the announced, tentative policy is not confined to this group," Paramount added, listing 113 companies which "at one time or another" have been "anti-trust violators" and 29 which are involved in pending proceedings. The memorandum added:

Make out, using whatever criteria you please, an honor roll of American business; there will be few names which are not in the catalogue of the corporations which at one time or another have violated the anti-trust laws. And we believe it to be apparent that the Commission, if it pursued the policy advanced in Paramount's case, would be obliged to apply it to all who have been similarly involved in anti-trust proceedings. Both law and policy would require such equality of treatment.

. . . The Commission's inquiry is open to more serious challenge on a higher legal plane. It seeks not only to add to the penalties prescribed by law for anti-trust violation, but also to usurp the function of the court in revising its decree. It strips unsuccessful defendants of civil rights, and denies to them the ancient liberty to and within their trades which heretofore has had the protection of the Constitution itself. Anti-trust violations do not involve, justify or imply, however remotely, a disqualification to engage in a business for which the individual is otherwise eligible.

Television in particular "cannot be improvised or cut to a blueprint," Paramount contended. "It must be the creation of many men of talent over a period of years. And this means the widest, as well as the most diverse, opportunity for experimentation." The company continued:

. . . Paramount and all of the motion-picture producers have a moral and legal right to keep up with the times, to have access to the new technology, and to stay in the business by following the curve of invention, and the public has a right to their participation in the television business, to the benefits of their unique contribution, and to the substantial element of competition that they can and will inject in this developing field.

Chairman Coy's views on the status of motion-picture exhibitors were outlined in a letter replying to Mr. Sullivan's inquiry as to what kind of reception they might get as applicants.

In non-competitive cases he thought they should be judged on the usual basis of financial, technical and other qualifications. In competitive cases he felt the "particular facts" developed in the hearing would determine the outcome, with no "stigma" attaching to an exhibitor as such, "provided the applicant is in all respects qualified as a broadcast licensee."

FCC Preference

FCC's preference for non-newspaper applicants in competitive cases was cited as a possibly "helpful" reference for one seeking to determine what FCC's approach will be when faced with a choice between movie and non-movie applicants.

The purpose there, he explained, is to promote greater diversity in the ownership of media of mass communications. But he made clear that FCC hasn't yet had occasion to consider whether a similar policy would be appropriate in the case of motion-picture applicants.

LIST OF TV PLEAS HELD UP

Pending Decision on Applicants' Qualifications

RADIO and television interests of major motion picture producers and others whose applications are being held up by FCC pending a decision on their qualifications in view of anti-trust rulings against them:

Paramount—Owns KTLA (TV) Los Angeles, WBKB (TV) and WIBK (FM) Chicago, 50% of WSMB New Orleans and of Des Moines TV and Atlanta AM applicants, 10% of AM applicant for Hot Springs, Ark., controls TV applicants for San Francisco, Detroit, Boston, and Tampa, and has 29% of Allen B. DuMont Labs, which owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh and is TV applicant for Cincinnati and Cleveland (FCC has issued proposed ruling that Paramount controls DuMont; Paramount insists it doesn't).

20th Century-Fox—Negotiations to buy ABC broke down late last year but observers believe they will be resumed; has television applications for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Warner Bros.—Owns KFWB Los Angeles and is applying for Chicago TV; has bought (subject to FCC consent) Mrs. Dorothy Thackrey's KYA San Francisco and KLAC and KLAC-TV Los Angeles.

Loew's Inc.—Owns W M G M and WMGM-FM New York.

H. J. Griffith (Southwest theatre chain operator)—Owns KEPO El Paso, part interest in KWFT Wichita Falls, Tex., and a number of Southwest applicants.

Schine Chain Theatres — Controls WPTR Albany (whose 50-kw application was not held up but was granted without prejudice to whatever action FCC may take on anti-trust issue).

Westinghouse Radio Stations—Owns WBZ-AM-FM-TV Boston, WBZA and WBZA-FM Springfield, KDKA and KDKA-FM Pittsburgh, KYW and KYW-FM Philadelphia, WOWO and WOWO-FM Ft. Wayne, KEX and KEX-FM Portland, Ore., and WBOS Boston (international).

(FCC's policy has been to make no announcement with respect to the anti-trust investigation involving a particular licensee or applicant until an application of that company comes up for action. Not all of those listed above have yet been reached. Presumably, others will be added to the list if anti-trust decisions involving them come to FCC's attention.)





MEMBERS of Twenty-Ten Club for WBAL Baltimore employes who have been with station 10 to 20 years or more gather around dinner table. Seated are officers of the club and Harold C. Burke (second from r), WBAL's general manager. The officers: R. E. Brunner (l), vice president; Miss Eleanor Gambrill, secretary, and Walter Linthicum, president. Standing, l to r: Freeman Cardall, E. W. Christhilf, Leslie Peard, assistant to the manager, W. C. Bareham, Program Manager John J. Dickman, William E. B. Grant, Louis Wagner Jr., Marvin Blank and William Newberry.

RMA Meet

(Continued from page 29)

tem cannot be built on the present 12 channels." Quoting a recent speech of Chairman Wayne Coy, in which he said that 50 to 70 channels "may be required," Mr. Bonfig explained that between 38 and 58 UHF bands would therefore be needed, along with the present 12 in VHF.

Although no official FCC statement indicated that old frequencies will remain in large cities and new ones will be assigned to small, Mr. Bonfig added that "because it is not possible for most cities to have four TV stations on the VHF band both VHF and UHF stations will be assigned in the same city in many instances."

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both bands . . . since changes and additions in frequencies have to be made, it is better for the public, the dealers and the industry that they be made now."

'Sword of Uncertainty'

In concluding, Mr. Bonfig termed the FCC indecision "a sword of uncertainty hanging over the heads of the entire industry."

Bond Geddes, executive vice president of RMA, pointed out that Mr. Galvin's proposal to establish a public relations program preceded the Zenith advertisements. Mr. Galvin's suggestion was presented in a letter dated Feb. 22 to Mr. Balcom. That same month RMA recommended to the FCC that it (1) lift the freeze as soon as possible, (2) use VHF as far and in as many areas as possible and (3) provide for a minimum of overlap of the future UHF.

Several set manufacturers arrived at the conference irate about "the unfair competition" allegedly practiced by Zenith, but none complained vigorously at open meetings, it was said. Tone of debate was "rational and cooperative," without the expected animosity and reprimands.

Plans were outlined for RMA's 25th anniversary and its annual convention May 16-19 at the same time as the annual radio parts show. Both are scheduled for the Stevens Hotel. An estimated 9,000 persons will attend the business meetings and the industry banquet the evening of May 19. President Harry Truman has been asked to address the group via TV from Washington. Telecasts of the floor show may be aired by networks. Leslie F. Muter, RMA treasurer and president of the Muter Co., is banquet chairman.

Members of the advertising committee Tuesday morning voted to continue the "radio-in-every-home" campaign. James Secrest, director of publications, will supervise this activity after the contract with the Fred Eldean Agency, New York, expires Dec. 31. He also will head committees on National Radio Week and the Voice of Democracy contest. The former will take place in November. W. B. McGill, advertising manager of Westinghouse Radio Stations, was named National Radio Week chairman.

The parts division, of which A. D. Plamondon Jr. of Indiana Steel Products Co. is chairman, decided to continue "town meetings" for radio technicians. They are scheduled for next year at Atlanta, Feb. 1 and 2; Los Angeles, March 1 and 2, and Chicago, April 11 and 13.

Va. Broadcasters Meet

MEETING of the Virginia Assn. of Broadcasters has been tentatively scheduled May 26-27 at historic Williamsburg, Va., by John W. New, sales manager of WTAR Norfolk. The program will include a talk by A. D. Willard Jr., NAB executive vice president, along with representatives of NAB's broadcast advertising and employe-employer departments.



BUYERS MARKET

300 at OSU Ad Conference

OVER 300 Midwest advertising agency executives, copy writers, advertising managers, and radio sales executives gathered March 17-18 in Columbus for the seventh Ohio State U. advertising conference. Theme of the 1949 conference was "Advertising in a Buyers' Market."

Maurice B. Mitchell, director of the department of broadcast advertising of the NAB, spoke on local sales in a buyers' market. Others on the agenda included Norwood Weaver, vice president of the A. C. Nielsen Co., Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, and Alan Wells, advertising director of Kaufmann's department store, Pittsburgh.

Speaking on the "Effectiveness of Local Radio Advertising in a Buyers' Market," Mr. Mitchell told the advertisers that radio's biggest customer in the past two years has been the local retailers. "As a buyers' market is more and more evident, more retail advertising money is going into radio," he said, adding that the reasons for the landslide of retail advertising money into local radio broadcast advertising include developments in the radio industry itself, changes that have taken place in retailing, and changes in the way of American living.

"The fact that there are now over 2,600 radio stations in the nation, with 77,000,000 radios in use in 94.2% of the homes, makes radio advertising the one medium that can reach most retail customers," Mr. Mitchell said. Since there are more radios in possession of families than any other single item of home furnishing except cooking stoves, retailers are finding it the profitable way to build sales in a buyers' market

Mr. Mitchell told how latest surveys show average daily time of listening per set is now 5¾ hrs. Now with more and more business coming from the suburban and semi-rural areas, radio is the one medium to reach this diversified audience through the beamed program technique.

Mr. Mitchell commented that the influx of younger men into the advertising control of retail concerns tends to influence the change of retail advertising dollars to radio.

The past generation of advertising men has been educated in a newspaper world which had handicapped the chances of retail radio," Mr. Mitchell continued. "Younger advertising men are more eager to give radio a chance, and when they do the results are forthcoming."

In discussing the advantages of radio advertising on the retail level, Mr. Mitchell said that in a radio program an advertiser can create the proper mood for his commercial, the proper program to reach the people he wants to reach, and can take advantage of the warmth and inflection of the human voice to be his "salesman in the home."

Mr. Mitchell concluded with a report of a newspaper survey of reading ability among Chicago residents. It found that 40% of Chicago residents have only a sixth grade reading ability. For reasons like these, plus the radio generation in which we are living, the prestige that comes to radio advertisers, and the proven worth of radio advertising to retailers, Mr. Mitchell concluded, radio will continue to be dominant medium in the much discussed and much apprehended buyers' market.



SCBA PROTEST

Hits Sports Broadcast Law

OPPOSITION has been voiced by members of South Carolina Broadcasters Assn. to legislation passed by the state House of Representatives permitting state-supported schools and colleges to sell exclusive broadcast rights to athletic events.

As the law now stands these institutions are required to invite at least three broadcasters to participate, according to B. T. Whitmire, WFBC Greenville, SCBA president. Mr. Whitmire pointed out that stations outside the state could buy up these rights and leave the South Carolina outlets without access to games. He said it is to the interest, financial and otherwise, of the schools to obtain the publicity that accrues from play-by-plays.

WIL IS FULLTIME

Moves to 1430 kc, 5,000 w

WIL St. Louis, local outlet since 1922, became a fulltime regional March 16. The station is owned by Missouri Broadcasting Corp., of which L. A. Benson is president and general manager.

An independent station, WIL shifted from 1230 kc to 5,000 w 1430 kc assigned at noon. Listeners were asked to remain tuned to the old frequency until the switch was made to the new channel and more powerful signal.

New transmitter site is located at North Dupo, Ill., with studios in the Melbourne Hotel, St. Louis. The transmitter is latest type Gates installation, with four Wincharger towers set in a directionalized array over St. Louis. WIL is represented nationally by William G. Rambeau Co.

Transcription Directory

REVISED edition of the NAB Open-End Transcription Directory was issued last week by the NAB Program Dept. headed by Harold Fair. The directory brings up to date a compilation extensively used by station sales officials. Revised list of public interest programs is being prepared by the department. It includes programs provided by the Red Cross, U. S. agencies, military and other public service organizations.

NARND BOARD

To Discuss Fall Conclave

MID-YEAR board meeting of the National Assn. of Radio News Directors will be held at Chicago's Palmer House April 2-3, according to NARND President Sig Mickelson.

Chief business will be selection of a site and date for NARND's fourth annual convention next fall. Reports from the chairmen of seven standing and three special committees will be made and groundwork will be laid for membership campaign aimed at bringing in some 300 new members.

The NARND board includes:

Jack Shelley, WHO Des Moines; David Kessler, WHAM Rochester, N. Y.; John Hogan, WCSH Portland,, Me.; Soren Munkhof, WOW Omaha; Robert Redeen, WOC Davenport, Iowa; Fred Hinshaw, WLBC Muncie, Ind.; Ben Chatfield, WMAZ Macon, Ga.; Sid Fietzsch, WFAA Dallas; James Bormann, WMT Cedar Rapids, Iowa; Edgar Kirk, WPTF Raleigh, N. C.; Bruce Barrington, KXOK St. Louis, and Mr. Mickelson.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

Sponsor Viewpoint

(Continued from page 28)

prepared movie showing examples.

Dr. Alfred N. Goldsmith, TV consultant and past president of Institute of Radio Engineers, will speak on "How Much Market Coverage Can You Expect From Television Now and in the Future?" A question-answer period will follow.

The media discussion preceding the TV session will have the theme, "Is Our Media Investment Pulling Its Full Weight?" Speakers will be Dr. D. B. Lucas, technical director, Advertising Research Foundation, and BBDO consultant, whose topic will be "Let's Change Media From a Seller's to a Buyer's Market," and Dr. L. O. Brown, vice president in charge of media and research, Dancer-Fitzgerald-Sample, with the subject, "How You Can Help Your Agency Fit Your Media List to Your Own Market."

Thursday afternoon is open for informal meetings, recreation and showing of special films. In the evening delegates will see a film of General Dwight D. Eisenhower's ANA talk last autumn and the television films, *Crusade in Europe*, edited and executed through the March of Time and presented by ABC network.

Friday Agenda

Friday morning's agenda deals with consumer goods and industrial goods sessions, to be held concurrently. Topic of the consumer goods program is "Speeding Sales at the Retail Level." John W. Hubbell, vice president of Simmons Co., will preside. Speakers and topics include: James Rotto, sales promotion director, The Hecht Co., point-of-sale helps; Thomas F. Joyce, vice president, Raymond Rosen & Co., retail bottlenecks; Frank Fagan, vice president, Young & Rubicam, merchandising methods that click with retailers. Clinic based on case histories will follow, ending with a question period.

The industrial portion has the theme, "Speeding Sales of Industrial Products," with L. Rohe Walter, director of public relations, Flintkote Co. and ANA Industrial Advertising Committee chairman, presiding. Speakers and topics: Laughlin A. Campbell, manager of advertising and sales promotion, Mergenthaler Linotype Co., sales power in industrial advertising; S. H. Giellerup, partner, Marschalk & Pratt, business paper opportunities; and others.

Question-answer session Friday afternoon will be "speakerless" with W. N. Connolly, ANA chairman and advertising manager, S. C. Johnson & Son, in the chair. An ANA panel will answer written questions about advertising, merchandising and related topics.

NBC will stage an entertainment program at the Get-Together Dinner Friday evening. Entertainment chairman is Russell Ziegler, manager market research and public relations, Cluett, Peabody & Co. An ANA golf tournament will be held Saturday along with other sports events.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative: J. P. McKINNEY & SON

Richards

(Continued from page 26)

ing should be consolidated with the above-entitled proceeding. At that time the Commission will also determine the further hearing date in the above-entitled proceeding and also in the consolidated proceeding if the transfer application is consolidated for hearing with the above-entitled matter.

FEDERAL COMMUNICATIONS COMMISSION*
T. J. Slowie,
Secretary.

*** Commissioner Sterling not participating; Commissioner Jones favors a continuance of the hearing for 30 days and concurs in the first five paragraphs of the order.**

The postponement came at a time when a dozen witnesses reportedly were prepared to take the stand against Mr. Richards and an equal number were ready to testify in his behalf. Comr. E. M. Webster, designated to conduct the hearing, had been slated to leave Washington today (Monday) for Los Angeles. General Counsel Benedict P. Cottone and two attorneys from the agency's Law Bureau in Washington had been there almost two weeks.

Principal witnesses against Mr. Richards in the opening sessions, according to preliminary plans, were to have been Clete Roberts, KFWB Hollywood newscaster and commentator who formerly was public affairs director of KMPC, and George Lewin, former KMPC news room manager.

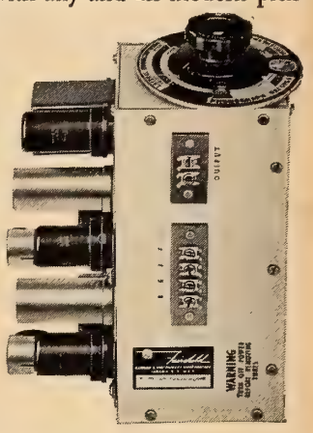
Robert O. Reynolds, vice president of KMPC and for several years general manager, and Leo Tyson, former KMPC general manager and now head of a personal management service, were among those scheduled to testify for Mr. Richards.

The news-slanting charges were filed with FCC by the Radio News Club of Hollywood in February 1948. Mr. Richards a few weeks ago petitioned FCC for a personal hearing, conceding that portions of the charges were true but expressing "sincere regret" and asking for an opportunity to offer personally his assurance that past shortcomings "will not recur" [BROADCASTING, March 7]. FCC denied this request, however.

Mr. Wheeler, former Senator from Montana and now in the Washington law firm of Wheeler & Wheeler, and Clair L. Stout of Dow, Lohnes & Albertson, also of Washington, were slated to head the legal battery for Mr. Richards. On hand to assist Mr. Cottone for the FCC were Joe Brenner of the Commission's San Francisco office and Thomas Donahue and John Edgerton of Washington headquarters.

ONE EQUALIZER
FOR ALL PICKUPS

VERTICAL, LATERAL, MICROGROOVE! The Fairchild 6-position Preamp-Equalizer, Unit 622, can be used with any and all modern pickups. It mounts on your transcription table in place of your present equalizer. The Fairchild 622 makes it possible for you to use various pickup cartridges . . . and be sure you are getting the best possible performance from each. Both lateral and vertical transcription arms can be connected, and selected without switching—by simply using the proper setting of the 6-position control knob.



EXTRA ADVANTAGES . . . Will not become obsolete. Frees one preamplifier. Provides for cuing and monitoring. Eliminates low level hum problems. Is economical. Write for complete details.

SYNCHRONOUS
FAIRCHILD TRANSCRIPTION TABLE

- HIGHEST SIGNAL-TO-NOISE
- LOWEST RUMBLE AND FLUTTER
- INSTANT SPEED CHANGE WHILE IN OPERATION



UNIT 524
Transcription Table
$485 less Pickup Equipment

FR-101

Together with the 542 Transcription Arm and the 622 Preamp-Equalizer, you get these benefits:

- Perfectly balanced channel from pickup to high level input.
- Signal from turntable at line level.
- Equalization for any pickup.
- Use of two or more pickups with single equalizer.
- No low level hum problems.
- Synchronous direct drive operation.
- Ease of cuing.
- Provision for monitoring.
- New rugged trouble-free pickup reproducer.
- High compliance—true linearity.
- Economy—the elimination of one preamplifier and extra equalizers . . . the prevention of equalizer obsolescence.

Full details are available on request.

Fairchild
RECORDING EQUIPMENT CORPORATION

We're at the N.A.B. Show

154TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

DAV OFFERS SCRIPTS
But Is Mum on Radio Budget

DISABLED American Veterans Service Foundation Inc., New York and Washington, has just completed two 15-minute dramatic shows featuring Zachary Scott and Henry Fonda with Gen. Wainright. Shows were produced by Laurence Hammond Prod. Inc., New York. The foundation is requesting that stations use the programs free of charge.

A spokesman for the foundation in New York would reveal no commercial plans for its fund-raising campaign, nor would he state what, if anything, had already been spent in radio. It is known, however, although no figures are available, that the group has spent considerable sums in newspaper and magazine advertising.

MON WALLGREN
Rejected as NSRB Head

NOMINATION of Mon C. Wallgren, KIRO Seattle stockholder, for chairmanship of the National Security Resources Board, was rejected by a vote of seven to six last Monday by the Senate Armed Services Committee.

The committee said they had failed to approve the President's candidate on grounds that the head of the national defense board should have greater "economic and industrial experience and competency" than that of Mr. Wallgren.

Special Cancer Show

AMERICAN Cancer Society has transcribed a half-hour, all star revue for the exclusive use of independent stations, the organization announced last week. Produced in cooperation with NAB's unaffiliated stations committee under chairmanship of Ted Cott, the program is said by Walter King, ACS radio director, to be the first top-talent show of its scope to be produced by a national health organization for non-network stations. Featured on the show are Burns and Allen, Jane Wyman, Jerry Colonna, Peggy Lee and others.

KLZ KLZ-FM
Sale for $1 Million Gets FCC Nod

ACQUISITION of KLZ and KLZ-FM Denver and KVOR Colorado Springs by Aladdin Radio & Television Inc. at a gross price of about $1 million [BROADCASTING, Nov. 1, 1948] was approved by FCC last week. The approval was announced Friday.

The KLZ properties are being sold by E. K. Gaylord, president of the Oklahoma Publishing Co. interests; Edgar T. Bell, former secretary-treasurer of the publishing firm and now general manager of KTSA San Antonio, and members of their families. Messrs. Gaylord and Bell and the publishing company own KVOR in approximately equal shares.

Aladdin, new owner of the stations, is headed by Harry E. Huffman, Denver businessman and district manager of Fox Denver Theatres, who with his wife, Christine, holds 23% interest. Frank H. Ricketson Jr., president of Fox Inter-Mountain Theatres, also owns 23% and is treasurer. J. Elroy McCaw, president and half owner of KELA Centralia, Wash., half owner of KPOA Honolulu and one-third owner of KYAK Yakima, Wash., has 25% interest. Theodore R. Gamble, West Coast theatre operator and wartime head of the Savings Bond campaigns, and his wife hold 25% while Hugh B. Terry, KLZ manager and secretary-treasurer, and Albert J. Gould, Denver attorney, have 2% each. Mr. Terry is executive vice president of Aladdin.

Subsequent realignments in the stock ownership are contemplated to permit certain employes to acquire interests. The exact extent of Mr. Terry's holdings also had not been definitely decided.

Under the contracts, Aladdin acquires 74% of KLZ for $407,000 plus 74% of the fair market value of net quick assets. The remaining 26% is acquired by Mr. Ricketson from Mr. Gaylord for $143,000 plus 26% of the net quick assets. Two-thirds of the stock of KVOR are sold for $66,875 plus two-thirds of net quick assets, while the remaining interest is sold by Mr. Gaylord to Mr. Ricketson for $33,125 and one-third of net quick assets. For the two companies, market value of net quick assets was estimated at approximately $350,000.

In addition, the new owners have subscribed a $400,000 debenture in proportion to their respective stock holdings.

FCC authorities made clear that the transfers do not involve any factors which would justify imposition of the Commission's current policy of withholding action pending a decision on the radio qualifications of firms having anti-trust records *(see story page 25)*. Though Aladdin seemingly has a motion-picture connection, FCC spokesmen pointed out that it is "extremely remote" and involves no common ownership.

Aladdin is an applicant for a Denver television station on Channel 9, but will give up either this application or KLZ's pending request for Channel 7.

KLZ is on 560 kc with 5 kw. KVOR is on 1300 kc with 1 kw.

NEW MBS CO-OP
Stars Chevalier from Paris

A NEW weekly half-hour series starring Maurice Chevalier, recorded at the famed Cafe de la Paix in Paris and flown to New York, will begin as a Mutual co-op March 31.

The series, *This Is Paris*, will feature other French artists as well as Mr. Chevalier, and will present various fashion designers in discussions of latest styles. Because of this feature, Mutual stations are expected to aim their sales talks at department stores.

Stations and sponsors of the program will receive advance information on the styles to be discussed on forthcoming programs so that they may tie in commercial announcements. Bert J. Hauser, director of cooperative programs, said that these local tie-ins were regarded as unique. Further, Mr. Chevalier will record opening and closing announcements using individual store names for broadcast on individual stations. The program will be heard Thursdays 10-10:30 p.m.

IHF TIFF
U. S. Proposal Passed: Russia Scores

FIRM stand by the U. S. delegation to the International High-Frequency Broadcasting Conference (ITU) at Mexico City has raised hopes that this country will not let Russia or any other country hog the upper portions of the broadcast spectrum.

The showing of backbone by the delegation appeared in an address to the conference plenary session by FCC Commissioner George E. Sterling, alternate chairman of the U. S. group.



Mr. Sterling

Frequency-sharing studies by a subcommittee, known as Committee 6-D, were found to have produced such promising results that the U. S. proposed the group finish its work and start on a draft plan. This aroused the Soviet Union delegates, who aimed reckless charges at the United States. Chairman Sterling replied, and the U. S. proposal carried by a plenary session vote of 52-13.

Mr. Sterling told the plenary meeting the committee's work included a considerable portion of a draft frequency assignment plan, and it had attained familiarity with the problems involved. He refuted charges that the procedure would amount to a "fait accompli" in the form of a finished plan and showed that the U. S. proposal would provide full participation in the plan-making process by the conference delegations.

Soviet delegates charged that the American delegates are monopolists and that the plan was "arbitary" and not based on "general principles."

Attacking the Soviet monoply charges, Mr. Sterling reminded that the Soviet delegation had said it would not accept a plan which gave that country fewer than 800 channel hours, compared to the 197 hours voluntarily assigned itself by the United States.

"Who is the monopolist?" Chairman Sterling asked. He suggested that the Soviets may be trying to obscure the fact that they do not want any plan but one arrived at on their own terms.

FLAMM SUIT
Retrial Against Noble Set

RETRIAL of the suit by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, ABC board chairman, will open March 22 in New York Supreme Court.

Mr. Flamm won a $490,500 award in the first trial, alleging conspiracy and coercion were used in getting him to sell the station to Mr. Noble. The appellate division of the Supreme Court reversed the decision and ordered retrial [BROADCASTING, Feb. 7].

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WINZ

Commercial

ROBERT S. KELLER Inc., New York, has been appointed national sales promotion representative for WISE Asheville, N. C., and WEAM Arlington, Va.

HARRY AVERILL, former sales manager of WSNY Schenectady, N. Y., has joined sales staff of CKLW Detroit.

KEN HUTCHESON has been promoted to commercial manager of CJAV Port Alberni, B. C. **DICK SMITH**, formerly with CKCK Regina, replaces Mr. Hutcheson on sales and production staff.

GEORGE E. HOOVER has joined sales and promotion department of WBUD Morrisville, Penn.

ROY SPRINGER, formerly with WBBB Burlington, N. C., has joined sales staff of WDVA Danville, Va.

FRANK STILWELL, formerly on sales staff of KICD Spencer, Iowa, has joined sales staff of WLOW Norfolk, Va.

ROBERT I. FOREMAN has joined WLDY Ladysmith, Wis., as salesman.

HAL DAVIS, formerly with WFBC Greenville, S. C., and WBT Charlotte, N. C., has joined WSOC Charlotte as salesman.

LOU SIMON has been appointed commercial manager of KPIX (TV) San Francisco. He was formerly with sales department of KSFO, KPIX's AM affiliate.

ROBERT S. HIX has been appointed national sales manager of KFH and KFH-FM Wichita, Kan. Prior to his promotion Mr. Hix served on KFH sales staff.



Mr. Hix

KENNETH L. CARTER, active in Baltimore radio and television sales activities, has accepted special assignment for three months in commercial department of WMAR-TV Baltimore.

LEE ATWOOD has joined sales staff of WBKB (TV) Chicago, after working as advertising and sales promotion manager for RCA Victor for past three years.

HARRY PATTERSON, commercial manager of KFVD Los Angeles, and Carol Denise have announced their marriage.

ARTHUR WEILL, comptroller of WMGM New York, and Mrs. Weill, have adopted a girl.

PHIL WOOD, formerly national sales manager of WFMJ Youngstown, Ohio, has joined WKOW Madison, Wis., as sales manager.

BERNIE WILKINS, KFWB Los Angeles commercial manager, is the father of a girl, Wendy Karen.

DON BALSAMO, former publishers' representative, has begun work as a member of WIND Chicago's sales staff.

DONALD COOKE Inc., station representative, will open a Detroit office April 1 with **CHARLES J. SHEPPARD** as manager. Detroit headquarters will be at 2472 Penobscot Bldg.

SAMUEL P. THROWER, formerly manager of a national shoe concern, has joined staff of WATO Oak Ridge, Tenn., as sales representative in Knoxville market.

THOMAS J. O'CONNOR has joined sales department of KDKA Pittsburgh.

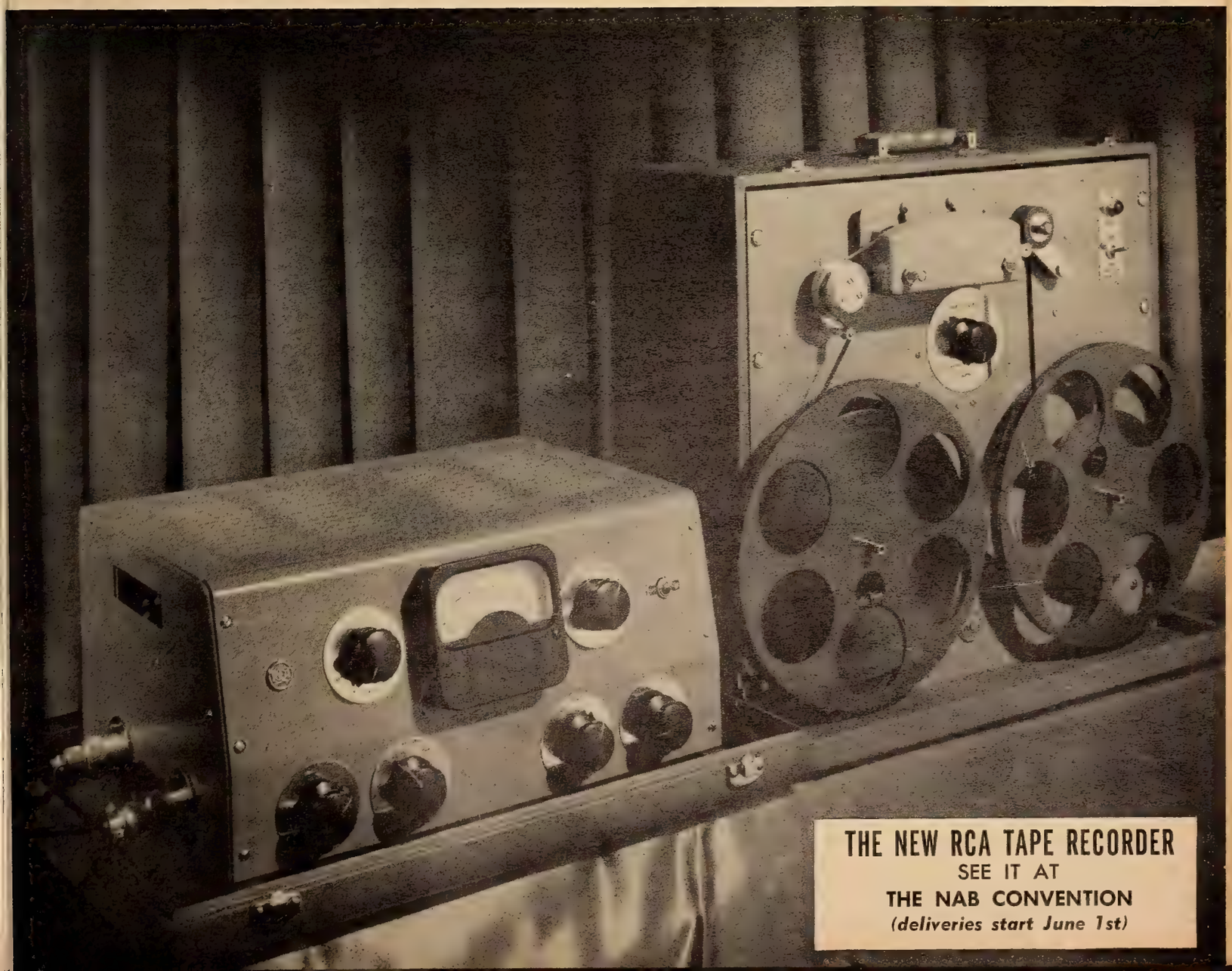
BILL CREIGHTON has joined KIOA Des Moines as account executive.

WRFC in New Home

WRFC, 1 kw independent on 960 kc at Athens, Ga., moved into new offices and studios at 279½ N. Lumpkin St., Athens, on March 18. L. H. Christian, station's general manager, announced the new quarters form a crescent around a semi-circular reception hall.

PAT FITZGERALD, disc jockey for WILM Wilmington, Del., acted as m. c. at four playlets in Woodstown, N. J., put on by the Evans' "Children of Ballet" from Salem, N. J., for the benefit of the United Nations Council in the Philadelphia region.

Advertisement



Production

SANFORD SPILLMEN, former announcer-writer with KSFO San Francisco, has been appointed operations supervisor of the station's TV affiliate, KPIX. He also will serve as a TV producer and assistant to KEITH KERBY, KSFO-KPIX program director.

ANN GILMORE has joined WSOC Charlotte, N. C., as woman's editor. ARMOND BODIE, formerly with WRHI Rock Hill, S. C., and WIST Charlotte, has joined station's announcing staff. PAT NABORS, formerly with WGTM Wilson, N. C., has also joined WSOC's announcing staff.

JOSEPH DAHLVIG has been named program manager of WLDY Ladysmith, Wis.

J. R. DUNCAN, formerly director of engineering operations for WLWT (TV) Cincinnati, Ohio, has joined WOAI-TV San Antonio, Tex., as director of programs.



Mr. Duncan

LOREN (Bud) WATSON Jr. has joined staff of WBAP (AM-FM-TV) Fort Worth, Tex.

WAYLAND FULLINGTON formerly president of Nelms & Fullington advertising firm of Springfield, Mo., and previous to that program director of KWTO and KGBX Springfield, has been appointed program director of WIRE Indianapolis.



Mr. Fullington

FREDERICK P. LAFFEY, chief announcer at WLAW Lawrence, Mass., is the father of a girl, Julie.

EUGENE MICHALSKI, CHARLES NOWAK, MARIAN BIELANSKI, ADAM NOWAK and CAROLINE ZABOROWSKA have joined announcing staff of Polish Program Service, Passaic, N. J.

BOB DREPPERD, chief announcer at WLOW Norfolk, Va., has been appointed program director. He was formerly with WBML Macon, Ga. NORMAN WAIN has joined WLOW's announcing staff.



Mr. Drepperd

AL JOHANSEN has rejoined writing staff of NBC *Duffy's Tavern*.

HARRY KOPLAN, producer and director of Saturday broadcasts of CBS *Meet the Missus* has started as m.c. for that day's broadcasts of the six weekly show.

BOB FISHER has joined writing staff of NBC *Alan Young Show*.

DICK LOCKE, film director at WBKB (TV) Chicago, is the father of a boy, Donald William.

WARD FENTON, night supervisor at WBEN Buffalo, N. Y., is the father of a boy, Ward Fenton III.

ARTHUR BONNER, formerly news writer for CBS, has joined WOR New York as summer replacement news writer, pinch-hitting for vacationers.

HELEN WENTZ, program builder at NBC Chicago, and H. Richard Forbecker have announced their marriage.

NICK NICHOLSON, KROW Oakland, Calif., announcer, has started new daily program on station, *Nick's Notion Counter*. Program features philosophic, household and fashion hints plus music.

FRANK MORRIS, of KECA Hollywood writer-producer staff, and his wife have adopted two-month old boy, Craig Stephen.

LORAINE LARSON, director at WBKB (TV) Chicago for six years, and PHIL GROH, formerly of the station staff, have announced their marriage.

O. H. (Buddy) WICKERS, disc m.c. at KXOK St. Louis, is the father of twins, boy and girl, Bonnie Jean and Ronnie Dean.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervisor of all television operations. Mr. Pike will also create and produce programs to emanate from the station's studios.



Mr. Pike

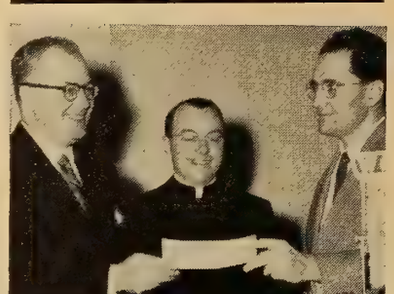
FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallelo are to be married April 23.

TERRY CARPENTER, formerly with Biow Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc m.c., and Lynne Snow have announced their marriage.

WOV'S CHECK

Aids Boys Town for Italy



Arnold Hartley (r), WOV program director, presents check to Judge Marchisio as Msgr. Carroll-Abbing (center) looks on.

* * *

WOV New York's listeners are evincing tangible interest in the "Boy's Town for Italy" project—in terms of dollar contributions. Italian listeners already have donated more than $1,000 to the Italian version of the late Father Flanagan's Boy's Town. Msgr. John Patrick Carroll-Abbing, founder and director who is currently in New York, will use the money to further his good work when he returns to Italy. Judge Juvenal Marchisio, president of American Relief for Italy, accepted the first check from WOV.

Mitchell A. Curtis

MITCHELL A. CURTIS, 34, who aided Oliver S. Gramling in setting up the Associated Press news service for radio stations, died March 10 in New York of acute leukemia. Mr. Curtis was night radio news editor of the AP in New York. For two years he was news editor of WCLS Joliet, Ill. He joined the AP 12 years ago. Surviving are his wife Mrs. Olga Sylvia Curtis, a former AP radio news writer; two children by a former marriage, and his parents.

FIVE trailers on safety are being distributed again this year by National Safety Council to video stations on loan basis. The 16mm movies, produced without music, run less than one minute each, according to Dan Thompson, council radio director.

SMPE MEETING

Slated April 4-8 in N. Y.

THE SOCIETY of Motion Picture Engineers will hold its 65th semi-annual convention April 4 to 8 inclusive at New York's Hotel Statler.

Latest developments in theatre television and high-speed photography will be outlined by reports and demonstrations at special sessions and symposia during the convention's first three days, announced Earl I. Sponable, president of the society and technical director of 20th Century Fox.

A major concentration of scientific and engineering leaders in the film world is expected at the conclave to discuss the rapid approach of commercial theatre television and many technical aspects of the film industry. Technical papers are being assembled by chairman of the society, Norwood L. Simmons Jr., vice chairman Joseph E. Aiken, Lorin Grignon, Edward S. Seeley, R. T. Van Niman and H. S. Walker of the papers committee.

William H. Rivers, SMPE Atlantic Coast section chairman, is in charge of local arrangements and William C. Kunzmann, convention vice president, will supervise registration and information for the meetings. Oscar F. Neu, chairman and Lester B. Isaac, vice chairman, head a committee for the society's get-together luncheon, to be held in the hotel's Georgian Room, April 4, and the semi-annual banquet on April 6.

LINDENWOOD

Radio Conference Planned

JUDITH WALLER, public affairs director for NBC Central Division, Chicago, and Ted Westcott, of KSD and KSD-TV St. Louis, will headline the Third Annual Radio Conference at Lindenwood College, St. Charles, Mo., on April 29.

The conference is attended by students and faculty members of colleges and high schools in the St. Louis area and by representatives of civic groups.

Canadian Ratings

TOP CANADIAN evening programs, according to Elliott-Haynes Ltd., Toronto, were *Radio Theatre* with rating 35.5, *Fibber McGee & Molly* 33.4, *Amos 'n' Andy* 28.6, Fred Allen 25.8, Bob Hope 24.4, *Twenty Questions* 23.8, *Ozzie & Harriet* 23.7, *Wayne & Shuster* (Canadian program) 23.1, *Ford Theatre* 21.3, and *Treasure Trail* (Canadian program) 21.2.

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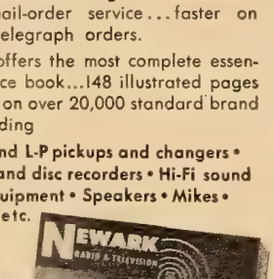
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News

QUIN RYAN, first manager of WLS Chicago and former manager of WGN Chicago, has joined *Chicago Herald-American* as radio-television columnist. Mr. Ryan is former member of board of the NAB and MBS.

GEORGE GOW, formerly with KFH Wichita, Kan., has been appointed news director of KANS Wichita. Mr. Gow is member of Washington Radio Correspondents Assn. and National Assn. of Radio News Directors.



Mr. Gow

CONNIE ALEXANDER, staff announcer with KVER Albuquerque, N. M., has been appointed director of news, sports and special events.

BLAKE CHATFIELD, television editor of NBC Hollywood press department, and ROCCI MASCHETTI of ABC Hollywood publicity staff, have announced their marriage.

JOHN H. THOMPSON, manager of news and special events for KNBC San Francisco, has been appointed to teach radio news writing at Stanford U. Journalism School.

SAM HAYES, NBC newscaster, is the father of a girl, Diane.

ABC FORUM TRIP

'Town Meeting' to Tour World

ABC's radio and television forum program, *America's Town Meeting of the Air*, (Tuesdays, 8:30-9:30 p.m.), will make a round-the-world trip by air to 14 national capitals during July, August and September.

Announcement of the tour was made on last Tuesday's broadcast by George V. Denny Jr., president of Town Hall and originator of the program. He asked the American people for "Dollars for Democracy" contributions to finance the trip. Purpose of the project, he said, is "to demonstrate free speech and action."

Programs, under current cooperative sponsorship, will continue on ABC via transcriptions.

WAAB Stays on Air

WAAB was the only Worcester, Mass., station to remain on the air when a fire in one of the Worcester County Electric Co.'s sub-stations caused a temporary power shutdown at 7:24 a.m., March 10 according to Richard A. Cobb, manager. WAAB's transmitter was outside the shutdown area. The station, affiliated with MBS and Yankee, used a network show when power at its studios failed.

WGPA Bethlehem, Pa., again has been given broadcast rights as a member of Atlantic Refining baseball network to carry all games this season of Philadelphia Athletics and the Phillies.

AM GRANTS

Final Decisions Given To Four Stations

FOUR COMMUNITIES which have no local radio stations—two of which receive no primary service day or night—were awarded fulltime local outlets in final decisions handed down by FCC last Monday and Tuesday.

The Commission also made final its proposal to grant the application of KOSA Odessa, Tex., to move from 1450 to 1230 kc, operating with its present 250 w power [BROADCASTING, Jan. 24].

The new-station grants, all effectuating proposed decisions issued earlier this year, went to:

Alexandria Broadcasting Corp. for 1490 kc with 250 w at Alexandria, Minn. [BROADCASTING, Jan. 24]. The competing application of Alexandria Radio Corp. was denied.

Richland Broadcasting Corp. for 1450 kc with 250 w at Richland Center, Wis. [BROADCASTING, Jan. 31].

Blue Valley Broadcasting Co. for 1450 kc with 250 w at Beatrice, Neb. [BROADCASTING, Jan. 24], when KVAK Atchison, Kans., moves from 1450 to 1470 kc. The rival application of Beatrice Broadcasting Co. was denied.

Herald Broadcasting Co. for 1230 kc with 250 w at Levelland, Tex. [BROADCASTING, Jan. 24]. It was in this case that KOSA won its grant for 1230 kc. Other 1230 kc applicants, mutually exclusive with the Levelland and KOSA applications, were denied: Panhandle Broadcasting Corp. of Amarillo; Voice of Amarillo; KBST Big Spring, Tex., and KWEW Hobbs, N. M.

Of the four communities for which new stations were authorized, Alexandria and Richland receive no primary service day or night; the Levelland service area receives primary service only during the day, and Beatrice receives day and night primary service only in its residential area.

Local ownership, extent of ownership participation in station affairs, and need for a local outlet were principal factors applied by the Commission in reaching its decisions. In the Beatrice case a newspaper connection of the Beatrice Broadcasting Co. was also a factor against that applicant.

Ownership of the grantees:

Alexandria Broadcasting Corp.—Principal stockholders are President R. Castle Brown, owner of American Institute of the Air, a radio school at Minneapolis; Kenneth A. Tessmer, U. of Minnesota student, and Everette Q. Walters, an employe of the North American Creameries at Alexandria. They own 21.5% each, and will be general manager, farm service director, and assistant general manager, respectively. Other stockholders: Robert R. Hildreth Jr., who has been associated with KDTH Dubuque and WMIN, WTCN and WLOL Minneapolis-St. Paul, and Kenneth C. Bechtel, Alexandria businessman, who have 10.8% each; Wayne L. Moody and Henry T. McNamee, of Alexandria, 8.6 and 5.3% respectively. Mr. McNamee will be commercial manager; Mr. Moody, news editor; Mr. Bechtel, program director, and Mr. Hildreth, music and continuity director.

Richland Broadcasting Corp.—Controlling owner is President Arthur Overgaard, a road contractor of Elroy, Wis., who owns 51.2%. Rest of the stock is held by Thomas R. Kelley of Chicago, who has done engineering work for KFAB Lincoln, KVOA Tucson, WCRW Chicago and WNMP Evanston, Ill., and who will be manager of the Richland Center station. Donald E. Gill of Madison, a certified public accountant, is secretary and treasurer but owns no stock.

Blue Valley Broadcasting Co.—Chief owner (60%) is President John F. Thorwald, veteran broadcaster and former manager of WRR Dallas, Tex., more recently general manager of KRIG Odessa. William V. Davis, real estate dealer and musician, is secretary and owns 12.5%. Samuel W. Engle, chief engineer of KHBR Hillsboro, Tex., and F. W. Carstens, Beatrice attorney, own 2.5% each, and the following local business and professional men own 3.75% each: Merle G. Jones, Marion I. Morton, Thomas E. Adams, Marion E. Dole, Joseph D. Goldberg, and Forrest E. Wilke. Mr. Thorwald will be general manager and sales manager; Mr. Davis, producer and announcer and sales assistant; Mr. Engle, chief engineer. A network affiliation is planned.

Herald Broadcasting Co.—Owned by Forrest Weimhold, weekly newspaper publisher, of Levelland. His newspapers are the Hockley County Herald and the Levelland Sun-News, and the Morton (Tex.) Tribune. He plans to devote substantially all of his time to the radio station.

Ownership of the denied:

Alexandria (Minn.) Radio Corp. is owned by eight stockholders headed by Roger L. Dell (12.5%), an attorney at Fergus Falls and president and one-third owner of KGDE there.

Panhandle Broadcasting Corp., Amarillo, is headed by Grady Hazelwood, Amarillo attorney, who owns 25%. Chief owner (44%) is Bill Southworth, general manager of two motor companies, and the remaining stock is owned by W. H. Dwight (20%), Amarillo time salesman, and John W. Hazelwood (11%), an attorney and brother of Grady.

Voice of Amarillo is owned by Jim Goldberg (60%) and Ben H. Guill (40%), businessmen.

Beatrice (Neb.) Broadcasting Co. is owned by President Herbert T. Weston Jr. and Jefferson B. Weston, brothers and businessmen, who have 43% each, and Bernard R. Rothenberger (14%), editor of the Beatrice Times, which is owned by the Westons' mother.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

A FIRST for WCPS Tarboro, N. C. —its first giveaway show—has proved a thumping success—a 1,500 mail count the first week. The platter-chatter show requests listeners to send in a post card with their name and address, and during the last few minutes of each day's broadcast one card is drawn from the pile, the winner receiving the jackpot of prizes. Its that simple to win on *Draw a Card, Please*—no questions to answer, no sentences to finish—just draw a card.

Programs



Fleet Maneuvers Coverage

WAPA San Juan, P. R., provided technical facilities and program material for ABC's coverage of Atlantic Fleet maneuvers in the Caribbean. Station Manager Harwood Hull Jr., ABC correspondent, made five remote pickups for network's *Headline Edition* and *News of Tomorrow*. WAPA also provided facilities for H. R. Baukhage, ABC commentator, who was in Puerto Rico for the maneuvers. Mr. Baukhage transcribed three programs from the WAPA studios. Station also originated several 15-minute programs from Roosevelt Roads and other Caribbean installations during maneuvers.

Election Time

TO ASSIST Los Angeles voters in determing whom to choose for their next mayor at April 5 primary election, KNX Los Angeles March 13 started series of half-hour programs *Your Next Mayor*. Series runs for four weeks during mayoralty campaign. Each week three candidates appear and present their platforms. Stuart Novins, KNX-Columbia Pacific Network director of public affairs, produces programs.

Flying High

WHEN Capt. Bill Odom crossed Iowa on his record-breaking flight from Hawaii to New Jersey, staffers of KGLO Mason City and WTAD Quincy, Ill., were right on hand. With special authorizations from CAA and using CAA equipment, the two stations recorded Capt. Odom's voice as he described weather conditions, his personal accommodations while in flight and other interesting notes and comments. KGLO and WTAD played the recordings on newscasts while Capt. Odom was still completing his flight.

DXer Time

AS a courtesy of DXers all over the country, WWSW Pittsburgh is interrupting its standard 24-hour schedule by observing a 15-minute period of silence in order that a special DX program from CKEN Kentville, Nova Scotia, may get through.

Railroad Review

BEHIND the scenes in modern railroading is format of Boston & Maine Railroad's new show on WBZ-TV Boston. Known as *The Boston & Maine Railroad Show*, program gives the televiewer an on-the-scene motion picture tour of railroading. Each week a different angle of the industry is featured: including, a ride in the Diesel, on a freight train, in the dining cars and a look into the repair shops and from the signal towers. Carl deSuze emcees the series, and railroad officials act as guest speakers, narrating the programs which illustrate their departments.

Presenting 'Hamlet'

TOMORROW (March 22) KFJZ Fort Worth, Tex., will broadcast an hour-long condensation of "Hamlet." KFJZ, which states that this is the first such effort in the Southwest, will feed program to the Texas State Network. Radio adaptation of the play is by John Sullivan, continuity head of KFJZ. The cast includes students and instructors at Texas Christian U. plus radio and stage talent.

Baseball's Pre-Game Roundup

SEVERAL stations throughout the country are now airing programs direct from the spring training camps of the various ball clubs. WOL Washington is featuring Bill Brundige in nightly tape-recorded telephone conversations with players and coaches from Orlando, Fla. WJR Detroit is using a weekly series emceed by Harry Heilmann in which he also includes his observations and predictions. And WDRC Hartford, Conn., is also airing telephone broadcasts. Bill Lee of the Hartford *Courant* is featured from the Florida training camps.

Safety Patrol

TRAFFIC safety for school children is theme of WJBK-TV Detroit's newest studio program. *Green Pennant Patrol*, inaugurated in cooperation with the Detroit *Times*, telecasts that paper's weekly award to one of Metropolitan Detroit's 10,000 patrol boys. Special entertainment acts and cartoons beamed towards traffic safety for children are included in each week's telecast.

Doctors Viewpoint

IN COOPERATION with the Dept. of Public Health, the Philadelphia County Medical Society and the medical office of the Fourth Naval District, WIP Philadelphia is airing a series of programs each Thursday at 8:30 p.m. in a drive against venereal disease. *The Doctor Looks at V. D.* presents stars of screen and radio in dramatizations of the problem, documentaries and tape-recorded interviews with actual patients in hospitals. Each program is planned to use radio as a medium for case-finding. All material is aimed directly at the person who has reason to suspect infection, and urges immediate medical or clinical examination.

'The Cradle Club'

PROGRAM for pre-school children and their mothers, *The Cradle Club*, has been revived by KRLD Dallas after several years. The new show is heard Mon.-Fri., 9-9:15 a.m., and every broadcast includes a birthday party for three youngsters, who cut their cake, blow out candles and tell something of themselves.

'Angles on Art'

INSTITUTE of Contemporary Arts, Washington, is scheduling a series of programs on WTTG (TV) Washington each Tuesday at 8 p.m. Series is designed to present the arts in an enlightening as well as interesting fashion. The program, *Angles on Art*, includes discussions and demonstrations on acting techniques, modern dance, pottery, sculpture, design and painting.

'Hy-Lights'

WICU (TV) Erie, Pa., which took the air March 15, is programming a weekly series entitled *Hy-Lights* and devoted to matters of interest to women. Hy Yaple, society editor of the Erie *Dispatch*, is emcee. Special feature of the telecasts will include the paper's guest "Beauty of the Week."

The Mayor Speaks

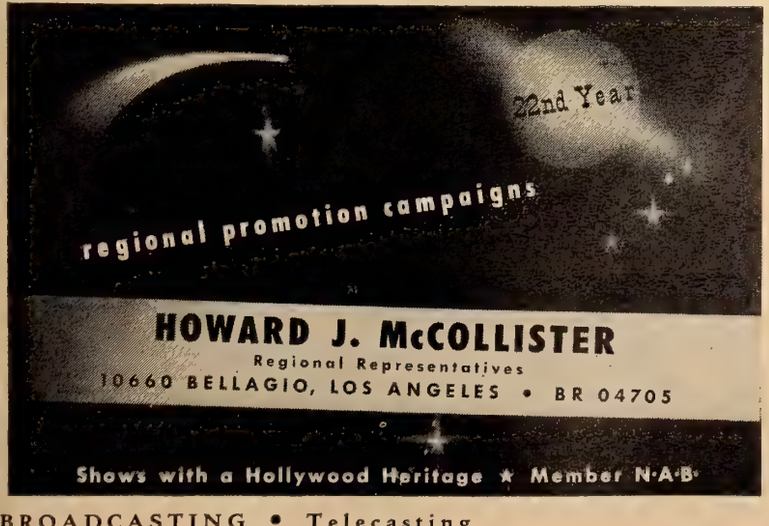
MAYOR Joseph E. Smith of Oakland, Calif., is featured in KROW Oakland's new weekly public service program *Joe Smith Talks It Over*. Mayor Smith uses a chatty, informal style in his report on municipal affairs.

NAEB DELEGATION

Two Named for UNESCO

TWO more National Assn. of Educational Broadcasters members have been named by president Richard B. Hull, director of WOI Ames, Iowa, to represent NAEB at the second national conference of the U. S. National Commission for UNESCO in Cleveland, Ohio, March 31 through April 2.

Completing the group's delegation to the conference are Morris S. Novik, NAEB executive secretary and New York radio consultant, and Harold Engel, director of WHA Madison, U. of Wisconsin station.





• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales or commercial manager to assume complete charge of station and put on paying basis. One willing to gamble his ability against drawing account and liberal commission. Station 1000 watt, daytime, fulltime pending in upper midwest. Box 446a, BROADCASTING.

General manager for local 250 w fulltime. Sound business and resort community near Chicago on Lake Michigan. Compensation depends upon qualifications, experience and results. Starting with construction permit, must build plant as well as business. Attractive incentive plan and possible future ownership interest for the manager who builds with the station and community. State experience, giving dates and references, and send recent picture. Box 505a, BROADCASTING.

Manager for 250 watt station operating 18 hours daily in city of 17,000. Must be qualified to direct all phases of operation. Straight salary, no commission. Preference given man with at least five years experience in one location. Give complete details in first letter, including salary wanted and at least three references. No phone calls. Write Station WMDN, Midland, Michigan.

Salesmen

Salesman—Established NBC affiliate in large southeastern market has opening for aggressive man with successful radio sales experience to handle important list local accounts. Send background and references to Box 441a, BROADCASTING.

New England independent, going fulltime, wants experienced salesman. Box 492a, BROADCASTING.

Salesman, immediately, 5000 watt neutral station, guaranteed salary, commission over active accounts practically cover salary. Excellent opportunity for right man. Write full particulars, pictures, reference, etc. Inquiries confidential. Management, KMON, Great Falls, Montana.

Announcers

Competent young man, interested in sports to write up sports events for daily paper and announce play-by-play for newspaper owned station. Single man preferred because of housing. Write, sending transcription if possible. Box 447a, BROADCASTING.

Wanted—Combination announcer-engineer. No students. Emphasis on announcing. Send disc. $60.00 to start. Box 491a, BROADCASTING.

250 watt Mutual affiliate with heavy commercial schedule wants announcer with some experience. No news or sports. Good future for a hard worker. $40.00 straight for a 44-hour week. Ralph Henry, KVER, Albuquerque, New Mexico.

Very good job available for experienced man with at least a years experience. Rush audition discs to KXIT, Dalhart, Texas.

Wanted—Experienced announcer for morning shift. Must be able to run disc show. Apply, giving qualifications, salary requirements and references. Send disc to Ray Schreiner, Chief Announcer, WBTM, Danville, Virginia.

Experienced announcer with first class ticket. Emphasis on announcing. Apt. available. Splendid working conditions, good salary to right party. WHAR, Clarksburg, W. Va.

Top hillbilly disc jockey—unusual opportunity for an unusual personality. Our show well established with excellent rating, mail, sponsors. We want experienced man who knows hillbilly and western music. Must be original and have ability to change voice, impersonating several characters. Ability to announce regular shows also essential. Must have established selling technique, mail, and rating record. Unusual incentive plan, base pay, talent and commission, makes this ideal job for ambitious man. Give complete details first letter with picture and transcription of show. Station WJMR-WRCM (FM), New Orleans, Louisiana.

Help Wanted (Cont'd)

Experienced morning man, 1000 watt Mutual station. Apply in person. WNAE, Warren, Pennsylvania.

Technical

Chief engineer—Experienced with good background, to maintain modern 250 watt northern Alabama station. Living conditions good, near-by large city. Send detailed resume of experience, background and references. Good salary. Box 404a, BROADCASTING.

Have opening approximately April 15 for two first phone transmitter operators. Experience preferable but not necessary. Initiative and ability to follow instructions a primary requisite. Start $175.00 per month—40 hour week. 250 independent in W. Va. Send photo, race, religion and general qualifications first letter. Box 499a, BROADCASTING.

Combination engineer-announcer. Salary to match ability. Rush disc, letter, photo to KHIT, Lampasas, Texas.

Immediately — Engineer-announcer for progressive network station. Congenial staff, pleasant working conditions. Send disc, complete background, salary expectations to WDEC, Americus, Ga.

Needed immediately. Two combination engineer-announcers. Send full information to Lester Gould, WJNC, Jacksonville, N. C.

Production-Programming, others

Continuity writer wanted by 1000 watt independent near Chicago. Box 453a, BROADCASTING.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Manager-engineer. Married, sober and reliable. Will construct and organize your station for efficient and profitable operation, or if already in operation, will manage your station in the interest of economy and profits. Box 295a, BROADCASTING.

Commercial manager, college graduate, young, 6 years experience. Desires permanency. Box 448a, BROADCASTING.

Interested in position of responsibility and earnings in five figure bracket. Strong in sales. Gross local and regional billing of $200,000.00 during 1948. Understanding of basic programming, promotion and merchandising of outstanding 5000 watt network metropolitan operation presently adding television. Age 36. A-1 references. Only bona fide inquiries requested. Box 465a, BROADCASTING.

Twenty-two years thorough experience in radio as station, commercial, production and program manager. Outstanding record in sales, promotion, and production. Can produce profits, programs and prestige for your station. Top references. Box 467a, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each department, sales, programming, production, public and employee relations both new and going stations. Presently employed. Your interest held strict confidence. Box 471a, BROADCASTING.

Experienced, capable young man, excellent background. Presently employed, seeking change to progressive station. Replies confidential. Box 472a, BROADCASTING.

Alert promotion-publicity manager, proven ability, desires change. Sales and community-minded with experience, ideas and versatility. Will consider progressive station or agency offering future. Box 506a, BROADCASTING.

Situations Wanted (Cont'd)

Salesman

Sales promotion and sales—Eight years experience with agency, network and local station. College graduate, dependable, top references. Desire permanent connection in congenial surroundings. Presently employed. Box 502a, BROADCASTING.

Announcers

Announcer — Some experience, all phases, young, single, willing to travel. Box 390a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Experienced announcer, operates board. Graduate of radio school. Experienced service man and continuity writer. Clean cut and good habits, 27. Will travel. Disc, photo available. Box 424a, BROADCASTING.

Desire on-job-training (announcer). Graduate School Radio Technique—some experience. Have ambition, talent, eligibility certificate. Will go anywhere. Disc-photo on request. Box 426a, BROADCASTING.

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Excellent voice. Some experience, know console. Reliable, sober. Single. Box 443a, BROADCASTING.

Experienced, young announcer—thorough, reliable, married veteran, seeks permanent position with future, in midwestern or northwestern metropolitan area. Information, disc, photo. Write Box 457a, BROADCASTING.

Are your news and serious music programs sustaining? They shouldn't be. I'm your man! Single, 22, two years staff experience. Mature personality, delivery. Worked MBS affiliate. Available now. Midwest only. Box 461a, BROADCASTING.

Sports announcer. Play-by-play major sports. Presently employed 5 kw regional. Box 462a, BROADCASTING.

Want the greatest announcer in the world? Well, I'm not he. But I am capable of handling a disc show, newscasting, writing copy, and doing play-by-play, any sport. Will be available on two weeks notice and prefer northeast. Box 463a, BROADCASTING.

Announcer, thoroughly trained all phases announcing. Skilled operator console turntables, no floater, veteran, married, 25. Disc, photo, available. Box 468a, BROADCASTING.

Salary not important. Expect to be paid adequate wage for the community—but climate, living conditions, etc., much more important. Ten years experience in good stations—all phases of announcing, news and special events. Box 469a, BROADCASTING.

Announcer, currently employed, two years radio experience. Desires position which offers training in radio production and programming. Has college degree. Box 483a, BROADCASTING.

Announcer—28, married, 2 years experience network affiliate. Good commercial and all-round staff man. Don't expect to make a million—just a living wage. Disc upon request, Box 487a, BROADCASTING.

Would like to find job as announcer. Have completed two years of college as language major. During these years, worked on college station as announcer, disc jockey and news commentator. Box 490a, BROADCASTING.

Announcer—23, vet. Experience on mike and board. Excellent salesman. Good deejay. Single, free to travel. College graduate in advertising and speech. Details and disc on request. Box 494a, BRQADCASTING.

Experienced young announcer—presently employed. Desires position with progressive station. Box 496a, BROADCASTING.

Exp. all phases. Management, production, announcing (tops all types incl. sports 10 years). Engineering (have dusty first class ticket). Now managing 10,000 watter. Want good, permanent position where capability counts. Age 32, stable. References. Box 497a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding sportscast. Box 498a, BROADCASTING.

Ten years commercial experience on good stations. Able to handle any news or sports assignment. Will consider only year round good climate. Want adequate salary—not exorbitant. Box 470a, BROADCASTING.

Situations Wanted (Cont'd)

Star combination performer accurate exciting, professional play-by-play baseball, football, basketball. Chief announcer, 1st class ticket. $100 weekly, plus talent. Box 500a, BROADCASTING.

Announcer—Married, desires permanent position with opportunity for advancement. 29, college graduate. Box 503a, BROADCASTING.

Sportscaster — Thorough background, seven years play-by-play, sponsor references, want sports station, handle everything including wire baseball, let disc speak, any size market, will sell, announce. Family. Box 508a, BROADCASTING.

Self-respecting staff man desirous of locating in progressive community. Announcing, traffic, production experience. Well educated. Dramatic and other specialized training. Plan to study for engineer ticket. Teetotaler. Now employed. Splendid references. Seeking congenial, profitable connection. Write Box 1217, Orlando, Florida.

Announcer — Versatile, understands languages. Inexperienced. Acting experience. Telephone Michigan 2-7077, Joseph Dumont, 440 Schiller, Chicago.

Announcer, can operate board, graduate, School of Radio Technique. Young, single. Wants position with small progressive station. Prefer midwest, but will travel. Clean, good habits. Photo and disc on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Announcer-writer, experienced, will travel. Sam Grimaldi, 332 Hubbard Ave., San Fernando, California.

Available immediately. Announcer, 2 years college. Year experience, d.j., news, commercials, board operation, dance remotes, phone shows, some copywriting, sports color, acting. Married, steady, easy to get along with. Deep, resonant, friendly voice. No desire to float. Will travel. Write Eagle Grove, Iowa, Box 184.

Announcer — Experienced, capable newscaster, disc jockey, desires position with progressive station. Will consider all answers. William Hunt, 2715 W. Division St., Chicago, Ill.

Announcer, all phases. Play-by-play sports, 1 year experience, disc, photo. Ed Silver, 4342 Drexel Blvd., Chicago 15. Oakland 4-4278.

Capable staff announcer, can broadcast sports play-by-play also. Prefer midlewest. Address replies to Steve Smigla, 2215 Colfax Ave., S. Minneapolis, Minnesota.

Announcer—One year commercial experience. Can operate board. Radio school graduate. Prefer middlewest or west. John Somers, 71 Gale Ave., Elgin, Illinois. Phone Elgin 6203Y-3.

Veteran—Wants exeprience in announcing and writing. Radio school graduate. Dependable. References. J. J. Waskow, 930 Emerson St., N.W., Washington 11, D.C.

Experienced announcer—1½ years, single, will travel. Full knowledge of control board, remotes. For disc, details, Bill Webber, 1199 Hancock Street, Brooklyn 21, N. Y.

Technical

Engineer-announcer. Experienced 25 year old married veteran with ticket desires combo position with emphasis on announcing. Midwest preferred. Box 412a, BROADCASTING.

Engineer—First phone, age 22, single. One year experience transmitter, studio, recording, and remotes 250 watt Mutual. Will travel. Presently employed. Prefer midwest. Box 442a, BROADCASTING.

Engineer—Age 32, single, veteran. Recent school graduate, first phone, inexperienced. Sober, conscientious, college and business background. Desire job transmitter operator. Location unimportant. Box 444a, BROADCASTING.

Engineer, first phone, first telegram; 31, married. 8 years marine and point-to-point transmitters from 100 watts to 50 kilowatts, available at once. Box 454a, BROADCASTING.

Competent engineer seeks permanent position Florida station. Construction, directional, studio experience 250 to 10 kw; tops in production. Can and will do combination; conversant sports, music. Best Florida references. Employed, available short notice. Box 455a, BROADCASTING.

Chief engineer or engineer—chief of 1000 watt station desires position in east or midwest, preferably new installation. Seven years experience, unmarried, two years college, excellent references. All inquiries answered. Box 458a, BROADCASTING.

Situations Wanted (Cont'd)

Transmitter technician, no studio or remotes wanted, non drinker. First phone. Two years AM, FM experience, ham. Go anywhere. Prefer Ill., Ind., Wisc., Colo. Not screwdriver type. Want permanent job, topflight stations only. Box 475a, BROADCASTING.

Engineer, first phone, veteran, 28, married, experience 1000 watts AM, FM, transmitter and studio, 3 years electrical engineering, associate IRE, available immediately. Box 477a, BROADCASTING.

Engineer, first phone. Experience in all phases, can announce. Minimum $70. Prefer Florida-Arizona or California. Housing necessary. Sober, reliable with children. Box 479a, BROADCASTING.

Engineer, degree, 8 years as chief, 1st phone. Now employed by consulting firm, make an offer? Box 480a, BROADCASTING.

Experienced engineer desires permanent employment in the south, preferably Tennessee or Kentucky. AM-FM operation, installation and combination work. 1½ years college, 20 months radio school, including TV. Married, sober. Box 481a, BROADCASTING.

Engineer, college, 1st phone, 3 years experience all phases, studio, recording, remotes, AM-FM xmitter. Bus transit radio. Prefer studio operation. $70. Box 507a, BROADCASTING.

Engineer first class, married, two children. Wish to apply principals studied last 34 weeks in Electronic Radio Television Institute, Omaha, Nebraska. Prefer position west of Mississippi. Will do announcing. John K. Ball, McFarland, Kansas.

First phone man, 20, single, desires engineer, possibly combination work. Disc and references. Don Biskup, Orleans, Nebr.

Young man, 18, 1st phone, desires engineer or combination work. Disc and references. Roger Hammond, 3867 Farnam, Omaha, Nebr.

Engineer—Experience in AM, FM, station, 2½ years technical training in AM, FM, UHF and all phases of television. Desire position with progressive station with future television possibilities. Available immediately. Single, excellent references. Charles Hanley, 315 Simmons Ave., Kirkwood, Mo. Phone Kirkwood 1724.

Experienced transmitter engineer with first phone wishes work in station with a future in midwest. References. Have car and available immediately. Harold Howard, 341 N. Ash, Wichita, Kansas.

Young man 20, first phone, two years radio service experience. No operating experience. Single, Donald Steger, 714 Univ. S. E., Minneapolis 14, Minn.

Production-Programming, others

Gag writer for disc jockeys available. Will send free material. Box 319a, BROADCASTING.

Experienced bookkeeper, stenographer would like position as traffic manager, continuity writer. Have had some training in traffic. Also handled own air show. Prefer southwest location. Box 445a, BROADCASTING.

Top morning man, now production—music director, 1 kw daytime. Will do staff work, write some copy. Box 450a, BROADCASTING.

Experienced copywriter with background in sales, promotion and public relations. Available April 1. Box 466a, BROADCASTING.

Available soon—A 14 year sales-minded program director wants midwest medium city. Seven years with one 50 kw. Four years with present 5 kw. Know live AM production and stage shows, artist shows. Hooper and sales record best. Solid references, among national, local clients, and all employers, including present. Write Box 476a, BROADCASTING.

Male continuity writer. Single, reliable, modest requirements. Quality copy in quantity. Upper midwest only. Box 478a, BROADCASTING.

Promotion and advertising manager—4 years radio experience all phases. University graduate. Public relations director. Successful promotion manager, net affiliate, three years. Proven results top references. Married. Available April 1. Box 485a, BROADCASTING.

Program director—8 years experience program and production manager. Announcing, continuity, traffic and promotion experience. College education. High personnel management rating. Married, excellent references. Box 486a, BROADCASTING.

Program director - announcer. Four years experience, college background, desires midwest. Box 488a, BROADCASTING.

Situations Wanted (Cont'd)

Morning man, program director broadcasting in NYC looking for better setup with large station. $85. Box 501a, BROADCASTING.

Program director—Six years experience as announcer-program director. College graduate desires permanent position. Finest references. Box 504a, BROADCASTING.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

For Sale

Station

For sale: Thriving wired music business in heavily populated Florida city. Address Box 89a, BROADCASTING.

Equipment, etc.

Will sell partial interest or lease 1000 watt, daytime station with fulltime deal pending. Owners uninterested in operation. Fine investment opportunity in rich agricultural midwest community. Box 439a, BROADCASTING.

For sale—RCA 100-F Kluge Co. modified for 250 w transmitter, dual crystals, 1340 kc. Replaced by new equipment—sacrifice at $850. Box 370a, BROADCASTING.

For sale: 2 9A Western Electric pickup heads complete with arms and filter, including one extra 9A head. Good condition. First $250.00 takes complete outfit. Box 449a, BROADCASTING.

For sale—RCA 250 D transmitter, serial #BC1765. Complete with tubes, 2 crystals, 1230 KC. 1 RCA modulation monitor type 66A. 1 RCA type 475B frequency monitor complete with tubes, spare parts for above. All in first class condition. Write Box 482a, BROADCASTING.

For sale—Gates 250C1 250 watt transmitter. Perfect condition, used less than two years. Excellent for an auxiliary or replacement. Reasonable offer will be accepted. Immediate shipment. KEIO, Pocatello, Idaho.

Four Presto 6N portable recorders, two Presto 85E recording amplifiers. All in first class condition. Write Station KOAT, Albuquerque, N. M.

3 RCA heads MI4856; 2 71B RCA turntables; General Radio type 731A modulation monitor; WE 23A studio console; WE 353 E-1 1000 w transmitter; 2 Blaw-Knox type CK self-supporting towers, 182 feet. This equipment now in use becomes surplus in April. Will be sold cheap. KSAL, Salina, Kansas.

RCA—250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, New York.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—RCA 5 kw AM transmitter minus exciter. This is an excellent buy for any 250 watt station expecting to increase to 5 kw. WHIO, Dayton, Ohio.

For sale: Two BK 403 Brush tape recorders. Have been used one year. Can be had for $200 apiece. Radio Station WMAM, Marinette, Wisc.

For sale—Andrew phase monitor, type 40-A, used. $300, immediate delivery. WPDQ, Jacksonville, Fla.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—1 RCA, type 1-C 1 kilowatt, transmitter with tubes and motor generator equipment, $1000. 1 RCA, type 96-A limiting amplifier $250. 1 General Radio, class 730A transmission monitoring assembly, $250. WWNC, Asheville, N. C.

Wanted to Buy

Wanted to buy—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

Wanted—Current model Hammond organ with vibrato chorus control. Box 456a, BROADCASTING.

Help Wanted

Announcer

WANTED: Announcer with mail pulling experience.
Must have actual station experience in direct selling.
Ability to do straight announcing also desired.
Personality must be such that would fit into staff of a major mail pull station operation.
State present salary, experience and references with photo if available.
Write Box 460a, BROADCASTING

Production-Programming

SCRIPT WRITER
Network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to
BOX 291a, BROADCASTING

Situations Wanted

A man's Past programs his Future.
PRODUCER-DIRECTOR
seasoned by rounded experience in AM-TV, film and stage, making well-considered change.
Available for strictly progressive program or production department in Network, Top Station or Agency.
BOX 473a, BROADCASTING.

For Sale

Stations

FOR SALE

New station with the finest equipment. Small southwest town. Wonderful potential.

Box 452a, BROADCASTING

Regional Independent Station
FOR SALE
Single Station Market
in
Middle Atlantic State

This business has consistently increased and expanded with a substantial profit margin during the past several years. Located in prosperous area with no outside competition.

BOX 474a, BROADCASTING

FOR SALE
250-W TEXAS MUTUAL AFFILIATE
Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $60,000 annually, reasonable terms.
Newspaper & Publishing Properties Co.
Harvey Malott, Pres.
Scarritt Bldg.
Kansas City, Mo.
Phone: Victor 4339

For Sale (Cont'd)

Equipment, Etc.

FOR SALE

RCA 250-L 250 watt AM transmitter. Used 16 months available by reason of power increase. Guaranteed performance and appearance like new. A real buy at $2500.00, including set spare tubes and spare crystal. You save $950.00 on a current production transmitter.

ALSO

IDECO 186′ self-supporting tower, with base insulators. No lighting. $1500.00

IMMEDIATE DELIVERY
Contact Chief Engineer
Newport News, Va.
WGH

FOR SALE—1 new GE BY2B 4 bay FM antenna
1 new GE BT1A 250 watt FM transmitter
1 new GE BP2A FM freq./mod. monitor
1 new RCA BA4C monitor amplifier
4 new RCA BA2B booster amplifiers
1 new RCA 861A limiting amplifier
1 used WE 124D program amplifier
1 used "Wirecorder", battery op.
1 used Jackson 652 audio oscillator
2 used RCA "Varacoustic" microphones
1 Presto "Y" recorder, portable
1 Radiotone R16 recorder, portable
3 new RCA "on Air" lights.

WRRN, 2nd Natl. Bank,
Warren, Ohio

Miscellaneous

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....
Address.....
City.....State.....

(Continued on next page)

SELLING FM

WNAM-FM Uses Storecast Idea

FM BROADCASTERS who have pondered the uncertain future of their ailing infant should be considerably heartened by a "success" story of how one FM station has solved its sponsor problem.

The station is WNAM-FM, which operates with a radiated power of 3,100 w in conjunction with its sister station WNAM Neenah-Menasha, Wis.

Last month, according to Don C. Wirth, vice president and general manager of the Neenah-Menasha Broadcasting Corp., WNAM-FM negotiated a contract with one client who purchased all on-the-hour and on-the-half-hour station breaks and commercial announcements in return for a daily (9 a.m.-5:30 p.m.) operation providing continuous music for 10 super-marts in WNAM-FM's territory.

The contract was negotiated by Fred W. Sample, WNAM sales manager, with Krambo Food Stores Inc. which operates super-marts in Green Bay, Appleton, Neenah-Menasha, Oshkosh, Fond du Lac, Manitowoc, Sheboygan and other cities in Wisconsin.

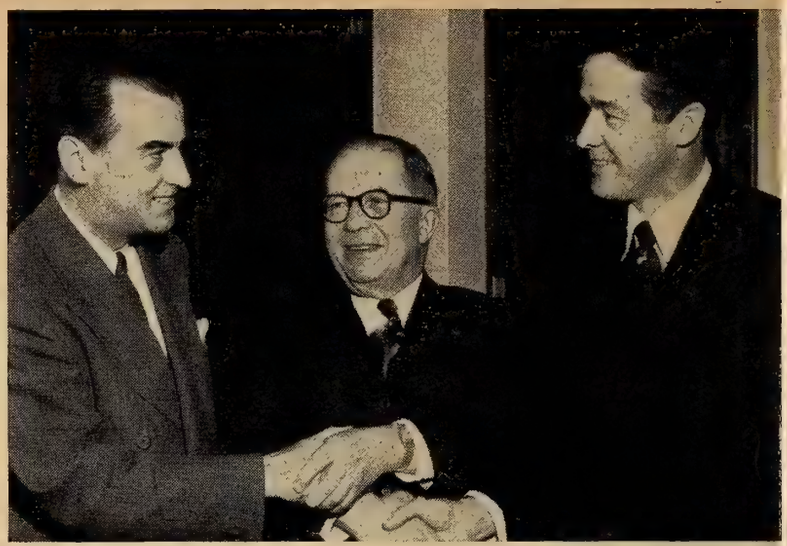
Additional Service

The unique arrangement will provide Krambo Foods outlets with a storecasting musical service in addition to severing WNAM-FM from WNAM which has duplicated its programs on its FM station.

An interesting side-light on the storecasting service which WNAM will provide is the manner in which the music will be presented.

Until now, Krambo was able to provide music in only its three Green Bay stores by means of an automatic record player which provides for 14 hours of continuous music.

WNAM's engineers merely transferred the record player to WNAM's transmitter, re-wired it into their own amplifiers and the music is being broadcast without requiring additional personnel.



FIFTEENTH anniversary of the *Newspaper of the Air*, with the same sponsor and talent, is celebrated by (l to r) Fred Shields, announcer; F. G. Clancy, vice president of Miles California Co. (Alka Seltzer), and Glenn Hardy, news commentator. The program is aired on Don Lee Broadcasting System.

SET SALES

Rise Reported by Census

RADIO and household appliance store sales were $2,728,000,000 in 1948, up 11% from 1947, and a new record high, according to the Dept. of Commerce. In a report on the electrical goods trade, the Bureau of the Census shows that sales for the final quarter 1948, in spite of the high annual total, were slightly under the corresponding period in 1947.

Sales in December 1947 and 1948 were $300 million. No breakdown was shown between radio and TV sales, and other household appliances.

In a review of the 1948 economic situation, the Dept. of Commerce said that personal consumption expenditures had risen 8% above 1947 and the national income rose from $202,500,000 to $224,400,000. Personal savings increased from $8,800,000 to $14,900,000.

Corporate profits, adjusted for inventory valuation, were 20% above 1947. In spite of the record income year, the Dept. of Commerce predicts that "supply and demand were moving toward a balance, and the end of a sellers' market for most types of consumption goods was becoming evident."

Ohio News Show

TWENTY stations of the Standard Network in Ohio are carrying *Ohio-Go-Round*, a roundup of Ohio news, Mon.-Fri., 7:15-7:30 p.m., which started March 14. It originates at WVKO(FM) Columbus and is presented by station's general manager, Bob French, with the assistance of newsmen throughout the state. Following stations carry show: WLEC Sandusky, WLIO East Liverpool, WJEL Springfield, WBBW Youngstown, WTRF Bellaire, WTOL Toledo, WWST WWST-FM Wooster, WCMW WCMW-FM Canton, WIMA WIMA-FM Lima, WTNS Coshocton, WCLT WCLT-FM Newark, WTFM (FM) Tiffin, WFOB (FM) Fostoria, WFIN-FM Findlay, WATG (FM) Ashland, WFAH (FM) Alliance, WFRO (FM) Fremont, WMRN-FM Marion, WHIO-FM Dayton and WJW-FM Cleveland.

Classified (Cont'd)

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

PROFITABLE DAYTIME STATION
IN MAJOR EASTERN MARKET

1000 WATTS AM and FM $125,000

A LEADER (CONLAN SURVEY) IN AMERICA'S 10th MARKET

This property has earnings which justify the sales price, but it also has one of the best potentials in eastern radio. And it is in a relatively recession-proof market.

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, President Albert Zugsmith, Executive Vice President
317 South Sixteenth Street Phone Kingsley 6-1132
Philadelphia 2, Pa.

BROADCAST MANAGEMENT
CONSULTANTS

"not a luxury for the few but an aid for the many"

Our methods are tested by time and proven by success. Many small and independently owned stations can benefit by the "HYPO" our methods give. Results that you can SEE and FEEL on your P&L statement make this a must if you can see room for improvement in your operations.

(Contact our executive offices for details.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

'RADIO BAZAAR' Highlights News for Women

A SERIES of women's programs stressing a feature format is being conducted on WTIC Hartford by Jean Colbert, director of women's activities. Each day's program stresses a particular theme, using news-worthy information as the backbone of the program. A liberal sprinking of celebrities also appear on the *Radio Bazaar* show.

Running Monday through Saturday from 8:30 to 9 a.m., the cooperatively sponsored program stresses the following themes: Monday, Children's Day; Tuesday, Glamour and Fashion Day; Wednesday, United Nations Day; Thursday, Home Decoration Day; Friday, Household Round-Up Day; Saturday, His Day. The Saturday show, for instance, features such subjects as men's sports, fashions, hobbies, likes and dislikes and meals men appreciate.

Miss Colbert is the daughter of a college professor and a graduate of Hunter College, New York. For six years before joining WTIC she was director, writer and commentator on several highly rated women's programs in New York, Philadelphia and Cleveland. For the nine years before that she was a radio actress and wrote and starred in some of her own plays.

* * *



Miss Colbert (r) and Announcer Ross Miller discuss the Radio Bazaar *program with Mrs. Eleanor Roosevelt.*

HOUSE BAN

Radio, TV Exclusion Order To Be Modified

COUPLED with demands last week that the House Un-American Activities Committee reopen inquiries into a Communist atomic spy ring was a strong indication that the committee's ban on radio, television, newsreel and photographic coverage of hearings might be modified once committee sessions get into full swing.

Chairman John S. Wood (D-Ga.) told BROADCASTING it was his opinion the majority of the committee members are not now sympathetic to repeal or modification of the ban imposed Jan. 31 [BROADCASTING, Feb. 7, 14, 21]. "However," he added, "when hearings start I think the members will realize their decision was too sweeping."

Circumstances which develop later, during hearings, will make it clear to members that their action was "too severe" and "took in entirely too much," Chairman Wood said. At the time the action was considered, Rep. Wood said, he personally had held that the ruling was too stiff. Rep. Wood expressed the view that certain media are "valuable tools of communications" which permit the committee to advise the public of its activities.

The southern legislator declined to specify what media might benefit by relaxation of the ruling. It had earlier been felt that remedial action might be taken to permit, at least, broadcast and wire recording coverage of hearings [BROADCASTING, Feb. 14].

Representatives of NAB, Television Broadcasters Assn., National Assn. of Radio News Directors and MBS Commentator Albert L. Warner, chairman of the Radio Correspondents Assn., had opposed the measures. An audience with the committee was requested by NAB, TBA, and Mr. Warner. ABC and NBC made no individual protests, but indicated their views were expressed by Mr. Warner.

The protests, Rep. Wood said, were read to the committee and made a part of the committee records.

Rep. Wood replied in the negative when asked if any public hearings had been scheduled to hear complaints of Mr. Warner and the trade associations. It had not come to his attention that anyone desired a hearing, Rep. Wood maintained.

"If anyone wants to be heard," he added, "I will do my best to convince the committee that they should be given a hearing."

There were indications that some of those who had filed protests might seek a public hearing.

J. R. Poppele, WOR New York vice president and TBA president, received notification that the TBA request to drop the ban on television cameras at open hearings of the committee would be considered by the committee.

In a letter to Mr. Poppele, Chairman Wood said he had "read the comments contained in your letter with a great deal of interest and I assure you that the entire text of your letter will be presented to the full committee at an early date for consideration."

Mr. Poppele also made public a letter from Rep. John McSweeney (D-Ohio), also a committee member, assuring him of consideration of his request at the next executive meeting of the committee. The committee declined to lend confirmation to this report.

Rep. Wood did not know when the ban would be the topic of a committee session. Many of the members, he explained, are devoting considerable time to work on other committees.

Turntable

HUGO WINTERHALTER, orchestra conductor and arranger, has been appointed musical director for Columbia Records Inc.

ARTHUR GROBART, formerly assistant to the Western Division manager of Decca Records Inc. in Los Angeles, has been named sales promotion manager of the firm, with headquarters in New York.

BART HAZLETT, formerly with KCNA Tucson, Ariz., has joined Harry S. Goodman Radio Productions, New York, as West Coast representative, with headquarters in San Francisco.

FREDERIC W. ZIV Co., Cincinnati, has announced that Public Service Co., of New Hampshire has signed two-year contract for its *Favorite Story* program on WMOU Berlin, WLNH Laconia, WWNH Rochester, WKNE Keene, WOTW Nashua and WKBR Manchester, all New Hampshire stations.

DANIEL R. GOODMAN, vice president and television director of Harry S. Goodman Radio Production, New York, and Carol Jane Adler plan to be married April 7.

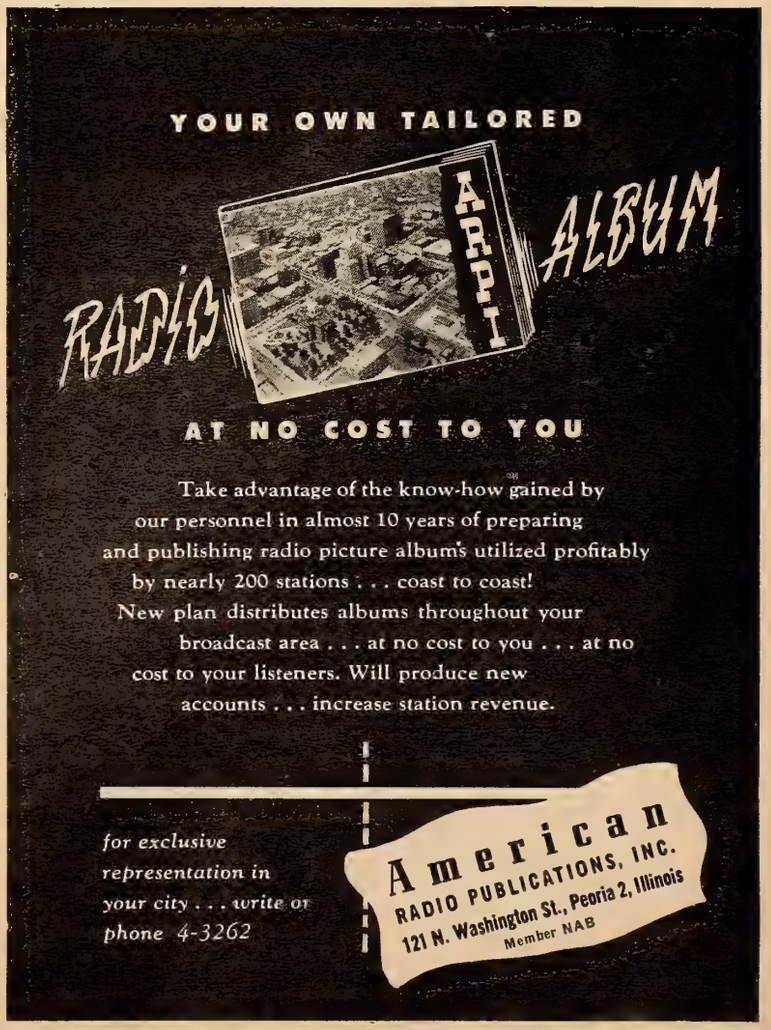
Control North Mountain Network Station

Almost three years ago this radio station was established and from the outset had a high monthly billing which it has increased. The profit factor is relatively satisfactory, but could be improved by making some adjustments. Local acceptance is very good . . . the network and national income can be increased . . . which offers an excellent opportunity for the right type of buyer. A little over 60% is available for $30,000 . . . small down payment . . . balance out over four or five years. Let us get some information to you immediately as this value will soon be picked up.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672



Allied Arts

COMMDR. GEORGE O'BRIEN USNR, has been appointed commanding officer of Volunteer Naval Reserve Unit 11-1 attached to Armed Forces Radio Service in Hollywood. He succeeds COMMDR. ROBERT MONTGOMERY, USNR, who asked to be relieved because of contemplated prolonged trip to Europe.

Equipment

VINCENT dePAUL GOUBEAU, director of materials for RCA Victor Div., has been elected vice president in charge of materials department.



Mr. Goubeau

ARTHUR N. GROSSBERG has been promoted to assistant sales promotion manager, and GERALD LIGHT to assistant to vice president in charge of sales at Emerson Radio & Phonograph Corp., New York.

ASTATIC Corp., Conneaut, Ohio, has announced production of new crystal cartridge which uses two separate, independent needles, one with one-mil tip radius for long-playing records, and other with three-mil tip radius for standard recordings.

ANDREW Corp., Chicago, has issued price list and illustrated folder for its Type 737 coaxial cable.

VERIBEST TELEVISION PRODUCTS Inc. has announced opening of its new plant and offices at 233 Spring St., New York. Telephone: Algonquin 5-4980-1-2.

Television

OTIS P. WILLIAMS has joined Video Varieties Corp., New York, producer of television program films, as general sales manager. Prior to joining Video Varieties he was with WOR-MBS New York as a sales executive; WNJR Newark, N. J., as general manager, and has also served on "March of Time" staff.



Mr. Williams

WILLIAM J. THOMAS, who retired from Young & Rubicam five years ago, and RICHARD DANA, of UN radio and television department, have become associated with HENDRIK BOORAEM in Holland Productions, New York, newly formed organization for packaging television and radio programs. Firm's first production, *Experience Speaks*, is heard Fridays on MBS.

DAVID GILMORE, San Francisco freelance radio writer-producer, has joined Teletalent Agency, same city, to produce package TV shows. Teletalent is new agency designed to develop and produce TV talent, scripts, ideas and shows.

CAB POLICY

Early TV Licensing Favored

TELEVISION, Canadian music, NAB and NARBA were discussed at directors meeting of Canadian Assn. of Broadcasters, held at Quebec March 7-9. T. J. Allard, CAB general manager, was reappointed for another two-year term and was named with Pat Freeman, newly appointed director of advertising, to attend the NAB convention in Chicago in mid-April.

Major subject discussed was CAB policy on television at which minimums were set for cooperation on TV with Canadian Broadcasting Corp. CAB directors felt that private operators should be licensed at once for TV to follow directive of 1947 Parliamentary Radio Committee, and should be free to obtain TV network programs from United States. TV station licenses should be granted for longer than present AM three year term to allow stations to make a return on their investment, they stated. It was considered essential that an independent regulatory body be set up before TV stations be licensed; that there should be no subsidized competition on TV; that TV viewers should not be taxed as proposed by CBS at $10 a year per receiver.

CAB's board tentatively set Hamilton, Ont., as location for the 1950 annual convention, with Niagara Falls, Ont., as secondary choice. It was decided to contribute $250 to adult education radio awards. CAB board agreed that industry should be represented at forthcoming NARBA meeting in Canada this autumn.

Bob Burton, BMI general manager, reported on development of Canadian musical talent by BMI and BMI (Canada). Pat Freeman reported on his operations as service and advertising director since taking over his post recently at Toronto. He will have special meetings with NAB executives at Washington during week of March 21 on new method of program survey which he developed. CAB Sales Committee was directed to make a further study of redefinition of national and local sales rates for submission to annual meeting of CAB at St. Andrews-by-the-Sea, N. B., next June.

Full CAB board attended meeting, which was followed by regional meeting of Quebec independent stations, who discussed sales and rates problems with CAB executives.

WICA EXPANDS

Starts FM, Goes Fulltime

HERALDING an increase in power for WICA Ashtabula, Ohio, and the launching of WICA-FM, the *Ashtabula Star-Beacon* published an 18-page radio supplement to its March 4 issue.

WICA-FM, operating on Channel 279 (103.7 mc) with 48 kw, took the air March 5, and on the same date WICA, previously a 1 kw daytimer, became a fulltime station with 5 kw day and 1 kw night. Both WICA, which is on 910 kc, and WICA-FM maintain an 18-hour schedule, 6 a.m. to midnight.

The stations have a new transmitter building, new transmitters and a four-tower antenna array. AM transmitter is an RCA BTA-5F, and the FM transmitter a Radio Engineering Laboratories 520-DL. Robert B. Rowley, president of the licensee, WICA Inc., and his brother, Donald C. Rowley, are co-owners of the stations. Walter W. Walrath is manager.

RIBLET CHANGES

Takes Johns Hopkins Post

HENRY B. RIBLET has withdrawn as a partner in Glenn D. Gillett & Assoc., Washington, D. C., consulting radio engineers, to accept a position with The Johns Hopkins U. applied physics laboratory at Silver Spring, Md.

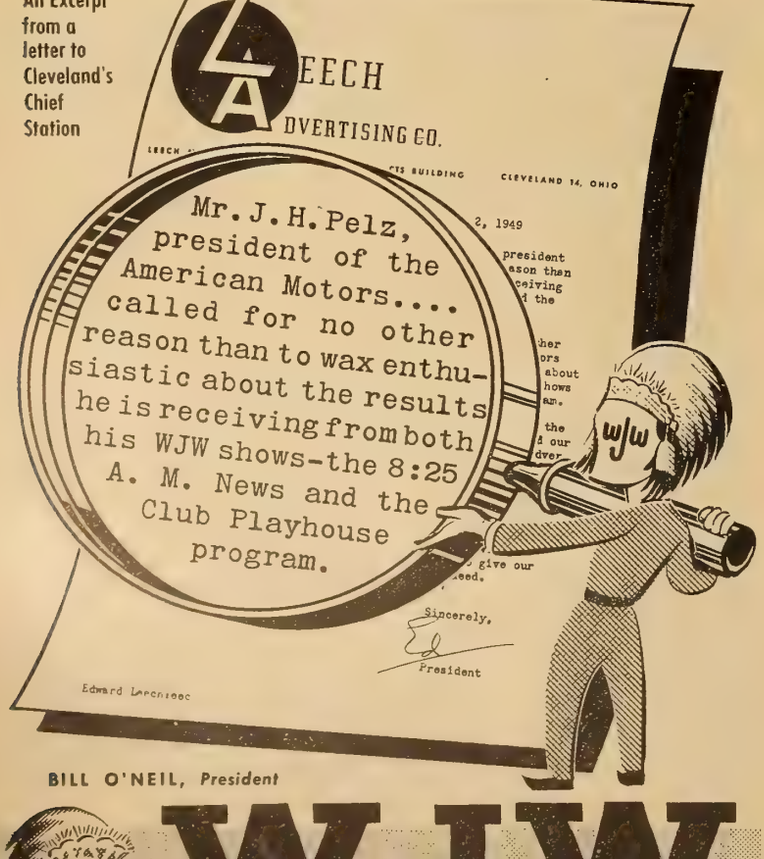
Mr. Riblet left KLZ Denver to join Mr. Gillett's staff in 1940. From 1942-1945, when the firm's offices were closed because of the war, he worked with the airborne instruments laboratories of the Columbia U. Division of War Research, Mineola, N. Y.

Operator Licenses

PROPOSED rules changes have been announced by FCC to provide for a one-year period of grace during which applications for the renewal of expired commercial radio operator, amateur operator or amateur station licenses may be filed. FCC has invited comments by April 25.

WSAV Aids Listener

RESPONDING to a postal card appeal from one of its listeners, Pauline Harris, Bristol, Ga., WSAV Savannah arranged to send a new battery to replace one which had gone dead in the listener's radio set. Calling WSAV "one of the best stations on the radio," the listener told of her plight. Her radio, she said, had "just quit playing last week and do I miss it very much! We will not be able to get one [a battery] in a long time." But WSAV took care of that.



BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

MINIATURE MIKE

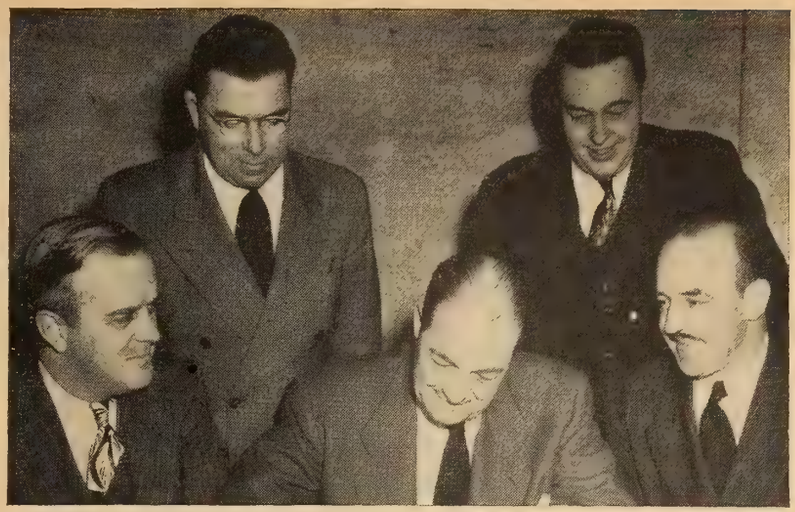
Altec Introduces Innovation

INTRODUCTION of a new and miniature microphone, of dimensions based on the size of the human ear drum, has been made by Altec Lansing Corp., New York York and Hollywood, at a luncheon at New York's Essex House.

The Altec miniature (21 B) microphone, in a nutshell (into which it fits with room to spare), weighs less than a quarter of an ounce, and can be adapted to all types of stand mountings, overhead suspensions or worn as a breastplate or lapel mike. Its only moving element is a tiny diaphragm the size of the ear drum.

The tiny microphone is "omnidirectional," its makers said.

Blastproof, a revolver fired 12 feet from the microphone has no effect on its efficiency.



NICOLL-TALCOTT Corp., Hartford, Conn., Ford Tractor distributor for New England, will sponsor thrice-weekly half-hour show, *Maine Farm Topics*, on WAGM Presque Isle, Me., and the three Maine Broadcasting System stations, WCSH Portland, WRDO Augusta and WLBZ Bangor. Completing arrangements are (l to r): Norman C. Fitzpatrick, John F. Kelley, LeRoy E. Talcott, Earle D. Blevin, all Nicoll-Talcott, and Rudolph O. Marcoux, Maine Broadcasting System national advertising director.

FORT WORTH

WBAP-FM Starts Service

WBAP-FM Fort Worth went on the air March 9 as the city's first FM station. Owned by the Fort Worth *Star-Telegram*, WBAP reversed familiar procedure by launching its television service before FM. WBAP-TV was inaugurated last September.

As Harold Hough, radio director, points out, WBAP-FM will "pull together" the programs broadcast alternately by WBAP-570 and WBAP-820, frequencies shared with WFAA Dallas as outlets for ABC and NBC, respectively. WBAP-FM broadcasts on Channel 263 (100.5 mc).

D. C. Sales Tax

A LEGISLATIVE proposal to create a District of Columbia sales tax, which would include sales of advertising space and radio and television time, was defeated in the House March 14. The bill (HR 3347), by Rep. Howard W. Smith (D-Va.), had been approved by the House District of Columbia Committee March 10.

SALESMANSHIP

Enterprise Needed—Shreve

ENTERPRISE in salesmanship will set the business pace in the growing buyers' market and emerging era of sharp competition, Earl O. Shreve, president of the U. S. Chamber of Commerce, told the National Marketing Conference in Columbus, Ohio, March 8.

Mr. Shreve was one of several speakers who addressed the two-day sessions sponsored by domestic distribution department, U. S. Chamber of Commerce. Cooperating organizations included Columbus and Ohio state chambers, retail trade organizations and Ohio State U. [BROADCASTING, Feb. 14].

Speaking at a dinner meeting on the subject, "The Distributor's Role in Our Economy," Mr. Shreve called for ingenuity, initiative and vigor to meet sales opportunities in the present market. He cited as an example of sales enterprise a radio store which did a thriving business in sets, phonographs and records after the war, but whose business began to slacken.

"Did this seller wail about the slack . . . and yell for government to stabilize the boom in radios?" Mr. Shreve asked. "On the contrary, this merchant moved with the times. He took larger quarters . . . put TV sets on display . . . and blazoned on his shop the sign *'Television.'* . . . The customers became conscious of the new and the exciting in business appeal. . . . I commend this kind of enterprise now."

SUMMER LISTENING

Canadian Survey Urged

A SURVEY of summer listening, in a number of test areas in Canada, is being recommended to the Canadian Assn. of Broadcasters, by the Radio Executives Club of Toronto, following its February meeting. A number of broadcasters at the meeting, including Frank Ryan, CFRA Ottawa, Cliff Wingrove, CKTB St. Catherines, and Andy McDermott, H. N. Stovin & Co., pointed out the need of more data on radio listening habits, especially in rural areas and during the summer months.

At the monthly meeting, Pat Freeman, formerly of CFAC Calgary, newly appointed director of sales promotion for CAB, was introduced to members.

On All Accounts

(Continued from page 22)

research, Jim, since joining JWT, has taken some courses at Columbia and N.Y.U. in statistics and radio. Outside the office he enjoys the theatre, beach weekends during the summer, the 57th street galleries, etc. He devotes considerable time to his work as chairman of the young people's group at the West End Collegiate Church.

853,700

HAVE EARS TO HEAR

in South Carolina's Finest Market

The WFBC MARKET is South Carolina's Finest

Serving the rich Piedmont area, where employment and incomes are highest, and where retail and wholesale sales are greatest in South Carolina. WFBC offers you the finest market in the state.

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily

and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S. C.

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Mellin

MISSISSIPPI FLYER

On Records: Blue Barron—MGM 10369; Johnny Eager—Metrotone 3016; Jerry Cooper—Algonquin 101; Tex Beneke—Vic. 20-3340; Frankie Carle—Col. 38411; Larry Fotine—Dec.*

On Transcriptions: Lenny Herman—Lang-Worth; Vincent Lopez, NBC Thesaurus

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



That's what all buyers of K-NUZ time give the fine results their clients get from K-NUZ's Texas style programming and spot schedules.

CLIENTS'

SALES

INCREASE

in Houston!



AS K-NUZ HOOPERS INCREASE

	OCT-NOV.	NOV-DEC.
Morning	11.9	13.4
Afternoon	8.4	9.5
Evening	10.8	12.3

NATIONAL REP. FORJOE & CO.

Dave Morris, Gen. Mgr.

K-NUZ

"Your Good News Station"

9th Floor Scanlan Bldg.

HOUSTON 2, TEXAS

FCC TO APPEAL

Seeks CSC Approval of Smith

AN APPEAL to the Civil Service Commission for reconsideration of its failure to include FCC Hearing Examiner Elizabeth Smith on the eligible list of examiners was being prepared by FCC last week [CLOSED CIRCUIT, March 14].

Miss Smith was the only one of the Commission's nine examiners not named. She has been serving as an examiner since 1947, along with the eight others. It was felt CSC applied its qualification standards too strictly in failing to pass her eligibility.

In addition to the eight examiners pronounced eligible — which gave FCC one of the best records of all the government agencies involved—four out of six members of the law bureau who took the examinations were found eligible.

The examiners: Jack P. Blume, J. D. Bond, Basil P. Cooper, James D. Cunningham, Hugh B. Hutchison, J. Fred Johnson Jr., Fanny Neyman Litvin and Leo Resnick. All but Messrs. Blume and Bond are so-called "status employes," which means they are eligible for permanent appointments to the post they have been holding since June 1947 subject to CSC approval. As non-status employes, Messrs. Blume and Bond must compete with others in that category but will retain their positions if their grades are sufficiently high.

Members of the FCC law bureau (not examiners) who took the examinations and were found eligible were listed as follows: Joseph N. Nelson; Walter R. Powell, chief of the Transfer Branch of the Broadcast Division; Hilda D. Shea, chief of the FM Branch, Broadcast Division, and Marshall Orr, chief of the Aviation & General Mobile Branch, Safety & Special Services Division. Their names will be entered on the CSC register of examiners.

WFCI DECISION

Grant To Move Proposed

PROPOSED decision was adopted by FCC last week to grant request of WFCI Pawtucket, R. I., to move its main studio to the Sheraton-Biltmore Hotel in Providence. No change of transmitter site or assignment (5 kw fulltime on 1420 kc, directional) is involved.

FCC majority favored the move despite recommendation of denial entered by Hearing Examiner Fanny N. Litvin. Comr. Paul A. Walker concurred with the examiner, who found that Pawtucket would be left without any nighttime local facility while Providence would gain a sixth station. The Commission majority pointed out that the two cities are contiguous and both are within the Providence metropolitan area.

WFCI is an ABC affiliate and is licensed to Pawtucket Broadcasting Co. with Howard W. Thornley, president.



ANNIVERSARY breakfast given in Chicago by ABC to mark beginning of Swift and Co.'s eighth year of *Breakfast Club* sponsorship was attended by 50 Swift and ABC executives, including Vernon Beatty (l), Swift's advertising manager, and John H. Norton Jr. (center), ABC Central Division vice president. Don McNeill, star of program, is at right.

New Business

(Continued from page 12)

DURO FURNITURE Mfg. Co., Los Angeles, planning quarter-hour weekly schedule on four Los Angeles area stations in addition to present schedule. Today (March 21) firm starts quarter-hour sponsorship of Joe Adams *Mayor of Melody* on KOWL Santa Monica; March 29 on KFOX Long Beach *Duro Contest Hour;* March 30 on KGIL San Fernando *Sweet Swing;* April 1 on KWKW Pasadena *Western Hour;* April 3 on KFWB Los Angeles Peter Potter *Platter Parade.* Firm currently sponsoring quarter-hour weekly on KLAC Los Angeles. All contracts for 13 weeks. Agency: Raymond Keane Adv., Los Angeles.

DOLCIN Corp., New York (pharmaceuticals), starting sponsorship of three programs on Don Lee network (45 stations) for 26 weeks. March 29 firm starts two weekly newscasts, Tuesdays and Thursdays (4:45-5:00 p.m. PST) and three weekly sponsorship of *Rise and Shine* Tuesdays, Thursdays, Saturdays (7:15-7:30 a.m. PST); April 3 it starts weekly recorded *Sunday Favorites* Sundays, (11:30-11:45 a.m. PST). Agency: Victor Van der Linde Inc., New York.

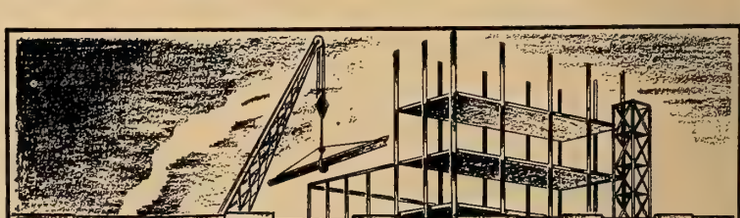
Network Accounts • • •

A. S. BECK Shoes, New York, effective March 31 [BROADCASTING, March 7] will start sponsorship of video variety show presenting talent starring Roger Dann, French vocalist, with Ben Ludlow and his orchestra and guest comics. Show will be heard Thursday 10-10:20 p.m. on NBC-TV. Howard Barnes, television and radio director of Dorland Inc., New York, agency for Beck, will produce program, which is as yet untitled.

GENERAL MOTORS, for Buick cars, has purchased Wednesday, 8-9 p.m. period on CBS-TV. Hour-long show has not been signed yet. Agency: Kudner Adv., New York.

ADMIRAL Corp. extends its present option on television show *Admiral Broadway Revue* for 39 weeks through Jan. 20, 1950, with provision for 13 week summer hiatus to begin following June 10 show. *Revue* is aired 8-9 p.m. Fridays, on combined east-west networks of DuMont and NBC. Agency: Kudner Agency, New York.

LEVER Bros., Cambridge, Mass., through Young & Rubicam, New York, has renewed *Arthur Godfrey's Talent Scouts* on CBS television and radio. Renewal on the CBS network is for 52 weeks, effective April 4. Program is aired and telecast Mondays, 8:30-9 p.m. (EST).



for a better-than-ever BUY

IN OHIO'S THIRD MARKET

NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

SUIT SETTLEMENT

WBBQ Gives WGAC $11,500

WGAC Augusta, Ga., has obtained a settlement totalling $11,500 from another Augusta station, WBBQ, in a suit brought following purchase of the Augusta Tigers baseball club [BROADCASTING, March 7] from Troy Agnew by Savannah Broadcasting Corp., WBBQ licensee.

Previously, according to testimony brought out in hearings held in Superior Court at Augusta, Mr. Agnew had sold broadcast rights to the Tigers' out-of-town games to WGAC. When WGAC called upon the new Tigers owners to meet terms of the broadcast contract they failed to do so, it was charged.

WGAC then entered suit for $59,500 and asked an interlocutory injuction to prevent WBBQ from broadcasting the games. The settlement, reached March 10, represented $3,000 in checks WGAC had paid Mr. Agnew for the broadcast rights, and which he had turned over to WBBQ, and $8,500 in damages.

Under terms of the settlement WBBQ will have rights to air all out-of-town games of the Tigers and the defendants and plaintiffs will divide the court costs.

ARTS CONTEST

Radio Scripts Included

RADIO script will be among five categories of literary works to be judged in a contest sponsored by National Five Arts Award Inc., non-profit corporation in New York. Cash awards, fellowships and professional publication or production are given annually to winners, with first prize of $2,000.

Added benefits include standard royalties for radio and television when so adapted; publication in a book devoted to radio scripts if quality of their work merits; other standard royalties, and sales of motion picture rights. Judges of radio scripts are Norman Corwin, famous writer-producer-director; Arch Oboler, script writer and producer-director, and Erick Barnouw, president, Radio Writers Guild and Columbia U. instructor. Other "arts" are full-length play, motion picture synopsis, popular song and short story.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
FEB. 6-12, 1949

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	33.6	—3.2
2	3	Jack Benny	30.0	+0.9
3	2	McGee & Molly	29.8	0.0
4	4	Godfrey's Scouts	29.2	+1.3
5	7	Amos 'n' Andy	28.4	+2.6
6	5	Walter Winchell	27.1	+0.9
7	8	Bob Hope	26.8	+0.5
8	18	Sam Spade	24.8	+1.8
9	22	Crime Photographer	24.6	+3.6
10	6	My Friend Irma	24.4	—2.3
11	10	Mystery Theater	23.1	—0.7
12	34	Stop Music (4th qtr.)	22.9	+3.5
13	20	Suspense	22.9	+0.6
14	40	Ford Theatre	22.7	+3.9
15	11	Mr. Keen	22.1	—1.0
16	14	Inner Sanctum	21.6	—1.8
17	13	FBI in Peace, War	21.5	—0.8
18	16	Mr. and Mrs. North	21.2	—1.0
19	12	Mr. D A	21.1	—2.8
20	9	This Your FBI	21.0	—2.1
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.5	—0.1
2	2	Beulah	17.7	+0.4
3	3	Counter-Spy	16.7	+1.9
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	7	Godfrey (L & M)	13.6	+0.8
2	9	Ma Perkins (CBS)	11.6	+0.4
3	1	When Girl Marries	11.6	—0.9
4	2	Young Widder Brown	11.4	—0.7
5	20	Godfrey (Nabisco)	11.2	+0.6
6	6	Pepper Young	11.2	—0.7
7	11	Big Sister	11.0	—0.4
8	4	Backstage Wife	10.9	—1.0
9	18	Wendy Warren	10.8	0.0
10	24	Sky King	10.7	+1.1
11	8	Portia Faces Life	10.6	—0.7
12	3	Right to Happiness	10.6	—1.6
13	5	Stella Dallas	10.5	—0.9
14	19	Guiding Light	10.5	+0.2
15	25	Jack Armstrong	10.5	+0.9
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	17.9	+0.5
2	2	Quick as Flash	16.9	+2.5
3	6	The Shadow	14.2	+1.0
4	3	House of Mystery	14.0	—0.8
5	4	Stars Over Hollywood	13.7	—1.0

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	4	Jack Benny	25.4	+3.4
2	2	McGee & Molly	25.1	+0.6
3	3	Walter Winchell	24.6	+1.4
4	1	Lux Radio Theatre	24.3	—4.1
5	7	Godfrey's Scouts	21.1	+0.1
6	13	Amos 'n' Andy	21.1	+2.1
7	9	Bob Hope	20.9	+0.7
8	19	Crime Photographer	20.3	+2.7
9	5	My Friend Irma	19.7	—1.8
10	21	Stop Music (4th qtr.)	19.6	+2.4
11	10	Mr. Keen	19.3	+0.3
12	18	Suspense	19.1	+0.4
13	29	Sam Spade	18.8	+2.8
14	12	Mystery Theatre	18.3	—0.7
15	6	This Is Your FBI	18.2	—1.3
16	27	Stop Music (3rd qtr.)	18.0	+2.0
17	15	People Are Funny	17.8	—0.2
18	8	Mr. D A	17.7	—2.3
19	11	FBI in Peace, War	17.6	—0.7
20	23	Mr. & Mrs. North	17.3	+0.5
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.3	+1.1
2	2	Beulah	15.0	+0.1
3	3	Counter-Spy	13.5	+2.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	11	Godfrey (L & M)	11.5	+1.1
2	8	Ma Perkins (CBS)	10.6	+0.3
3	1	When Girl Marries	10.6	—0.5
4	3	Young Widder Brown	10.0	—0.8
5	21	Godfrey (Nabisco)	10.0	+0.7
6	6	Pepper Young	10.0	—0.6
7	2	Backstage Wife	9 9	—1.0
8	7	Portia Faces Life	9.7	—0.4
9	4	Right to Happiness	9.6	—1.5
10	5	Stella Dallas	9.6	—0.8
11	9	Our Gal Sunday	9.4	—0.6
12	10	Big Sister	9.3	—0.4
13	17	Guiding Light	9.3	0.0
14	20	Wendy Warren	9.1	+0.1
15	16	Helen Trent	9.0	—0.4
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	12.7	—1.5
2	4	The Shadow	12.2	+1.3
3	8	Quick as Flash	11.2	+1.5
4	5	House of Mystery	11.1	—0.3
5	3	Grand Central Station	10.7	—1.0

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Roffman To Run

RICHARD H. ROFFMAN, WEVD and WGYN(FM) New York news commentator, will run for political office held by the late Rep. Sol Bloom. Mr. Roffman, who lives in the upper Manhattan District, will seek conference within the next week with political leaders of both major parties requesting reaction. If he fails to gain their support, he will attempt to run independently, forming his own organization in the area.

TELEPULSE

N. Y. Sports Time Drops

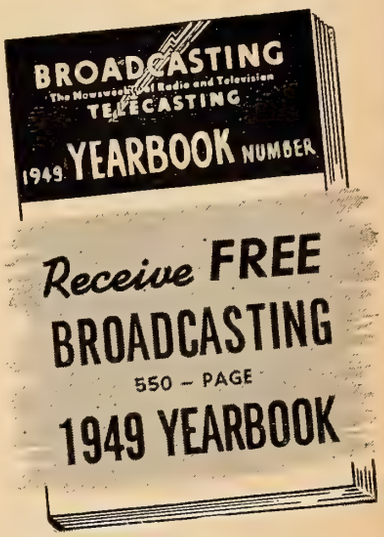
FOR first time in Telepulse history, according to New York teletrends for February, by The Pulse Inc., New York, video sports programs failed to lead all other program types in percentage of total TV time. Sports trailed behind newscasts and music programs, and tied with kiddie shows and feature films. Variety programs continue to receive the highest average rating for program types.

NEW YORK TELEVISION PROGRAMS BY TYPES

	February #¼ Hours	Average Rating
Visual Sports	98	13.9
Music	147	4.2
Feature Films	97	7.9
Westerns, Serials	84	8.2
News	108	3.4
Kid Shows	98	12.1
Film Shorts	45	3.2
Comedy-Variety	72	21.1
Washington & Political News	—	—
Women's Interest	59	2.8
Interviews	45	5.1
Quiz Shows	28	9.2
Drama	20	19.5
Forums, Discussions	26	5.7
Sports News	18	4.6
Fashions	10	3.5
Religion	6	1.3
Comedy Episodes	9	11.2
Hobbies	3	8.2
Special Events	—	—
Mrs. & Mrs. Shows	3	4.0
Beauty	7	2.1
Food & Cookery	2	3.3
Education, Science, etc.	9	2.5
Serial Stories	5	1.9
Mystery Drama	2	5.3
Misc.	36	5.4
Total ¼ Hours	1037	

KGW and KGW-FM
PORTLAND, OREGON
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SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

LAST CHANCE



Receive FREE BROADCASTING 550 - PAGE 1949 YEARBOOK

This $5.00 YEARBOOK comes free with a $7.00 subscription to the weekly BROADCASTING-Telecasting.

OFFER EXPIRES MARCH 31

1949 YEARBOOK FEATURES

Complete analysis of 1948 radio advertising; AM, FM, TV directories, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

MAIL COUPON TODAY!

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
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Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

52 WEEKLY ISSUES AND 1949 YEARBOOK
YEARBOOK Special



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Only station saturating rich Western Washington market!



KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Promotion



WITH the startling announcement that "CBS Hasn't Got Him Yet" on the outside of a folder which opens up to "And Hooper Never Heard of Him," a KOWL Santa Monica, Calif., promotion piece extolls the merits of its disc jockey Joe Adams and his *Mayor of Melody*. Fully-opened folder, showing a picture of Mr. Adams, contains reprints of various letters commending his program and telling results of recent contest on program that resulted in so many calls the phone company complained about them "swamping the circuits." Further details of rates for program, with current list of its sponsors, as well as station's complete rate card are included.

What's Your Favorite Program?

A LETTER to each of its advertisers asking them to name their favorite WKTG Thomasville, Ga., programs and why they are favorites is part of WKTG's newest promotion stunt. The best letter received will be awarded $50 in cash prizes. Object of contest is to prove program popularity, listener time preference, area coverage and listenership.

'Vacation Contest'

SPORTS director Tait Cummins, WMT Cedar Rapids, Iowa, is conducting his annual "Vacation Contest." Winner receives all-expense paid week at Lake Birch Camp in Minnesota and Shell Oil Co. (Cummins' sponsor) provides transportation. Gimmick is to identify the four finalists in state high school basketball tournament—in correct order—plus total number of points scored in the final night of action.

Feature Presentation

ANY resident whose picture appears in one of the local newspapers as a result of some worthy accomplishment receives a complimentary notice from WJPS Evansville, Ind. The station pastes the person's picture on a printed, envelope-size card congratulating the outstanding citizen and wishing him continued success.

KOOS Column

INSTEAD of the usual radio station ad plugging a program or programs, KOOS Coos Bay, Ore., is using a three-weekly newspaper column. Titled "Radio at Random," the ad carries notes and comments about what's coming and going in the radio world. KOOS reports that this form of advertising has been so successful that it is used exclusively with the exception of unusual promotions when the column is augmented with larger ads.

Keep Up With the 'Queen'

TO KEEP the trade up-to-date on activities of MBS *Queen For a Day*, Hollywood staff of the show has started distributing a four-page tabloid chronicling show's current events and past history, *Queen for a Day-ly*. Giving equal space to both its sponsors, with "Alkalize with Alka-Seltzer" on one inside page and "Call for Philip Morris" on the other, the newspaper gives pictures and activities of current queens and show's personalities, general information and advance promotion on the show and various press reprints. Approximately 1,600 people receive the paper, including sponsors, agencies representing them (Wade Adv. for Alka-Seltzer; Cecil & Presbrey for Philip Morris), Mutual and associated networks.

Open House

PRIOR to taking the air on March 15, WICU (TV), *Erie* (Pa.) *Dispatch's* new television station, held a two-day open house session for local citizens. A bevy of lovely hostesses served as guides and station prepared descriptive signs to identify and explain the complex equipment. The hostesses were dressed in Gay Nineties costumes for easy identification. On March 12 WICU held a special open house for local school children.

Rooster Crow

NEWEST contest on WLAM Lewiston—Auburn, Me., is being conducted by John Gould, editor of the weekly Lisbon (Me.) *Enterprise*, on his Mon.-Fri., 7:30-7:45 a.m. WLAM show. Mr. Gould's former side-kick on the program was a 12-year-old red rooster, "Sunrise Si," who had been featured on the program for over a year when he died. Now Mr. Gould has acquired another rooster and is asking listeners to name him. The winner in the contest will receive such prizes as 100 one-day old chicks, a roll of chicken wire, a Philco radio, a copy of Mr. Gould's book, *And One to Grow On*, and many other awards.

Personnel

JUANITA WILCOX, former director of continuity and publicity for WHKC and WCOL Columbus, Ohio, has been appointed manager of promotional activities for WLWC (TV) Columbus.

CORINNE KOPP has been appointed promotion director of WLDY Ladysmith, Wis.

RUTH A. ASHTON has joined KNX-Columbia Pacific Network, Los Angeles, department of public affairs, as assistant to **STUART NOVINS**. Miss Ashton was formerly with CBS and CBS-TV New York.

KEN SMITH, assistant program director at WLW Cincinnati, has been appointed promotion manager.



WRUN Utica, N. Y., for second season will broadcast all games of Utica Blue Sox, farm club of Philadelphia Phillies. Arrangements are completed by Thomas E. Martin (l), WRUN station manager; Nick Stemmler (standing), sportscaster who will handle play-by-play, and Fred Seymour, Blue Sox business manager.

NAB GOLFERS

'Broadcasting' To Give Trophy

FOURTEENTH annual NAB Golf Tournament for the BROADCASTING trophy will be held Sunday, April 10, during NAB convention week in Chicago. Site will be Acacia Country Club.

Silver trophy will be awarded the low gross winner with another prize going to the low net winner.

The course is located about 10 miles out of Chicago. BROADCASTING will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A 19th hole party will be given. Entries should be sent to Maury Long, at Washington headquarters, or Bill Thompson, at the Chicago bureau.

In the 1948 tournament at Los Angeles Don Fedderson, KYA San Francisco, and Max Everett, J. P. McKinney & Son, were tied for low net with Pete Watts, KYOR San Francisco, having low gross.

WMPS
MEMPHIS



68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.

ACTIONS OF THE FCC

MARCH 11 to MARCH 17

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

March 11 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WAPA San Juan, P. R.—Designated for hearing petition requesting reconsideration of action of Commission of Oct. 21, 1948, granting application of WPTF Raleigh, N. C., for CP make changes in its DA, and to designate said application for hearing; made WPTF party to proceeding.

Lake Bcstg. Co. Inc., Gary, Ind.—Designated for hearing application for CP new station 1270 kc 1 kw unl.; made WHBF Rock Island, Ill., and WMRO Aurora, Ill., parties to proceeding.

WSBA North of York, Pa.—Designated for hearing application to change from 900 kc 1 kw D to 910 kc 1 kw unl. and to install new trans. and DA.

Modification of CP

WEAU Eau Claire, Wis.—Granted mod. CP to specify increased field strengths in nulls of DA to make CP values more nearly agree with values obtained in field measurements made on system; engineering cond.

AM—1540 kc

Terrell Broadcast Corp., Terrell, Tex.—Granted CP for 100-w test trans. to operate on 1540 kc for purpose of obtaining data with reference to signal intensity data in connection with its application for new station to operate on same frequency with 250 w, D, now in hearing on issues which include determination of interference to KHBR Hillsboro, Tex. Authorization of test station is cond. to operation being completed prior to commencement of equipment tests by KCUL Ft. Worth, and, further, that operation take place D only with unmodulated signal, except for voice identification each half hour.

Hearing Designated

Alaska Bcstg. Co. and Baranof Enterprises Inc., Sitka, Alaska—Designated for consolidated hearing applications each requesting new stations 1400 kc 250 w unl.

Request Denied

WINZ Hollywood, Fla.—Denied request that its application to increase D power from 1 kw to 50 kw on clear channel be removed from pending file and processed.

Motion Denied

WJZ New York—Adopted memorandum opinion and order denying motion of WJZ requesting dismissal of applications of Eugene P. O'Fallon Inc. (KFEL), Denver, Col., and KXA Inc., (KXA), Seattle, Wash., for CPs 770 kc 50 kw unl.

Hearing Designated

Lamar County Bcstg. Co., Paris, Tex.—Designated for hearing application for new station 1250 kc 1 kw D; made KSST Sulphur Springs, Tex., party to proceeding.

Modification of CP

KAGH Pasadena, Calif.—Granted mod. CP to change hours from D to unl. with 1 kw DN and install DA-N.

Modification of License

KDEC and KWLC Decorah, Iowa—Granted mod. licenses change from specified hours to share time.

Hearing Designated

Abe Lapides, Pontiac, Mich., and Bowling Green State U., Bowling Green, Ohio—Designated for consolidated hearing applications of Lapides for new station 730 kc 1 kw D DA and Bowling Green for new station 730 kc 250 w, D; made WPIT Pittsburgh, party to proceeding.

Modification of CP

WKRT Cortland, N. Y.—Upon petition removed from hearing docket and granted application for mod. CP to change hours from D to unl, change power from 1 kw D to 500 w-N 1 kw-LS and install DA-N.

Petition Denied

WSPD Toledo, Ohio—Denied petition requesting Commission to set aside action granting application of Sarkes Tarzian (WTTS), Bloomington, Ind., to make changes in DA and change trans. location, or, in alternative that grant be made cond. upon permittee making measurements of its skywave signals in WSPD area so that operation of WTTS be limited to extent that no interference be caused to primary service area of WSPD.

Hearing Designated

WMBR-TV Jacksonville, Fla.—Designated for hearing application for additional time to complete construction of TV station.

Petition Denied

WUTV Indianapolis—Adopted memorandum opinion and order denying petition requesting review by quorum of Commission of action taken by Motions Commissioner Feb. 18 denying petition for continuance of hearing scheduled March 21 in re application for additional time in which to complete construction of TV station.

Assignment of License

WJNC Jacksonville, N. C.—Granted assignment of license from Jacksonville Bcstg. Co. Inc. to Lester L. Gould. Assignor corporation will remain in existence and will lease property to Gould for period of 5 years, renewing for like period at option of lessee, for annual rental of $8,000.

Transfer of Control

WMMT McMinnville, Tenn.—Granted voluntary acquisition of control from Oliver M. Albritton and Claude W. Haston by Sam J. Albritton, for $16,000.

WSON-AM-FM Henderson, Ky.—Granted transfer of control from Pierce E. Lackey, Montana L. Lackey and Paducah Broadcasting Co. Inc. to H. S. Lackey for $58,000.

WABZ Albemarle, N. C.—Granted transfer of control of from G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow, to W. E. Smith, T. R. Wolf and M. M. Palmer for $35,000.

KTRE Lufkin, Tex.—Granted relinquishment of negative control by E. L. Kurth Sr.

Hearing Designated

WACA Camden, S. C.—Designated for hearing application for license to cover CP new station in consolidated proceeding with application for assignment of CP from Haygood S. Bowden to Camden Bcstg. Corp.

Transfer of Control

WHOL Allentown, Pa.—Granted transfer of control from Lewis Windmuller and Cora G. Windmuller to Allentown Bcstg. Corp for $15,000.

WLBG Laurens, S. C.—Granted transfer of control from J. C. Todd to his brother, J. W. Todd, for $14,500.

Assignment of License

WBAY Coral Gables, Fla.—Granted assignment of license from partnership composed of J. A. Brown and 10 others to Atlantic Shores Bcstg. Inc. for $125,000.

Hearing Designated

KGIL San Fernando, Calif.—Designated for hearing in consolidated proceeding application for renewal of license and application for transfer of control from Helen Ruth Allen, executrix estate of C. P. M. Allen, deceased, to Fayette J. Smalley Jr., (transferee) and J. G. Paltridge (competing applicant), and ordered that petition of J. G. Paltridge to designate time and place of hearing at this time, be dismissed.

Transfer of Control

WJOC Jamestown, N. Y.—Granted transfer of control from Robert L. Blalock to Harry E. Layman. Action is in no way to be considered as approval of transfer of control to Blalock of Chesapeake Bcstg. Corp. (WSAL Annapolis), since such approval can only be given after application therefor has been filed and duly acted upon by Commission.

Assignment of License

WFHG Bristol, Va.—Granted assignment of license from corporation to partnership composed of W. C. Nininger, Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co. for $15,000 plus.

Transfer of Control

WFYC Alma, Mich.—Granted transfer of control from Cleon Van Riper to Merle E. Rhoads.

WIBC Indianapolis—Granted transfer control of Indiana Bcstg. Corp. from Robertine B. Daniels, Michael B. Fairbanks and Richard M. Fairbanks, to Ade'aide F. Causey, individually and as trustee.

Assignment of CP

KIWW San Antonio—Granted assignment of CP from partnership composed of Olivares, Leal and Richards to new partnership composed of same individuals—but with different interests therein.

Transfer of Control

WTVL Waterville, Me. — Granted acquisition of control of Kenebec Bcstg. Co. by Carleton D. Brown.

Assignment of License

WJXN Jackson, Miss.—Upon petition Commission removed from hearing docket and granted application for assignment of license from Ewing Bcstg. Co. to Andalusa Bcstg. Co.

Hearing Designated

James L. Killian, Fort Payne, Ala.—Designated for hearing application for new station 1290 kc 250 w D.

Custer County Bcstg. Co., Broken Bow, Neb.—Designated for hearing application for new station 1400 kc 250 w unl. and made KCOW Alliance, Neb., KOLN Lincoln, Neb., and KAYS Hays, Kan., parties to proceeding.

AM—1250 kc

Lake City Bcstg. Corp., Marion, N. C.—Granted CP new station 1250 kc, 1 kw D; engineering cond.; estimated cost $20,635.

(Continued on page 80)

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GROWS

WEAW 36,000 W FM Evanston, Ill.

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Yes, WCMI, the CBS affiliate for the Tri-State (Huntington, W. Va., Ashland, Ky., Ironton, Ohio, and adjacencies) really covers the populous areas of this compact market. An FM "bonus" too.

Ask a Pearson Representative or C. C. Warren, Manager, for the facts.

WCMI

Studios—
ASHLAND, KENTUCKY
HUNTINGTON, W. VA.

FCC Actions

(Continued from page 79)

Decisions Cont.:

AM—1220 kc

The News-Sun Bcstg. Co., Waukegan, Ill.—Granted CP new station 1220 kc 1 kw D DA; estimated cost $26,915—exclusive of land and buildings.

AM—1300 kc

M. L. Few and E. G. Robinson d/b as Palmetto Bcstg. Co., Kingstree, S. C.—Granted CP new station 1300 kc 1 kw D; engineering cond.; estimated cost $20,450.

AM—1270 kc

H. E. Moore tr/as Guntersville Bcstg. Co., Guntersville, Ala.—Granted CP new station 1270 kc 1 kw D; engineering cond.; estimated cost $12,300.

Hearing Designated

WDIA Memphis, Tenn. — Designated for hearing application change from 730 to 1240 kc and increase time of operation from D to unl., using 250 w and made KWAK Stuttgart, Ark., WENK, Union City, Tenn., and WGRM, Greenwood, Miss. parties to the proceeding.

Install Tower

WBRY Waterbury, Conn.—Granted CP install third tower within vicinity of present two element DA array for purpose of mounting FM ant. thereon; engineering cond.

Modification of CP

WRUN Rome, N. Y.—Granted mod. CP to make changes in DA engineering. cond.

Petition Denied

KFXM San Bernardino, Calif., and KSUB Cedar City, Utah.—Denied petition of KFXM to designate for hearing application of KSUB for mod. CP to specify new trans. site and granted application of KSUB, for mod. CP to specify new trans. site, subject to cond. that permittee, prior to issuance of mod. CP, will make such measurements, by means of test transmitter, as are necessary to establish suitability of proposed transmitter site.

Extension Denied

KSTN Stockton, Calif.—Denied request for extension of time to complete construction of new station.

Extension Granted

WLEE Richmond, Va.—Granted application for extension of time to complete construction of FM ant. on AM tower.

Hearing Designated

WTNJ Trenton, N. J., and WBUD Morrisville, Pa.—Designated for hearing in consolidated proceeding application of WTNJ to change from 1300 kc 250 w D to 1260 kc 500 w D and application of WBUD to change from 1490 kc 250 w unl. to 1260 kc 5 kw DA-1 and change trans. location, and made Yankee Network Inc., licensee of WNAC and WFBM Inc., party to proceeding.

March 11 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

The W. H. Greenhow Co., Hornell, N. Y.—CP new AM station 1250 kc 1 kw D AMENDED to request 1590 kc.

AM—910 kc

WAVL Apollo, Pa.—CP change from 1 kw D to 1 kw-D 100 w-N unl.

AM—1320 kc

WSCR Scranton, Pa.—CP change from 1000 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N unl. Amended re stockholders.

AM—1340 kc

Twin State Bcstrs. Inc., Saint Johnsbury, Vt.—CP new AM station 1340 kc 250 w unl. AMENDED re stockholders.

License Renewal

KVMA Magnolia, Ark.—License renewal AM station.

License for CP

KRKD Los Angeles—License to cover CP change power etc.

WICA Ashtabula, Ohio—Same.

KSPA Santa Paula, Calif.—License to cover CP new AM station. AMENDED to change name from Robert W. LeMond, F. Clinton Jones and Clarence E. Fisher d/b as Town Talk Bcstg. Co. to Ventura County Radio Center Inc.

WSAL Logansport, Ind.—License to cover CP new AM station.

KCFH Cuero, Tex.—Same.

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

Assignment of License

WCRB Waltham, Mass.—Assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co.

License for CP

KALB-FM Alexandria, La.—License to cover CP for changes in FM station.

Modification of CP

WCOH-FM Newman, Ga.—Mod. CP new FM station for extension of completion date.

WBEN-TV Buffalo, N. Y.—Mod. CP new commercial TV station to increase ERP from 15 kw vis., 8 kw aur. to 17.1 kw vis., 10.2 kw aur.

WGN-TV Chicago—Mod. CP new commercial TV station to increase ERP from 18.4 kw vis., 9.4 kw aur. to 29 kw vis., 14.5 kw aur.

TENDERED FOR FILING

AM—570 kc

WKYB Paducah, Ky.—CP change from 800 kc to 570 kc DA.

Modification of CP

WACR Starkville, Miss.—Mod. CP to change trans. and studio site from Starkville to Columbus, Miss.

Stock Transfer

WSAT Salisbury, N. C.—Transfer of 1,800 sh from C. H. Wentz to L. L. Boyce and W. D. Flinton.

APPLICATIONS DISMISSED

AM—970 kc

Dr. N. B. Burch, Hot Springs, Ark.—DISMISSED application for CP new AM station 970 kc 1 kw D.

AM—1240 kc

Vinita Bcstg. Co., Vinita, Okla.—DISMISSED application for CP new AM station 1240 kc 250 w unl.

March 14 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced decision granting application of Alexandria Bcstg. Corp. for new station Alexandria, Minn. 1490 kc 250 w unl. cond. and denial of application of Alexandria Radio Corp. for same facilities.

AM—1450 kc

Announced decision granting application of Richland Bcstg. Corp. for new station Richland Center, Wis., 1450 kc 250 w unl.

ACTIONS ON MOTIONS
(By Commissioner Jones)

WKAP Allentown, Pa.—Granted petition for leave to amend its application to substitute WKAP Inc. as applicant in lieu of Allentown Bcstg. Co.

The Orange Belt Station, Redlands, Calif.—Granted petition for leave to amend application to specify 1410 kc in lieu of 1320 kc, and application as amended was removed from hearing docket.

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for leave to amend its application to add certain additional programming information and statement with respect to legal qualifications of Joel E. Wharton.

KWKW Pasadena, Calif.—Granted petition for leave to intervene in consolidated hearing on applications of Crescent Bay Bcstg. Co. et al.

Corn Palace City Radio Corp., Mitchell, S. D.—Granted motion for extension of time within which to file exceptions in proceeding in re its application and that of KWAT and time was extended to March 28.

KRGV Inc., Weslaco, Tex.—Granted petition for leave to amend its application to add supplemental engineering statement.

KIDO Boise, Ida.—Granted petition for leave to amend its application to show change in trans. site.

Pellegrin & Smeby, Detroit—Granted petition to dismiss without prejudice its application.

Hamtramck Radio Corp., Hamtramck, Mich.—Granted petition for leave to amend application to show directional operation in lieu of non-directional. Also granted petition to show change in one stockholder.

Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued hearing scheduled March 14 to March 31 at Greenwich.

William and Lee A. Odessky, Los Angeles—Granted petition for indefinite continuance of hearing presently scheduled March 31 in Washington; denied petition for removal of hearing to Los Angeles, and denied request for removal of KHJ and KIEV as intervenors.

Queen City Bcstg. Co. Inc., Cincinnati—Granted petition for leave to amend its application to show new trans. site.

In re Petition of John J. Dempsey—Ordered that the hearing in re Docket 8044 presently scheduled for March 21 be continued to May 23 at Albuquerque.

WRIB Providence, R. I.—Granted request for continuance of consolidated hearing presently scheduled for March 14 to April 18 at Washington, in re applications in Docket 7820 and 8298.

Northwest Public Services, Kelso, Wash.—Granted petition for leave to amend its application to specify 1490 kc in lieu of 1240 kc and to change applicant from partnership to corporation, and application was removed from hearing docket.

March 14 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRE Fresno, Calif.—License to cover CP increase power etc.

WONW Defiance, Ohio—License to cover CP new AM station.

WANS Anderson, S. C.—Same.

Assignment of CP

WWPA Williamsport, Pa.—Assignment of CP from Harry J. W. Kiesseling, Carl F. Stroehmann and William F. Wilson d/b as Williamsport Radio Bcstg. Assoc. to Williamsport Bcstg. Assoc. Inc.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

KTBS-FM Shreveport, La.—Same.

TENDERED FOR FILING
Transfer of Stock

WENK Union City, Tenn.—Transfer of stock owned by P. Cary Brummel to H. G. Gilland, Aaron B. Robinson and Union City Bcstg. Co. Inc., licensee.

March 15 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Announced decision granting application of Blue Valley Bcstg. Co. for new station Beatrice, Neb., 1450 kc 250 w unl., subject to cond. that applicant within 60 days file application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and subject to further cond. that operation of proposed station shall not begin until KVAK Atchison, Kan., shall be licensed on 1470 kc and has ceased to operate on 1450 kc. Application of Beatrice Bcstg. Co. for same facilities is denied.

AM—1230 kc

Announced decision granting application of Herald Bcstg. Co. for new station Levelland, Tex., 1230 kc 250 w unl., cond.; granting application of Southwestern Bcstg. Corp. to switch KOSA Odessa, Tex., from 1450 kc to 1230 kc; denying application of Panhandle Bcstg. Corp. and Voice of Amarillo for new stations in Amarillo Tex., 1230 kc 250 w unl.; denying application of The Big Spring Herald Bcstg. Co. to change KBST Big Spring, Tex., from 1490 kc to 1230 kc, and denying application of W. E. Whitmore to change KWEW Hobbs, N. M., from 1490 kc 100 w unl. to 1230 kc 250 w unl.

AM—1420 kc

Announced proposed decision looking

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
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OUR UNIQUE EXCESS POLICY
provides adequate protection.
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Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

toward grant of application of Pawtucket Bcstg. Co. to change main studio of WFCI from 450 Main St., Pawtucket, R. I., to Sheraton-Biltmore Hotel, Providence, R. I. No change in operating assignment 1420 kc 5 kw unl. DA. Comr. Walker dissenting.

BY THE SECRETARY

Crosley Bcstg. Corp., Between Mutual & Mechanicsburg, Ohio—Granted CP and license for new exp. TV relay KQA-44.

WTTS Bloomington, Ind.—Granted mod. CP to change type trans. and change studio location.

WAVE-TV Louisville, Ky.—Granted mod. CP for extension of completion date to 10-12-49.

WOW-TV Omaha, Neb.—Same.

WHVR Hanover, Pa.—Granted license new standard station 1280 kc 1 kw D.

KSPA Santa Paula, Calif.—Same—1400 kc 250 w unl.

WNAD Norman, Okla.—Granted license install new vertical ant. and mount FM ant. on #1 tower, install. new trans. and change trans. location.

KTXL San Angelo, Tex.—Granted assignment of license from six equal partners to corporation owned 1/6 by each of assignor partners.

WNER Live Oak, Fla.—Granted mod. CP to make changes in vertical ant.

KWOE Clinton, Okla.—Granted mod. CP to make changes in vertical ant.

KFTM Fort Morgan, Col.—Granted mod. CP change type trans.

WTSB Lumberton, N. C.—Granted CP install new trans.

WKNA Charleston, W. Va.—Granted CP install FM ant. on No. 4 AM tower.

KVOP Plainview, Tex.—Granted CP install new trans.

Following were granted extension of completion dates as shown:

WFLN Philadelphia, to 4-10-49 on cond. that construction be completed or interim operation provided by that date; WKNY-FM Kingston, N. Y., to 6-29-49; WDUN-FM Gainesville, Ga., to 6-30-49.

The Voice of the Orange Empire Inc. Ltd., Area of Santa Ana, Calif.—Granted license for new remote pickup KA-2377 to request operation with FM station KVOE-FM as well as standard station KVOE, and A1, A2 and A3 omissions.

KRBC - AM - FM Abilene, Tex. — Granted involuntary transfer of control of licensee corporation from M. Bernard Hanks, deceased, to T. J. McMahon, Bruce B. Meador, Conway C. Craig, executors of estate.

Johnson Bcstg. Co., Bessemer, Ala.—Granted CP new STL K1A-32.

WWYO Pineville, W. Va.—Granted license new standard station. 970 kc 1 kw. D.

KSVC Richfield, Utah—Same—690 kc 1 kw D.

WNAG Grenada, Miss.—Same—1490 kc 250 w unl.

KIMP Mt. Pleasant, Tex.—Same—960 kc 1 kw D.

WXGI Richmond, Va.—Granted license change frequency from 740 kc to 950 kc.

WCHV Charlottesville, Va.—Granted license changes in vertical ant. and change trans. and studio locations.

KAMD Camden, Ark.—Granted license install new trans.

WGCM Gulfport, Miss.—Granted license install new vertical ant. and mount FM ant. on AM tower.

KINE Kingsville, Tex.—Granted license new standard station and to specify studio location; 1330 kc 1 kw D.

KPOJ Portland, Ore.—Granted license install aux. trans. at present site of main trans.

WORZ

NBC AFFILIATE

ORLANDO
FLORIDA

1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

28,000 Petitioners

A PETITION advocating elimination or reduction of the 20% federal tax on such every-day essentials as baby oil has been presented to the national Senators and Representatives from Maryland. Over 28,000 Marylanders signed the petition which was presented during a luncheon in Washington. Louise MacFarlane, woman's commentator at WCBM Baltimore, during the luncheon spoke of experiences she had gleaned from those who circulated the petition as well as from letters she had received from those who signed it. The legislators urged her to inform her listeners of their desire to fulfill the wishes of the petitioners.

WMLT Dublin, Ga.—Granted license install new vertical ant. and mount FM ant. on AM tower.

KSLM Salem, Ore.—Granted license changes in vertical ant. and to change trans. and studio locations.

WIDE Biddeford, Me.—Granted license new standard station and to specify studio location; 1400 kc 250 w unl.

WHAI Greenfield, Mass.—Granted license change vertical ant. and mount FM ant. on AM tower.

WJPA Washington, Pa.—Granted license change vertical ant. and mount FM ant. on AM tower.

WAGE Syracuse, N. Y.—Granted license to use old main trans. at present site of main trans. as alternate for night use and as aux. for day.

KPLC Lake Charles, La.—Granted license change frequency, increase power etc.

WRRN Warren, Ohio—Granted mod. license to change name of licensee from Nied & Stevens Inc. to The Warren Tribune Radio Station Inc.

The Associated Bcstrs. Inc., Area San Francisco—Granted CP change equipment KBSF.

WSFA Montgomery, Ala.—Granted CP mount FM ant. on South tower of AM DA system.

WVPO Stroudsburg, Pa.—Granted CP mount FM ant. on present AM tower.

WHDH Boston—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with 5 kw DA-DN.

WIAC San Juan, P. R.—Granted CP install aux. trans. at present site of main trans. to be operated on 580 kc with 1 kw.

WLBH Mattoon, Ill.—Granted CP mount FM ant. on side of AM tower.

WCKY Cincinnati—Granted CP install aux. trans. at present location of main trans. to be operated on 1530 kc with 10 kw DA-N.

WGBS Miami, Fla.—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with DA.

KSVC Richfield, Utah—Granted CP change type trans.

WHKW Madison, Wis.—Granted mod. CP to make changes in ant. of noncommercial educational FM station.

KJMS Springville, Utah—Granted mod. CP for approval of ant., trans. and studio locations.

WSHB Stillwater, Minn. — Granted mod. CP change type trans.

KFPW Fort Smith, Ark. — Granted mod CP to make changes in ground system.

Following were granted extension of completion dates as shown:

WBLK-FM Clarksburg, W. Va., to 6-9-49; KGO-FM San Francisco, to 4-30-49; KMFM Monroe, La., to 7-1-49; WHKC-FM Columbus, Ohio, to 6-28-49; WLAN-FM Lancaster, Pa., to 9-13-49; WWOL-FM Buffalo, N. Y., to 10-1-49; KGKB-FM Tyler, Tex., to 9-14-49; KTOK-FM Oklahoma City, to 8-29-49; WKBH-FM LaCrosse, Wis., to 7-1-49; WDOD-FM Chattanooga, Tenn., to 6-15-49; WOI-FM Ames, Iowa, to 7-28-49; KULE Ephrata, Wash., to 8-1-49; KMBC Kansas City, to 5-31-49; WINS New York, to 9-25-49; WIL St. Louis, to 4-1-49; WNOR Norfolk, Va., to 5-1-49; WMBD Peoria, Ill., to 4-15-49.

WEAW Evanston, Ill.—Granted license changes in FM station.

WHJB Greensburg, Pa. — Granted license increase power, change hours etc.

KSUN Bisbee, Ariz. — Granted license changes in trans. equipment, install new vertical ant. and change trans. and studio locations.

KNAK Salt Lake City—Granted license change frequency, increase power, etc.

Crosley Bcstg. Corp., Area of Cincinnati, Columbus, Dayton, Ohio — Granted CP and license for new exp. TV station KA-2335 KA-2336 KQA-40.

Following were granted extension of completion dates as shown:

WBCA Schenectady, N. Y., to 5-20-49; WQAN-FM Scranton, Pa., to 4-1-49; KNX-FM Hollywood, to 9-28-49; WJPA-FM Washington, Pa., to 6-30-49; WHK-FM Cleveland, to 7-11-49; WTBO-FM Cumberland, Md., to 9-1-49.

March 15 Applications . . .

ACCEPTED FOR FILING

AM—1380 kc

KPAS Banning, Calif.—CP change from 1490 kc 250 w unl. to 1380 kc 1 kw-D 500 w-N DA-N.

AM—1380 kc

KREO Indio, Calif.—CP change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-2.

AM—570 kc

WKYB Paducah, Ky. — CP change from 800 kc to 570 kc DA-D.

License Renewal

License renewal applications were filed by following stations: KPOA Honolulu; WMBS Uniontown, Pa.; WNAX Yankton, S. D.

Assignment of License

WCPA Clearfield, Pa.—Assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc., subsidiary.

KPAS Banning, Calif.—Assignment of license from Carl Phillips, Robert N. Phillips and John Phillips d/b as Pass Bcstg. Co. to William A. Smith and David Robbins d/b as Pass Bcstg. Co.

Modification of CP

KSDO San Diego, Calif.—Mod. CP new FM station for extension of completion date.

WRGK La Grange, Ill.—Same.
WWNI Wabash, Ind.—Same.
WBBC-FM Flint, Mich.—Same.
WMIT Winston-Salem, N. C.—Same.
WEOL-FM Elyria, Ohio—Same.
WMAN-FM Mansfield, Ohio—Same.
KREL-FM Goose Creek, Tex.—Same.
WIBA-FM Madison, Wis.—Same.

FM—Changes

W F M R New Bedford, Mass.—CP change ERP to 20 kw.

TENDERED FOR FILING

AM—1460 kc

KRUZ Palm Beach, Calif.—CP change from 1460 kc 1 kw unl. to 1460 kc 5 kw unl. DA-DN.

Assignment of License

WENA Bayamon, P.R.—Assignment of license from Ramon Agude to Bayamon Bcstg. Corp.

KULP El Campo, Tex.—Assignment of license from Louis Thurmond, Culp Krueger, Lafayetter Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannon d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

APPLICATIONS DISMISSED

AM—1340 kc

The Windham Bcstg Co., Williamantic, Conn.—DISMISSED March 8 application for CP new AM station 1340 kc 100 w unl.

AM—900 kc

Bastrop Bcstg. Co., Bastrop, La.—DISMISSED application for CP new AM station 900 kc 1 kw D.

APPLICATION RETURNED

License Renewal

WAVU Albertville, Ala.—RETURNED March 9 application for license renewal.

KXXX Colby, Kan.—Same.

March 16 Decisions . . . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking towards grant of application of Douglas L. Craddock to increase power of WLOE Leaksville, N. C., from 100 w to 250 w, operating unl. on 1490 kc.

AM—990 kc

Announced proposed decision looking toward grant of application of Orange Empire Bcstg. Co. for new

(Continued on page 82)

Have you heard about WMGM's 6 hours weekly of big shows from M-G-M in Hollywood?



Only our affiliation with Metro-Goldwyn-Mayer can bring such features as these to radio, with top Hollywood stars:

★ M-G-M THEATRE OF THE AIR
★ HOLLYWOOD, U. S. A.
★ CRIME DOES NOT PAY
★ At Home With LIONEL BARRYMORE, *and other top shows!*

Stations are invited to inquire about our syndication plan for these M-G-M shows.

WMGM
"THE CALL LETTERS OF THE STARS"

NEW YORK • 50,000 WATTS AM—*plus* FM

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

FCC Actions

(Continued from page 81)

Decisions Cont.:

station at Redlands, Calif., 990 kc with 1 kw D; dismissed as moot petition for immediate consideration.

AM—1450 kc

Announced proposed decision looking towards grant of application of Agnes Jane Reeves Greer for new station at Dover, Ohio, 1450 kc 250 w unl. subject to (1) that applicant within 60 days from grant file application for mod. CP specifying trans. site and ant. system meeting requirements of standards, and (2) that applicant will not commence operation until WFMJ Youngstown ceases operation on 1450 kc and is licensed to operate on 1390 kc.

BY COMMISSION EN BANC

License Renewal

KERO Bakersfield, Calif.—Granted renewal of license for period ending Feb. 1, 1952.

WRR Dallas, Tex.—Granted renewal of license for period ending Nov. 1, 1951.

WHA-FM Madison, Wis.—Waived Sec. 1.301 of rules and granted renewal of license of WHA-FM on 88.7 mc.

Extension Denied

Fanny B. Wilson, Memphis, Tenn.—Denied application for extension of completion date for construction of new Class B FM station at Memphis.

Assignment of License

WEGO Concord, N. C.—Granted assignment of license from Wayne M. Nelson to The Concord Tribune Inc. for $50,000.

Transfer of Control

W L T C Gastonia, N. C.—Granted transfer of control of Gastonia Bcstg. Service Inc. from present stockholders to several members of Petty family for $65,000.

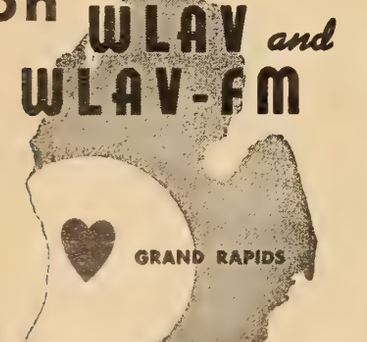
Petition Denied

WDEL-TV Wilmington, Del.—Denied petition by Wilmington Tri-State Bcstg. Co. Inc, requesting that WDEL-TV application for extension of completion date be designated for hearing for non-diligence and misrepresentation; granted extension of WDEL-TV completion date to Aug. 23, but advised WDEL: "This extension was granted upon your representation that construction of Station WDEL-TV would be complete and the station would be in operation prior to the expiration of the completion date as extended. In passing upon any further application for extension of completion date, your compliance or failure to comply with this representation will be taken into account and given serious consideration by the Commission." (Comr. Jones dissented; favored grant of Wilmington Tri-State petition.)

Petition Granted

WTCN-TV and KTRV Minneapolis—In a memorandum opinion and order, granted petition of WTCN-TV insofar as it requests vacating Commission's order of July 29, 1948, in modifying CP for new TV station at Minneapolis and imposing cond. that Minnesota Tribune Co. dispose of all interest in either Minneapolis Star and Tribune Co. or Minnesota Bcstg. Corp., permittee; denied petition of KTRV for oral argument and extended for 20 days time within which latter may reject Commission's grant of March 30, 1948, for new TV station or accept subject to same cond., and if accepted, have until July 1, 1949, in which to comply.

IT'S A
GREAT DAY
on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
W L A V — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM
Power Plus Perfection

Box Score

SUMMARY TO MARCH 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,954	1,913	235	...	460	258
FM Stations	720	287	617	29*	110	29
TV Stations	58	7	115	...	321	181

* 11 on air

CALL ASSIGNMENTS: KALO Victoria, Tex. (Victoria Broadcasting Co., 1410 kc, 500 w, day); KBKW Aberdeen, Wash. (Ben K. Weatherwax, 1450 kc, 250 w); KORN Fremont, Neb., changed to KFGT (Walker Newspapers Inc.); KTED Laguna Beach, Calif. (Universal Radio Features Syndicate, 1520 kc directional, 1 kw day, 250 w night); KXCA Tucson, Ariz., changed to KTXT (Thomas J. Wallace); KBUK (FM) Dallas, Tex., changed to KYBS (FM) (Baptist General Convention of Texas); KRJM (FM) Santa Maria, Calif., changed to KSMB (FM) (John H. Poole); WCPS-FM Tarboro, N. C. (Coastal Plains Broadcasting Co. Inc.); WSBF (FM) South Bend, Ind., changed to WSBT-FM (South Bend Tribune).

TV Application

Houston, Tex.—W. W. Lechner d/b as Lechner Television Co., Channel 4 (66-72 mc), ERP 15 kw vis., 7.5 kw aur., antenna height above average terrain 475 ft.; estimated cost of construction $337,775, first year operating cost $120,000, revenue $96,000. Applicant is independent oil producer and rancher. Filed March 17.

AM Application

Ukiah, Calif.—Mendocino Broadcasting Co., 1400 kc, 250 w, fulltime; estimated cost $20,897.75. Co-partnership: Lloyd Bittenbender, lumber dealer; F. Walter Sandelin, hotel owner; Edgar W. Dutton, farmer; Guido Benassini, summer resort operator, and T. R. Amarante, one-third owner and manager of KDAC Fort Bragg, Calif. Filed March 10.

FM Application

Decatur, Ala. — Tennessee Valley Broadcasting Co. Inc., Class B FM station, Channel 223 (92.5 mc), ERP 3.12 kw; estimated cost $28,000. Applicant is licensee WMSL there. Filed March 17.

Petition Dismissed

Sky Way Bcstg. Corp., Columbus, Ohio—Dismissed as moot petition requesting Commission to reconsider and set aside grant of license to Northwestern Ohio Bcstg. Corp., Lima, Ohio (Comr. Jones not participating).

Modification of CP

WEAM Arlington, Va.—Granted application for mod. CP to make changes in DA.

Petition Denied

WEAS Decatur, Ga.—Denied petition requesting that new call letters be assigned to DeKalb Bcstg. Co., holder of CP for new station (WGLS) in same city on ground that call letters do not appear similar in print or phonetically and that 40 kc dial separation is sufficient to preclude confusion (Comr. Jones not participating).

Waiver Granted

WOSH Oshkosh, Wis.—Granted request for waiver of Sec. 1.321 of rules insofar as they affect its application request for consent to transfer controlling interest from Myles H. Johns to his brother, William F. Johns Jr.

March 17 Decisions . . .

BY COMMISSION EN BANC

AM—1410 kc

WLOW Norfolk, Va.—Granted CP change frequency from 1590 to 1410 kc, using 1 kw D.

AM—1310 kc

WDXI Jackson, Tenn.—Granted mod. CP to change from 1 kw D to 1 kw unl. and install DA-N, 1310 kc.

AM—900 kc

WONO Oneonta Bcstg. Co., Oneonta, N. Y.; and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Adopted order (1) denying petition of WONO for extension of completion date of station WONO and deleted call letters of station; (2) granted application of Saratoga Bcstg. Co. for new station 900 kc 250 w D.

Modification of CP

KMPC Los Angeles—Granted mod. CP for extension of completion date to Oct. 1, 1949.

Change Studio

WWOL Lackawanna, N. Y.—Granted application to change main studio location from Lackawanna to Buffalo, N. Y. (Comr. Walker for hearing).

KGDM Stockton, Calif.—Mod. CP increase power etc. for extension of completion date.

Transfer of Control

WSAT Salisbury, N. C.—Relinquishment of control of Mid-Carolina Bcstg. Co., licensee, by C. H. Wentz to E. E. Boyce and W. D. Flinton.

WENK Union City, Tenn.—Acquisition of control of Union City Bcstg. Co. Inc., licensee, by H. G. Gilland, Aaron B. Robinson and licensee from B. Cary Brummel.

Modification of CP

KERN-FM Bakersfield, Calif.—Mod. CP new FM station for extension of completion date.
KOA-FM Denver—Same.
KVNJ-FM Fargo, N. D.—Same.
WCOV-FM Montgomery, Ala.—Same.
KRE-FM Berkeley, Calif.—Same.
WBIB New Haven, Conn.—Same.
WGBS-FM Miami—Same.
WFMI Portsmouth, N. H.—Same.
WOAI-FM San Antonio—Same.
WCFC Beckley, W. Va.—Same.
WCOV-FM Montgomery, Ala.—Mod. CP new FM station to change ERP to 5.23 kw, ant. height above average terrain to 229 ft.
WELD Columbus, Ohio—Mod. CP increase ERP to 52.8 kw.

License for CP

K P R A Portland, Ore.—License to cover CP new FM station.
WKAR-FM East Lansing, Mich.—License to cover CP new non-commercial educational FM station.

Modification of CP

KLEE-TV Houston, Tex.—Mod. CP new commercial TV station to decrease ERP from 16 kw vis., 8.5 kw aur. to 15.1 kw vis., 7.54 kw aural.

TENDERED FOR FILING

Assignment of License

KBIO Burley, Ida.—Assignment of license from Jessica L. Longston to KBIO Inc. in which Mrs. Longston will be 86% owner.
WPAM-AM-FM Pottsville, Pa.—Assignment of licenses from Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners Bcstg. Service to Miners Bcstg. Service Inc., new firm of same owners.

APPLICATION DISMISSED

AM—1400 kc

Humboldt Bcstg. Co., Arcata, Calif.—DISMISSED March 14 application for CP new AM station 1400 kc 250 w unl.

PETITION TO REINSTATE

AM—770 kc

WEW St. Louis—PETITION to reinstate application filed in 1945 for CP increase power from 1 kw to 50 kw, change hours from D to unl., install DA-N.

March 17 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

Russell G. Salter, La Grange, Ill.—CP new AM station 1300 kc 500 w D AMENDED to change name from Russell G. Salter to Russell G. Salter and Charles F. Sebastian d/b as The La Grange Bcstg. Co.

AM—1490 kc

Northwest Public Services, Kelso, Wash.—CP new AM station 1240 kc 250 w unl. AMENDED to request 1490 kc and change name from Roscoe Arthur Day Jr., Henry N. Alderman and Frederick C. Arpke d/b as Northwest Public Services to Northwest Public Services Inc.

License for CP

WSHB Stillwater, Minn.—License to cover CP new AM station.
WTTS Bloomington, Ind.—Same.
KWRE Warrenton, Mo.—Same.
WBUT Butler, Pa.—Same, and also to specify studio location as 109 E. Diamond St.
KBIO Burley, Ida.—License to cover CP change frequency.

License Renewal

KGFX Pierre, S. D.—License renewal AM station.
WKTY La Crosse, Wis.—Same.

Modification of CP

KWOE Clinton, Okla.—Mod. CP new AM station for extension of completion date.

Coy to Speak

FCC CHAIRMAN Wayne Coy is scheduled to address the Baltimore Advertising Club on television at a luncheon meeting March 23.

CHNS
HALIFAX NOVA SCOTIA
A **CAPITAL** Station
In A **CAPITAL** City gets
You **CAPITAL** Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

540 KC ISSUE

NAB Criticizes FCC On Its Proposal

NAB WARNED FCC last week that its proposal with respect to the use of 540 kc might lead to "immobilizing" the frequency as a broadcast channel, if negotiations on it are conducted during the forthcoming Fourth Inter-American Radio Conference.

The use of 540 kc is a subject for the North American Regional Broadcasting Conference, slated for next September in Canada, the association emphasized.

The Commission had proposed that, "in general," U. S. use of the new broadcast frequency be limited to not more than 1 kw and be forbidden altogether within 25 miles of some 224 specified military installations [BROADCASTING, Feb. 28].

"It is not the responsibility of [the Fourth Inter-American Radio Conference] to allocate, assign or classify the 540 kc channel," NAB maintained in a brief. "It is, however, the duty of FIAR to clear this channel of other services, leaving the appropriate disposition of 540 kc to the forthcoming NARBA."

The FIAR was slated to open in Washington April 1, but will be delayed until 14 days after the close of the Mexico City International High Frequency Broadcasting Conference, now expected about mid-April.

The limitations suggested by FCC were designed to protect War and Navy mobile stations proposed to be operated in the band just below 540 kc.

NAB said it could find nothing in the Atlantic City regulations, which made 540 kc a broadcast channel, to justify singling out broadcasting "as a service which must protect the other services in the neighborhood of 540 kc."

The brief argued that "broadcasting, at least domestically, is an extremely well engineered and closely regulated service, but here no proof is evident that the services adjacent to the lower frequency edge of the band are either well-engineered or regulated in any manner."

NAB reiterated its plea that portable mobile frequencies be kept free from interference, "both domestically and internationally." These frequencies include 1606, 1622, 1646, 2058, 2074, 2090, 2102, 2150, 2190, 2758, 2790 and 2830 kc. "Much interference is encountered on these frequencies by broadcasters, a fact which has discouraged the broadcasters' use of channels allocated to them for remote pickup services," NAB asserted.

The NAB comments were filed in response to FCC requests for comments "for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S." FCC acknowledged that actual consideration of the use of 540 kc must await the NARBA conference. Other comments may be filed until March 28.

WEW PETITION

To Reinstate Application

WEW St. Louis petitioned FCC last week to reinstate its application for 770 kc with 50 kw, which was dismissed in February 1946 pending outcome of the clear-channel proceeding.

The St. Louis U. station's request came on the heels of FCC's reiteration, 10 days ago, that it will not dismiss applications for the 1-A 770 kc or 1-B 1030 kc channels, but will put them in the pending files until the clear-channel case is decided [BROADCASTING, March 14]. This policy was adopted in August 1946 due to the "peculiar situation" in which KOB Albuquerque is assigned 1030 kc but actually uses 770 kc under special service authorization.

There are three pending applications for 770 kc fulltime and six for fulltime on 1030 kc. Those seeking 770 kc are KOB, KFEL Denver and KXA Seattle. For 1030 kc: KARM Fresno, KWBU Corpus Christi, KTHT Houston, KUTA Salt Lake City, KWSC Pullman, Wash., and Rafael Ramos Cobian, San Juan, Puerto Rico.

NARSR

Increase Selling Efforts Headley Tells Meet

MEMBERS of the National Assn. of Radio Station Representatives were urged last week by the association president, Frank M. Headly, to invigorate their selling in an effort to tap new advertising funds for radio.

Mr. Headly, who is also president of Headley-Reed Co., pointed out that total radio advertising—network, national and regional spot and local—amounts to only $500 million of the total advertising expenditure of more than $3 billion.

The $500 million, which includes time and talent, fails to reflect radio's "power and successful record in advertising," Mr. Headley told the quarterly meeting of the NARSR last Thursday in New York.

"Expansion of total advertising and radio advertising are vital to successful selling in a competitive era," he said.

Mr. Headley predicted that spot radio would increase by $10 million this year over last. He pointed out that although spot volume was growing, local advertising was outstripping both spot and network in rate of expansion. He thought network advertising, which has been increasing least, would continue its "slowing up."

He also advised NARSR members that television was accumulating advertisers in numbers "rapidly approaching the number of radio advertisers."

"Advertisers have at their hand these two powerful media of radio and television," he said, "to enable them to maintain the high volume of sales which they need to maintain employment and earnings and the prosperity of the past decade."

In an increasingly competitive era when the needs, desires and resources of consumers are "enormous," he said, manufacturers and retailers "have every incentive to resume their most aggressive advertising and selling methods, with the confidence that the business is there at a profit, if they will go after it.

"They are fortunate in having at their disposal the most powerful unexploited medium that we have ever known, in the form of radio and television commercials. . . . It is the duty of our members, on behalf of their stations, to bring into the fold of spot advertising many more manufacturers with increasing appropriations."

FCC PAY RAISE

Subcommittee Approves

UNANIMOUS approval of legislation to give FCC and FTC commissioners a $6,000 annual pay raise was given last Monday by a House Post Office and Civil Service subcommittee.

Pay boosts from $10,000 to $16,000 for the commissioners are contained in a measure which also offers pay raises for many other top government officials. The legislation will now be considered by the full House Post Office and Civil Service Commtitee.



NEW

Audio Master '49



The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE

Plays 78 and 33-1/3 rpm up to 17-½"—only 15 pounds—Sturdy woodcase—6 inch speaker—Featherweight pick-up—Rugged motor—Wow-free reproduction—Volume and tone control—Permanent but replaceable needle—6 Watts output — No needle noise—Air cooled—90-day guarantee.

low-priced at $57.50 A C only

AC-DC Model $77.50

Microgroove add $10.00

All prices FOB factory.

The Audio-Master Co.

425 Fifth Ave. • N.Y.C. 16

MU 4-6474

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000

NEGRO 300,000

GERMAN 100,000

SPANISH 250,000

ITALIAN 100,000

SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

Mr. Charles Wild
N. W. Ayer and Son, Inc.
New York City

Dear Charley:

Hit's a plum sight th' way Charleston is a gittin' bigger an' bigger, an' good old WCHS is right in th' middle of it all! An' jist t'other day some feller way over in New Yoark er Wash'ton er some such place tuk th' trouble to figure out thet Charleston is one o' th' top ten cities in th' country fer sales growth! Yessir, and ole WCHS with her 5000 watts has done her share in bringin' this here business ter Charleston!

Yrs.
Algy



WCHS

Charleston, W. Va.

Trends

(Continued from page 25)

tisers are cutting, another half say ad budgets are unchanged or rising (Table III).

This is where the sales staff can serve its most useful function —to convince advertisers that cutting advertising is not always the best way to save money. To the inexperienced advertiser, it's often the advertising appropriation that gets cut down when economies are put into effect. Long-time advertisers are more sales-conscious than this, and are more inclined to up their expenditures. One station manager said, "the smart ones are increasing their purchase of radio time, and all other media as well."

Toughest Competition

It will come as no surprise to radio men that newspapers were listed in the front rank of competition for the individual station manager. Newspapers received 46.4% of the votes as "our toughest competition" (See Graph).

Newspapers were tougher competition than other AM stations, although 35.6% of the broadcaster votes went in that direction. Television was mentioned as a competitor by all AM operators who are in the coverage areas of one or more TV stations. But in only one instance was it listed as the toughest competition.

Nine percent listed miscellaneous media as a competitive influence on their own sales, and 3.4% rated FM as competition.

Average operating costs have increased 4.5% in the past six months on a nationwide average. In the year 1948 costs were estimated to have increased 6.2%.

Fifty-six percent of the operators reported an increase—some ranging as high as 18%, while 29% reported a level cost for the past six months. About 15% reported a decline in costs—though in each case the drop was slight. Among those who reported an increase, the average increase was 7.6%; of those who reported a drop in costs, the decline was about 6.8% (Table IV).

No Break in Sight

Results of balloting indicate no need to fly storm signals for broadcasters at this time. Certainly competition is here again, and it will take real selling to show the gains of 1946-7- and-8 in 1949. Certainly no amount of selling could combat a major decline in the business level of the nation's economy. But in a normal buyer's market radio can be relied upon to hold its own.

Though operating costs are up in the majority of stations, overall revenues are about even with preceding months. Tough newspaper and radio competition is felt all along the line—but it is not the factor most responsible for declines in revenues—old man "disinflation" gets the blame for that.

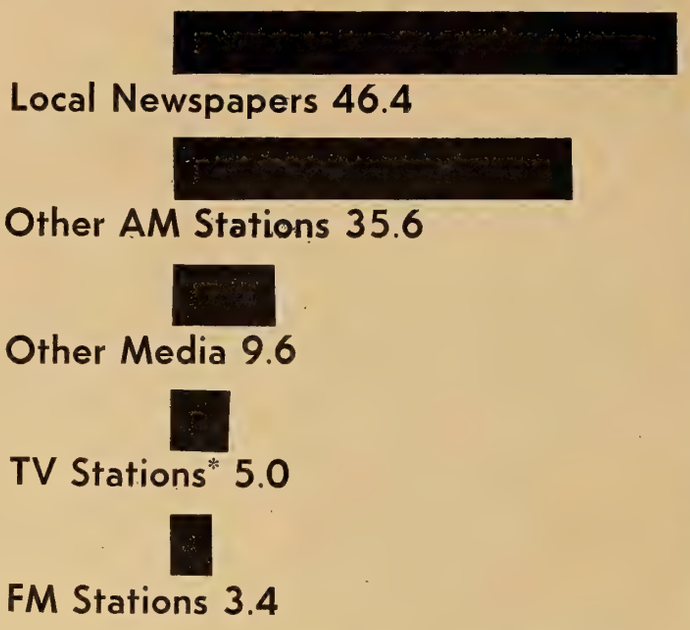
One Ohio broadcaster said: "The main thing we need is a changed attitude from one of complacency and self satisfaction to one of aggressive, constructive, selling—which means more contacts, more auditions, more study and careful planning before making an approach."

"Business is still good," said another manager. "Business is still available if you earn it—business is tremendous if you sell as hard on the air as you do in the client's office."

A five point program which has resulted in a 22% increase for one eastern station was outlined as follows:

- Do not pressure a prospect, avoid over selling him.
- Know your prospect's business and offer him a schedule of the type and proper times that you conscientiously believe will produce results for him. . . .
- Don't ignore the small prospects. If your medium is effective you can help him increase his business and he becomes a larger customer of the station.
- Work with your advertisers and prospects in helping them solve advertising and promotion problems.
- Make your station a part of community life and an integral part of your advertisers' operations.
- Remember—a half dozen satisfied advertisers cannot offset one thoroughly dissatisfied or disappointed former advertiser.

COMPETITION



*In every market with TV stations they were mentioned among the top three competitors

TABLE I

Has your business increased or decreased recently?

Increased **46.4%**

By what percent?

0-5%	27	10-15%	7
5-10%	25	15-20%	3
More than 20%	6		

Decreased **43.4%**

By what percent?

0-5%	23	10-15%	6
5-10%	26	15-20%	11
More than 20%	5		

Remained the same **10.2%**

If your business has declined recently which do you consider most responsible?

Disinflation ..... **72.3%** **Competition** **27.7%**

TABLE II

What methods are best for increasing time sales?

Better sales staff	38.8%
Better programming	32.7%
Promotion	24.3%

What kind of promotion?

radio	40.3%
newspaper	29.0%
other	16.1%
trade paper	14.6%
Rate changes	4.2%

* * *

TABLE III

How have changing business conditions affected the thinking of your adverisers?

Inclined to cut advertising budgets to save costs	52.3%
Remain unchanged	25.6%
Inclined to increase budgets to boost sales	22.1%

* * *

TABLE IV

How do your operating costs compare with those of six months ago?

Higher ..... **56.5%** **About the same** .. **29.0%** **Lower** **14.5%**

Average of all replies ..... **4.5% increase**

FREE EXAMINATION OFFER

EXPERIENCE HAS PROVEN that only actual examination can determine the true value of our service. Hence this generous offer.

SEE FOR YOURSELF THE 1949 FACTuary—the only complete POCKET-SIZE reference book on Radio and Television kept up to date by periodic loose-leaf inserts. This offer also includes our News and Television Bulletins.

FOR AS LONG AS **3 MONTHS** YOU MAY EXAMINE OUR SERVICE **FREE**

OFFER LIMITED

MAIL COUPON TODAY

EXECUTIVES' RADIO SERVICE
Research and Publication Office
1889 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTuary. I understand that my purchase of the FACTuary for $17.50 entitles me to the full augmented service including the bi-weekly News Bulletin and loose-leaf inserts.

If after a fair examination I do not find the FACTuary and service helpful, I will return the FACTuary within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

Name .....
Company .....
Address .....
City ..... Zone .... State .....

BANKHEAD

Files Suit Against Four Over Prell Jingles

TALLULAH BANKHEAD's nerves, which are not among the steadiest in the American theatre, last week were jangled by a jingle.

Miss Bankhead erupted in a passion fitting her place as a great dramatic actress. She sued CBS, NBC, Procter & Gamble and Benton & Bowles for a million dollars, charging she had been outraged by a singing commercial.

The commercial to which she found a million dollars worth of objection was one which has been broadcast for Prell, a shampoo product produced by P&G. Two verses of the jingle are:

"I'm Tallulah the tube of Prell,
And I've got a little something to tell;
Your hair can be radiant oh so easy.
All you've got to do is take me home and squeeze me."
"I'm Tallulah the tube of Prell,
And I'll make your hair look swell.
It'll shine it'll glow so radiantly
For radiant hair get a hold of me,
Tallulah the tube of Prell shampoo."

Miss Bankhead was "particularly aggravated" by the personification of "a tube as the plantiff," her suit alleged. She was also distraught at the "suggestive invitations to the public to . . . take me home and squeeze me" and "get a hold of me."

In her complaint, the actress asserted that the name "Tallulah" in the public mind "identifies the plaintiff and the plaintiff alone." Hence, she alleged, the "Tallulah" used in the jingles "unmistakably identifies the plaintiff in the public mind as the individual whose name is being used in said commercial advertising."

That, said Miss Bankhead, is a rude blow. She has never endorsed any product. However, in the past several years she has been repeatedly offered "large sums of money to allow her name to be used," she said, and she had contemplated acceding to some future request of that kind "as a source of substantial revenue to be realized by her."

The use of her name in the Prell jingle, she grieved, deprived her of revenue which she could obtain from other advertisements.

Because of Prell shampoo, she indicated, she was washed up as a prospect for endorsements.

At week's end all defendants save Procter & Gamble, whose headquarters are in Cincinnati, had been served with the suit, and Miss Bankhead's attorneys, Silver & Bernstein, New York, expected to serve the advertiser soon.

The offending commercials allegedly were broadcast and telecast over both networks.

Defendants have 20 days in which to file answers to the action, which seeks $500,000 general damages and another $500,000 for exemplary damages. None would comment on the suit.



INTERVIEW with Capt. Bill Odom as he raced across the Youngstown, Ohio, area at 9,000 feet on his record-smashing Honolulu-to-New Jersey trip was conducted by R. B. Mackall (center), WFMJ Youngstown program manager. With Mr. Mackall are Ken Granger (l), manager of Youngstown Muncipal Airport, and John Lyden, chief pilot for Youngstown Airways. The WFMJ plane escorted Capt. Odom for 100 miles as he passed over Ohio. Later WFMJ broadcast Mr. Mackall's 5-minute tape-recorded interview with Capt. Odom.

SKY WAY

Appeals Lima, Ohio, Grant

CHARGE that FCC "acted with unprecedented haste" in rewriting its decision in the Lima-Columbus, Ohio, 1150 kc case was made by Sky Way Broadcasting Corp. last week in its appeal from the Commission decision favoring new station grant to Northwestern Ohio Broadcasting Corp. at Lima.

Filing its brief with the U. S. Court of Appeals for the District of Columbia, Sky Way contended it was deprived of full benefits of oral argument and hence denied a fair hearing.

The decision appealed from was made by FCC last October, the second final decision in the proceeding. It awarded 1150 kc with 1 kw fulltime to Northwestern at Lima and denied Sky Way's bid for 5 kw day, 1 kw night on that channel at Columbus. Decision was based on equitable distribution provision of the Communications Act. Sky Way filed notice of its appeal in November [BROADCASTING, Nov. 15, 1948].

One of the original stockholders in Northwestern was Comr. Robert F. Jones, who dropped out of the firm upon joining the Commission. He did not participate in the FCC's actions. Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.5%. Sky Way is headed by Gustav Hirsch, Columbus businessman.

Sky Way also pointed out that the new final decision, rewritten and different from the three previous rulings, then was made within two working days after the argument. The appellant said further that only two of the five Commissioners who participated in the initial final decision of March 1948 had participated in the revised proposed decision, hence to a majority the case which was argued was one of first impression.

N. C. LIBEL BILL

Passes General Assembly

LEGISLATION relieving broadcasters of much of their responsibility for libel and defamation of character has been passed by the North Carolina General Assembly (SB-91). Passage of the bill was advocated by the North Carolina Assn. of Broadcasters.

The bill was introduced by Senator Lee B. Weathers, of Shelby. Robert M. Wallace, WOHS Shelby, vice president of the state association and its legislative chairman, appeared before the Senate Judiciary Committee along with Harold Essex, WSJS Winston-Salem.

The association opposed a bill designed to outlaw advertising of beer and wine in the state. The bill got through committee but was withdrawn when heavy opposition developed on the floor of the House.

TRANSIT RADIO

Had 210 Advertisers in Feb.

A TOTAL of 210 national, regional and local sponsors were using Transit Radio time during February, Frank E. Pellegrin, national sales manager of TR, announced March 10 in Chicago. One of the most encouraging factors to salesmen of the new medium is that many sponsors are new to radio, Mr. Pellegrin said.

"Most of these newcomers are now attracted because of the counted, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions," he asserted. "These are tangible values that many advertisers recognize. Another significant feature is the number of leading department stores and other large retail firms on this early list, most of them with very substantial schedules."

TEA ASSOC.

$2.5 Million Promotion Plan Announced

FIRST United States industry-wide promotion campaign on tea, in which radio is expected to participate heavily, has been agreed upon by the leading international tea growers, packers and distributors. Robert B. Smallwood, president of the Tea Assoc. of the United States of America, announced the plan last week.

Returning from a month's trip to England and the Continent last Wednesday, Mr. Smallwood, who also is president of Thomas J. Lipton Inc., disclosed he had learned in London that more than $1 million would be contributed to the U. S. campaign this year by representatives of tea growing countries.

The entire promotion is expected to cost at least $2,500,000 yearly, and will get under way some time late this year.

Plans for radio participation are not yet available nor could it be ascertained what agency would place the time.

'Voice' Engineers

STATE DEPT.'s International Broadcasting Division last week announced the need for engineer operators at several of its overseas "Voice of America" relay bases. Some positions are open domestically in the studio operations and general engineering sections in New York City headquarters, IBD said. Majority of vacancies are for junior and senior engineers to serve for at least two years. Queries should be addressed to Dept. of State, International Broadcasting Division, Washington 25, D. C., or to 251 W. 57th St., New York.

Gillin to CAB Meeting

JOHN J. GILLIN Jr., WOW Omaha, was named last week by NAB President Justin Miller to attend the June convention of the Canadian Assn. of Broadcasters as NAB representative.

Hubbell to Paris

RICHARD HUBBELL, head of the television consulting firm of that name, left March 17 for Paris to confer with a group of French financiers who have retained him as adviser on the American video market for French films.

At Deadline ...

NEW AM STATION GRANT FOR PITTSBURG, CALIF.

FINAL DECISIONS reported by FCC Friday to grant Pittsburg Broadcasting Co. new AM station at Pittsburg, Calif., 1 kw fulltime on 990 kc, and to deny Crawfordsville, Ind., *Journal-Review* bid for new outlet, 250 w fulltime on 1340 kc. Latter denial based chiefly on excessive interference which would be suffered from other stations (73.4% of population 0.5 m/vm day).

Principals in Pittsburg Broadcasting include: John C. McFarland, musician, president 26.8%; Tonno Lazio, hotel and real estate business, vice president 11.6%; Melvin D. Marshall, in radio management and now with Mr. McFarland in publishing weekly paper there, secretary-treasurer 26.8%.

DALLAS TV APPLICATION

TV CHANNEL 11 (198-204 mc) sought at Dallas, Tex., in bid filed Friday by W. W. Lechner tr/as Lechner Television Co. Texas oil producer and rancher, Mr. Lechner earlier filed for TV in Houston (See FCC actions, page 79). ERP 20.3 kw visual, 14.5 aural asked at Dallas with antenna 483 ft. above average terrain. Estimated cost $199,550, first year operating cost $125,000, revenue $60,000.

NEW KYOR SALE PLAN

SECOND application for sale of KYOR San Diego to KUSN there—this time for $75,000—filed with FCC Friday. Bid filed year ago for sale at $87,000 expired and was dropped in December after Commission had ordered hearing on allegations of hidden ownership against KYOR [BROADCASTING, Oct. 18, 1948]. Charges were denied by station and hearing date was never set.

San Diego Broadcasting Co. would drop KUSN (5 kw day, 1 kw night on 1510 kc) and construct 5 kw, 1130 kc facilities for which KYOR holds permit. Station now 250 w. Sellers: Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred R. Rohr and Mary W. Hetzler.

HEARING STARTS MARCH 25 IN WSNY SCHENECTADY CASE

HEARING in case of WSNY Schenectady, N. Y., vs its former vice president-general manager, George R. Nelson, ordered by Appellate Division of New York State Supreme Court. Hearing begins March 25 in Schenectady County Supreme Court.

Mr. Nelson and group of WSNY stockholders sought to throw station into temporary receivership, charging Winslow Leighton, present WSNY manager, and others gained control of station illegally.

Latest Appellate Division action follows order issued Feb. 24 by Division's presiding justice, Sydney Foster [BROADCASTING, March 7], staying an earlier order by State Supreme Court Justice Christopher J. Heffernan directing that receiver be appointed.

McADAMS NAMED V. P.

JOHN V. McADAMS, associate copy director of Albert Frank-Guenther Law, New York, elected vice president of agency.

HEIDT SHOW RATING DOWN, RETURNS TO OLD SPOT

HORACE HEIDT show, which moved into NBC 7 p.m. Sunday time vacated by Jack Benny's switch to CBS, will be moved back to old stand, 10:30-11 p.m. Sundays on April 24. Philip Morris Co. made decision after his ratings opposite Mr. Benny failed to reach expectations.

NBC said to have spent $100,000 in whirlwind advertising campaign announcing Mr. Heidt's placement in "No. 1 Spot." Despite promotion, Mr. Heidt's latest Hooperating was 9.8 compared with Mr. Benny's 23.8.

No replacement in 7-7:30 p.m. Sunday time announced by NBC but it was learned network was shaping up "super giveaway." Fate of sustaining program *Who Said That?*, now heard 10:30-11 p.m. on NBC when Mr. Heidt moves into that time, was undecided.

WONE DAYTON TAKES AIR AS 5-KW MBS OUTLET

WONE Dayton, Ohio, was slated to begin operation yesterday (March 20) on 980 kc with 5 kw fulltime. Skyland Broadcasting Corp., Ronald B. Woodyard, president, is licensee of WONE and its FM affiliate, WTWO. An MBS outlet, WONE is using NBC Thesaurus service.

New station's manager is C. J. Thornquest. Other executives: Frank E. Shaffer, program director; Fred Holt, news department head; Louis G. Froelich, commercial manager; Glen Broughman, farm service director, and Marvin Homan, sports director.

RICHARDS RETIREMENT PLAN DISCLOSED BY COUNSEL

COMMENTING on FCC action canceling scheduled March 23 hearing on G. A. Richards radio stations (early story page 26) counsel for Mr. Richards issued following statement late Friday:

For a number of years it has been Mr. Richards' desire to retire from business activities on his 60th birthday, which occurs tomorrow, March 19. Because of Mr. Richards' health, which has become increasingly poor since a severe heart attack 10 years ago, he is now applying to the Commission to set up trustees in order to carry out his idea of retirement.

The Good Will stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, which have been owned and operated by G. A. Richards for 23, 19, and 12 years, respectively, and whose familiar slogan "Free Speech Mike" has become nationally famous, have established reputations for outstanding and pre-eminent public service in the three communities they serve.

As pioneer members of the broadcasting industry they have made major contributions to high industry standards; have observed not only the code adopted by the broadcasting industry, but also have initiated and maintained the highest local standard to assure the unbiased and impartial presentation of news and public discussions. The stations have led in the promotion of religious and national understanding and good will and have given wholehearted support to all civic and philanthropic organizations—national, state and local.

Top industry awards and citations have been received from such organizations as the American Legion, Veterans of Foreign Wars, and many others. Written letters of commendation, received from all religious and racial groups, educational institutions, charitable organizations and public officials, augmented by hundreds of thousands of letters from radio listeners, all attest to the high esteem and fine reputation enjoyed by Mr. Richards, the Good Will stations and their managers and personnel in their respective communities.

Mr. Richards has always fought to preserve the American way of life and freedom of speech over the air. Every racial and religious group has had free access to his stations, which has been generously accepted by the leaders of every important group in America.

FM ASSN. CHARGES TO FCC ARE DENIED BY AT&T

AT&T Friday denied FM Assn. charges that refusal to furnish intercity FM channels for nine-station Midwest network broadcast last Dec. 10 violated Communications Act and anti-trust laws [BROADCASTING, Feb. 14].

In letter to FCC answering FMA allegations, company said refusal was in line with AT&T policy against interconnection of its facilities with those of private companies where AT&T can furnish through service. This policy—whose lawfulness in connection with television is up for FCC decision—is legal and serves public interest, AT&T maintained. Company disclosed, however, that it is considering tariff clarifications expressly excluding this policy in cases where sound program carried by AT&T from originating point is rebroadcast beyond termination of AT&T facilities.

Company pointed out that request it refused was for facilities to link more distant stations on network which otherwise would be connected by direct pickup of broadcasts. Program was to have originated by KFMX Council Bluffs, Iowa.

BAR GROUP SEEKS DELAY

NINETY DAYS additional time to prepare and file its comments on FCC's proposed new advertising and cutoff procedure on broadcast applications [BROADCASTING, Feb. 28] will be sought by Federal Communications Bar Assn. FCBA Executive Committee authorized filing of this request after lengthy exploratory discussion of proposed new rules at special meeting Friday. April 4 is now deadline for comments. Executive Committee also adopted resolution introduced by President Guilford Jameson favoring increased salaries for FCC Commissioners plus at least $2,500 differential for Chairman.

TOWNSEND PROMOTED

CHARLES L. TOWNSEND, NBC Chicago television operations supervisor, promoted to television technical film director for network, with headquarters in New York. Paul J. Moore, member of staff 20 years, will fill Mr. Townsend's post.

Closed Circuit

(Continued from page 4)

premised upon fundamental disagreement among stockholders on cooperative type of operation. It's known that MBS high command is canvassing top-level executives to bolster sales and programming.

FILING of new Western Union fees for baseball play-by-play to bring formal NAB protest to FCC.

ANOTHER SERIES of transcribed half-hour musical programs with Hollywood guest stars and leading Canadian talent, in preparation for free use by U. S. stations to boost travel to Canada this summer. Rupert Lucas, producer last year for Canadian government, currently in Hollywood.

PROMINENT advertising executive's observation re BMB and future radio measurements: "If BMB or radio won't do this job, we'll have to do it ourselves."

LATEST wisecrack heard in Capital corridors: Interested radio observers are watching chimneys of New Post Office Bldg., where FCC is located, for any signs of smoke which might be tip on burning of memos, "confidential" files and other data sought by Chairman Ed Johnson's latest blast involving TV allocations and research [BROADCASTING, March 14].



and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal . . . *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

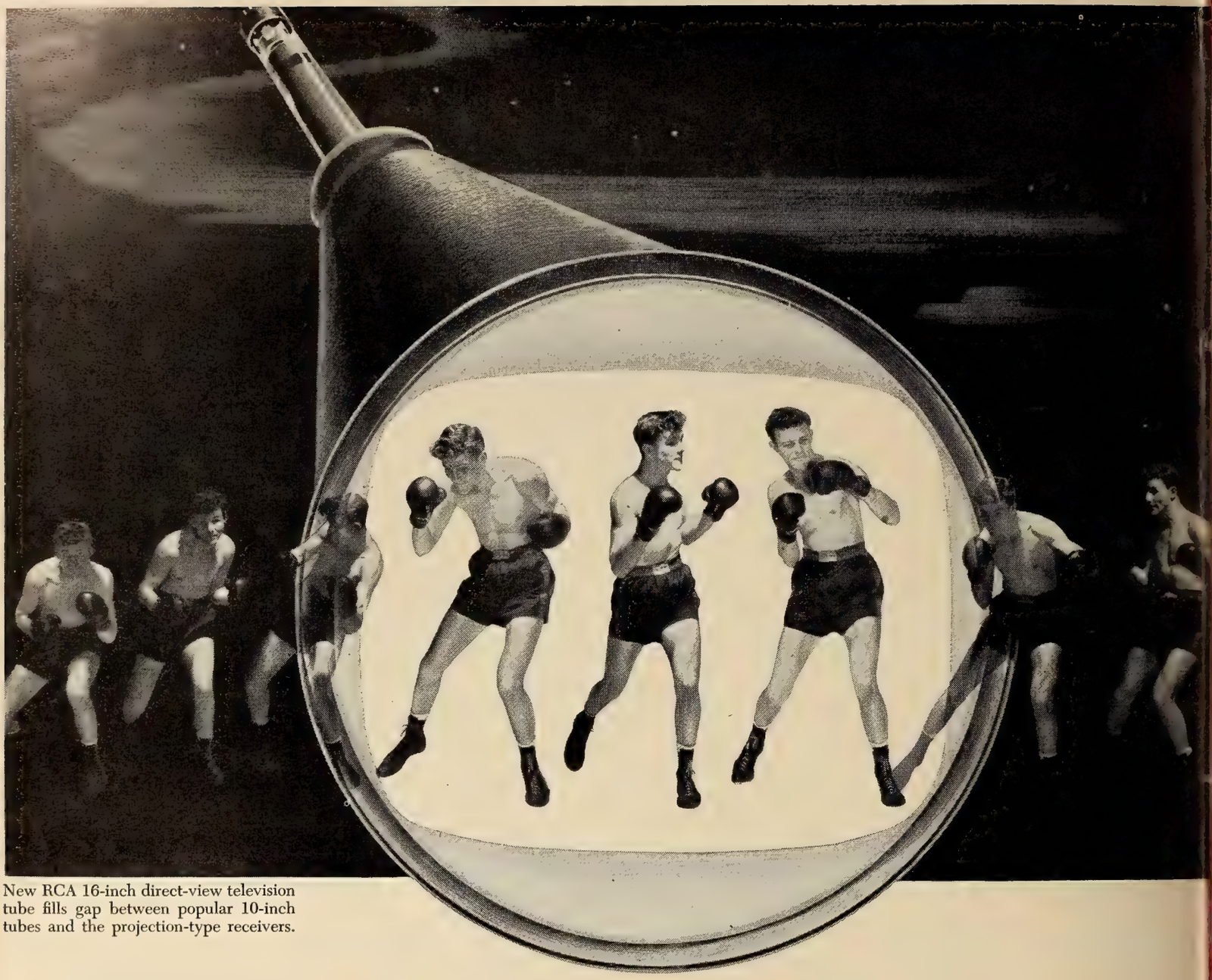
140 West 9th St. *630 Fifth Avenue*
Cincinnati 2, Ohio *New York 20, N.Y.*

360 N. Michigan *6381 Hollywood Blvd.*
Chicago 1, Ill. *Hollywood 28, Calif.*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



New RCA 16-inch direct-view television tube fills gap between popular 10-inch tubes and the projection-type receivers.

"Inside story" of a bigger, brighter picture on your television screen

The screen on which you usually see television is actually the face of an electron tube—on which electrons "paint" pictures in motion.

And **the size of the picture, unless projected, is determined by the size of the tube.**

Working to give you *bigger*, brighter pictures, RCA engineers and scientists developed a new way to make large, direct-view television tubes. They found a method of "welding" large areas of glass and metal . . . while keeping a vacuum-tight seal!

Using this development—ideally suited to mass production—RCA can now build television tubes of light, tough metal . . . using polished glass for the face, or "screen."

An Achievement of Research

Development of this new 16-inch, glass and metal television tube is a continuation of *basic television research* which began at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—*may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.*

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

MARCH 28, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

the strangest things!

but WOR, too, has some odd and wonderful stories

the bamboo tree



It takes at least thirty years for the bamboo tree to blossom. At that time it produces its full quota of seeds and then dies gradually. This peculiarity of nature was responsible for averting a famine in India in 1812, when 50,000 people lived on the trees' seeds for several weeks.

Sales blossom every hour of every day on WOR for hundreds of sponsors. For instance, a WOR participating show recently lifted one man's sales 25% above those for the previous year. Another sponsor reached thousands of homes for as little as 1/12th of 1-cent per impact.



some English names

Talbot is pronounced *Tolbut*. Norwich is pronounced *Norridge*. Holburn is pronounced *Hobun*. Wemyss is pronounced *Weems*. St. Leger is pronounced *Sillinger*. Cirencester is pronounced *Sissister*. Beauchamp is pronounced *Beecham*. Marylebone is pronounced *Marrabun*. Majoribanks is pronounced *Marchbanks*.

WOR is pronounced "heard by the most people where the most people are." For WOR is listened to regularly by the majority of 36,000,000 people in 430 counties in 18 states ranging from the Dominion of Canada to Georgia.

how "O.K." began



About 150 years ago, the world's finest tobacco and choicest rum were the products of Aux Cayes (pronounced O K). In time, any product of outstanding quality was was called O K. Unlike most temporary descriptives, this phrase has lasted down through the years and grows constantly in popularity.

The term O K is used repeatedly by agencymen and advertisers throughout the United States when they refer to WOR. Two reasons for that are — 1. WOR reaches more families, during the day and during the night, than any other station in the United States. 2. WOR reaches these families at the second lowest cost per thousand of any station of equal power in the country.

WOR—*heard by the most people where the most people are*

COMING SOON!
WOR-TV...channel 9...
Key station in Mutual's projected television network
WATCH FOR IT!

IN THIS ISSUE: NEW ORLEANS MARKET STORY (Pg. 62) • COMPARATIVE NETWORK SCHEDULE (Pg. 54)

OUR 25TH ANNIVERSARY YEAR

This One Family Tells WLS 25-Year Story



LIKE a bubbling biography of WLS is a chat with the Henry Bernards, who farm 87 good "corn-hog" acres in La Salle County, Illinois, near Ottawa. Mrs. Bernard dates her WLS-listening habit from her girlhood near Sheraton, Illinois, where she recalls her widowed mother always starting her day with a little inspiration and entertainment from "that new Chicago radio station."

Carrying her fondness for WLS programs right into her own home, Mrs. Bernard now has two young WLS fans in 12-year-old Robert, and Eileen, who is eight.

Mrs. Bernard likes to talk about Ford and Glenn—our all-night tornado-relief broadcasts in 1925—the wedding of Lulu Belle and Scotty—Grace Wilson ("still our favorite")—the corn-husking contests—Mac and Bob—Arkie's first appearance on the Barn Dance ("you're all one of our family"). When a hailstorm took half the corn crop from the Bernards and their neighbors, "the inspiration of Dr. Holland and the friendly voices of Art Page and all of them meant so much."

"We enjoy Bob Atcher, too," Mrs. Bernard says, as she and the youngsters mention some of the *new* personalities now reaching them over WLS. It's plain that three generations of this family find the kind of entertainment and service they want on WLS. They're the kind of everyday folk who make up so much of the huge WLS audience in country and city—and whose quarter-century-long confidence means so much to us—and to our advertisers who benefit directly from it.

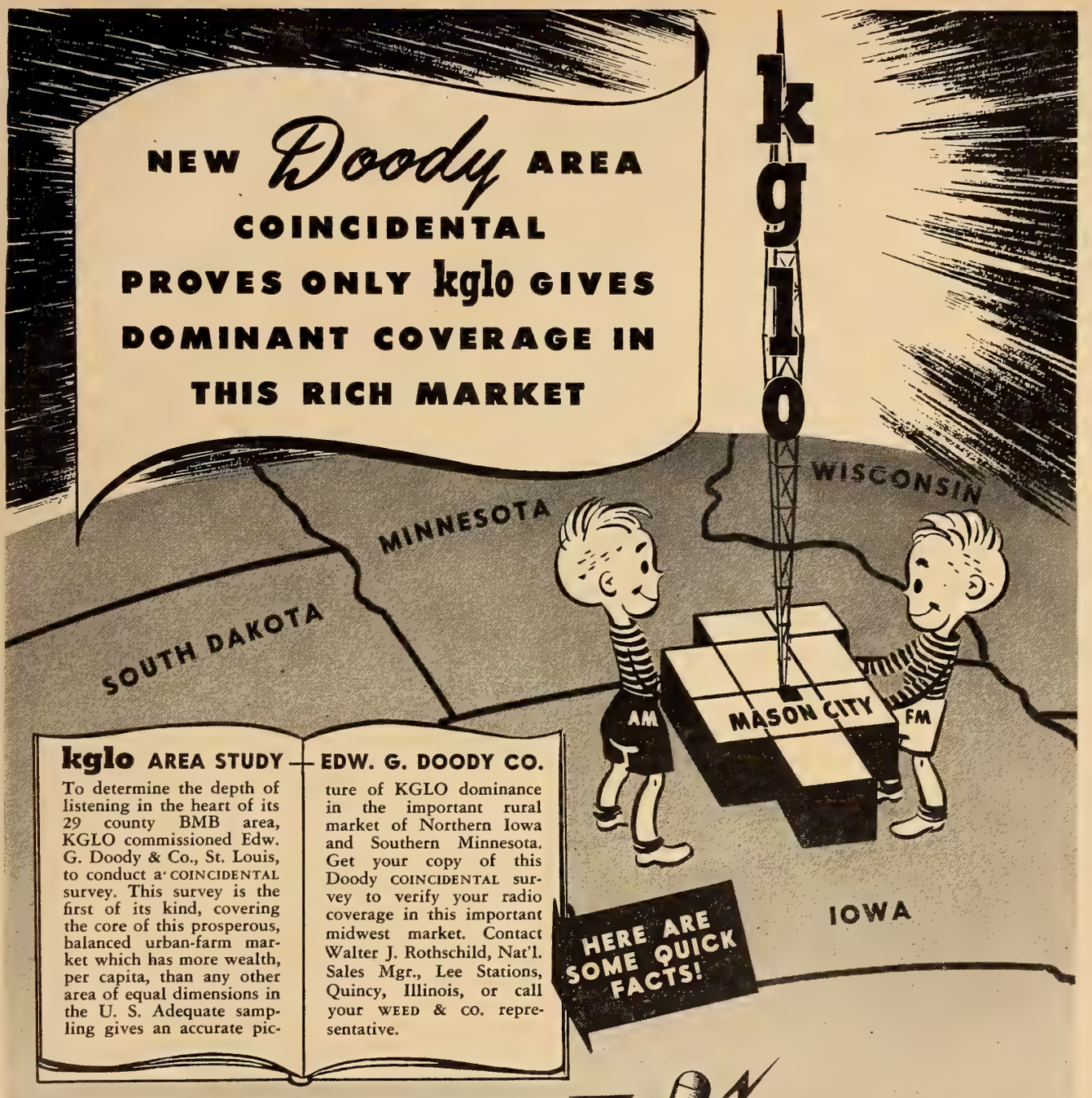
A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

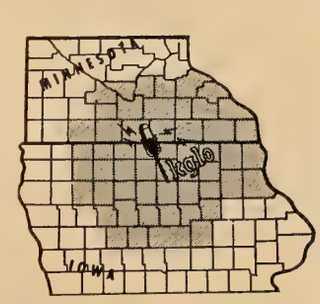
NEW *Doody* AREA COINCIDENTAL PROVES ONLY kglo GIVES DOMINANT COVERAGE IN THIS RICH MARKET



kglo AREA STUDY — EDW. G. DOODY CO.

To determine the depth of listening in the heart of its 29 county BMB area, KGLO commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market which has more wealth, per capita, than any other area of equal dimensions in the U. S. Adequate sampling gives an accurate picture of KGLO dominance in the important rural market of Northern Iowa and Southern Minnesota. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois, or call your WEED & CO. representative.

Lee STATIONS

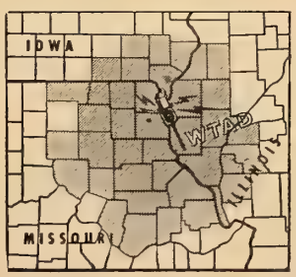


kglo MASON CITY IOWA
1300 K.C., 5,000 Watts
CBS Affiliate

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO — FM
101.1 MC ERP 16,000 Watts



WTAD QUINCY ILLINOIS
930 K.C., 1,000 Watts
CBS Affiliate

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region. Continuing Doody Surveys prove WTAD's consistent dominance.

WTAD — FM
99.5 MC ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

REPORT CURRENT that Leo Burnett Co. will take over Pillsbury accounts for Pillsbury's Best, Sno Sheen Cake Flour and Pillsbury Pancake Mix. Burnett is handling several Pillsbury products including piecrust, cake mixes and hot roll mix. Move will be from McCann-Erickson. Account Executive John Willem, of Burnett, currently in Minneapolis.

HERE'S TRUE story on Mutual presidency: Edgar Kobak will leave not later than May 1. Committee comprising Don Lee president and Mutual chairman, Lewis Allen Weiss; WOR New York president and Mutual vice chairman, T. C. Streibert; WIP Philadelphia president, Ben Gimbel, and Yankee Network vice president, Tom O'Neil, will meet in Chicago April 7 to nominate successor and report to Mutual board April 8. Committee believed settled on Kobak successor.

NBC HAS OPTIONED *Wizard of Odds* program packaged by Leo Guild for possible placement opposite Jack Benny show. Audition record being cut this week with no large money prizes but reportedly fabulous gift giveaways.

TOP ECHELON Procter & Gamble executives and Richard Holbrook, president Compton Adv., looked over Hollywood film producers last week. Appointment to handle half-hour dramatic series for fall expected this week.

PERSONS close to Robert H. Hinckley, ABC Washington vice president, who held high federal office for dozen years, believe he'll be content to remain in private industry, scotching report he might join incoming Secretary of Defense Louis D. Johnson in top slot. Among Mr. Hinckley's federal assignments, which won him commendation of both Presidents Roosevelt and Truman, were: Assistant Administrator of WPA; Chairman, Civil Aeronautics Authority; Assistant Secretary of Commerce for Air, and Chairman of highly effective but little publicized Contract Settlement Administration, following war.

GENERAL MILLS' agency, Dancer-Fitzgerald-Sample, reported insisting on three year set price contract with ABC for proposed *Ranger* telecast series. ABC said to be ... sign for two years, but compromise expected soon. Criticism of long-term rate transaction of ABC for *Ranger* telecasts heard in top New York advertising circles. One critic expected to bring complaint into open.

ALL earmarks of price war in home refrigeration field being talked up in trade circles. Frigidaire, General Electric and Philco are mentioned likely to break ice in new buyers' market.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, is ex-

(Continued on page 74)

Upcoming

March 28-29: Armed Forces Communications Assn., Shoreham Hotel, Washington, D. C.

March 29-30: City College of New York Radio-Television and Business conference, (awards luncheon, March 30), Hotel Roosevelt, New York.

April 1: FMA Clinic on FM Time Sales, Commodore Hotel, New York.

April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.

April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Semmes Hotel, Mobile, Ala.

April 2-3: NARND board of directors meeting, Chicago.

(Other Upcoming on page 73)

Bulletins

MULTIPLE petitions of KOB Albuquerque and WJZ New York in fight over 770 kc denied by FCC Friday [BROADCASTING, Feb. 21]. KOB granted extension of special service authorization to June 1 in lieu of requested Nov. 1. SSA covers 50 kw day, 25 kw night on 770 kc. FCC denied WJZ request for immediate decision in long-pending case and to remove KOB from 770 kc, on which New York station is assigned 50 kw. Commission memo opinion said in view of long operation of KOB on 770 kc nothing to be gained by switch to another frequency until after clear-channel decision.

MORE LETTERS?

ANOTHER EXCHANGE of correspondence between Senate Interstate & Foreign Commerce Committee and FCC may be in store, Committee Chairman Ed C. Johnson (D-Col.) hinted Friday. Presumably it depends on whether FCC satisfies committee with its answer to last round of questions, which related primarily to television and monopoly [BROADCASTING, March 14]. Sen. Johnson also made clear he thinks it would stimulate TV competition if VHF freeze were lifted and UHF opened up simultaneously, and that he thinks existing broadcasters are entitled to priority in television. On subject of TV set obsolescence, he said he had no way of knowing definitely, but that obsolescence always develops as science progresses—and that TV may progress "more rapidly than we think."

LEVER REPLACEMENT

SUMMER replacement for CBS' *Amos 'n' Andy*, Sun., 7:30-8 p. m. EST, to be *Call the Police*. Sponsor is Lever Bros., Cambridge (Rinso), through Ruthrauff & Ryan, New York.

Business Briefly

BUDGET FINANCE ADDS 4 ● Budget Finance Plan Inc., Los Angeles, April 3 extends sponsorship of James Roosevelt newscasts, Sun., 8:45-9 p.m. PST, to four additional ABC stations for 26 weeks: KJR Seattle, KGA Spokane, KUTA Salt Lake City, KPHO Phoenix. Program now on KECA Los Angeles, KGO San Francisco, KPMC Bakersfield. Agency, Irwin-McHugh Adv., Los Angeles.

KLEENEX SIGNS ● International Cellucotton Products Co., Chicago (Kleenex), to sponsor weekly half-hour program on full ABC-TV network, with WENR-TV Chicago to originate. Time, day and format undetermined. Agency, Foote, Cone & Belding, Chicago.

COLGATE SPONSORS ● Colgate-Palmolive-Peet (toothpaste and soap products), Jersey City, N. J., buys two quarter-hours of *Howdy Doody Show*, 5:30-6 p.m. weekdays on NBC Television, effective April 4. Colgate will sponsor 5:45-6 periods Tuesday and Thursday. Agency, Ted Bates, New York.

STROMBERG-CARLSON NAMES TAIT TO SUCCEED MANSON

ROBERT C. TAIT, Pittsburgh banker and formerly of Rochester, named president of Stromberg-Carlson Co. succeeding Dr. Ray H. Manson, who becomes board chairman. Wesley M. Angle, retiring board chairman, was elected honorary chairman.

New officers were chosen by directors who convened following annual stockholders meeting. Dr. Manson told shareholders company had exceeded its sales budget in 1948 and improved working capital position despite extraordinary expenditures in construction of million-dollar Rochester Radio City, and in installation of completely new transmitting equipment for its 50 kw clear channel WHAM. WHTM (TV) Rocheseter will open June 11, he reported.

HEIDT NBC SHOW REACHING LARGE AUDIENCE—GORMAN

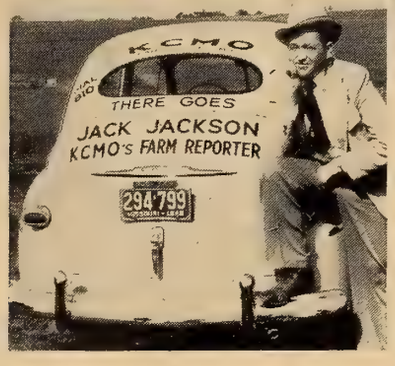
PHILIP MORRIS Co. has found Horace Heidt program on NBC Sunday evening spot opposite Jack Benny is being received better than national surveys indicate.

Patrick H. Gorman, advertising director of cigarette firm, told BROADCASTING Friday during Assn. of National Advertisers Convention at Hot Springs, Va. (see story page 23), that company salesmen had found program reaching large audience not previously reached when program was heard on NBC Sundays at 10:30 p.m.

Huge crowds at daily Heidt performances around country, running up to 18,000 persons, indicate public knows about him and is interested in network programs, according to Mr. Gorman. He said company will move network program back to its 10:30 p.m. spot for summer, with autumn plans not yet determined.

Mr. Mid-America Tells Your Story to the Farm Belt.





JACK JACKSON . . . Between his "Farm Topics," "Party Line" and "Farm Editor" broadcasts, Jack is likely to show up anywhere anytime.



BRUCE DAVIES gives Mid-America farmers their market reports daily direct from K. C. Livestock Exchange.

at a Low, LOW Cost per 1000 Coverage!

You have to know your way around a barnyard to talk convincingly to farmers! And that's just where our Mr. Mid-America Farmer, (KCMO's Director of Agriculture) Jack Jackson, excels. Jack is a farm lad from way back. His background includes 4-H, FFA, teacher of vocational agriculture, county agricultural agent and Radio Editor of Texas A & M College.

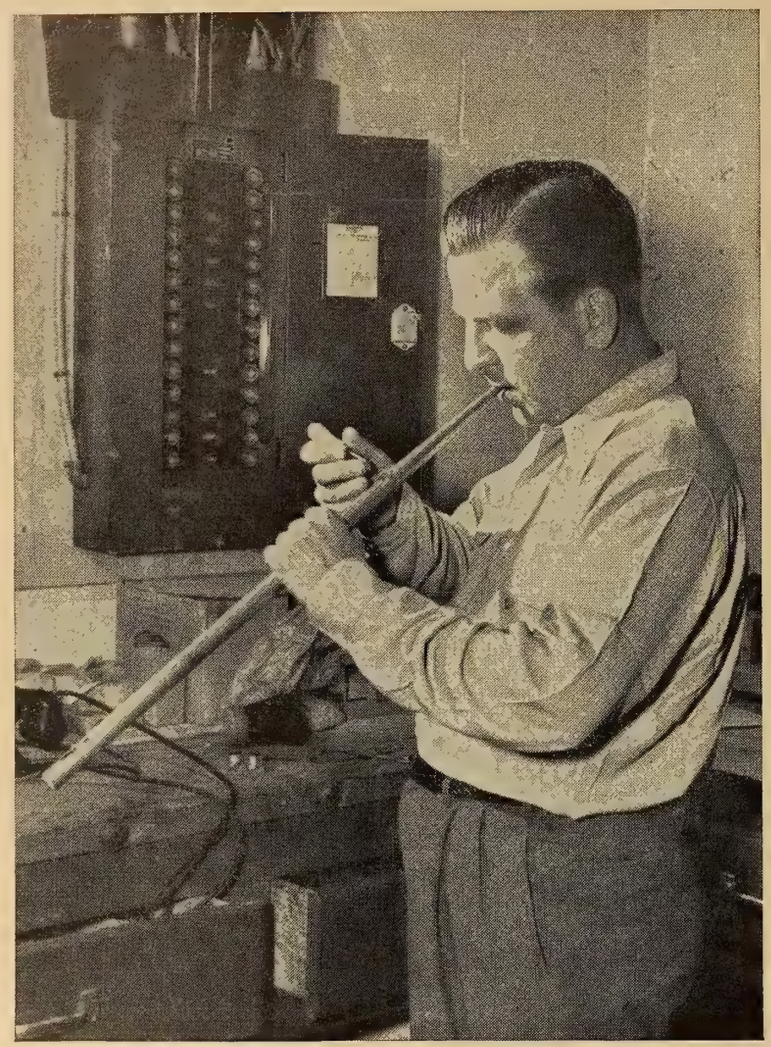
Because Jack Jackson knows the language farmers listen to, he's your best bet when you have a story you want farmers to hear. At his command are over *442,000* farm families inside KCMO's measured ½ mv. area. These families produce on their farms an amazing 9.3 per cent of the total farm income in America! They're a "buying crowd." To tell your story to Mid-America farmers at a low, *LOW cost per 1000 coverage*, tell it on KCMO, Kansas City's most powerful station!

ONE Does It In Mid-America
ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

50,000 WATTS
DAYTIME—Non-Directional
10,000 WATTS *NIGHT*
—810 kc.

KCMO

and KCFM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America



It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's *heard*—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine*.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING
*

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FEATURE CALENDAR
First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office
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Subscription Price: $7.00 Per Year, 25c Per Copy

PULSE or HOOPER

WCPO is tops

CINCINNATI—OHIO

PULSE for February — as printed in BROADCASTING

Saturday & Sunday Daytime 4 Highest 1/4 Hour Ratings all on **WCPO**

THE SHADOW	— 13.3
HOUSE of MYSTERY	— 11.5
DETECTIVE MYSTERIES	— 10.8
QUICK as a FLASH	— 10.8

C. E. HOOPER — January - February

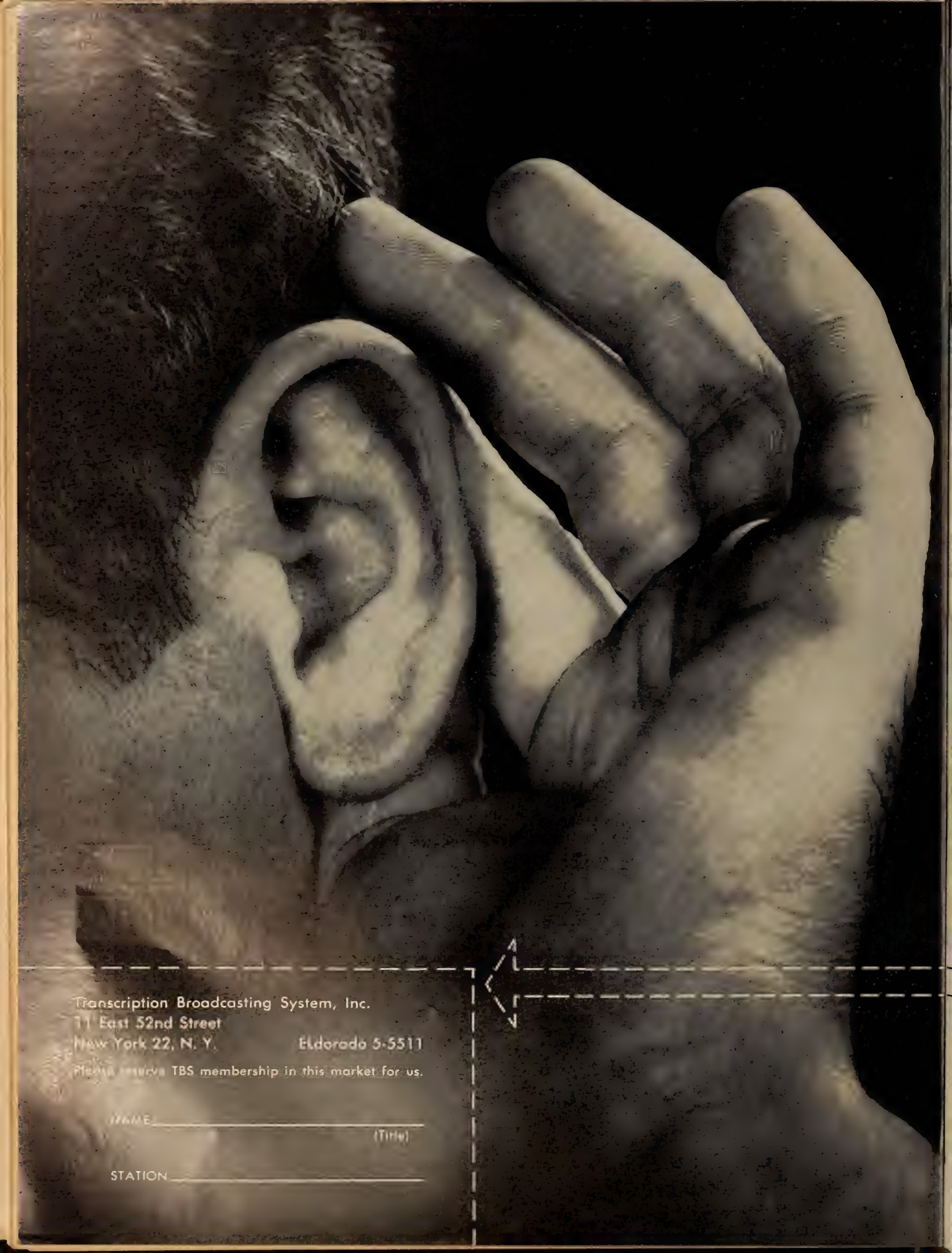
	WCPO	Net Sta. "B"	Net Sta. "C"	Net Sta. "D"	Sta. "E"	Sta. "F"
Weekday Morning Mon. thru Fri. 8:00 A. M. - 12:00 Noon	26.9	19.4	24.0	14.6	12.8	0.8
Sunday Afternoon 12:00 Noon - 6:00 P. M.	29.4	23.0	13.8	12.6	15.0	2.5
Saturday Daytime 8:00 A. M. - 6:00 P. M.	24.9	17.8	18.2	12.4	16.4	6.8



A Scripps-Howard Radio Station
Affiliated with the Cincinnati Post . . .

WCPO Cincinnati

REPRESENTED BY THE BRANHAM CO.



Transcription Broadcasting System, Inc.
11 East 52nd Street
New York 22, N. Y. Eldorado 5-5511

Please reserve TBS membership in this market for us.

NAME _____
(Title)

STATION _____

have you heard about tbs ?

the only transcription network service of its kind in the world

tbs works for you . . It delivers a balanced 8¾ hour unit of 5 top open-end transcribed shows immediately:

HOLLYWOOD'S OPEN HOUSE ROBBIN'S NEST
ANYTHING FOR LAUGHS IT'S A GREAT SHOW
RADIO THEATRE OF FAMOUS CLASSICS

tbs works for you It furnishes gratis complete local press, merchandising and promotional material on each show.

tbs works for you . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

tbs works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

tbs works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week ($40 minimum weekly).

tbs

use this coupon to reserve tbs - membership in your market



TRANSCRIPTION BROADCASTING SYSTEM, INC.

11 East 52nd Street · New York 22, New York ELdorado 5-5511

ON THE
WASHINGTON SCREEN



FRONTIER THEATER—stories in the best traditions of the old West! Full-length Western feature films start out WMAL-TV's evening programming with a bang! Televised every night, Monday through Friday, from six to seven, Frontier Theater packs 'em in! And what's more—there are **one-minute commercial announcements available** between the Acts!



Action-packed . . . full of suspense . . . thrilling for everyone—the children, the grown-ups, the neighbors—everyone is crazy about the movie serials being shown on WMAL-TV, Monday through Friday, from 7:00 to 7:15 (immediately following the Western). There are **one-minute Announcements available** within the Serial, too!





JIM GIBBONS welcomes Head Coach George Sauer of the Naval Academy to his "Sports Cartoon-A-Quiz" show. In addition to this popular 30-minute once-a-week sponsored program, Jim conducts a Tuesday through Friday nightly television sportscast, featuring personalities, scores, and sports news.

There are **one-minute announcements available** within the JIM GIBBONS SPORTS REEL, Tuesday through Friday, 7:15-7:30 p.m., on WMAL-TV. As Washington's best known sportscaster (and most popular television sportscaster—Teleguide poll), Jim has the personality and the background to pull the audience his way. It's Tops in Television from 6:00 to 7:30 on WMAL-TV!

WMAL **WMAL—TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies



WALLACE SHEPPARD JORDAN named head of radio and television activities at William Morris Agency, New York, succeeding the late William B. Murray. Mr. Jordan has been with agency ten years.

J. M. RANDOLPH appointed head of newly-created television and motion picture department of White Adv. Agency, Tulsa, Okla. He was formerly with KVOO Tulsa for almost 10 years.

YVONNE HAYDEN joins Lindeke Adv., Glendale Calif., as space buyer.



Mr. Randolph

ROBERT L. SMOCK, formerly with Ward Wheelock Co. and Young & Rubicam, both New York, appointed radio and television director for Hewitt, Ogilvy, Benson & Mather, New York and London.

FRED A. PARNELL, formerly manager of advertising and sales promotion for Receiver Div., Electronics Dept., General Electric Co., joins Benton & Bowles, New York, to handle merchandising for electronics divisions of Crosley account.

DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, San Francisco, re-elected for 17th consecutive year as West Coast representative on board of directors of National Outdoor Adv. Bureau.

JOHN T. CHANDLER, formerly assistant advertising manager of The Dayton Co., Minneapolis, joins creative staff of Shutran Mahlin Adv., Detroit.

DAVID YELLIN, former assistant to the producer of the Broadway hit "Inside U. S. A.," appointed radio and television director of Elliott Nonas, New York advertising firm.

R. L. PIERSON, formerly production manager of Davis & Co., Los Angeles, joins Ted H. Factor, that city, in similar capacity.

MILTON HERTZ, account executive at Henry Bach Assoc., New York, appointed director of television and radio in addition to his present duties.

J. W. REAM and **ROBERT D. HAWKINS** promoted to account executives at Henri, Hurst & McDonald, Chicago. Mr. Ream has been in service department, and Mr. Hawkins was on copy staff.

PHIL VAN SLYCK, formerly advertising manager of Standard Optical Co., Salt Lake City, has opened his own agency in San Francisco with offices in DeYoung Bldg. Staff includes **MONROE WINSTON,** production manager, and **MARGARET GRIDLEY,** copywriter.

BROCK KING, formerly with J. Walter Thompson in Toronto, joins Long Adv. Service, San Francisco.

JOHN READ BURR, formerly account executive with McCann-Erickson, New York, joins Federal Adv. Agency, also New York, in same capacity, handling grocery products.

BERNARD R. JENNINGS of Buenos Aires McCann-Erickson staff assumed managership of company's Havana office, succeeding **JAMES R. FOX,** who is returning to New York about April 1. **BRUCE SWIGERT** will assist Mr. Jennings in his new post. Prior to war, Mr. Jennings spent five years with BBDO, New York. Previous to managing Havana office of McCann-Erickson, Mr. Fox headed the firm's San Juan office.

FRANK P. BIBAS, former vice president in charge of sales of Casanave-Artlee Pictures Inc. and Sixteen MM Pictures Inc., joined McCann-Erickson, New York, as film director.

CHARLES T. COINER, art director for the past 25 years of N. W. Ayer & Son, Philadelphia, received National Society of Art Directors annual award, a miniature brass and ebony T Square, "for distinction in the practice of his profession."

PAUL TERRY, formerly with R. B. Atchison Adv., Los Angeles, as copy and television director, joins H. C. Morris & Co., same city, as copy director.

SIDNEY KAHN, production manager for Bass-Luckoff of Hollywood, Los Angeles, joins Hugo Scheibner Inc., that city, in same capacity.

(Continued on page 63)

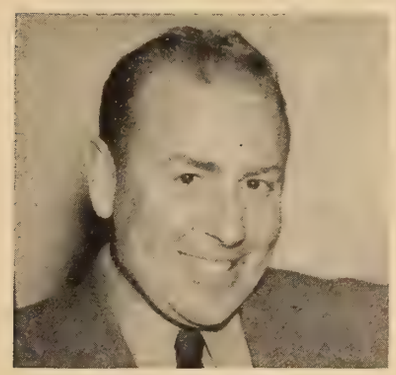


We call 'em "folk singers" in Baltimore

All Baltimore folks aren't opera fans. There's a heap of 'em who think the singing and sky-larking of *Slim Stuart* and "THE PLAINSMEN" about the best kind of musical show there is.

You know the format—Happy Birthdays—Dedication Numbers—Instrumental Solos—and a lot of good-natured fun. They enjoy it, the audience enjoys it and we think you'll enjoy the lift they can give your sales. A few availabilities are open Monday through Friday between 5 and 5:30 P.M.

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!



RAY MOFFETT
"Musical Clock," 6:00-9:00 A.M.



HAL VICTOR SHOW
5:30-5:45 P.M.

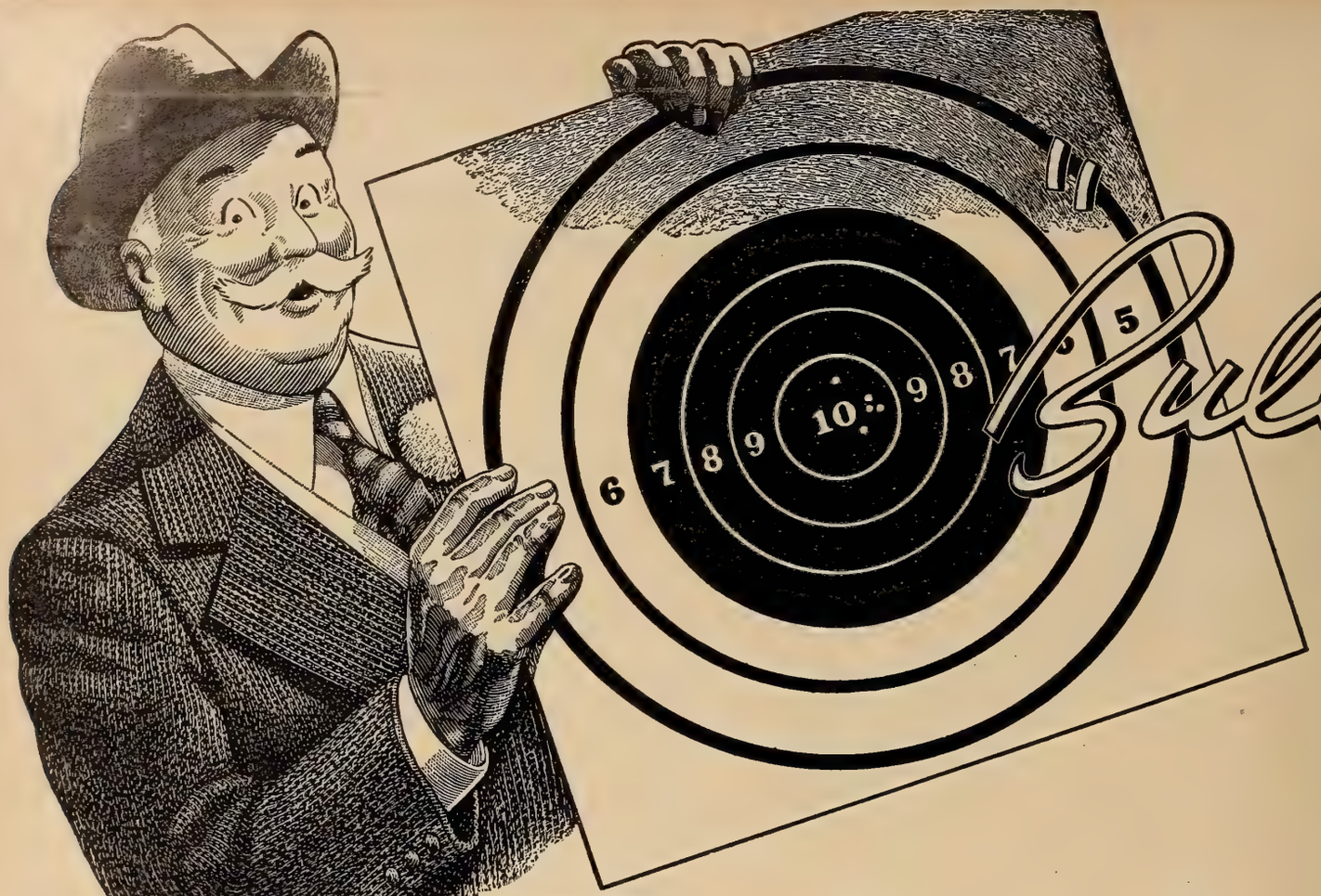


. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

-Eye Radio"

BUSINESSLIKE RADIO

DO you have some markets that are surprisingly good and others that are falling 'way below expectations? Of course you do—and we know, generally at least, what you'd like to do about them.

But have you thought of how much national spot radio could help you? National spot (Bull's-Eye) radio is the most businesslike radio in the world. In good areas, it works only as hard and costs only as much as your sales picture demands. . . . In bad areas, you can step it up to any degree you wish—can make it work nights, Sundays and holidays, if need be, to get the job done fast and *at the cost you wish.*

We of Free & Peters have specialized in businesslike spot radio since 1932. In that time we've built up some pretty spectacular case histories of what can be done with this medium. If you're interested in any of the markets listed at the left, we'd certainly like to talk with you—*soon!*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

The Patroon* of the week

NATE PUMPIAN

Media Director,
HENRI, HURST & McDONALD, Inc.
Chicago



Nate, a pioneer in the radio industry—responsible for the first Paul Whiteman network broadcast — is welcomed into the Honorary Order of Patroons. The William G. Rambeau rep today presented Nate with the certificate of Patroon membership and with the deed to a tract of land in the heart of Patroon country.



**PATROON*
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR'S famed Sportsmen asked their listening audience to choose a regional all-star football team and 11,501 votes were cast in a three week period.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



SINCLAIR REFINING Co., New York, through its agency, Hixson-O'Donnell Adv., also New York, launched quarter-million dollar campaign to introduce a new Sinclair product, said to be world's finest anti-rust gasoline. Approximately 1,500 spot announcements are being used on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, during the four-month period campaign is to run. Three daily newscasts on WEMP Milwaukee will also be used.

GENERAL FOODS Co., New York (Sure-Jell powdered pectin), May 17 starts two weekly, 10 minute sponsorship of *Surprise Package* on ABC Pacific Coast stations; Tuesday, Thursdays (2-2:10 p.m. PST). Contract is for 20 weeks. Agency: Benton & Bowles, New York. **GLOBE MILLS,** Los Angeles, through Leo Burnett Co., same city, today (March 28), starts Mon.-Fri. sponsorship of program on 13 ABC Pacific Coast stations [BROADCASTING, March 14].

REGAL AMBER BREWING Co., one of most extensive radio users in Northern California, appoints Abbot Kimball Co., San Francisco, to handle advertising effective May 1. **ALFRED DUCATO,** vice president of Abbott Kimball, will be account executive. **DAVID R. FENWICK,** vice president of the agency's Los Angeles office, will handle account in Southern California.

ADAM HATS, New York, through Madison Adv., New York, has started spot announcement campaign to promote new Adam Hats for Easter. In two states schedule calls for two week period which started March 21. Rest of the country, coast to coast, will carry spots for three weeks beginning today (March 28). Approximately 175 stations will be used in cities where Adam Hats have their own stores or arrangements with dealers and agents.

ALBERS MILLING Co., San Francisco, will sponsor *Elmer Peterson and the News* on nine NBC Pacific stations starting in April, Wednesday-Thursday-Friday 5:45-6 p.m. (PST). Contract for 52 weeks. Agency: Erwin, Wasey & Co., San Francisco.

GENERAL MILLS Inc., Minneapolis, through Knox-Reeves Adv., same city, June 1 starting sponsorship of *Sam Hayes' Newscasts,* Tues., Thurs., Sat., Sun. (10-10:15 p.m. PST), on nine NBC Pacific Coast stations. Contract is for 52 weeks.

NATIONAL DIE CASTING Co., Chicago, for Juice King (whole orange juicer), planning to broaden its present television schedule in Midwest to include eastern markets. Series of one minute spots are being prepared for WCAU-TV Philadelphia, and company plans similar schedule for New York area. Agency: O'Grady-Anderson, Chicago.

WOODEN SHOE BREWING Co., Minster, Ohio, sponsoring 70 home games of Dayton Indians of WLWD (TV) Dayton. Agency: Don Kemper Co., Dayton.

S & C MOTORS, San Francisco (Ford dealer), appoints Garfield & Guild, San Francisco, to handle advertising. Radio will be used.

CALIFORNIA COTTON MILLS appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Agency will launch two-month campaign starting in April and utilizing 24 stations throughout three West Coast states.

EDGAR P. LEWIS & Sons, Malden, Mass., sponsoring 20 second chain breaks in and around top children's programs on WBZ-TV and WNAC-TV Boston. Products featured will be Lewis Peppermint Patties, Rainbow Jellies and Rainbow Wafers. Contract is for 13 weeks. Agency: Alley & Richards, Boston.

SPIR-IT Inc., Malden, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio may be used.

Network Accounts • • •

PROCTER & GAMBLE, Cincinnati, replacing *I'd Like to See* with *The Fireside Theatre* on NBC-TV, effective April 5 at 9 p.m.

PETER PAN FOUNDATIONS Inc., through Ben Sackheim, Inc. New York, launching extensive advertising campaign for its Low 'N' Behold bra. Twice weekly participations on MBS *Queen for a Day* will be included.

UNION OIL Co., Los Angeles, will telecast its second annual report with a special half-hour film on CBS eastern network and KTTV (TV) Los Angeles, April 12 and 13. Program will be telecast on KTTV April 12, and on network stations April 13. Agency: Foote, Cone & Belding, Los Angeles.



It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio



Your sales story will never take root in the Bonanza Beeline if you plant it on outside radio stations. Because the Beeline—California's rich central valleys plus western Nevada—is an inland, *independent* market, remote from coastal influence. And Beeline people *naturally* pay little heed to outside radio.

So the way to radio-sell this inland market—where gross buying power is a billion above San Francisco's . . . and total annual retail sales virtually match Detroit's†—is to use the five BEELINE stations.

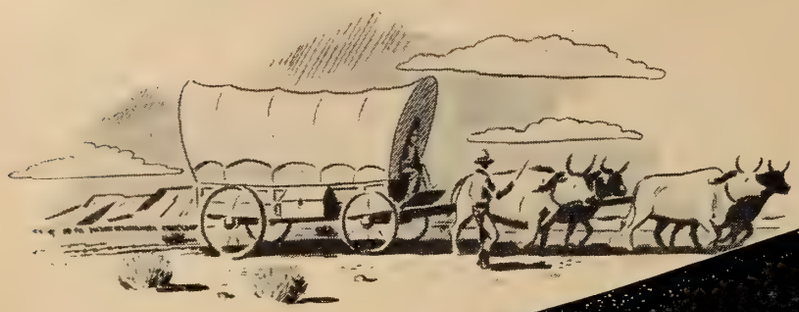
Together, these on-the-spot stations cover the whole Beeline. Individually, each is a long-time local favorite. KWG, for instance, has been selling the rich Stockton area since 1921. Check Raymer for more facts on the BEELINE.

† *Sales Management's 1948 Copyrighted Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



WAGA'S PROMOTION



HOW AN ATLANTA STATION COPPED "COPPERS" FOR BENNY— AND ENDED UP WITH JACK BENNY'S CHUCK WAGON, TOO

Competing with 175 other CBS stations, Fort Industry's WAGA—Atlanta's Promotion-Minded Station—emerged as the recent co-winner (with WMT, Cedar Rapids, Iowa) in the race to see which CBS station could raise the most money in the "Pennies For Benny" March of Dimes promotion.

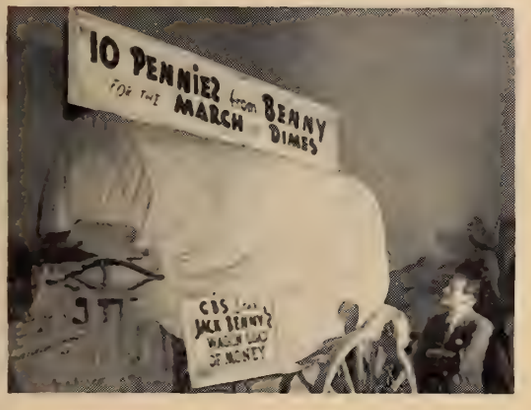
The prize for the co-winners? Jack Benny's Chuck Wagon—which WAGA and WMT promptly decided could most fittingly be used as a permanent display at the Little White House, in Warm Springs, Georgia.

We're proud, of course, but not surprised, at the job WAGA did on the "Pennies For Benny" promotion. Not surprised? No—because WAGA has had, for years, the reputation of being one of the hardest driving stations in the Southeast when it comes to pushing promotions, to making them successful. Staging a promotion for your product? Let WAGA lend you a hand—and then watch results in Atlanta.

You'll find your advertising dollars do a bigger job on any and all Fort Industry Stations, because each Fort Industry Station, like WAGA, is a part of a winning team.



The "Little White House" designed and built by the late President Roosevelt in 1933, now a national shrine, is a symbol of the fight against infantile paralysis. Hundreds of thousands of people visit it yearly.



The Benny Wagon as it appeared on a tour of the nation's principal cities.



WAGA's Bill McCain presenting the Benny Wagon to Charles Smith, Atlanta Jaycee.



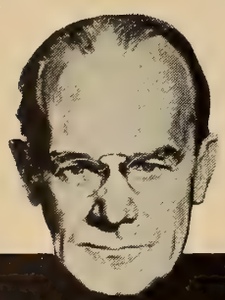
Lee Trimble, and Ivan Allen, with the wagon which will be on permanent display.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

NOW AVAILABLE on WWDC in Washington



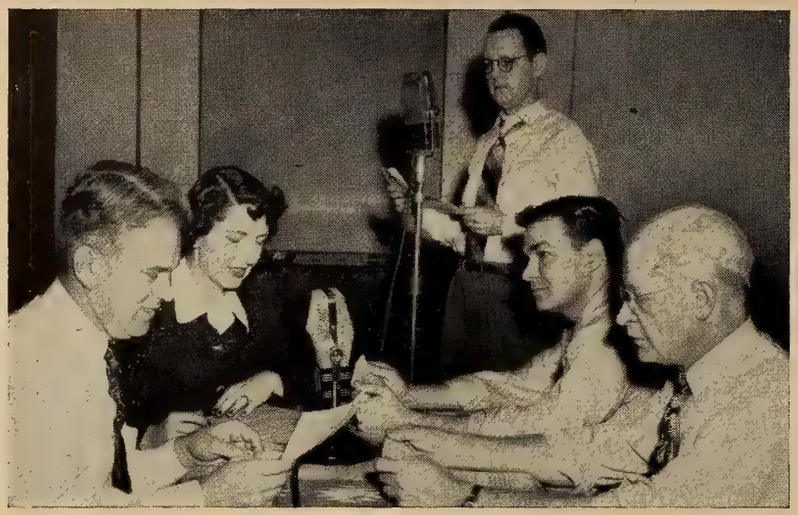
THE Deems Taylor CONCERT

Here's a new kind of disc show, featuring the world's greatest music plus the sparkling comments of America's most distinguished music critic, Deems Taylor. Great guest stars are heard on each of the 30-minute programs, five times a week. It's a wonderful buy for participations or complete sponsorship. Ask your Forjoe man for full details.

7:30 to 8 P. M.
Monday through Friday

WWDC
AM-FM—The D. C. Independent
Represented Nationally by
FORJOE & COMPANY

Feature of the Week



Recording a Capital Memo *show are Gannett reporters (l to r): Mr. Croop, Miss Johnson, Messrs. Martin (standing), Kusaila and Torrey.*

* * *

TELLING the folks back home what it is like to be a Washington correspondent is the newest project of the Washington bureau of Gannett News Service.

With all members of the staff participating, the bureau is producing a weekly recorded broadcast, *Capital Memo*, which is carried sustaining by all Gannett radio stations: WHEC Rochester, WABY Albany, WENY Elmira, WHDL Olean, N. Y.; WTHT Hartford, Conn. and WDAN Danville, Ill.

Capital Memo, now in its third

(Continued on page 63)

On All Accounts

WHEN Fred Wakeman wrote about his high-powered "Hucksters," he had apparently never met one mild-mannered representative of the group—Billy Scott Hunter. Twenty-eight years old, owner and operator of a successful Los Angeles agency, Hunter Adv., the modest and retiring Bill has earned himself a fine reputation in the advertising field.

Bill entered the struggle July 16, 1920, in Richmond, Calif. as the sixth member of a family that had one more member to go. When he was six months old the Hunters moved to Huntington Park (Calif.). Later attending Huntington Park High School, Bill became a bit of a hero as quarterback on the football squad.



BILL

Graduating from high school in 1938, Bill, anxious to get out in the world and earn the dollars that were hard to come by in those days, got himself a job at the Los Angeles *Examiner* selling classified ads. After two years he joined the staff of Burbank (Calif.) *News*, selling display advertising, a job he held for the next 12 months.

In November, 1941 Bill and a partner burst into the publication business with a society magazine called the *Ventura Boulevardier*. In December war came and the advertisers went, and with them the promising-looking *Boulevardier*.

His next six months were spent in the planning office of Northrop Aircraft, Inglewood (Calif.). Deciding that the war would be a more interesting place to spend his time, Bill enlisted in the Coast Guard. He spent most of the next three years in the South Pacific with the Quartermaster Corps.

In 1945 Bill turned in his uniform and joined Allied Adv., Los Angeles, as account executive. He handled such local accounts as Gilmore Stadium, Hollywood Ball Park and Olympic Auditorium. Bill recalls that the acquiring of his first account was so easy he thought the work of an account executive was a snap. (After four years in the business, however, he confesses having changed his mind somewhat.)

After 18 months with Allied, the desire of every young man to have his own business got the better of Bill. In 1947 he and J. W. Milliron, vice president of Milliron's Department Stores, Los Angeles,

(Continued on page 63)

For Profitable Selling INVESTIGATE

WDEL WILMINGTON DELAWARE
WEST EASTON PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA
WORK YORK PENNSYLVANIA
WRAW READING PENNSYLVANIA
WGAL LANCASTER PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

R&R Satisfied

EDITOR, BROADCASTING:

. . .You may be sure that I number myself among your weekly readers. You have always done a consistently fine job in reporting the ever-changing radio scene. The accuracy of your reports is not the least of the attributes of your publication. . . .

Willson M. Tuttle
Radio and TV director
Ruthrauff & Ryan
New York

* * *

PI Reply

EDITOR, BROADCASTING:

Knowing how vitally interested you have always been in putting a stop to the ever growing parade of schemers, dreamers and phonies that invade radio, I'm attaching a copy of a letter just dictated and mailed.

Perhaps the fact that radio time sales are now no longer acquired without a little exertion on the part of the local (or network) sales staff accounts for the enormous flood of "P I" offers we have received the past several weeks. Frankly, to us, these "generous offers" smell and frankly, in many, many instances are not only in bad taste but destroy Mr. and Mrs. Average Citizen's opinion of radio in general. . . .

Thomas S. Carr, Manager
WANN Annapolis, Md.

Part of Mr. Carr's letter to:
Olian Advertising Co.
Ambassador Building
St. Louis 1, Mo.:

We have your letter of March 3, 1949, outlining Stark Brothers Nurseries fruit tree offer on a per inquiry basis.

We commend your opinion "that in creating immediate sales, this trial". . . as set forth in your letter. . ."is likely to convert Stark Brothers into a regular user of radio advertising."

In this connection it is interesting to note that all of our advertisers were "converted" to radio in the usual manner, that is, they bought our time at our regular rates.

It goes without saying, that we are in no more of a position to barter the only "merchandise" we have to sell, our radio time; than is Stark Brothers Nurseries to offer free samples in the hope that people will ultimately buy their nursery items.

Since you state that you "have faith in this radio effort" and since radio has countless case histories of success in increasing the sale of many, many products on national, regional and local levels, we invite your attention and that of your client to our enclosed rate card. . . .

* * *

SNAFU

EDITOR, BROADCASTING:

Let's open the mike and have a good objective gripe session . . .

Let me tell you . . . of an ex-sailor, who entered radio back in 1943 . . . The war made it easy . . . he took a flyer at a radio school, and found it to be just what William Stalnaker [BROADCASTING, March 14] stated . . .

This ex-Navy man . . . was hired in the Midwest at $25 per week and . . . found that he was being paid $5 per week more than the other staff members . . .This fellow had something to offer radio and still has, however he learned that the average radio station is owned and operated by men who have let their gray matter go stale by hiring brains instead of using their own, and too most of them have never been radio men . . .

. . . Radio ads can be the best or the worst advertising a man can buy depending upon how he uses it . . . It is very easy to turn a deaf ear to a commercial which has no element of entertainment in it . . .

. . . I know that stations are taking advantage of the GI bill as well as schools . . . I would suggest that a lot of small stations be investigated to see why there is such a tremendous turnover in the radio business . . .

N. J. King

[Editor's Note: Name and address withheld by request.]

* * *

Open Mike"



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Radio's Bane?

EDITOR, BROADCASTING:

The bane of radio is unequivocably newspaper ownership of many broadcasting stations. The newspaper for many years ruled supreme and unchallenged in the advertising field. With the advent of radio, newspaper interests recognized the birth of a formidable adversary. Albeit, when only one frequency was thought to be available in most localities, newspaper interests obtained broadcasting licenses and installed radio stations in a move to preclude this competition. This condition still obtains in many instances. However, in many places new radio stations have sprung up to compete with the newspaper and its foster child. In an astounding amount of cases where this condition prevails, radio broadcasting is being sold down the river. . . .

Show me a newspaper owned station where, in the final analysis, policy is dictated by station management and not by the newspaper publisher!

Let's do something to divorce radio from newspaper interests.

Malcolm Greep
General Manager
WVJS, WVJS-FM
Owensboro, Ky.

[Editor's Note: There are many differing views on the question of newspaper ownership. We welcome further expression of opinion by those whose reasoning differs from that of Mr. Greep.]

WSIX GIVES YOU THE NASHVILLE MARKET AREA!



NO WASTED COVERAGE

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone — via WSIX!

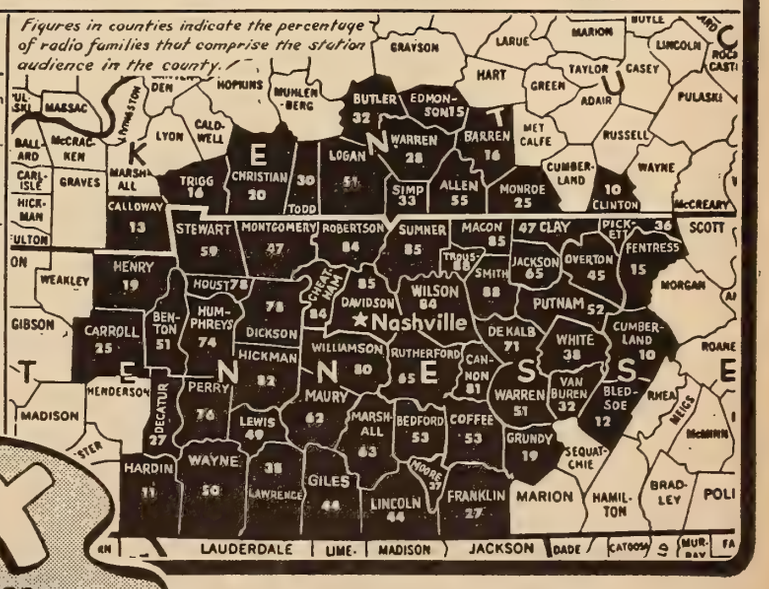
*Projected from Sales Management May '48

BMB STATION AUDIENCE MAP — DAYTIME — BASED ON STUDY NUMBER 1 — MARCH 1946

SUMMARY DATA—DAYTIME
Tabulation by the KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%		47,850	39,810
Home County Davidson 85%		67,540	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	**29**	**159,060**	**120,030**
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	**48**	**216,800**	**140,900**
20% " "	49	224,490	142,470
10% " "	**60**	**252,610**	**146,690**

Complete BMB County and City Data available on request.



WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71,000 W • 97.5 MC

Station man's dream come true... ADD-A-



RCA Transmitter Control Console, type BTC-1A—as versatile and handsome a control console as ever graced a transmitter room. With this BTC-1A you add control turrets and desk sections as your station grows. The left turret is the transmitter control section. The right turret is the audio control section. No equipment obsolescence here when you add on units.

A few of the many combinations

BTC-1A Control Console—with transmitter-control turret, audio control turret, and blank turret for additional facilities such as special meters, jack fields, ringdown, etc. Front panels are bottom-hinged. Rear covers are removable.

Typical console set-up for two transmitters, such as: two AM transmitters, two FM transmitters, or one AM and one FM transmitter. The turrets bolt to the desks. Desk sections bolt to each other. Knockouts for the wiring are provided in all desk and turret sections. All meters are recessed behind turret panels.

UNIT Transmitter Control Console

Fits every plant—AM, FM, TV, or any combination

THIS IS THE MOST FLEXIBLE and versatile control console ever engineered for broadcast service. With it you can handle audio mixing and transmitter switching operations in stations using RCA 3-, 5-, 10-, or 50-kw FM transmitters—or RCA 5-, 10-, or 50-kw AM transmitters. And by simply adding units to this basic console, you can also handle audio, video and transmitter switching for any combination of transmitter set-ups—starting with a single AM, FM, or TV transmitter and going to two or more AM and/or FM transmitters *and a television transmitter.*

The BTC-1A starts with the basic unit shown in the picture at the left. It includes one r-f transmitter control turret and one audio control turret—mounted on a two-section desk having removable end-sections.

The *r-f control turret* contains all power control switches and pilot lights for normal operation of the transmitter; transmitter start; transmitter plate voltage; overload reset; time delay by-pass; manual-automatic control; day-night power switching; tower lights; and a spare switch and pilot lamp. And there is mounting space for three remote indicating meters.

The *audio control turret* includes: a standard VU meter and range switch; an 8-position selector switch that permits monitoring all important circuits, a monitor gain control; and individual bridging pads that enable you to equalize the level of the signal sources. Control of six inputs . . . one microphone, a remote circuit or oscillator, two lines, two turntables . . . is handled by three high quality mixers and associated transfer keys.

• • •

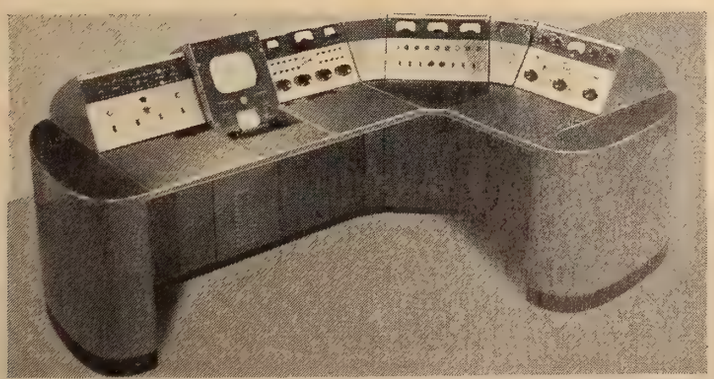
Call your RCA Broadcast Sales Engineer for *all* the details. Or write Dept. 19CD, RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in BROADCASTING—is RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

possible with the BTC-1A console



Typical console set-up for an RCA 5-kw television transmitter, and one AM or FM transmitter. From left to right: (1) TV transmitter control; (2) picture monitor; (3) TV audio monitor; (4) blank turret; (5) AM or FM transmitter control; (6) blank turret; and (7) AM or FM transmitter control.



De luxe set-up for combined centralized control . . . AM-FM and TV. Extreme left and right sections are the AM (or FM) transmitter controls. Each includes a transmitter-control, audio-control, and blank wing turret. Center turret controls (for RCA 5-kw TV transmitter) are, left to right: TV power, picture monitor, TV audio, preview monitor, TV program switching.

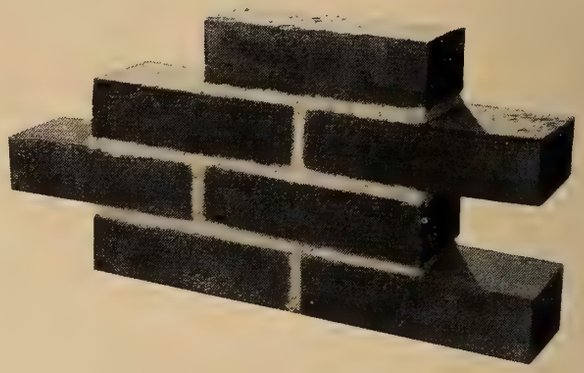
IT SELLS THROUGH THE AIR

. . . with the greatest of ease!



RADIO SELLS MACARONI . .

To promote sales in all six New England states, V. La Rosa & Sons use 50,000-watt WBZ in Boston, as do so many other leaders in the food field. WBZ, with its synchronized companion-station WBZA, gives advertisers a single-medium coverage of New England that cannot be matched through any other means. WBZ programs are favorites throughout New England . . in cities, towns, and countryside.



. . AND BUILDING BRICKS!

There's no limit to the list of products that radio sells successfully . . at every hour of the day! For example: a building material supplier in Fort Wayne began to advertise "Masolite" bricks on the 7 AM news period over WOWO. Before the end of the first week, a contractor drove 40 miles from Van Wert, Ohio, to *pick up* enough bricks for an entire house.



RADIO REACHES 94% of all the families in these United States.

That's the *average* figure on set-ownership, including farm and rural areas as well as city and suburban markets. Radio reaches all these people effectively and *quickly*. With radio, you can keep your sales-story up-to-the-minute . . reflecting day-to-day changes in market conditions and selling strategy. You can broaden your advertising coverage *instantly*, as you expand your distribution.



WESTINGHOUSE STATIONS

reach areas in which one out of every eight American families lives. This figure is conservative, too, for *new* audience-areas have recently been added by a tenfold increase in power at KEX, Portland (now 50,000 watts) . . by new and more effective transmitter towers at KYW, Philadelphia . . and by a new and more powerful FM transmitter at KDKA, Pittsburgh. You always get an "extra" with your program on a Westinghouse station!

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 36, No. 13 WASHINGTON, D. C., MARCH 28, 1949 $7.00 A YEAR—25c A COPY

BUDGET DOLLAR

What Are We Getting? Advertisers Ask

By J. FRANK BEATTY

ADVERTISERS who buy three-fourths of all national advertising want to know what they are getting for their radio dollars—and television too.

This insistence on a yardstick of radio and television values was stressed all through the spring meeting of the Assn. of National Advertisers held Wednesday through Friday at the Homestead, Hot Springs, Va. Within a few weeks ANA will start an investigation of the whole radio and television rate and audience problem.

Individual advertisers were almost unanimous in their desire for new, more complete and easier-to-use research material showing how many people listen to radio and look at television programs. Most of them spoke highly of the pioneering work of BMB. They showed faith in the second BMB study, though conceding it has weak spots. But they also agreed that something new and better must be produced by the electronic media for the benefit of those who buy time.

BMB Favorably Discussed

Radio-minded advertisers spoke favorably of the BMB coverage studies and the trail-blazing efforts of BMB's officers. While conceding the existence of flaws in BMB, they figure that whatever comes next in radio research will have its share of soft spots.

Advertisers attending the meeting, and technical speakers who addressed them, accepted the premise that market and research studies leave much to be desired. They are trying to improve their use of these diversified and often unrelated data, and at the same time are demanding constant progress in the factual services and in their application to advertising.

The idea of a complete and coordinated radio research service operated and financed by broadcasters aroused interest among ANA members, who have been thinking about the matter for some time. ANA's new Radio and Television Committee is making preliminary plans to start a complete study of the medium as proposed last winter by the Association's board [BROADCASTING, Feb. 21].

One advertiser, speaking of BMB's study No. 1, termed it "the only significant station and network measurement of audience coverage we have had. With the improvements which are contemplated for No. 2 study, the data will be more useful and more reliable than ever."

Actually there are two approaches to the idea of a coordinated research service as discussed by ANA members. First is the plan advanced at several NAB district meetings last summer—an industry-financed and operated coverage and audience service in which advertisers and agencies probably would serve in an advisory capacity.

Second idea discussed by advertisers is to have the Advertising Research Foundation operate such a service. This foundation is jointly financed by ANA and the American Assn. of Advertising Agencies, with media putting up the money for specific studies.

Financing Responsibilities

ANA and AAAA pay general ARF costs and finance experimental studies but when specific projects are undertaken the affected media put up the money. ARF's specific studies are conducted on a tripartite basis, ANA, AAAA and the medium in each case having one third control, just as in the BMB studies. Thus far ARF has not undertaken any broad studies affecting radio.

The ANA interest in television reached a peak at the Thursday morning session. For the only time during the three-day meeting practically every seat in the large auditorium was filled.

Billed as "A Solid Session on Television," the meeting was led by Walter Lantz, of Lambert Co., New York. First to tackle the job of explaining the TV problem to advertisers was Walter Craig, vice president in charge of radio and television, Benton & Bowles, New York.

"We're entering a brand new world, with new troubles," he warned. Reliable audience and coverage data are not yet available in TV, Mr. Craig said, nor can advertisers find adequate information on basic costs, rate practices and contracts, extra charges and time costs. An

(Continued on page 34)



SPEAKERS from related fields, including television and representatives, took part in ANA proceedings last week. Around table at Homestead are (l to r): Del Everett, market research director, Ford Motor Co.; W. W. Heusner, market research director, Pabst Sales Co.; Don Kearney, Katz Agency television department; Walter P. Lantz, Lambert Co.; Dr. Alfred N. Goldsmith, radio and TV consultant; Al Lehman, managing director, Advertising Research Foundation; Ben Donaldson, Ford advertising director; Gordon Eldridge, Ford advertising manager.

LIGHT CUTBACKS

Advertising Holds Own

ONLY a very small number of the nation's advertisers have cut their advertising budgets this year, and half of all companies in both consumer and industrial goods fields expect budgets to be higher than last year, according to a survey of members conducted by the Assn. of National Advertisers.

An encouraging outlook for the year was given in the survey. Fewer than a third of the 128 ANA member companies studied in the survey expect volume of sales to drop this year. This trend is more apparent among smaller firms, with companies doing over $50 million a year volume much more optimistic.

The profit picture for the year is even better, the survey shows. Only 10% of the consumer and industrial goods advertisers see a poor profit outlook this year, and again the larger companies are more optimistic. All but one large company estimated 1949 profits as fair or good.

Half of the companies in both the consumer and industrial field classes expect advertising budgets in 1949 to be higher than a year ago. In some cases, where a loss in sales volume is anticipated, the advertising budgets are increased.

In the consumer goods field only 13% of smaller companies have thus far cut advertising volume and 9% of large companies. Only 10% of small companies expect any 1949 advertising budget cuts and in the case of large companies a mere 3% anticipate reductions.

Over half of the small companies, 53%, expect to increase advertising this year and 47% of large companies anticipate increases.

How's Business?

A 'Broadcasting' Study of the Economic Climate

By ROBERT B. LUCE

CURRENTLY prevalent are disquieting economic ups and downs which could be summed up in one word, "competition", returning after a long absence. Call it buyer's market, disinflation or levelling off, it points to a new direction in business conditions for 1949.

At regular intervals, as conditions warrant, BROADCASTING, will report on the economy—with special attention to things buyers and sellers of time need to know about business everywhere.

The jitters which gripped business shortly after the turn of the year have not yet proved to be a well-founded case. There are symtoms of a change in economic climate, but by March nothing in the way of a recession has developed.

Employment is dropping off. Latest figures showed 3.2 million unemployed Feb. 12, but, at that date, the number of people working was equal to February of 1948. The labor force had expanded in the year. Ewan Clague, chief of the Bureau of Labor Statistics, said on a CBS broadcast that the normal business upturn in April should bring employment back above the 60 million level.

Purchasing power has suffered no comparable drop. The national paycheck for January was bigger than the same month last year, running at an annual rate of $136 billion, $8.6 billion above the annual rate in January 1948. Although employment has dropped, jobless payments of more than $400 million have helped to cushion the effect of unemployment.

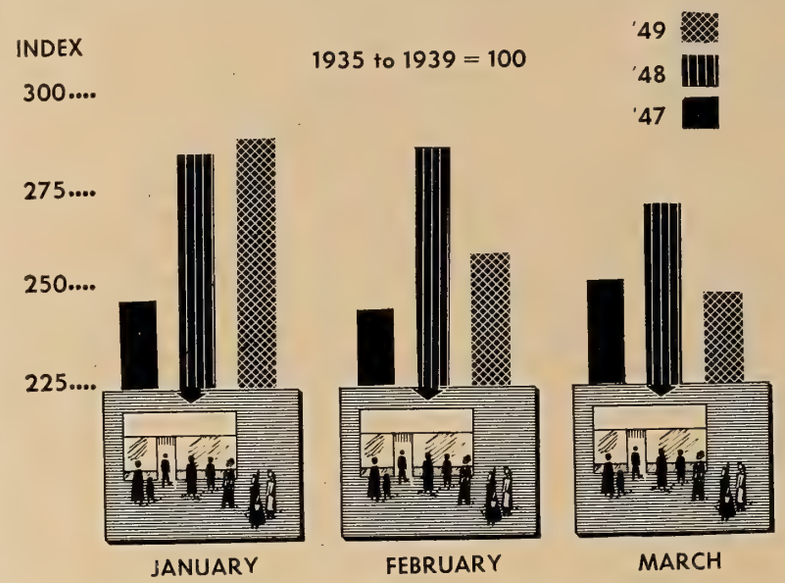
ROBERT B. LUCE, BROADCASTING research editor, started his radio career as a page boy at NBC, New York. He graduated as an economics major from Antioch College. He has done economic research and writing for Robert R. Nathan Associates, the Kilgore Committee, and international statistical conferences.

Sellers are uneasy these days. The six golden years of the seller's opportunity will not be prolonged into a seventh, most economists agree.

Department store sales (See chart) are running about 9% below the comparable period last year. With a later Easter this year, these figures may not be an accurate guide to the first quarter's business. It is significant in the sense that for the past three years, as goods have become available, sales have been increasing steadily up to 1949.

February retail sales were estimated at $8.9 billion, $600 million below January, but just a shade under the February 1948 total. Durable goods stores sales index was above February 1948 at 376 (1935-39=100), and non-durable goods store sales were slightly below the same month in 1948.

DEPARTMENT STORE SALES INDEX



* * *

Independent stores as a whole report a 3% decline in dollar sales for February 1949 compared to February 1948 and a 5% drop below January 1948 in January 1949. Hardest hit were farm equipment dealers, lumber and building materials dealers, feed stores, farm and garden suppliers, photographic suppliers and fuel and ice dealers. Men's apparel was above the previous year—women's apparel was off about 3%. The food group as a whole was down 4% as housewives turned more and more to supermarkets and chains where prices average lower.

Relation of sales to inventories was still safe in most lines. But pile-up on shelves was reported in durable goods stores, particularly heavy household appliances, house furnishings, hardware, women's clothing and automotive suppliers. Aggressive advertising in the local markets could be utilized to clear some of these overstocked stores, and radiomen should be able to help considerably in this task.

Drug Sales

Drug sales set a record for January with trading of $299 million. Chain drug sales were exactly even with the previous January, but independents showed a $4 million rise over last January's total.

Question for broadcasters is—How will advertisers react to new and more competitive selling conditions? NRDGA survey reports this: Most stores plan to increase promotion budgets about 5% in 1949, and expect a 1949 sales total 5% above 1948.

Price level shows flattening out. No one knows how lower prices will affect sales. Demand may be increased considerably as consumers find good quality bargains they've been waiting for since war's end. Spring selling, at lower prices, may exceed last year's spring business which was conducted at high price level.

Despite break in grain prices, farm income has suffered only slightly. January and February cash receipts were above first two months of 1948. For 1948 farm incomes showed a 2% decline, the first such drop since 1939. Picture is not nationwide, however, Louisiana, Arkansas, Mississippi, Alabama and Montana showed an increase of 10% above 1947. Other states through the corn & wheat belt, Indiana, Illinois, Iowa, Nebraska, South Dakota and Kansas, showed 1% to 4% declines.

April will show more clearly where 1949's business is heading. From broadcasters' standpoint no serious revenue decline is foreshadowed by anything that has yet appeared in the economy. But it's not as easy to predict a good year as it was in March of 1947 and 1948.



WCBS New York's 7:45 a.m. news series, featuring Harry Clark, will have as thrice-weekly sponsor Bond Stores. Arrangements are completed by (seated, l to r)—Barney Ruben, Bond president, and Mr. Clark and (standing) G. Richard Swift, WCBS general manager, and William Rogow, Neff-Rogow agency.

DAYLIGHT TIME

Networks Readying for It

THE FOUR major networks last week polished their operational plans to cope with the annual headache of daylight saving time.

All four reported they would repeat the complex scheduling—in force last summer—of delayed broadcast by transcription to insure the arrival of programs at accustomed hours.

With minor variations, ABC, CBS, MBS and NBC will invoke systems of feeding delayed broadcasts to those regions which remain on standard time, thus avoiding the necessity for wholesale rescheduling of programs by stations.

Central transcribing points will be established by all networks. At these points broadcasts will be transcribed for re-transmission to standard time zones an hour after the live program has been fed to daylight time zones.

The system will require the networks to buy extra lines. Mutual must take 1,000 miles of added facilities and other networks only slightly less.

Daylight time begins April 24 and ends Sept. 25.

N. J. MEET

Pryor Featured Speaker

THE NEW JERSEY Broadcasters' Assn. held its spring meeting at the Marlboro-Blenheim Hotel, Atlantic City, March 26. Representatives from 18 of New Jersey's 21 stations were present.

Arthur Pryor, vice president in charge of radio at BBDO, spoke on the future of small stations in the next decade.

James L. Howe, general manager of WCTC New Brunswick and president of the association, led a discussion of the group's plans for the coming year's program. Paul Alger, WSNJ Bridgeton, is vice president, and Roland Trenchard, WAAT Jersey City, is secretary-treasurer of the state broadcasters' group.

DISTRICT 1

Transcription Practices Criticized at NAB Meet

PROBLEMS besetting broadcasters were given a thorough thrashing out at an all day session of the District 1 (New England) meeting of NAB at the Hotel Somerset, Boston, March 23. It attracted the largest single gathering of radio people in the area.

Highlights of the meet included:

● Charges by Milton Meyers, WWCO Waterbury, Conn., that the transcription library practice of renting rather than selling their services to stations should be studied.

● Explanation by Dr. Kenneth H. Baker of the financial structure of BMB.

● Maurice Mitchell, NAB director of broadcast advertising, pointed out reasons why the retailer is now radio's number one customer.

● The All-Radio promotion film will be ready for presentation to stations by fall, Herbert L. Kreuger, commercial manager of WTAG Worcester, and member of the All Radio Presentation Committee, announced.

Dr. Baker, in his first public appearance as newly appointed acting president of BMB, explained to the more than 150 broadcasters the financial structure of BMB and emphasized wider scope of the second study to be produced sometime in October 1949.

Advance Payments

Dr. Baker intimated that at April NAB convention stations will be approached regarding possibility of advancing their subscription payments for the latter half of 1949 since the greater part of this income is needed now to conduct and publish the study. New study, he said, will differ from 1946 version in which chief complaint was that measurement was too gross and restricted entirely to once a week listening. Dr. Baker said that the present study will allow listener to indicate a greater frequency of listening than merely once a week. He also explained to the group the background of the telegram sent to BMB subscribers asking them to underwrite their share of the tax liability which is now pending and which, it is anticipated, will be decided in favor of BMB.

Other speakers at sessions included Richard P. (Dick) Doherty, director of employee-employer relations of NAB; Carl Haverlin, president of BMI, and Mr. Mitchell, director of broadcast advertising, NAB. Harold E. Fellows, general manager, WEEI Boston, and first district director, presided.

Mr. Mitchell, speaking at the luncheon meeting held in conjunction with Radio Executives Club of Boston, emphasized that the retailer, now radio's number one customer, has realized that radio today is the voice of the advertiser and has jumped feet first into spoken advertising. Causes of this swing, he said, was radio's growth and development, changes in retailing, deterioration of newspapers and changes in our way of life. Demonstrating radio's growth, he gave as figures 2,619 stations including FM and TV, 77 million AM radios plus 3 million FM and 1 million TV sets in 1949, over 37 million U. S. families having at least one radio. He pointed to fact that 94.2% of all families in the country now have radios in their home and that average daily listening in radio homes is 5¾ hours.

Changes in retailing, too, have been responsible for the swing to broadcast advertising. Trading areas have changed. People have been moving away from the cities and printed media fails in suburban areas. So, the retailer has had to find a new medium. Also, we now have a buyers market. People, formerly in low income groups, now have money to spend. They're buying radios and buying what they hear on the radio.

Another factor in the swing to spoken advertising, Mr. Mitchell said, was the deterioration of newspaper circulation while the number of radios increased from 73 million to 77 million between Jan. 1, 1948 and Jan. 1, 1949.

"In addition," Mr. Mitchell said, "we now have a new generation of advertising men who are not afraid of radio and who believe in it as the basic advertising medium. A new generation of people who listen to the radio has grown up, and the retailer must think of this generation."

Cites Advantages

Advertisers who use radio, he pointed out, can select their editorial frame, can surround their advertising message with that frame, and so get credit for the editorial content. "They get techniques peculiar to radio—a living voice, warmth, sales statements in person and dramatization. Radio creates pictures in the mind, its selling pitch can come at the psychological moment, as for example, by reaching the housewife at the point of use and time." An NAB study of successful techniques in radio to get maximum results, he said, has resulted in the following five-point plan: (1) Have an objective. Before you set your budget, know who you want to talk to and what you want to say. (2) When you decide, use the beamed program technique. If you're talking to teen-agers, beam your program to that particular group. Fire your rifle at the target you want to hit. (3) Advertise in-demand merchandise and strong lines. Seventy percent of a retailer's volume is on 30% of his stock, so those are the goods to promote. (4) Have the right kind of copy to do the job. Copy should be specific; it should be truthful and believable. It should make a direct action bid.

(Continued on page 42)

* * *



DR. KENNETH H. BAKER (l), newly appointed acting president of BMB, receives congratulations from Harold E. Fellows, WEEI Boston general manager and NAB District 1 director.

DISC PROPOSAL

ET Manufacturers Wary of Idea

REACTION of transcription companies to the proposal that ET libraries be sold instead of leased was uniformily unfavorable, although many of the major companies withheld quotable comment until they could study the text of the NAB District 1 resolution. (See story this page.)

Their first reaction, however, to the resolution could be summed up in one word, "unrealistic."

Several executives expressed the opinion that it was not economically feasible to sell the libraries, would hurt the stations in the end and finally bankrupt the libraries.

Daniel R. Goodman, vice president of Harry S. Goodman Radio Productions, New York, said that many stations could not afford the large payments which would be required if a library had to be purchased, that a station would lose the monthly servicing which is part of the lease agreements, that a station wouldn't have the flexibility in its service it now has since it can economically switch from one service to another when it finds that the library leased is not as suitable as another.

He also added that from the transcription company's standpoint, an outright sale policy of all library material would mean the end of their business in a very few years. This would occur, he explained, because the possible market for libraries is so small that it could be sold out relatively quickly.

FLAMM SUIT

Re-Trial Postponed to May

RE-TRIAL of the suit brought by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, now chairman of the board of ABC, was postponed from last Tuesday to May 16 to give counsel on both sides further opportunity to prepare their cases.

The original trial in New York Supreme Court resulted in a $490,500 award to Mr. Flamm, who charged that Mr. Noble coerced him to sell the station. The appellate division reversed the decision and ordered a new trial.

HOMER GRIFFITH

Joins KDYL Salt Lake City

HOMER GRIFFITH, former head of Homer Griffith Co., Hollywood, national representative firm, has joined the sales executive staff of KDYL Salt Lake City. Announcement was made by S. S. Fox, president and general manager of the International Broadcasting and Television Corp., KDYL licensee.



Mr. Griffith

Mr. Griffith has been in radio more than 20 years. He was first identified with the industry as the originator of *The Friendly Philosopher* show and later in the station representative field.

MacAndrew Named

JAMES F. MAC ANDREW, for the past several years teacher-in-charge of New York's Board of Education broadcasting station, WNYE, was last week named director of broadcasting, at a yearly salary of $7,500.

BLACK PLAN

Beamed Radio Campaign Termed Success

REFLECTING on the awards for outstanding retail radio campaigns of 1948, judges of the radio contest of the National Retail Dry Goods Assn. were somewhat surprised to discover that four awards—two firsts, a second and an honorable mention—had gone to the James Black Dry Goods Co. of Waterloo, Iowa [BROADCASTING, Jan. 17].

Black's *RFD 1540* had been judged best of all programs of general family appeal entered by stores in the medium size class, annual sales ranging between $5 million and $15 million. The other three Black programs won their honors in competition with all other stores, regardless of size: *Grant Price and the News* ranked first among all men's programs; *Neighbors' News* ranked second among farm programs, and *Music for Moderns* won an honorable mention in the teen-age program class.

The NRDGA judges were properly concerned only with the radio achievements of 1948. Their criteria were the individual programs submitted in each category and the success of these programs in selling merchandise and building good will for their sponsors among the listeners at which the programs were directed. But had the 1948 judges looked back at the awards made by NRDGA contest committees in previous years, they would have been even more surprised to find these same programs of Black's among the top winners each year.

Wins Awards

In 1946, when NRDGA started its radio awards, *Music for Moderns* won a first award in the teen-age program category. *RFD 1540* was voted a special overall grand prize as the best program of any type entered by any store that year. The 1946 contest was limited to two entries per store.

The following year Black's made only one entry, *Neighbors' News*, which the 1947 judges selected as the best farm program submitted by any store, regardless of size.

The consistency with which Black's programs have outranked those of other retailers is no happenstance. It is based on a long-term radio plan adopted by the store in 1945. A major part of this plan is the complete cooperation Black's has had from KXEL Waterloo, station broadcasting Black's entire radio schedule.

Before 1942, when KXEL went on the air as Waterloo's first station, Black's radio expenditures were negligible, a few hundred dollars a year for announcements on a nearby regional station. Under KXEL's energetic tutelage Black's learned the value of the consistent use of radio and, in the spring of 1945, the store embarked on a long term program of radio advertising. Walter L. Dennis, radio and television director of Allied Stores, nationwide organization of 81 independently operated retail stores to which Black's belongs, helped develop the campaign.

Starting with the two Monday-through-Saturday quarter-hour programs Black's was sponsoring on KXEL, a noontime woman's program and a late evening newscast, the new plan called for the addition of a daily early morning program. This was aimed at the entire family and a half-hour once-a-week evening program for teenagers. Within weeks the midday program had been changed to *RFD 1540*, a program of farm news, market reports and the like, written and broadcast by KXEL's farm director. Not long after another farm news program, *Neighbors' News*, was substituted for the organ music originally used in the early morning period. Like *RFD 1540*, the *Neighbors' News* programs are prepared and broadcast by the station's farm director.

To implement its radio plan, Black's created the new post of radio director, now ably filled by Miss Kathryn Fillos. Her primary function is to serve as liaison between the store and the station, maintaining close contact with the personnel of the individual departments whose merchandise is to be advertised and the KXEL personnel involved in Black's programs and commercials.

Miss Fillos also has the responsibility for promoting the programs among the store's employes as well as the public, for giving radio-advertised merchandise the proper point-of-sale reminder promotion and generally for making every sales person and customer of Black's constantly aware of the store's radio activities. She is also charged with keeping a continual check on the results of broadcasts.

In all of its programming, Black's follows the beamed program technique. Each program is designed to aid a specific store advertising objective by aiming its appeal at a specific group of listeners who may be presumed to be good prospects for the merchandise advertised on that program.

Each program is given one job at a time and enough time to do it well. Merchandise of a single department is advertised on a program for an entire week, or longer. The commercials on any broadcast are concentrated on a single article or group of related items. Merchandise advertised on the air is good merchandise, priced fairly. Black's uses radio to sell salable merchandise, not as a high pressure device for getting rid of merchandise which never should have been stocked.

Black's files are crowded with records of the sales successes of its programs. A shipment of tulip bulbs from Holland reached the store late one afternoon, too late for a newspaper ad. A short commercial was put on that night's newscast and the following morning the bulbs were sold out.

Newspaper advertising sold two white squares decorated with school insignias in a week; the following week they were featured on *Music for Moderns* and 26 were sold.

Foster Appearance

Jane Foster, Black's personal shopper, appeared for a week on *RFD 1540*, described materials, notions and patterns on sale. She urged her listeners: "This week, sew and save at Black's." That week's sales of woolens topped sales of the preceding week by 75%; rayon sales were up 44% and cotton sales 116%.

Invitations on *Music for Moderns* for kids to drop requests for records to be played on the program in a box in Black's record department boosted record sales phenomenally.

More indicative of the overall, day-in-and-day-out sales power of Black's radio activities are the figures for the store's sales during the first year of the present radio plan. Records of all departmental radio campaigns were carefully kept from July 1945 through June 1946. They show that Black's beat the Federal Reserve average sales figures for that district by a substantial margin.

But direct sales results were not all that Black's expected from its radio endeavors. It wanted to extend its trading area further into central and northeastern Iowa, to increase its mail order business and to identify Black's as the store with "everything for all members of the family." Radio has achieved these objectives.

Testimonials

Paul Pahl, Black's sales promotion manager, said: "Radio advertising has made Black's known to thousands of people throughout the State of Iowa who were not formerly acquainted with the store." The store's managing director, E. E. Baily, stated: "We have found KXEL not only a satisfactory medium for motivating the sale of merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of the other advertising media used by Black's."

Probably the best testimonial to the overall success of Black's radio plan is the simple fact that the day-to-day broadcast schedule instituted in the spring of 1945 is still being followed today, nearly four years later. James Graham, store president, now retired, summed it up when he said: "Radio is here to stay at Black's."

Salesuccess

(One of a Series)

* * *



NRDGA award for Black's radio activities is received by Miss Fillos, flanked by Mr. Dennis (l) and Joe DuMond, KXEL Waterloo president.

STATION MORTALITY

Economic Pressure, TV Biggest Factors

By LARRY CHRISTOPHER

ECONOMIC pressures and uncertainty about the future are indicated as major factors underlying increased withdrawals in all three phases of broadcasting—AM, FM, TV.

According to an informal survey of station deletions, withdrawals for the first three months of 1949 include eight AM outlets, 46 commercial FM authorizations and two TV permits. Deletions for the same period last year totaled 16 AM, 22 FM and one TV while for all of 1948 the drop outs totaled 53 AM, 130 FM and two TV.

The television permittees who already have turned in their authorizations so far this year, WVTL (TV) Utica and WAGE-TV Syracuse, N. Y., did so because of the shadowed economic and engineering future in that field.

A third, WUTV (TV) Indianapolis, owned by William H. Block Co., has filed petition with FCC seeking dismissal of its request for additional time to construct its facilities. The firm indicated in the petition it "does not desire to enter into the broadcasting business."

Earlier an application was filed for consent to sell WUTV to WIRE Indianapolis at cost [BROADCASTING, Feb. 21], to make television "available to Indianapolis . . . at an earlier date than will be possible otherwise," the petition said. But "it appears that the Commission's insistence upon a hearing" first on the bid for additional time to construct WUTV "would nullify any possibility of early completion and operation of a television station" there.

In the AM field economic pressures also are taking their toll. KRKN Fort Smith, Ark., 250 w fulltime outlet on 1230 kc, ceased operations March 15 and has been granted deletion of its license. Owned by Arkansas-Oklahoma Broadcasting Co., KRKN went off the air "because it is economically unsound to compete with three other stations in a city of 50,000 people with such a sparsely settled trade area," C. B. Randall Sr., president, related. Equipment has been sold to KSFA there.

Home Broadcasters Inc., Logansport, Ind., last week was granted cancellation of its permit for 500 w day on 1570 kc. Granted early in February, authorization was turned back because a full-time outlet had been granted since the request was filed and the city cannot support two outlets, firm said.

Another operating station—KABR Aberdeen, S. D.—also has advised the Commission it is turning in its license April 1 for economic reasons [BROADCASTING, March 14]. A regional MBS outlet, KABR was established in 1935.

WKOB North Adams, Mass., was granted deletion of its license in early February and has ceased operation. A suit in equity was brought last week in Massachusetts against the station's owners, doing business as Citizens Broadcasting Co.

The withdrawals in the FM field have been stimulated by a number of factors most of which are based upon economic uncertainty and television. Further, the FCC appears to be getting into full swing in its policy to squeeze the "water" out of the FM field. Denials of additional time to build FM outlets are becoming more frequent.

Permittees who seek additional time to build their facilities are now being advised by the Commission in many cases to "re-examine your position, and if you conclude that you are unable to proceed with immediate construction of your station that you request the Commission to vacate your construction permit." A deadline date for reply is given in each case and if notification is not received "it will be considered that you do not desire to prosecute your application further and the application will be dismissed for failure of prosecution pursuant to Section 1.381 of the Commission's Rules."

The majority of those who received these letters have turned in their permits, one FCC spokesman said.

To date this year 10 permits and one conditional grant have been turned in with specific citations that economic factors were responsible. Eight permits and one conditional grant were returned because of television. Similarly eight permittees and one conditional grantee withdrew and gave no reason at all for their actions. Eight permits also have been forfeited by the FCC for failure to prosecute. Four permits were returned because companion AM service was still to be granted.

The television stations granted deletions so far this year, with reasons therefore and effective dates for cancellation, include:

WVTL (TV) Utica, N. Y.—Utica Observer Dispatch, CP for Channel 3 (66-72 mc), Jan. 27. Economic and engineering uncertainty in future of television.

WAGE-TV Syracuse, N. Y.—WAGE Inc., CP for Channel 10 (192-198 mc), Feb. 16. Technological and economic uncertainty in future of television.

The standard station deletions:

KVNC Carson City, Nev.—Ralph Morgali tr/as The Voice of Nevada's Capital, CP for 250 w fulltime on 1450 kc, Jan. 27. Forfeited.

KYSC Yuma, Ariz.—Yumesa Broadcasting Co., CP for 1 kw fulltime on 1190 kc directional, Feb. 2. Forfeited.

WLBW Lynchburg, Va.—Hill City Broadcasting Co., CP for 250 w fulltime on 1230 kc, Feb. 3. Forfeited.

WKOB North Adams, Mass.—Citizens Broadcasting Co., license for 250 w day on 860 kc, Feb. 8. Economic. Suit in equity begun March 21 by James A. Whitney of North Adams against co-partners George W. Fisher, John T. Ward Jr., Joseph R. Trott Jr. and Everard S. Cureton Jr.

KFRE Fresno, Calif.—J. E. Rodman, license for 250 w fulltime on 1340 kc, March 6. Deletion in accordance with condition attached to March 11, 1948, grant of power boost to KTKC Visalia, Calif., and move to Fresno and merger of Rodman and KTKC interests [BROADCASTING, March 15, 1948].

KRKN Fort Smith, Ark.—Arkansas-Oklahoma Broadcasting Corp., license for 250 w fulltime on 1230 kc, March 15. Economic; market of 50,000 population unable to support four AM outlets.

WONO Oneonta, N. Y.—Oneonta Broadcasting Co., CP for 250 w day on 1110 kc, March 16. Application indicated no intention to build outlet at Oneonta. In lieu same group under name of Saratoga Broadcasting Co. was granted CP for 250 w day on 900 kc at Saratoga Springs, N. Y.

Logansport, Ind.—Home Broadcasters Inc., CP for 500 w day on 1570 kc, March 17. Economic; applicant said city can't support two stations. Before application had been processed, another AM station was granted there.

The FM station deletions:

WIFM (FM) New Rochelle, N. Y.—Radio New Rochelle Inc., CP, Jan. 4. Economic.

WCYB-FM Bristol, Va.—Appalachian Broadcasting Corp., CP, Jan. 4. Economic.

KFBA (FM) Cheyenne, Wyo.—Frontier Broadcasting Co., CP, Jan. 5. No reason given.

KRCN (FM) Riverside, Calif.—Riverside Broadcasters, CG, Jan. 10. Economic.

WKLX-FM Lexington, Ky.—Fayette Broadcasting Co., CP, Jan. 10. Economic.

WJIM-FM Lansing, Mich.—WJIM Inc., CP, Jan. 10. Television.

WREC-FM Memphis, Tenn.—Hoyt B. Wooten d/b as WREC Broadcasting Service, CP Jan. 12. Television freeze; combined FM-TV planned.

WKAL-FM Rome, N. Y.—Copper City Broadcasting Corp., CP Jan. 12. Survey showed little public interest in FM, much in television.

KRNA (FM) Okmulgee, Okla.—Donald W. Reynolds, CP, Jan. 13. No reason.

WIRE-FM Indianapolis—Indianapolis Broadcasting Inc., CP, Jan. 18. No reason.

WNYS (FM) Nashville, Tenn.—Nashville Radio Corp., CP, Jan. 18. No reason.

WWDX (FM) Paterson, N. J.—Passaic, N. J., Daily News, license, Jan. 18. Deleted in fulfillment of condition to grant of purchase by Daily News of WPAT (AM) and WNNJ (FM) Paterson [BROADCASTING, Dec. 20, 1948].

KVMR (FM) McAllen, Tex.—Valley Evening Monitor Inc., CP, Jan. 19. Economic.

KVRO (FM) Brownsville, Tex.—Brownsville Herald Pub. Co., CP, Jan. 19. Economic.

WBIX-FM Rome, Ga.—Rome Radio Broadcasting Co., CP, Jan. 27. Forfeited.

KSRO-FM Santa Rosa, Calif.—Ruth W. Finley, CP, Feb. 1. Economic.

WITE (FM) Bridgeport, Conn.—The Bridgeport Herald Corp., CP, Feb. 1. Economic; television.

KGKL-FM San Angelo, Tex.—KGKL Inc., CP, Feb. 1. Transmission facilities unavailable for about year at proposed site.

KOKH (FM) Oklahoma City—Board of Education, noncommercial CP, Feb. 1. Economic.

KCRN (FM) Palo Alto, Calif.—Cardinal Broadcasting Co., CG, Feb. 7. No reason.

WHIZ-FM Zanesville, Ohio—Southeastern Ohio Broadcasting System Inc., CP, Feb. 7. Survey showed FM enthusiasm waning and being replaced by tremendous desire for television.

WMHC (FM) Indianapolis—William H. Block Co., CP, Feb. 10. Uncertain

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BMB

Committee Appoints Baker Acting President

IN AN unexpected move which hastened the departure of Hugh Feltis, resigned president of Broadcast Measurement Bureau, the BMB executive committee last Tuesday appointed Dr. Kenneth H. Baker as acting president, effective immediately.

Mr. Feltis' resignation was originally announced as effective April 15. He is leaving to become general manager of KING Seattle.

The sudden elevation of Dr. Baker, who is NAB director of research on loan to BMB, was announced without amplification by a representative of the American Assn. of Advertising Agencies, one of the participants in the tripartite research organization.

Inquiries as to details of the appointment were directed by BMB staff members to the AAAA. At AAAA details were not available. A press release subsequently distributed on BMB stationery but prepared by the AAAA added that "further details of the BMB reorganization will be announced soon."

Referred to AAAA

Mr. Feltis, reached as he was clearing his desk Wednesday, had no comment to make upon the executive committee's action. He too referred inquiries to the AAAA, specifically to its president, Frederic R. Gamble, who is a member of the executive committee.

Meanwhile, in Washington, NAB President Justin Miller attached no special significance to Mr. Feltis' sudden departure. In a statement at NAB headquarters, he explained that the outgoing BMB president had requested early leave so that he might assume his duties at KING immediately at the request of Mrs. A. Scott Bullitt, president of KING, which went to 50 kw last year. Judge Miller said he told Mr. Feltis that, accordingly, he would make necessary arrangements with BMB's executive committee.

The NAB president said further that he, Mr. Feltis and Mrs. Bullitt had lunched together in Washington, prior to the New York meeting, at the request of the outgoing BMB president. Judge Miller produced a letter from Mr. Feltis thanking him for his consideration

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NBC'S REPLY To CBS Leadership Claims

NILES TRAMMELL, president of NBC, last week issued a slam-bang answer to a letter circulated recently by Frank Stanton, CBS president, who claimed leadership for CBS in many aspects of broadcasting [BROADCASTING, March 7].

Mr. Trammell's letter was sent to advertisers and agencies, as was Mr. Stanton's. Following is a portion of Mr. Trammell's letter [Italicized parts are the CBS statements, as listed by Mr. Trammell]:

In the words of the late Al Smith, "Let's look at the record."

You have undoubtedly received a widely circulated letter detailing Columbia's current claim to fame. Since so many references to NBC have been made in this letter, I thought it would be well to set the record straight. To do this most simply, I am quoting below the CBS claims, together with our comments:

Today, nine of Hooper's "top 15" most popular evening programs are on CBS; the other six, divided equally between two other networks.

These figures played a limited one-week engagement. Hooper's latest (March 1-7) show NBC with five, CBS seven. Beyond his shifting of top 15 shows, Hooper continues to tell the same old story—NBC delivers more ratings over 10, over 12, than any other network.

In the daytime, the first six most popular network shows—and eight of the "top 10"—are on CBS.

Life can be beautiful—until the Nielsen subscribers ask questions. The January NRI report showed NBC with seven out of the top seven daytime programs. Latest NRI report shows NBC with seven out of the top ten daytime. Nielsen consistently places NBC's daytime programs above all others. . . .

The current CBS average evening Hooperating (12.2) is an increase of nearly two rating points over a year ago; the only such increase for any network.

The snowman is melting. . . . Hooper's present CBS average is 11.3, which is about one rating point higher than the CBS average a year ago. Most of the CBS gain is accounted for by recent Sunday night acquisitions, serving to offset CBS rating losses on Monday, Friday and Saturday.

And this spring and fall, the CBS schedule will be still further strengthened by Ozzie and Harriet, Bergen and Charlie McCarthy, Bing Crosby and Red Skelton.

That remains to be seen. For example, present Hooperatings for Jack Benny and Amos 'n' Andy are considerably below what they were a year ago on NBC, while program costs have risen. Currently Benny's rating is down 24%, from 31.4 to 23.8. Amos 'n' Andy are down 34%, from 24.9 to 16.4. What price capital gain?

Nielsen vs. Hooper

CBS is delivering to its advertisers the lowest cost-per-thousand families for the third consecutive year.

Those long-armed promotion boys were really reaching for this one. They went way back to the first quarter of 1948 for Nielsen data covering 63% of the nation's radio families. On that basis the CBS figure for net time and talent was less than 10 cents per thousand below NBC. U. S. Hooperatings for the whole U. S. during the same period show NBC's cost per thousand better than 30 cents below that of CBS.

CBS will undoubtedly find that the adoption of Jack Benny, Amos 'n' Andy, Bing Crosby, et al., will rule them out of any low cost claims based on 1949 results.

CBS now has more minutes of sponsored time than any other network, day and night.

Dissection: At night NBC has 27 hours per week of sponsored time; CBS has 26 hours sold. Further, NBC time is sold more extensively throughout the network . . . day and night, our advertisers average 140 stations per program vs 130 stations per CBS program, despite the fact that CBS has more stations to offer.

In 1948 the average number of CBS stations used by advertisers has shown a substantial increase: The average nighttime network has increased by 22%; the average daytime network by 27%.

For a comparative picture of the use of network facilities, see above.

And CBS network billings for the first quarter of 1949 are running 8% ahead of a year ago.

This is more in the nature of a recovery. . . . CBS first quarter billings have now caught up to their level of 1945.

CBS has three of the "top 5" network television programs, in both the January Hooper and Pulse Reports.

And one out of the second 5 and one out of the third 5, which leaves Godfrey with scant company. NBC scored 5 out of 10, 9 out of 15 in the Hooper report for January. It was the same story in February.

CBS-TV billings for the first quarter of 1949 will be 40 times what it was in the first quarter of 1948!

Cites TV Billings

A very creditable gain. With understandable restraint CBS has not sought to compare its TV billings with NBC. For the record: NBC billed six times as much as CBS in January 1949 and led in number of network advertisers by a similar 6 to 1 ratio.

These facts summarize the recent trend toward CBS in radio and television. . . . They insure to CBS advertisers the largest audiences, at the lowest average cost-per-thousand families, in broadcasting.

The jury is still out. U. S. listeners this year are being polled by BMB, the U. S. Hooperatings and Nielsen's expanded sample. Until these results are in, the CBS claim (largest audience, lowest cost) is without national evidence. NBC awaits the jury's verdict with confidence.

Csida to RCA Victor

JOSEPH G. CSIDA will join the RCA Victor Division, Camden, N. J., as assistant director of public relations, John K. West, vice president in charge of public relations, announced last Friday. Mr. Csida will assume his duties with RCA Victor, in the newly created post, April 4. He is leaving *Billboard* magazine where he has been vice president and editor-in-chief since 1946.

IDEA AWARDS

WDLB's Behling Places First

FIVE major awards and 20 honorable mentions were announced last week by the National Research Bureau, Chicago, for its third bimonthly contest for radio ideas. First prize of $50 went to R. W. Behling, WDLB Marshfield, Wis. for *Color the Teddy Bear;* second, $40, William Peters, WESB Bradford, Pa., *Call and Collect;* third, $30, Edward P. Tibbits, WGAC Augusta, Ga., *Holler for Holland* spots; Fourth, $20, Florence M. Gardner, KTFI Twin Falls, Idaho, *KTFI 20th Anniversary,* and fifth, $10, Gloria L. Lamark, WEDO McKeesport, Pa., *Hat Box Hattie.*

Honorable mentions—two each to Jack Sivert, KUIN Grants Pass, Ore., and WROV Roanoke, Va. One each for Hal Berg, WILK Wilkes-Barre, Pa.; D. E. Partridge, WLW Cincinnati; Conrey Bryson, KTSM El Paso; John C. Hanner, WCPS Tarboro, N. C.; Carl Schindler, KOOS Coos Bay, Ore.; Jim Brownell, WTAN Clearwater, Fla.; George L. Dorland, WTIK Durham, N. C.; Joe Farris, WGKV Charleston, W. Va.

Others—M. C. Coleman, WBGE Atlanta; Randall McCarrell, KXRJ Russellville, Ark.; Jack P. Dubberley, KTAE Taylor, Tex.; Katherine Daniels, KRRV Sherman, Tex.; Richard C. Mosena, KBUR Burlington, Iowa; W. G. Teetzel, CHWK Chilliwack, B. C.; John D. Seater Jr., KWJB Globe, Ariz.; Paul Vargo, WOBT Rhinelander, Wis.

Current contest continues through May 31.

CBS REPORT AM Income Up; Dividends Down

CBS claimed "undisputed leadership" in the broadcasting industry Wednesday in its annual report to stockholders for 1948, signed by William S. Paley, chairman of the board, and Frank Stanton, president.

The two executives said that steps taken in 1948 in both programming and facilities had resulted in the network's supremacy. They said the new high point was the culmination of three years of intensive planning and operations.

At the same time, the report of Samuel R. Dean, treasurer, revealed that net income from AM broadcasting operations for the year ending Jan. 1, was greater than for 1947.

This improvement was more than offset however, said Mr. Dean, by a substantial increase in television costs as a result of greatly expanded television activities and reduced earnings of Columbia Records Inc.

He did not break down the earnings of the various Columbia operations, but the consolidated net income for 1948 was given as $5,041,682 or $2.94 per share, as compared to $5,920,104 or $3.45 per share for 1947. Dividends in 1948 were $2.00 per share as compared with $2.10 in 1947. Undistributed profits of $1,606,978 for the current year were added to surplus.

Gross Is Up

Gross billings were 4.6% ahead of 1947. Billings picked up in the latter part of the year and continued upward into early 1949 as statistics on listening increased, they said.

Product groups which billed more than a million dollars for the year include: automotive, cigars, cigarettes, tobacco, confectionery and soft drinks, drugs and toilet goods, finance and insurance, foods and food beverages, home furnishings, lubricants, soaps and household supplies. Also set forth was a list of 62 national sponsors of the network—their average number of weeks on CBS being 393. The list is set forth at the end of this article.

Affairs of the subsidiary Columbia Records Inc. also were touched on in the report. Messrs. Paley and Stanton said the Columbia LP records have won enthusiastic response from the trade and public. They said, however, that the confusion created by a rival unnamed company (RCA) in bringing out a 45 rpm record had "seriously" affected the sale of all records, if only temporarily.

The consolidated balance sheet for CBS and its domestic subsidiaries revealed that assets increased in 1949 to $43,456,624—$4,487,260

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RECORDING

Final Standards Review Expected in Chicago

UNIFORM standards for disc, magnetic and optical recording, developed by NAB in cooperation with broadcasting and related groups, will be finally reviewed during the NAB Engineering Conference in Chicago April 6-9.

Unless unexpected controversy develops, the standards will be finally approved and submitted to the NAB board during convention week. They mark the culmination of years of effort involving 75 organizations and an equal number of engineers.

Over 100 meetings have been held since the project was revived at the 1947 NAB convention at Atlantic City. Out of these sessions, plus countless informal gatherings, have come nine separate sets of standards designed to simplify use of the fast-growing recording techniques.

Of special interest are the new standards covering magnetic tape recording, which has expanded tremendously since adaptation of the wartime Magnetaphone developed by the Germans.

The magnetic technique has been perfected to a point where speed has been cut to one-fourth the level of a few years ago with the same fidelity characteristics. Three principal tape speeds are used—30, 15 and 7½ per second. The 7½-inch speed now permits reproduction up to 10,000 cycle fidelity.

A number of new types of recording equipment, including several tape devices, will be exhibited at the annual NAB equipment display opening April 7 at convention headquarters, the Stevens Hotel.

The subject of magnetic tape recording occupies a prominent place on the Engineering Conference agenda, according to Royal V. Howard, director of the NAB Engineering Dept. who is in charge of the conference. Mr. Howard is chairman of the NAB Recording & Reproducing Standards Committee, which will consider proposed standards.

Thus far the standards have been approved by the recording group's executive committee, of which Robert M. Morris, ABC, is chairman, and the NAB Engineering Executive Committee. Nine project groups under the executive committee have reviewed and studied previous standards adopted in 1942 by the NAB board. Original chairman of the top committee, formed in 1941, was Lynne C. Smeby, at that time NAB engineering director.

The project groups have reaffirmed a majority of the old standards and have recommended many new standards, principally those covering magnetic recordings. Their work is not yet completed, many items remaining for further study.

Serving on the top standards committee, besides Messrs. Howard and Morris, is Neal McNaughten, NAB assistant director of engineering, who is vice chairman.

The full committee will meet April 9 at 3 p.m. in the West Ballroom of the Stevens to consider standards already tentatively adopted. Should they be approved, the board probably will take up standards at its meeting the following Thursday and Friday.

Serving as liaison between NAB and other organizations in drafting of new standards is the American Standards Assn.

Throughout the various project group discussions, and committee meetings, all interested persons and groups have been invited to express their views.

Many of the committee's standards adopted in 1942 have become worldwide in scope as other countries adopt them. This worldwide uniformity is said to have stimulated the whole recording industry along with commercial use of recorded material. Other nations have shown interest in the recent work of the standards committee.

Members of the recording Executive Committe, besides the officers, are W. S. Bachman, Columbia Records; S. J. Begun, Brush Development Co.; H. A. Chinn, CBS; J. D. Colvin, ABC; G. M. Nixon, NBC; H. I. Reiskind, RCA Victor; C. R. Sawyer, Western Electric Co.; K. R. Smith, Muzak Corp.

Project group members follow:

Project Group A (recorded groove shape; reproducer stylus contour)—chairman, C. R. Sawyer, Western Electric Co.; Isabel Capps, Frank L. Capps & Co.; W. S. Bachman, Columbia Records; C. J. LeBel, Audio Devices; Roland Lynn, NBC; Norman Pickering, Pickering & Co.; R. A. Schlegel, WOR Recording Studios.

Project Group B (distortion; signal-to-noise ratio; recorded level)—chairman, C. J. LeBel, Audio Devices; W. S. Bachman, Columbia Records; E. A. Dickinson, Western Electric; T. W. Lindenberg, Fairchild Camera & Instrument Corp.; R. C. Moyer, RCA; N. C. Pickering, Pickering & Co.; H. E. Roys, RCA Victor; J. K. Hilliard, Altec Lansing Corp.

Project Group C (recording characteristics)—chairman, W. S. Bachman, Columbia Records; C. Lauda, Decca Records; R. A. Lynn, NBC; R. C. Moyer, RCA; H. Roberts, Muzak; C. R. Sawyer, Western Electric; R. A. Schlegel, WOR Recording Studios.

Project Group D (magnetic recording)—chairman, S. J. Begun, Brush Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Price Fish, CBS; D. G. C. Hare, Fairchild Camera & Instrument; R. Marchant, Minnesota Mining & Mfg. Co.; R. H. Ranger, Rangertone; H. E. Roys, RCA Victor; W. E. Stewart, RCA Victor; M. J. Stolaroff, Ampex Electric Corp.

Project Group E (reproducing turntable diameter; height, torque; speed; "wow"; concentricity of record center hole)—chairman, J. D. Colvin, ABC; T. W. Lindenberg, Fairchild Camera & Instrument; J. F. Palmquist, RCA Victor; Thorne Perry, Gray Research & Development; H. E. Roys, RCA Victor.

Project Group F (frequency response characteristics and output level of disk reproducer and equalizer combination; tracking error and vertical force of disk reproducer)—chairman, Walter Carruthers, Don Lee; Harry Bryant, Radio Recorders; Les Culley, NBC Recording; Earl R. Grant, Don Lee; John Hilliard, Altec-Lansing; Wayne Johnson, KFI Recording Dept.; L. W. Sepmeyer, USN Research Project.

Project Group G (lacquer recording blanks)—chairman, V. J. Liebler, Columbia Records; C. Lauda, Decca; E. Frank, Audio Devices; G. E. Stewart, NBC Recording.

Project Group H (disk tone record; translation loss)—chairman, R. A. Lynn, NBC; E. A. Dickinson, Western Electric; R. C. Moyer, RCA; N. C. Pickering, Pickering & Co.; H. E. Roys, RCA Victor; R. A. Schlegel, WOR Recording Studios.

Project Group I (glossary of terms and definitions; symbols)—chairman, Warren Birkenhead, Capitol Records; James Bayless, RCA Victor; Harry Bryant, Radio Recorders; Russell Hansen, Samuel Goldwyn Studios; Robert Miller, CBS; Monroe Wayne, Decca Records.

EDITS 'COLLIERS'

Louis Ruppel in New Post

LOUIS RUPPEL, former publicity director of CBS who was appointed director of the Clear Channel Broadcasting Service in January [BROADCASTING, Jan. 31], last week was appointed editor of *Collier's Weekly*, according to an announcement Thursday by Edward Anthony, *Collier's* publisher.



Mr. Ruppel

Mr. Ruppel was slated to begin his CCBS directorship Feb. 1 but had been delayed due to illness. Ward L. Quaal, producer-director for public service programs of WGN Chicago, was named early this month [BROADCASTING, March 7] as acting CCBS director until Mr. Ruppel's health permitted him to assume his duties.

Mr. Ruppel, who is still recuperating from a spinal operation, requested release from his CCBS appointment to join *Collier's* which he had previously been associated with in 1941. The release was granted with complete understanding, Victor A. Sholis of WHAS Louisville and chairman of the CCBS committee to choose a director, told BROADCASTING last Friday.

Mr. Quaal will continue at CCBS Washington headquarters as acting director, Mr. Sholis said, and the matter of a permanent director will be taken up at the CCBS meeting to be held in Chicago next month during the NAB convention. Directorship had been held by Mr. Sholis, who resigned almost two years ago to become director of WHAS.

As editor of *Collier's*, Mr. Ruppel succeeds Walter Davenport, who has resigned to resume his former duties as the magazine's chief correspondent.

INDUSTRY CODE

Booklet Gives Answers

ANSWERS to queries on NAB's Standards of Practices are detailed by President Justin Miller in an 18-page booklet currently being sent to industry members. The questions originally were answered by Judge Miller in an address before the Chicago Radio Management Club early this year [BROADCASTING, Jan. 31].

Titled "What About NAB's Standards of Practice?" the booklet is a first printing of the address, with additional questions raised since the meeting, NAB said. The answers trace the history of the standards through development and to their adoption May 19, 1948. They went into effect last July, with due regard for contracts already in effect and a final effective date of May 19, 1949.

Noting that Standards of Practice is the official designation, the address compares the present document with "codes" of the past, and points out there are no plans to "enforce" its provisions. Judge Miller views the problem as one of finding "ways and means to go as far as we can in securing implementation of the standards, without inviting prosecution under the anti-trust laws for operations in restraint of trade."

With respect to FCC's use as a yardstick for measuring station performance, Judge Miller recalled that the older document lost its status through an FCC decision which "practically coerced the broadcaster into violating one section of the code." He expressed hope the Commission would "keep its hands strictly off the (standards) and make no reference whatever to them in any of its proceedings . . ."

The NAB president points out that "our work with AAAA in supplementing the standards is just getting under way," and said he had been informed by representatives of stations and networks that "there has been a surprising degree of cooperation—'conformity'—upon the part of advertisers and agencies" on new contracts.

Commenting on radio advertising costs, Judge Miller states that, to the extent they have risen, "the reason is found in increasing talent and production costs." He reasoned that observance of the standards, per se, will probably not increase costs.

Judge Miller feels it is "es-

(Continued on page 37)

NBC's McANDREW

Is Head of D. C. Stations

WILLIAM R. McANDREW has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBW (TV), it was announced last week by Frank M. Russell, vice president of NBC's Washington office. Mr. McAndrew retains his previous title and duties as assistant to the vice president.

George Y. Wheeler, formerly NBC's Washington director of programs, has been named assistant general manager of the three stations. He is succeeded by Eugene Juster, former program manager of WRC. New program manager of WRC is Kenneth French. George Sandefer, business manager of WNBW (TV), has been appointed business manager for all three stations, relieving James Seiler to devote full time to his duties as research director. Other appointments include: Charles de Lozier, assistant sales director; Stanley Bell, sales administrative duties; and Charles Colledge, former WNBW television field supervisor, as WNBW operations supervisor. Mr. Colledge succeeds Howard Gronberg who has been promoted to administrative assistant to F. A. Wankel, NBC New York.

FARNSWORTH

Tells Need for Sale to IT&T

FARNSWORTH Television & Radio Corp.'s assets will be reduced to virtually nothing unless the proposed sale to International Telephone & Telegraph Corp. is approved, company executives said last week as stockholder opposition to the sale mounted. E. A. Nicholas, president of the company, made this point in a letter to 18,000 stockholders in advance of a stockholders meeting called to decide the issue April 14 in Ft. Wayne.

The management position is that vast sums are needed, not only immediately but perhaps for years, and that IT&T has the resources it is looking for. Management also claims efforts to seek elsewhere the kind of money needed have failed.

Stockholders are claiming, on the other hand, that terms of the sale to IT&T will result in great loss to themselves and that the liquidation value of their stock is worth more than the IT&T offer of 12 shares of Farnsworth for one of IT&T. This is answered again by management that the liquidation value of the company would be very small.

Iowa Set Sales

THE IOWA "Radio in Every Room" campaign resulted in a 50% increase in sets sales, R. N. Ruecker, chairman of the general planning committee, has announced. Broadcasters used spot announcements and special programs.



Drawn for BROADCASTING by Sid Hix

"We 'uns wanted to talk to the Lennen & Mitchell fellows about shifting to Calvert!"

CAPEHART

To Address RMA Luncheon At 25th Conclave

SEN. HOMER E. CAPEHART (R-Ind.), member of the Senate Interstate and Foreign Commerce Committee and radio industry pioneer, will be a key speaker during Radio Manufacturers Assn.'s 25th annual convention in Chicago May 16-19. He will address a closing-day membership luncheon.

The event is one of the highlights of the four-day convention, held coincidentally with the Radio Parts Trade Show. Five industry groups will join RMA that evening in the silver anniversary banquet which is expected to draw over 2,000 manufacturers, jobbers and guests.

Senator Capehart has been an RMA member since 1929 when he was associated with Capehart Automatic Phonograph Corp., predecessor of Farnsworth Television & Radio Corp., Fort Wayne, Ind. He later became associated with Packard Mfgr. Corp., Indianapolis. Currently he is a minority member of the Senate committee, dealing with radio legislation.

Cooperating with RMA in the banquet celebration are these groups: Radio Parts and Electronic Equipment Shows Inc.; Assn. of Electronic Parts and Equipment Mfrs.; Sales Managers Club, eastern group; National Electronic Distributors Assn. and West Coast Electronic Mfrs. associations. Invitations are being sent to pioneers in radio development, foreign radio industry representatives and others associated with radio and television.

Prior to the luncheon, which President Max F. Balcom will address, RMA's five divisions will meet to elect chairmen and directors whose terms expire. Officers to serve for 1949-50 will be elected that afternoon. In addition, RMA's board of directors will hold two meetings, on May 18 and 19.

Another feature of the convention will be a dinner for all past and present RMA directors May 18, at which slide films will review the industry's early years.

MEXICO MEET

Adjournment Set for April 9

APRIL 9 has been set as target date for adjournment of the Mexico City International High-Frequency Broadcasting Conference, with a committee to be named to work out final details after that.

These plans were disclosed last week, following the return of FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, to Washington early Wednesday for a round of conferences at the State Dept.

Mr. Sterling expected to return to Mexico City either over the weekend or around April 1, depending upon developments there. His visit to Washington came during a "relatively quiescent period" in which committee activities occupied most of the delegates' attention.

He appeared hopeful that by April 9 the conference would have reached agreement on one sunspot cycle phase—the June median—so that adjournment could follow, leaving a group of technical experts to apply this plan to the eight other sunspot phases. With agreement reached on the basic plan, its application to the others was not considered too difficult a task.

This "post-conference" work would be handled by a group consisting of two representatives of each of the three regions involved in the conference.

Opening of the Fourth Inter-American Radio Conference, which convenes in Washington, has been tentatively scheduled for about April 25 but some feeling has developed favoring a May 1 opening date instead.

COMMUNICATIONS

AFCA Meet Opens Today

COMMUNICATIONS' place in modern warfare will be the general theme of the third annual meeting of the Armed Forces Communications Assn. slated for March 28-29 in Washington, D. C. [BROADCASTING March 21].

Fred R. Lack of New York, vice president of Western Electric Co., was elected president of the association at a council meeting today (March 28) at the Hotel Shoreham, it was announced.

Vice presidents elected are Theodore S. Gary, vice president, Automatic Electric Co.; Thomas J. Hargrave, president, Eastman Kodak Co.; Rear Adm. Earl E. Stone, Chief of Naval Communications; J. R. Cunningham, United Air Lines, Denver; C. O. Bickelhaupt, vice president, American Telephone and Telegraph Co.

Directors elected are Walter Evans, vice president, Westinghouse Electric Corp.; Paul Goldsborough, Trans World Airlines, Kansas City, and W. G. Eaton, civilian scientist, Wright Field Electronics Lab., Dayton.

Over 500 Attendance

More than 500 executives of the communications and photographic industries and members of the armed forces are expecting to attend, according to an announcement from Brig. Gen. David Sarnoff, association president and chairman of the board of RCA.

Gen. Sarnoff expects the two-day meeting to accomplish "a great deal toward emphasizing the importance of communications in present-day warfare." His own address, at the annual banquet March 28, will include a description of conditions in communications in England and Continental Europe, especially as they pertain to the North Atlantic Security Pact. Details he will furnish will be on the basis of his observations during a recent European trip. Gen. Sarnoff's address will be entitled "Civilian Communications and National Defense."

Admiral Louis E. Denfeld, chief of naval operations, will be the principal speaker at a banquet in the Shoreham Hotel March 28. Among other speakers will be FCC Chairman Wayne Coy at association luncheon today (March 28).

ANTI-TRUST

Agitation Over FCC's Study Mounts

AGITATION over FCC's anti-trust study mounted last week, with the Commission meanwhile continuing to give no more than clearly qualified approval to applications of companies found by the courts to have violated the anti-trust laws.

FCC also made clear Thursday, in letters sent in connection with applications of Paramount Pictures and 20th Century-Fox Film Corp., that its anti-trust investigation is being conducted "in connection with" Sec. 319(b) of the Communications Act.

This, the letters explained, "authorizes the Commission, prior to the grant of an application for license to cover a construction permit, to take into consideration facts or circumstances arising or first coming to its knowledge since the granting of the permit which would, in the judgment of the Commission, make the operation of the authorized stations against the public interest."

WCOP Boston, one of 20th Century's nine rivals for television in Boston, told the Commission earlier in the week that 20th Century's request for a declaratory ruling on the anti-trust question [BROADCASTING, March 21] was out of order. To grant it, WCOP contended, would disrupt orderly procedure and promote delay.

Cites Misunderstanding

The film company, one of those whose applications are being held up while FCC studies what effect anti-trust decisions should have on their radio qualifications, replied promptly that WCOP misunderstands the law on declaratory orders. Such a ruling is the only means of clearing up existing uncertainty and it would speed rather than slow FCC's processes, 20th Century argued.

Four other TV applicants—none affiliated with movie companies—indicated plans to get into the dispute by asking FCC for 30 days additional time to reply to 20th Century's request. These were Boston Metropolitan Television Co. (Boston), Television California (San Francisco), KCMO Kansas City, and KING Seattle.

WCOP asked for the same 30-day privilege to prepare its own reply, in event FCC denies its petition for dismissal of the 20th Century request. The station also asked that the issues in the Boston TV hearing be expanded to include the question of the film company's character as it "is affected by and revealed in" the motion-picture anti-trust case.

FCC meanwhile granted Paramount Television Productions, a subsidiary of Paramount Pictures, its requested extension from March 1 to June 1 for completion of KTLA (TV) and TV experimental W6XYZ Los Angeles. Without prejudice to whatever action it may take on the anti-trust question, the Commission majority (Comr. Robert F. Jones dissenting) also granted Paramount applications for special temporary authorizations for two experimental TV remote pickup stations in Los Angeles and unanimously granted extension of STA's for one 20th Century, and five Paramount experimental theatre TV relay stations in New York.

The Commission explained that it was able to grant, outright, Paramount's requests for extensions for KTLA and W6XYZ because such grants can be made "upon finding 'that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other [justification]'."

FCC also made clear, in a letter to Paramount, that if its anti-trust study leads to a conclusion that the KTLA and W6XYZ authorizations should be revoked, then "all auxiliary stations used in conjunction with [them] will likewise be terminated."

In its opposition to the 20th Century request for a declaratory ruling, WCOP maintained that under the Administrative Procedure Act such rulings may be made only after hearing. Therefore, the station claimed, what 20th Century is actually requesting is "a separate hearing upon the legal qualifications of the Fox applicant as they may be affected by that company's violations of the anti-trust laws."

The WCOP petitions, filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, argued that a separate hearing on "one of the many aspects of one of the several issues" of the case might justify similar procedure for "each of the issues as to each of the applicants, a process which should occupy us all for at least a generation."

WCOP conceded that 20th Century may be in "a flutter of uncertainty" but charged "it has no right to seek a declaratory ruling as to the meaning of a provision of the statute merely because it cannot understand that meaning." Let 20th Century interpret the law

(Continued on page 44)



ARRANGEMENTS for airing of Phillips 66 portion of WLS Chicago's *National Barn Dance* on ABC are completed by (l to r, seated): Ray Kremer, radio director of Lambert-Feasley, New York, and Glenn Snyder, vice president and general manager of WLS. Standing (l to r) are: George Biggar, director of show; C. E. Freeman, WLS sales manager, and Ray Betsinger of the station sales staff.

CBS GETS TWO

Lum and Abner, Burrows Sign

LUM AND ABNER, the backwoods philosophers, and Abe Burrows, the sophisticated wit, were signed to long-term contracts last week by CBS, as the inter-network program scramble continued.

Lum and Abner, who are Chet Lauck and Norris Goff without their makeup, are now under contract to the Frigidaire Div. of General Motors Corp., their present sponsor, until September 1953. The CBS contract, described by the network as including "long-term employment arragements and a licensing agreement," becomes effective when the Frigidaire contract ends.

Mr. Burrows, who formerly was starred in his own program over CBS and who has for years been a comedy writer for leading radio shows, signed a seven-year pact with CBS. The agreements for both Lum and Abner and Mr. Burrows cover radio and television services.

Lum and Abner are now heard Sundays, 8:30-9 p.m. on CBS. Mr. Burrows, who specialized in writing zany songs like "The Girl With the Three Blue Eyes," will begin developing a new 30-minute show for simultaneous radio and television broadcast. Although the starting date of the new program has not been set, CBS said Mr. Burrows would begin work on the program immediately in Hollywood.



Mr. Burrows

Meanwhile, NBC, which a fortnight ago signed Fred Allen to a television and radio contract, reportedly was depending upon the outcome of a doctor's examination to determine the future for the acid-tongued comedian. Mr. Allen was scheduled to undergo a physical examination next month, and he was awaiting his doctor's advice as to whether he ought to undertake radio and television commitments next fall.

Mr. Allen's present sponsor, Ford Dealers of America, through J. Walter Thompson Co., is relinquishing his program at the end of this season.

Of more immediate concern to NBC was a replacement for Horace Heidt in the 7 p.m. Sunday time. Mr. Heidt's program, sponsored by Philip Morris Co., returns on April 24 to the 10:30-11 p.m. Sunday period from which it moved to 7 when Jack Benny eloped with CBS.

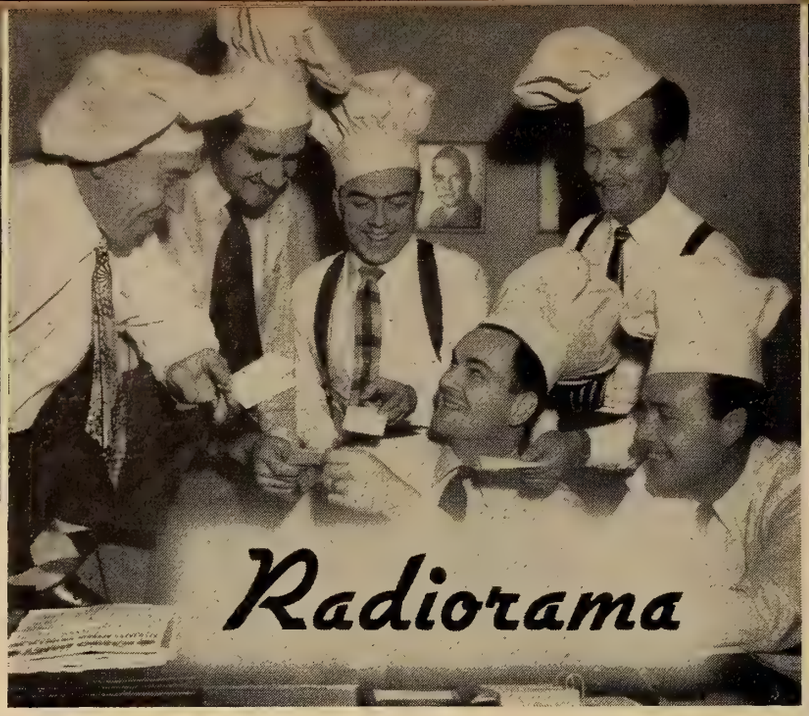
NBC was understood to have definitely scheduled a "super-give-away" to replace Mr. Heidt, and reportedly had narrowed its choice of several such programs to two at week's end. Although the exact format of neither was known, it was learned that listening to a number of other NBC programs

(Continued on page 36)

Radiorama



WESTERN tune, "Heavens Ranch," composed by Gustav Brandborg, KVOO Tulsa com. mgr., gets audition during Tulsa Livestock Exposition by J. W. Jenkins of J. W. Jenkins Music Co. Accompanying him are Harriett Patton (seated) and Mrs. Fred L. Dunn Jr., of exposition.



COOKING UP ideas for selling Globe Al flour on ABC *Surprise Package*, these radio chefs dressed for the occasion. L to r: Frank Samuels, ABC Western Div. mgr.; Howard Cheney, Leo Burnett Co.; Jay Stewart, program m.c.; William Galbraith (seated), adv. mgr., Globe Mills Div. of Pillsbury, sponsor; Harfield Weedin, producer; William Lawrence, ABC acct. exec.



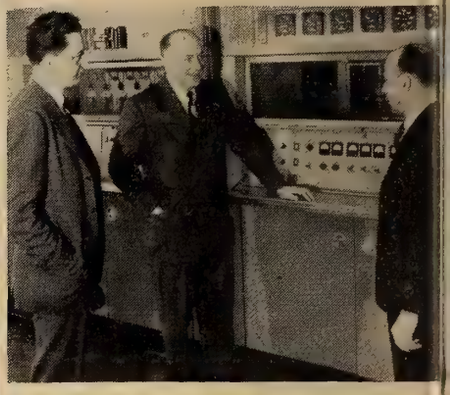
AFTER 8½ hours of continuous telecasts, Jack Gibney (l), executive producer for WENR-TV Chicago, and Fred Kilian, director of TV programming, relax in station's studio. Seven live shows were produced during a four-hour period.



AWARD for "outstanding record" in building better-informed public opinion in support of UN is made to NBC by American Assn. for United Nations. Clark M. Eichelberger (l), AAUN dir., makes presentation to Niles Trammell, NBC pres.



THESE Illinois broadcasters served 21 of 27 stations carrying state high school basketball tournament games from U. of Illinois this month. L to r —top row—Larry Stewart, WDWS Champaign; Vince Cofey, WMRO Aurora; Morey Owens, WROK Rockford; Mike Walden and Lou Mautz, both WKID Urbana-Champaign and Ill. Sports Network; middle row—Marc Howard, WDWS; Fred Corry and Harold Hill, WILL U. of Ill.; Bob Meskill, WJBC Bloomington; Bob Walker, WJPF Herrin; Merrill Lindsay, WSOY Decatur and Ill. Bcstg. Co.; front row—Bob Goralski, WDWS; Speck Jontry, WJBC; Bob Hutchison, WJPF.



OFFICIALS of WHDL Inc., Allegany, N. Y., inspect new Westinghouse 10 kw FM transmitter after opening WHDL-FM. L to r are John R. Henzel, station manager; E. B. Fitzpatrick, president, and O. L. Atherton, chief engineer.



FINAL O.K. is given to Wooden Shoe Brewing Co. sponsorship of 70 home baseball games of Dayton Indians on WLWD(TV) Dayton by (l to r) Don H. Kemper, Don Kemper agency; Harold B. Frierott, exec. v.p., Wooden; H. P. Lasker, WLWD sales mgr.

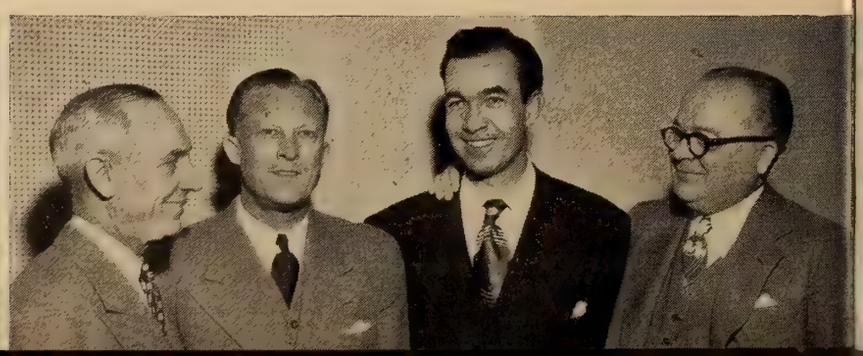
INITIAL broadcast of KNBC San Francisco's *Boysen's Open House* brings approving smiles from (l to r) Emil Reinhardt, head of own agency; Walter N. Boysen, Boysen Paint Co.; Stanley Noonan, show's star; John Elwood, KNBC gen. mgr.

EXCHANGING stories during party given for cast of "Command Decision" following its broadcast on NBC *Screen Guild Players* are (l to r) Huntley Gordon, SAG; Don Bernard and Andy Potter, Wm. Esty Co.; Bill Lawrence, prog. dir.

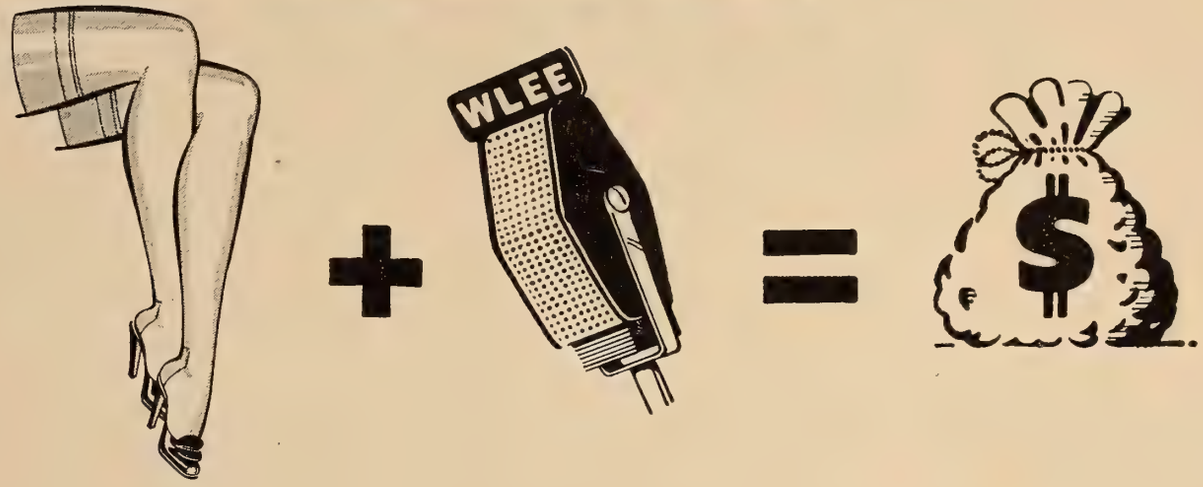


DISCUSSING plans for Milwaukee Brewer baseball game broadcasts, to be backed again this year on WEMP (AM-FM) Milwaukee by Miller Brewing Co. and Gimble Bros., are Mickey Heath (l), sportscaster, and Hugh Boice, WEMP gen. mgr.





Success story:



Here's the tale of one of the toughest tests any radio station ever passed.

A Richmond department store advertised a special test sale of 1200 pairs of nylon hose, using spots—*exclusively on WLEE*. Another sale of hose went on in the first floor hosiery department. The special sale was on the second floor.

To get the test hosiery, customers had to by-pass the sale on the first floor and ask specifically for the hose advertised on WLEE. Result—by noon of the first day, the store was calling the mill for replacements. *WLEE sold out the test item on the morning of the second day!*

This is the kind of quick, profitable action local merchants get regularly from WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, get the whole story from your Forjoe man.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

Budget Dollar

(Continued from page 23)

AAAA committee will soon have a standard contract he predicted.

Mr. Craig said television has "great impact," though it isn't measurable, adding that it is not yet a mass medium. Furthermore, it still is an urban medium, he said, and many cities have only one station.

"Television's troubles are growing pains," he said, "and we'll lose them soon." He said kinescope films now are generally acceptable. He reviewed program problems such as clearance difficulties, need for reappraisals and other details. "The gold rush is on," he said, winding up with the observation that "people still listen to radio and we shouldn't overlook it."

Introducing Don L. Kearney, of The Katz Agency television department, Mr. Lantz quoted figures from BROADCASTING showing $100 million spent for spot radio in 1948 and predicted TV spot will become equally important.

Mr. Kearney cited basic TV station and advertising figures, and explained that the advertiser "can buy what he wants on television from a two-hour symphony concert, basketball game, or wrestling match to 60-second and 20-second announcements between or during programs."

He reviewed TV program and spot techniques and explained operation of photographic and animation programming.

High spot of the entire TV session, ANA members agreed, was a collection of typical television film commercials shown on a movie screen by The Katz Agency. Advertisers were provided with a list of the commercials, which range from $50 one-minute silent film produced by WSPD-TV for a milk sponsor to a $2,900 20-second B.V.D. jingle.

Mr. Kearney reminded that once a film is complete, it can be used extensively with each use cutting the original cost, since film prints are quite inexpensive. Most advertisers make at least four, sometimes seven or 13 films at a time, he said.



ADVERTISERS turned actor for skit at ANA convention last week. These four, portraying roles as officials of a company planning to cut its budget, are (l to r): Wesley I. Nunn, Standard Oil Co. (Indiana); J. Ward Mauer, Wildroot Co.; William A. Drisler Jr., Cannon Mills, ANA program chairman, and Don Frost, Bristol-Myers Co.

* * *

Dr. Alfred N. Goldsmith, radio and television consultant, gave ANA members a 30-minute course in the basic facts of television. He produced circulation figures and other station and advertising data. Dr. Goldsmith pulled the plug on the high-band TV "myth" by citing FCC data and statements by Chairman Wayne Coy showing that service on the present band will continue to grow regardless of what is done in the upper frequencies.

He stated at a news conference Thursday noon that color television is perhaps a decade or more away and even then it likely will be available to present set owners in monochrome through use of converters. He said TV may some day operate in frequencies far above 900 mc by adapting pulse techniques.

Dr. Lucas' Talk

The Thursday session included a talk by Dr. D. B. Lucas, department of marketing, School of Commerce, New York U., on changing media from a sellers' to a buyers' market. He was critical of radio audience claims unless for specific advertisers and said media in general are not providing adequate research material. He took an inferential swing at radio by referring to "the shocking example of a medium stepping in to control a research project." His statement was aimed at recent developments in BMB, which he inferred were the result of broadcaster interference.

Dr. L. O. Brown, media and research vice president of Dancer-Fitzgerald-Sample, showed a chart listing 24 types of service available from Nielsen Radio Reports and said, "This shows how we can wade and wade through the brush and get lost in a maze of data." He called for development of a basic radio measurement yardstick.

Radio's effectiveness, he said, can be measured in terms of radio families times average audience times listeners per broadcast times number of broadcasts, which equals the number of messages and provides a cost per thousand formula. He cited instances and added that "radio often licks the pants off print."

Several installments of the ABC "Crusade in Europe" documentary television film made on the Eisenhower book were shown Thursday evening.

NBC provided entertainment for the Friday evening banquet. The program included Henry Morgan as m.c., with Jane Pickens, Dunninger, Al Kelly, Stewart Morgan Dancers, Viera Monkeys, and Norman Cloutier's orchestra.

Friday Morning Session

At the Friday morning session James Rotto, sales and publicity director, the Hecht Co., large Washington department store, told advertisers how to cooperate with retailers in a buyers' market. He told how Presto cookers send male demonstrators around the country. The Hecht store set up four booths and gave Presto publicity on the store's television spots, radio programs and newspaper advertising, with sales going up 600% during the demonstration week and reviving interest in pressure cookers. He cited a number of similar incidents in which sales of other products were stimulated in this way.

W. B. Potter, Eastman Kodak Co. advertising director and ANA vice-chairman, introduced participants in a skit, "Let's Cut the Advertising Budget," with ANA members as actors. The skit carried out the financial theme that marked Wednesday morning's opening meeting, with five officials of a mythical company deciding to cut expenses via advertising economies.

Supplying the answers by demonstrating what happens when ad budgets are cut were Wesley I. Nunn, Standard Oil Co. (Indiana) advertising manager, and Robert B. Brown, Bristol-Myers Co. vice president. Mr. Nunn showed a series of once-famous trade marks which lost their markets when advertising was discontinued. The list included Sunny Jim, for Force cereal, once a leading brand; Sweet Caporal cigarettes; Star automobiles, and others.

Mr. Brown supplied data showing how sales dropped when advertising expenditures were cut, and compared sales benefits of advertising among competing products. In analyzing media costs in the present decade he said radio homes had increased 30% since 1941 as one network program cost rose 55%. He had similar figures for other media.

Advertising must be shown to be the cause of sales, not the result, Mr. Potter said, criticizing ad budgets based on percentage of sales.

Offers Case Histories

A. J. Gallagher, consultant, offered a series of case histories demonstrating that most companies are far under-advertised in relationship to sales, wages or break-even points. He showed how companies relying heavily on advertising as a large distributing tool had a consistently better profit record.

Records of individual companies were cited by Stanley Harold Morgan, specialist in capital gains advertising, to show a tendency of better advertised enterprises to command a higher market valuation for their common stock than lesser advertised companies.

ANA members learned how to get more "sell" into their advertising at the Wednesday afternoon meeting, with Howard M. Chapin, General Foods Corp. advertising director, presiding. A skit entitled, "Incidentally Dear," produced by Walter Craig, Benton & Bowles vice president in charge of television and radio, depicted the ordeals of a company executive whose beautiful but dumb wife wanted him to beam his advertising at her arty friends.

The story of the development of prestige and character for Maxwell House coffee was related by R. H. Bennett, sales and advertising manager of the Maxwell House Division of General Foods Corp. The prestige and character theme started in 1906 was traced through the years, including the story of the *Showboat* broadcasts of a past decade when ear appeal was added to the advertising's eye appeal.

Radio brought mass entertainment into advertising, he said, and showed how Maxwell House radio has kept up with the times. Maxwell House volume has quadrupled in the 20 years General Foods has had the product, said Mr. Bennett.

Three Ford Motor Co. executives explained the "New Ford Feel" advertising featured by the company as it enters a buyer's market. Ben R. Donaldson, advertising director; Gordon Eldridge, Ford car

DO YOU KNOW THE LATEST CINCINNATI RATING STORY?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

advertising manager, and Del Everett, research director, graphically analyzed Ford's advertising technique.

Mr. Everett described a Ford survey in which people were asked if they were favorably impressed by advertising for any low-priced car. Ford came out first in the study, including newspapers, magazines, billboards and radio. The radio percentage of the total who were favorably impressed with Ford advertising was 7.6% compared to 1.5% for the next competing car. The figure was low because the company was using little radio at the time the study was conducted, Mr. Everett said.

John Caples, BBDO vice president, discussed ways of testing and selecting copy themes. Patrick H. Gorman, Philip Morris & Co. advertising manager, said in a discussion of sales and advertising that the company recently had enlarged its budget by adding television.

Three-Way Plan

ANA's Radio & Television Group plans a three-ply service. First, it will receive current radio and TV information from ANA headquarters. This will cover audiences, rates, market coverage, FCC rulings, union developments and similar matters. Second, it will provide means of jointly developing research projects supplying facts on radio coverage and effectiveness. Third, it will decide what other projects are needed.

This group will pass on all policies and recommendations of the smaller steering committee.

A list of specific jobs to be done this year by the group includes:

Discuss rates with broadcasters to determine if they are in line with advertising values offered by radio.

Recommend to BMB (or any organization selected to handle the advertisers' needs) which radio and TV measurements are needed. This involves the matter of continuing BMB area studies after Study No. 2 is complete, exploration of a streamlined audience study for AM radio, development of TV measurement and whatever other measurements of coverage and audiences are needed by advertisers.

Produce rate and audience studies on radio and television.

Provide means of proper representation at industry conferences on labor matters affecting radio and television as a whole.

Members of the steering committee are:

Albert N. Halverstadt, Procter & Gamble Co., chairman; Howard M. Chapin, General Foods Corp., vice chairman; Joseph M. Allen, Bristol-Myers Co.; R. M. Budd, Campbell Soup Co.; Stanley I. Clark, Sterling Drug; A. S. Dempewolff, Celanese Corp.; A. E. Foster, Lever Bros. Co.; Patrick H. Gorman, Philip Morris Co.; Robert E. Healy, Colgate-Palmolive-Peat Co.; C. J. Hibbard, Pet Milk Sales Corp.; John K. Hough, Goodyear Tire & Rubber Co.; R. T. Kesner, Coca-Cola Co.; J. Ward Maurer, Wildroot Co.; A. J. McGinness, Firestone Tire & Rubber Co.; Robert J. Piggott, Grove Labs; Henry Schachte, Borden Co.; Edward G. Smith, General Mills; W. M. Stedman, American Home Products Corp.

Serving on the Radio & Television Group, in addition to the steering committee members, are:

C. W. Bishop, Chrysler Corp.; H. D. Bissell, Electric Auto-Lite Co.; W. S. Brown, Canada Dry Ginger Ale; S. J. Case, Sun Oil Co.; T. T. Cook, AT&T; B. L. Emery, Chesebrough Mfg. Co.; D. B. Hause, Armour & Co.; E. C. Hawley, Armstrong Cork Co.; E. M. Hirst, Bayuk Cigars; W. R. Huber, Gulf Oil Corp.; J. L. Madden, Metropolitan Life Insurance Co.; G. Morrison, International Silver Co.; G. Oliva, National Biscuit Co.; G. F. Olson, W. A. Sheaffer Pen Co.; W. H. Patton, Minnesota Valley Canning Co.; M. F. Peckels, International Harvester Co.; G. M. Philpott, Ralston Purina Co.; G. E. Potter, Prudential Insurance Co. of America; N. T. Schwin, Household Finance Corp., A. C. Smith, Gillette Safety Razor Co.; P. H. Willis, Carnation Co.

Mrs. W. N. Ethridge Sr.

MRS. W. N. ETHRIDGE Sr., mother of Mark Ethridge, publisher of the Louisville *Courier-Journal*, which operates WHAS Louisville, died last Wednesday night at Meridian, Miss., following a brief illness. Mr. Ethridge, former general manager of WHAS, is chairman of the U.S. Advisory Commission on Information, which advises the State Dept. on operation of its foreign information program.

Registration for ANA Spring Meeting

Adams, Robert S., Towle Silversmiths; Alden, John, Norwich Pharmacal; Anderson, Lorraine G., General Mills; Applegate, R. A., duPont; Apsey, J. F. Jr., Black & Decker Mfg.; Atha, Joseph S., Folger Coffee; Atkinson, T. M., Canadian Industries; Aue, Lester K., Drackett Co.; Austin, Edward B., Thos. Leeming & Co.

Backus, Norman R., Coca-Cola Co.; Bagley, Linton, Folger Coffee; Barker, Stephen M., Atlantis Sales Corp.; Batenburg, M. J., Pittsburgh Plate Glass; Belknap, Paul E., Atlas Supply; Berghoff, Guy, Pittsburgh Plate Glass; Bacon, Dean W., Coopers Inc.; Bennett, R. H., General Foods; Berno, Paul I., Tappan Stove; Bertland, Bernard F., Wm. Skinner & Sons; Biggar, Gordon, Shell Oil; Birch, C. T., Andrew Jergens Co.; Bishop, Ellis G., Royal Typewriter; Black, James U., Parker Pen; Bloomquist, Howard, Toni Co.; Boone, W. D., Dow Chemical; Boucher, Ken, Hawaiian Pineapple Co.; Bowes, Frederick Jr., Pitney-Bowes; Brennen, John, Cannon Mills; Brice, A. Donald, Dictaphone Corp.; Brock, O. A., Keystone Steel & Wire; Brown, Allan, Bakelite Corp.; Brown, Robert B., Bristol-Myers; Buchanan, A. F., U. S. Rubber; Byler, Bob, S.K.F. Industries.

Capelle, O. B., Miles Labs; Cable, M. H., International Shoe; Campbell, L. A., Mergenthaler Linotype; Carey, C. E., Goebel Brewing; Carroll, Albert, Merck & Co.; Case, Storrs J., Sun Oil; Chapin, Howard M., General Foods; Cheever, Frederick L., Pepperell Mfg.; Clark, Douglas S., Seagram Distillers; Connolly, W. N., S. C. Johnson & Son; Conner, C. C., Aluminum Co. of America; Coolidge, Barnum, Goebel Brewing; Coombes, J. E., J. F. Jelke Co.; Coons, Harold L., Keystone Steel & Wire; Corrado, B. W., Publicker Industries.

Dempewolff, A. S., Celanese Corp.; Denton, Lillian, Underwood Corp.; Donaldson, Ben, Ford Motor Co.; Doney, Hugh A., Quaker Oats; Drake, R. F., Felt & Tarrant Mfg.; Drew, Wallace T., Bristol-Myers; Drisler, William A. Jr., Cannon Mills; Doty, A. L., James Barclay & Co.; Duvall, J. A., A. O. Smith Corp.

Egan, John R., Hamilton Beach; Ebbesen, Ace, Wm. Jameson & Co.; Eldredge, Gordon, Ford Motor Co.; Elgin, J. D., Toastmaster; Ellis, Gordon, Pet Milk Co.; Ennis, Frank S., America Fore Insurance Group; Ericsson, Irema, Shulton Inc.; Evans, Keith J., Joseph T. Ryerson & Son; Everett, Del, Jr., Ford Motor.

Fauster, Carl, Libbey Glass; Ford,

(Continued on page 36)



Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

WGR 550

Buffalo's Columbia Network Station

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, NEW YORK

National Representatives: Free & Peters, Inc.

ANA Registration

(Continued from page 35)

John K., General Motors; Frazier, Harris, Bauer & Black; Frost, Don, Bristol-Myers.

Geist, Ellsworth, S. D. Warren Co.; Gerbic, E. G., Johnson & Johnson; Gerhart, Frank, American Type Founders; Gibney, Al, National Bank Book; Goldner, Frank C., S. H. Burbank & Co; Gorman, Patrick H., Philip Morris; Gorski, Henry, P. Ballantine & Sons; Graham, A. C., Liebmann Breweries; Gregory, F. F., A. O. Smith Corp.; Guttenberg, Edgar E., Calvert Distillers Corp.

Hagaman, L. K., Mengel Co.; Hammer, Roy J., Tappan Stove; Harrington, R. H., General Tire & Rubber; Harrison, N. C. Jr., Coca-Cola Co.; Harvey, Doris, Pet Milk; Hawkins, Franklyn R., Libbey - Owens - Ford Heusner, W. W., Pabst Sales; Hibbard, Joe, Pet Milk Sales Corp.; Hall, Douglas B., Aluminum Co. of America; Hooker, M. J., Dow Chemical; Horton, Hal, Singer; Hough, J. K., Goodyear; Houghton, Walter C., Calvert Distillers; Housman, A. J., National Carbon; Hubbard, Thomas B., Cannon Mills; Hubbell, Jack, Simmons Co.; Hurlbrink, Anne M., Pennsylvania Salt Mfg.

Jackson, Norton B., St. Regis Paper; Jessen, Harold J., Falstaff Brewing; Johnson, Earle L., Gerber Products; Junod, Charles F., Pacquin Inc.

Kambach, M. R., Aluminum Co. of America; Keith, Robert J., Pillsbury Mills; Kelly, P. J., National Distillers; Kesner, Robert, Coca-Cola Co.; Koff, Murray, Seagram Distillers.

Landis, Dean, Maytag Co.; Lantz, W. P., Lambert Co.; Leader, Ed, Bankers Life; Lear, Robert W., Am. Radiator & Standard Sanitary Corp.; Leister M. H., Sun Oil; Lightner, Tom G., Fostoria Glass; Lloyd, Robert L., International Nickel.

McCollister, Frier, Simmons Co.; McConnell, J. W., Hiram Walker; McQuarrie, Athol, Assn. of Canadian Advertisers.

Marple, Howard A., Monsanto Chemical; Maurer, J. Ward, Wildroot Co.; Marsteller, Wm. A., Rockwell Mfg.; Maxcy, Ken, Jones & Laughlin Steel Corp.; Metz, Henry, Addressograph-Multigraph; Meyer, Larry, Int. Cellucotton Products; Miller, Duke, Berkshire Knitting Mills; Miller, Gilbert M., duPont; Miller, Jule P., Pet Milk Co.; Mines, Morris B., Celanese Corp.; Mitchell, Jack, Remington Arms; Morgan, W. A., Continental Oil; Morris, Frank G., Plough Inc.; Morse, Edward S., Celanese Corp.; Morse, Julia, Distillers; Mossman, R. D. Jones & Laughlin Steel; Moyer, L. P., General Electric; Murphy, Chandler, Minneapolis-Honeywell.

Newcomb, G. L. Jr., Singer Sewing Machine; Ninabuck, William L., International Harvester; Nunn, Wesley I., Standar Oil Co. O'Brien, Wm. E., Toastmaster Products.

Peabody, Stuart, Borden's; Pedder, J. F., Dearborn Motors; Percy, George A., Bauer & Black; Person, Charles W., American Gas Assn.; Pierce, Q. D., Jaques Mfg.; Piggott, Robert J., Grove Labs; Potter, W. B., Eastman Kodak; Poulton, H. L., Pittsburgh Plate Glass; Pratt, Willis H. Jr., AT&T.

Raymond, Harriet, Celanese Corp.; Reese, Ralph W., Frankfort Distillers; Reeves, P. J., Timken Roller Bearing; Reinbolt, Charles A. Jr., Avco Mfg.; Ritchey, Jack, Simmons Co.; Rose, Stanley H., Celanese Corp.; Ruth, Chester W., Republic Steel.

Sandberg, John, Kraft Foods; Schaeffer, W. L., National Tube; Schwaegerle, Vernon, American Meat Institute; Shallberg, G. A. Jr., Borg-Warner; Shannon, W. S., Springs Mills; Sharp, Jay M., Aluminum Co. of America; Singleton, James M., Sales Management; Skinner, B. E., J. I. Case Co.; Smith, N. B., Sunshine Biscuit; Spindler, Howard L., Am. Radiator & Standard Sanitary; Stebbins, Fred C., Corning Glass Works; Stevens, A. R., National Dairy; Stinson, William S., Cherry-Burrell; Stone, M. S., Quaker Oats; Swenehart, John, Atlas Powder.

Thompson, H. S., Miles Labs; Thomson, Chester L., Calvert Distillers; Tibbott, David W., New England Mutual Life Ins.; Torrence, F. J., John Morrell & Co., Trupp, Bernard, Crown Central Petroleum.

Waddington, L. E., Miles Labs; Ward, Taylor D., Kimberly-Clark; Watrous, David G., Parker Pen; White, Paul D., Celanese Corp.; Wilkins, Carl, Gerber Products; Willis, Paul H., Carnation; Willits, G. W., Johnson & Johnson; Wruck, George T., Jaques Mfg.; Wilson, H. B., Hammermill Paper; Winslow, Ralph, Koppers Co.; Wyss, J. H., Coopers Inc. Young, John P., Gorham Co.



TRIO at ANA convention included (l to r): C. T. Birch, advertising v.p., Andrew Jergens Co.; I. W. Digges, ANA counsel; Robert B. Brown, Bristol-Myers v.p.

BMB

(Continued from page 27)

in expediting his departure, and for his willingness in meeting Mrs. Bullitt.

Amplifying on the situation, Judge Miller explained it was decided after Tuesday's meeting that one of the tri-partite organizations —AAAA—would handle public relations as a matter of administrative detail. The three organizations are NAB, ANA and AAAA.

Members of the committee who were present at the Tuesday meeting in New York were Mr. Gamble, Joseph Allen, Bristol-Myers Inc.; Judge Miller; J. Harold Ryan of Fort Industries, chairman, and Roger Clipp, WFIL Philadelphia.

Other Executives

As far as was known, the executive committee action did not concern the other remaining executives of BMB, including Cortlandt Langley, assistant to the president. Mr. Langley will continue in his post, it was said.

At the original announcement of Mr. Feltis' resignation, it was said that Mr. Langley and Dr. Baker would jointly assume management responsibilities after Mr. Feltis left.

Meanwhile, a breakdown of responses to Mr. Feltis' solicitation several weeks ago asking subscribers to authorize a $100,000 dip into a reserve fund in order to finance the second study now under way was released at BMB offices.

The $100,000 reserve fund had been set aside against a possible Internal Revenue Bureau decision denying BMB's claim that it is a non-taxable operation. Subscribers were asked to agree to underwrite their pro rata share of the tax reserve in case BMB had to draw upon it, thus freeing the $100,000 for payment of current bills in compiling the second study.

338 Affirmatives

According to BMB, 338 subscribers responded with unqualified affirmatives, representing a total of $85,783: 34 subscribers, representing $7,599 (including Mutual which already had announced its withdrawal from BMB) said, "no"; 28 subscribers, representing $16,462, sent answers which were described as qualified agreements; 10 subscribers, representing $1,269, responded with questions without commitment.

The $85,783, of unqualified affirmatives, plus $33,333 pledged by NAB and $15,000 by the AAAA, to underwrite a possible tax fund more than covered the $100,000 worth of pledges that was needed.

SOOT YIELD

WGBF Backs Experiment

THINGS have been looking mighty black in Evansville, Ind., lately, so Clarence Leich, WGBF Evansville general manager, decided to find out just how bad things were. It's not that business is bad, it's just that Evansville has the same trouble as many other industrial towns—soot.

After a series of experiments, which were backed by WGBF, it was found that the soot yield of one square mile area in seven hours is approximately three tons. This was on a Saturday, too, a time when many plants are closed down. A future study will include a work day.

This is how the experiments were conducted: Metal plates, 30 inches square and covered with absorbent paper, were placed in 12 different locations throughout the city. An attempt was made to make each location the center of a square mile. After seven hours of exposure, the plates were picked up and taken to the chemistry laboratory. There the paper was dissolved and the soot filtered out. After weighing the residue, it was possible to figure the soot fall on a square mile area.

The plate set up at WGBF received the second heaviest fall in the city, representing approximately 5,000 pounds for the square mile area.

NBC *Great Gildersleeve* has received bronze medal by 1948 Jury of Annual Advertising and Selling Awards for its April 7, 1948, program which "emphasized a social message with smashing impact." Harold Peary is star of show.

CBS Gets Two

(Continued from page 31)

was entailed in winning the giveaway. The jackpot presumably will exceed most if not all others now on the air.

Mr. Heidt's program is scheduled to remain in the 10:30-11 p.m. Sunday spot throughout the summer.

CBS Package Shows

At the same time, it became known that CBS is preparing nine package shows in New York and Hollywood, most of which are expected to take to the air by late spring or early summer.

One of the shows is a full-hour talent clinic with Clifton Fadiman as m.c. New York program chiefs are working out this show. All other programs in the making are 30-minute shows. Several have big names.

Hoagy Carmichael will be a piano player-song writer who is a detective by chance in *Melody Morgan.* Rudy Vallee will star in *Dear Doctor,* playing the part of a professor of anthropology. Joan Davis will head the cast of *Leave It to Joan,* a comedy series about a department store clerk who dreams of the days her knight comes along.

CBS also will present Janet Waldo and Jimmy Lydon in *Young Love,* about a young college couple who marry in their freshman year. The lead role has yet to be decided for a dramatic program about a young man who operates a radio and television shop.

Another show will be *Eddie and Anne,* a view of the adult work world through the eyes of a 12-year-old boy. Also being planned is *Make Believe Town,* dramatic series with a Hollywood background. A quiz show called *Earned Your Apples,* is being readied, with school teachers the sole participants.

N. Y. MANAGERS

To Discuss Labor, Charity

LABOR questions and the problem of allocating time to charities will be discussed by the newly formed New York Radio Station Managers Committee at its next meeting April 18 at the Waldorf-Astoria.

Eldon A. Park, WINS manager, temporary chairman of the group which has representatives from all New York stations, said that wage demands by various unions would be among the labor items discussed.

On the question of allocation of time to charities, it is expected that a plan will be developed to channel charitable drives so that stations are not beset by demands from many organizations for free time simultaneously. Cooperation of the charities will be sought.

The committee was formed Feb. 21 at a meeting of the general managers of all New York stations, except for one manager who was out of town.

Mr. Park is head of the group's executive committee, whose other members are Norman Boggs, WMCA, and Herman Bess, WLIB.

CBS Report

(Continued from page 28)

more than the $38,969,364 the year before.

Carried as an asset of $658,744 was a Jack Benny motion picture production, "The Lucky Stiff," acquired as part of the Benny talent deal. On the liability side were notes payable to an unnamed bank of $435,000 with the motion picture as collateral.

Another significant asset was "talent contract, program rights, scripts, etc." Swollen by the several CBS talent buys, this asset was carried at $3,233,655, whereas the year before it was a puny $328,558.

The consolidated statement of income and earned surplus revealed an increase in 1948, the figure being $24,434,870, or $1,906,978 over the $23,527,892 of the year before.

Gross income from sale of facilities, talent, lines, records was $98,377,258 for the year, compared with $101,045,647 the year before. Selling, general and administrative expenses, however, increased by over a million dollars, going from $15,530,120 to $16,673,431. Federal taxes were $3,100,000 in 1948 as against $3,600,000 the year before. Other taxes amounted to about $1,000,000 for 1948, $100,000 more than the previous 12 months.

Total expenditures for fixed assets during 1948 were approximately $2,550,000 which included substantial amounts for new television studio construction and equipment.

The 62 national advertisers of CBS and the number of weeks they have been on the network:

ADVERTISER	WEEKS ON CBS
William Wrigley Jr. Co.	863
Whitehall Pharmacal Co.	830
R. J. Reynolds Tobacco Co.	805
Pet Milk Sales Co.	778
Gulf Oil Corp.	772
Liggett & Myers Tobacco Co.	744
Procter & Gamble Co.	741
Campbell Soup Co.	733
Continental Baking Co.	730
General Foods Corp.	708
Lever Brothers Co.	699
Bayer Co.	690
Colgate-Palmolive-Peet Co.	677
Philip Morris & Co.	645
Chrysler Corp., DeSoto-Plymouth Dealers	630
P. Lorillard Co.	605
American Tobacco Co.	575
Texas Co.	564
International Silver Co.	549
Pillsbury Mills Inc.	537
Charles H. Phillips Co.	532
Cheseborough Mfg. Co., Consolidated	530
Ford Motor Co.	521
Prudential Insurance Co. of America	500
Bowey's Inc.	486
Cream of Wheat Corp.	444
Curtiss Candy Co.	435
Emerson Drug Co.	426
Manhattan Soap Co.	403
Armstrong Cork Co.	378
Campana Sales Co.	377
Johns-Manville Corp.	361
General Motors Corp.	360
Coca-Cola Co.	348
General Electric Co.	313
Ballard & Ballard Co.	308
Lambert Co.	275
Electric Companies Adv. Program	265
Thomas J. Lipton Co.	256
Borden Co.	234
Anchor Hocking Glass Corp.	221
Armour & Co.	215
B. T. Babbitt Inc.	196
Household Finance Corp.	195
Luden's Inc.	192
Wildroot Co.	171
Electric Auto-Lite Co.	169
Nash-Kelvinator Corp.	158
Hall Brothers Inc.	149
Miles Laboratories Inc.	145
Ferry-Morse Seed Co.	136
Gillette Safety Razor Co.	132
Toni Inc.	131
Metropolitan Life Ins. Co.	118
Standard Oil Co. (N. J.)	104
Charles E. Hires Co.	78
National Biscuit Co.	58
W. A. Sheaffer Pen Co.	52
International Harvester Corp.	39
Gold Seal Co.	31
Longines-Wittnauer Watch Co.	14
William H. Wise & Co.	4

Code

(Continued from page 29)

sential" that standards be developed for TV, FM, Storecasting and Transit Radio "in order that competition may not damage the reputations of all the broadcasting media." He cited in particular the increased responsibility of operators of Transit Radio "when listeners cannot control the radio dial."

Answers to these questions are contained in the booklet:

Is it true that there is a large and active station group now fighting the standards?

What influence did the Blue Book or the FCC have on specific items in the standards?

How much, if any, did newspaper and magazine editorializing influence the standards?

Will the networks observe the standards, including the provisions for "cowcatchers" and "hitch-hikes?"

Has the NAB worked closely with the AAAA to get them to conform?

Why was it felt necessary to make the standards more stringent than the previous code, particularly in regard to commercial time allowance?

What effect on radio advertising costs, national or local, will the observance of the Standards of Practice have?

What is the effective date of the standards?

What happens in May if radio stations are still waiting for their competitors to live up to the code insofar as local business is concerned?

What do stations report are the major obstacles to observance of the standards regarding commercials?

What has been the experience of stations which put the Standards of Practice into effect immediately after they were approved in May 1948? With audiences? With local advertisers? With national advertisers?

Do you think the development of other media—TV, FM, Storecasting, and Transit FM—will affect observance of the Standards of Practice?

Do you think the small rural stations will ever give up their "shopping guide" programs?

According to the trade press, the NAB intends to find and use means to enforce the code. What progress has been made and how does the NAB plan to enforce the code?

What opinions do the NAB have as to the use by the FCC of the code when stations are applying for license renewals?

'WOW-Land'

ADVERTISING men of Norton, Kan., whom WOW Omaha staked among others to a "silver dollar bank account" last April, have been advised to fish or cut bait. Placing the claim with the Omaha National Bank, station originally sent letters to agencies and advertisers, together with bank books, advising them of their investment in "WOW-Land." Promotion, designed to commemorate WOW's 25th anniversary, grew to 1,500 recipients and 200 banks [BROADCASTING, May 3, April 5, 1948]. When W. W. Rouse, president of Norton's First State Bank, found several of the accounts on the books, however, he sent each advertising man a silver dollar, with this advice: "Keep it and spend it—thus closing out your account—or send me another to make your stake in this rich WOW-Land grow!"

SURE,

some Chicago stations

can be heard in South Bend

. . . but the audience

LISTENS

to WSBT!

There's a whale of a big difference between "reaching" a market and *covering* it! Some Chicago stations send a signal into South Bend—but the audience *listens* to WSBT. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Hooper proves it.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE LATEST WCKY STORY

WCKY's AUDIENCE IS STILL GROWING!

Here is the percentage of audience, 8 AM — 8 PM, Monday thru Sunday*:

WCKY	**18.9**
Network Station A	**15.7**
" " **B**	**18.2**
" " **C**	**23.6**
" " **D**	**15.7**

WCKY leads all Cincinnati stations in percentage of audience 8 AM — 8 PM except one.

YOUR ADVERTISING DOLLAR BUYS MORE ON WCKY!

(—Pulse, Jan.-Feb. 1949)*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI,
YOUR BEST BUY
IS WCKY!

In the past month, the following advertisers have joined the long list of SATISFIED WCKY sponsors:

PROCTER & GAMBLE—TIDE
ADAMS HATS
KELVINATOR REFRIGERATORS
BLATZ BEER
DOT FOODS
ALLIED CHEMICAL & DYE CO.
DUFF'S MIXES
PERMA BROOMS
ROBERT HALL CLOTHES
FLOYD & CO—SERVEL DISTRIBUTORS
PENNINGTON BAKERIES
SCHOENLING BEER
CROSLEY REFRIGERATORS

WCKY SETS THE PACE IN 1949!

Call Collect C. H. "Top" Topmiller,
in Cincinnati Cherry 6565—TWX Cin 281
or
Tom Welstead, 53 E 51st St.
New York City Eldorado 5-1127—TWX NY 1-1688

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The Movie Picture

HANGING in the balance before the FCC—and perhaps slated for the courts or Congress—is the vexatious problem of motion picture ownership of stations.

Motion picture people have been in station ownership from the beginning of radio. The spectre of competition provoked a number of Hollywood producers to pioneer in TV.

Little or no FCC consideration was given to licensing policy in the movie field until the Supreme Court several months ago upheld anti-trust violations by major Hollywood producers in the distribution of film to exhibition houses which they owned or partially owned, or through exclusive booking to other theatres.

How then, does a motion picture theatre differ from a broadcast station—aural or TV? That was the question sprung upon an unsuspecting movie industry and upon the FCC itself by its crusading lawyers, who seem to have more of "What makes Sammy run" than any of the other Government regulatory agencies.

And this legalistic conundrum has been extended to others in radio who have been placed under FCC Law Bureau scrutiny because of anti-trust aspects. The upshot is that all movie producers, some exhibitors, and several companies in the equipment and appliance field—all involved in anti-trust proceedings—are placed under the stigma of temporary licensing.

This is reminiscent of the newspaper situation of a decade ago. President Roosevelt didn't like the press because it opposed him. Radio, on the other hand, had no editorial opinion, and the FDR microphone technique won four straight elections, breaking all precedent, against the overwhelming opposition of 80% of the nation's newspaper circulation.

We opposed the FDR position because it was discriminatory. It would have made second-class citizens of newspaper publishers. It would have slammed the door of opportunity in the face of printed journalism which might want to engage in "audible journalism."

There were abuses by newspaper owners. There are abuses today. Some newspapers do not list competitive station logs. By and large, however, radio is better off because no class or segment has been precluded from ownership. And the public, we feel, is better served despite these isolated cases of unfair practices.

For that same reason we oppose any policy that would relegate motion picture producers or exhibitors to second class status in radio or TV.

Movie men will find some comfort in the personal comment of FCC Chairman Coy [BROADCASTING, March 21] that he did not think that movie exhibitors should be disqualified merely because they are exhibitors. But he pointed to the FCC policy of favoring non-newspaper applicants over newspapers when it has to choose and when all other factors are equal.

No movie company has been adjudged monopolistic in radio or communications. Nor has any manufacturing company. We string along with the lucid argument of Paul A. Porter, former FCC chairman, who contends in behalf of Paramount, that for the FCC to disqualify anti-trust violators in fields other than radio would mean an upheaval in radio and TV ownership today. Conceivably every station using AP news as an associate member would be culpable.

A ruling in favor of motion picture licensing in radio would doubtless open the floodgates for applications in TV by motion picture interests. The FCC has ample power to checkmate monopolistic grabs; indeed it already has done so by limiting ownership of TV stations to five in the hands of a single entity. Such a ruling, for example, also would clear the path for acquisition by 20th Century-Fox of the ABC network, with its five TV authorizations—a transaction now said to be cold, but which more likely is stymied, pending FCC judgment on licensing policy.

While we stoutly defend the right of movie or newspaper or any other group to participate in the development of the radio media, we would just as vigorously oppose their domination of the field, making radio subservient to other pursuits. The radio media are not show-business per se. They have achieved public favor because they give the public what it wants, not what a tight little group of impressarios in Hollywood thinks the public should have. And radio is spontaneous.

There's no box-office or ticket chopper in radio. The public listens or looks as it pleases. Radio, consequently, has never played to an empty house.

The road ahead is clear and well marked. Hollywood hasn't controlled aural radio these last 29 years. It won't control TV. It should not, however, be barred from the opportunity of joining the radio-TV parade, but it must be in the radio tradition of the public, rather than the box-office, interest.

This Week—'37 Version

WE ENJOYED a smug feeling a few weeks ago when we published results of *Fortune* magazine's survey which showed radio listening as America's favorite leisure activity.

So pronounced was the preference that 51% of the men and 54% of the women placed radio listening first. Men gave "watching sports" a poor second (26%) and women, "doing needlework" the same spot (36%). Fourteen leisure time activities were listed, including reading magazines and books, playing cards, etc.

With that in mind, we were considerably amazed when the March 13 *This Week* magazine (distributed as a Sunday supplement with the *Herald-Tribune* and many other papers) printed a series of charts on recreation habits which gave magazines, newspapers and books 20.9% preference and radio 18.8%! This survey was credited to Graphics Institute, and, like the other, to a *Fortune* magazine study.

We checked our *Fortune* story to make doubly sure. No mistake there. The *Fortune* survey we published gave reading books 18%, magazines 15% for men; 26% and 19% in the same classifications for women. So we called *This Week*.

Here's the story: Through error the March 13 charts were based on a 1937 survey rather than the 1949 study. The editors of *This Week* are red-faced. They apologize. They have already had inquiries from the editors of *Fortune*. At the time of our call it was a moot question whether or not they would run a correction.

But no great harm was done. People generally know that they prefer radio listening to other leisure pursuits. Advertisers know it, agencies too.

A rather surprising thing is pointed up by the error. That is the enormous growth in popularity of radio listening. In 1938 it was 18.8%. Eleven years later, in a similar popularity poll, radio rated well over 50%. Not a bad showing for American broadcasters.

Perhaps we owe *This Week* a vote of thanks, after all.

Our Respects To —



PAUL HOLMAN FAUST

MAGIC—the accomplishment of marvels by veiled but natural means—is a favorite avocation and perhaps a sparkplug to his philosophy of life, confesses Holman Faust, vice president and radio director of Chicago's Mitchell-Faust agency. He doesn't consider himself a magician, though. Rather, he terms himself a speaker who uses magic to clarify or emphasize points and thoughts.

Magic was woven into the life pattern of Mr. Faust from the beginning. Dubbed Paul Holman Faust at his birth June 11, 1905 in Minneapolis, he has since seen the front name do a disappearing act surpassing his best sleight-of-hand.

The family moved to Chicago soon after "The Event," when his father resigned as advertising manager of a Minneapolis daily to join Lord & Thomas agency. A few years later, the entourage moved to Evanston, North Shore suburb, where it has remained.

The occult art was introduced to Holman Faust at close range when, at the age of 10, he met a magician during a visit to Ottumwa, Iowa. The interlude lingered in his mind, although more active days at Loyola Academy in Chicago and St. John's Military Academy at Delafield, Wis., were destined to overshadow it.

A loyal son of an ad man, Holman Faust cherished agency work as his goal but playwriting as his pet sideline. At the U. of Wisconsin, apart from academic work in liberal arts, he allotted much of his mental and physical energy to dramatics and politics, "which are really much the same thing."

After learning to beat out tap routines in a musty Chicago studio on Saturdays, he teamed with another fleet-footer. As a dance act, they toured the Midwest (Peoria, Indianapolis, Racine, St. Louis) with the university's Haresfoot Club, performing the then-popular schottisch and clog.

An experimental university group, the Wisconsin Players, also claimed him as its own. Motivated by his playwriting dreams, he labored for the troupe as a writer, producer, designer, director, electrician and property man. He was tapped for Pi Epsilon Delta (National Collegiate Players), honorary dramatic fraternity, as a reward for his industry.

His social fraternity, Chi Psi, still is indebted to him for his having brought Houdini to the "lodge" annually for four years. Once the young Mr. Faust went backstage when Houdini was appearing in Madison and invited

(Continued on page 48)

44 ADVERTISERS

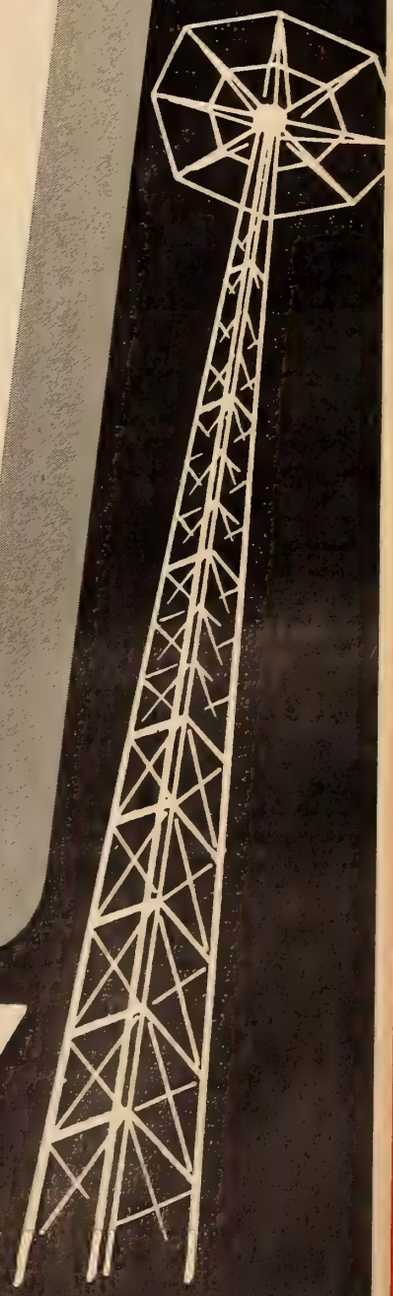
have been selling over WOV for an average of 10 years each. They know that on WOV

RESULTS *is the BUY-WORD*

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

WAKE UP NEW YORK • 1280 CLUB
BAND PARADE • PRAIRIE STARS

Italian language market, 2,100,000 individuals, larger than St. Louis and Kansas City combined.



Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

District 1

(Continued from page 25)

(5) Coordinate your advertising. Display radio advertised merchandise, promote it in papers and windows. Let your sales people know what you're advertising. They have ideas too.

Speaking at the morning session, Mr. Doherty announced that the NAB employe-employer relations department is now preparing studies on operating costs of stations, with particular emphasis on labor costs, so that broadcasters may have a yardstick by which to evaluate their own cost factors.

Herbert L. Kreuger, commercial manager of WTAG Worcester and treasurer of the All Radio Presentation Committee, reported that the all-radio film is expected to be released to stations by fall and urged members to subscribe. A separate incorporated committee, which will do a continuing promotional job for the industry, he said, will be definitely established before the convention of the NAB in Chicago.

Meyers' Speech

Milton Meyers, owner of WWCO Waterbury, Conn., speaking at a closed session, decried the practice of transcription library firms which do not sell their libraries but offer them solely on a basis of rent, lease or loan. It is about the only piece of equipment or item of supply which we cannot buy, he said, and is about the only piece of program material that we must rent.

Mr. Meyers also charged that transcription library rates not only have increased but are similar in form and almost identical in price. I suggest to you, he said, that the most vicious practice in our business is this situation and it is to be regretted that serious consideration thereto should have waited until now. It is my opinion that broadcasters, as a group, might go into the transcription production business, not on a sample basis. "If necessary, we might buy one or more of the existing companies and go into the business of selling —not leasing—transcription libraries to the stations."

He offered the following resolution: "That we, as a district meeting, take whatever steps are necessary, through our director, Harold E. Fellows, to call to the attention of the NAB in convention assembled that it is our opinion that immediate thought and effort should be given to study the establishment of facilities for, or the making arrangements with facilities existent for the purpose of recording and distributing on an outright sales basis only, complete transcription libraries and things kindred, and, with relations to profit on said enterprise, that it be done on a no profit basis"

Transcription library companies were excluded from the closed session.

A meeting of independent stations was called for the following morning by William B. McGrath, managing director, WHDH Boston, and chairman of the unaffiliated stations, District 1, NAB.

Session was primarily an exploratory one to determine what problems might be brought up at the Chicago convention in concert with independent groups from other NAB districts. Discussion centered around problems of the non-affiliates as they relate to BMB, the industry code, all-radio presentation, and TV.

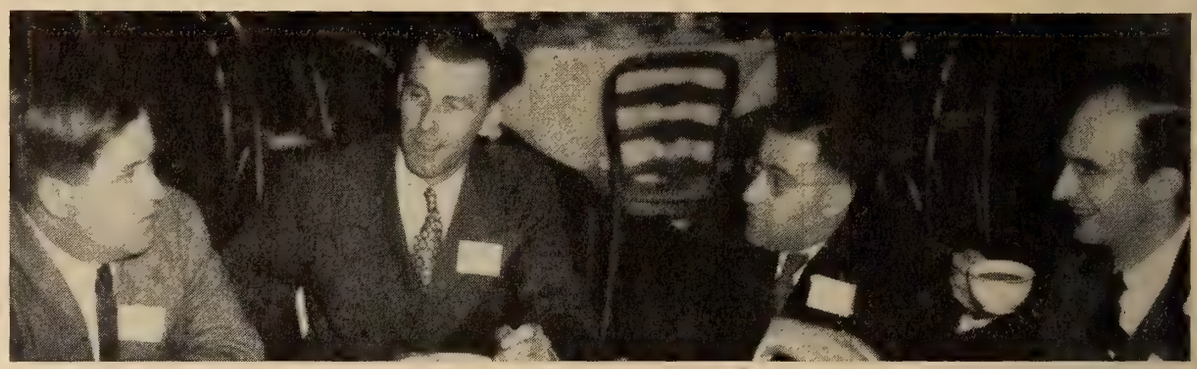
Generally, the independents are seeking more representation from higher echelon of NAB.

Those attending included:

Addison Amor NBC, Larry Anderson, WTAO Cambidge, Mass.; James D. Asher, WJDA Quincy, Mass.; Angus Baily, WSAR Fall River, Mass.; Dana F. Baird, Weed & Co.; Albert S. Baker, WKXL, Concord, N. H.; Dr. Kenneth Baker, BMB; Ernest Batchelder, WKNE Keene, N. H.; Harold Bates, WJPY Burlington, Vt.; Paul Belaire, WBKA Brockton, Mass.; Ford Billings, WEIM Fitchberg, Mass.; A. J. Brissette WTAG Worcester, Mass.; John J. Boyle, WJAR Providence, R. I.; C. D. Brown, WTVL Waterville, Me.; E. A. Browning, WTAG Worcester, Mass.; Arthur T. Brush, WHDH Boston; Hervey Carter, WMUR Manchester, N. H.; Gerald Harrison, WMAS Springfield, Mass.; Vincent Chandler, WMUR Manchester, N. H.; Earle G. Clement, WBET Brockton, Mass.; Tom Colton, WARE, Ware, Mass.

J. Fred Curran, WBKA Brockton, Mass.; Kenneth M. Curto, WPRO Providence, R. I.; Joseph K. Close, WKNE Keene, N. H.; Robert Collins, WMUR Manchester, N. H.; Irwin C. Cowper, WTIC Hartford, Conn.; Charles F. Curran, WBKA Brockton, Mass.; Richard W. Davis, WELI New Haven, Conn.; Arthur A. Deters, WIDE Biddeford, Me.; Richard Doherty, NAB; W. Ward Dorrell, C. E. Hooper Inc.; Charles N. Derose, WHYN Hyannis, Mass.; Walter Dickson, WABI Bangor, Me.; Robert Donahue, WMAS Springfield, Mass.; Harold Dorschug, WEEI Boston; Wilbur Edwards, WEEI Boston; Rudy Frank, WELI New Haven, Conn.; Harold E. Fellows, WEEI Boston; W. C. Franklin, WMMW Meriden, Conn.; Creighton E. Gatchell, WGAN Portland; Ralph Gottlieb, WKBR Manchester, N. H.; Ansel E. Gridley, WARE, Ware, Mass.; John Guider, WMOU Berlin, N. H.; Charles A. Fuller, WBET Brockton, Mass.; Ray Girardin, WEEI Boston; Warren Greenwood, WHAV Haverhill, Mass.; Saul Gross, WFEA Manchester, N. H.; Kolin Hager, SESAC; Roy Harlow, BMI; Carl Haverlin, BMI; Walter Haase, WDRC Hartford, Conn.; John W. Haigis Jr., WHAI Greenfield, Mass.; W. H. Hauser, WBZ Boston; James Higgins, WHDH Boston; George W. Hinckley, WLAW Lawrence, Mass.; Milton Honeyers, WWCO Waterbury, Conn.; Paul Hurd, WHAV Haverhill, Mass.; George H. Jaspert, WCCM Lawrence, Mass.

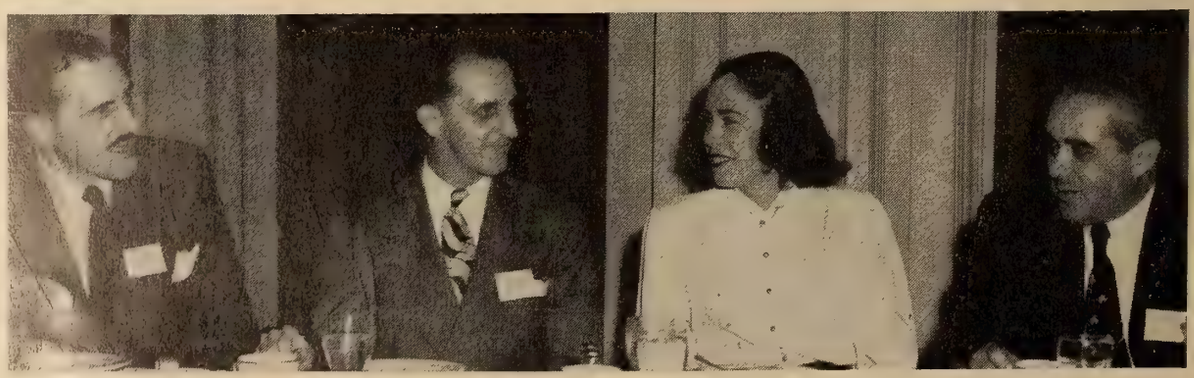
William Kerwin, WHDH Boston; David M. Kimel, WLAW Lawrence, Mass.; Charles Kuhner, WMNB North Adams, Mass.; William B. McGrath, WHDH Boston; C. H. Masse, WBZ Boston; Henry G. Molina Jr., WEIM Fitchburg, Mass.; Harold B. Morrill, WLAW Lawrence, Mass.; R. E. Nelson, Machlett Laboratories Inc.; Richard J. O'Brian, WMNB North Adams, Mass.; James M. Patt. WNBH, New Bedford, Mass.; Robert M. Peebles,



MAINE broadcasters discuss mutual problems at NAB District 1 meeting. (L to r): Francis Simpson, assistant manager, WABI Bangor; Walter Dickson, WABI chief engineer; Carleton D. Brown, WTVL Waterville president, and Murray Carpenter, WPOR Portland president. Meeting was held in Boston.



TABLE TALK featured Hoopers and sales in this corner at joint luncheon-meeting of NAB District 1 and Radio Executives Club of Boston last week. L to r: W. Ward Dorrell, vice president, C. E. Hooper Inc.; W. C. Swartley, station manager, WBZ Boston; C. H. Masse, sales mgr., WBZ, and William Warner, sales mgr., WHDH Boston.



LENDING the lady an ear at NAB-REC luncheon in Boston last week were (l to r): Harold Dorschug, chief engineer, WEEI Boston, and chairman NAB District 1 engineering conference; Herbert L. Krueger, commercial manager WTAG Worcester, and treasurer, All-Radio Presentation Committee, and Craig Lawrence, general manager, WCOP Boston, and vice president, REC, Boston. The lady is Jan Gilbert, radio director, Harold Cabot & Co. agency and secretary, REC. Mr. Krueger earlier had reported on the all-radio film.

WKNE, Keene, N. H.; Lawrence A. Reilly, WTXL, West Springfield, Mass; E. E. Hill, WTAG Worcester; Jim Hennessey, WMOU Berlin, N. H.; Frank S. Hoy, WLAM Lewiston, Me.; John J. Hurley, WNEB Worcester, Mass.; Fred Joslin, WARE Ware, Mass.; J. Gordon Keyworth, WMNB North Adams, Mass.; H. William Koster, WPJK, Providence, R. I.; Melvin Lahr, WSAR Fall River, Mass.; Bert Lown, Assoc. Pgm. Service; Nellie F. McCain, WALE, Fall River, Mass.; William Male, WDRC Hartford, Conn.; Elliot P. Miller, WKNB & WFHA New Britain, Conn.; Richard Monahan, WEIM, Fitchburg, Mass.; Jack Murray, WEEI, Boston; Hal Newell, WBKA, Brockton; John T. Parsons, WBRK Pittsfield, Mass.; Lin Pattee, BMI; Paul Perreault, WTAC Concord, N. H.; David M. Richman, WHOB Gardner, Mass.; J. Edgar Hills, RCA Victor; Charles Holbrook, WMOU Berlin, N. H.; Paul Huber, WTVL Waterville, Me.; Bernard Jacobsen, WSKI Barre, Vt.; Peter B. Jenney, WKNB New Britain, Conn.; H. Scott Kilgore, Collins Radio Co.; Herbert L. Krueger, WTAG Worcester, Mass.; Gordon Lewis, WIDE Biddeford, Me.; Frank Lyman, WTAO Cambridge, Mass.

Mark MacAdam, WBKA Brockton, Mass.; Paul H. Martin, WSKI Barre, Vt.; Maurice Mitchell, NAB; Gordon Moore, WMUR Manchester, N. H.; Kenneth B. Murray, WNEB Worcester, Mass.; H. W. Nichols, WHAI Greenfield, Mass.; Gus R. Parmet, WALE Fall River, Mass.; John Pavoa, WSAR Fall River, Mass.; C. Otis Rawalt; William H. Rines, WCSH Portland, Me.; Ralph J. Robinson, WACE Chicopee, Mass.; J. Maxim Ryder, WBRY Waterbury, Conn.; Arnold F. Schoen Jr., WPRO Providence; Alex Sherwood, Standard Radio; George L. Sisson, WALE Fall River, Mass.; A. E. Spokes, WJOY Burlington, Vt.; W. C. Swartley, WBZ Boston; Charles B. H. Vaill, WEEI Boston; Wallace A. Walker, WFCI Pawtucket, R. I.; Pierre Weis, Lang-Worth, Feature Programs, Charles W. Woodward, Jr., WPJB, Providence, R. I.; Arthur I. Rothafel, WFEA Manchester, N. H.; Dr. Ben Sachner, WBIS Bristol, Conn.; C. A. Schultz, WMMW Meriden, Conn.; Elden H. Shute Jr., WLAM Lewiston, Me.; J. Roger Sisson, WALE Fall River, Mass.; Mildred Stanton, WORC Worcester, Mass.; Al Tanger, WHDH, Boston; Harold Vigue, WTVL Waterville, Me.

William W. Warner, WHDH Boston; Carl S. Wheeler, WMAS Springfield, Mass.; Joseph Weed, Weed & Co.; W. F. Rust Jr., WKBR Manchester, N. H.; Lew Sargent, WHAV Haverhill, Mass.; Ed Schweitzer, WELI New Haven, Conn.; Francis Simpson, WABI Bangor, Me.; Charles E. Snow, Western Electric; Gerald Staten, WNBH New Bedford; Joseph H. Tobin, WJDA Quincy, Mass.; Parker Vincent, WHOB Fall River, Mass.; J. Buz Way, WALE Fall River, Mass.; Paul Wickham, WEIM Fitchburg, Mass.

New Guild Series

NEW TRANSCRIBED series, *What Difference Does It Make* is being added by Broadcasters Guild, according to James Parks, Hollywood vice president. Five minute narratives built around little known facts feature Jim Hayward. Program was used on KMPC Hollywood for more than five months, according to Mr. Parks.

'ON THE SPOT'

WDVA Best on Local Fire

"ON THE SPOT" beat spotlighted WDVA Danville, Va.'s coverage of a $1 million fire and explosion which blanked Danville's business district March 16. Roy Springer, WDVA sales representative, calling on a client in the vicinity, heard the explosion at 11:04 a.m. and saw smoke belching forth from R. S. Wooten Co.'s store. Immediately, Mr. Springer relayed the story by phone to the WDVA news room.

Within ten minutes Program Director Dick Campbell and Promotion Director Bill Ashworth arrived on the scene. Mr. Ashworth began taking pictures, being the first cameraman on the scene, and Mr. Campbell called the station for remote equipment. Announcer Jim Campbell broadcast live on the noon news program while the fire was still raging.

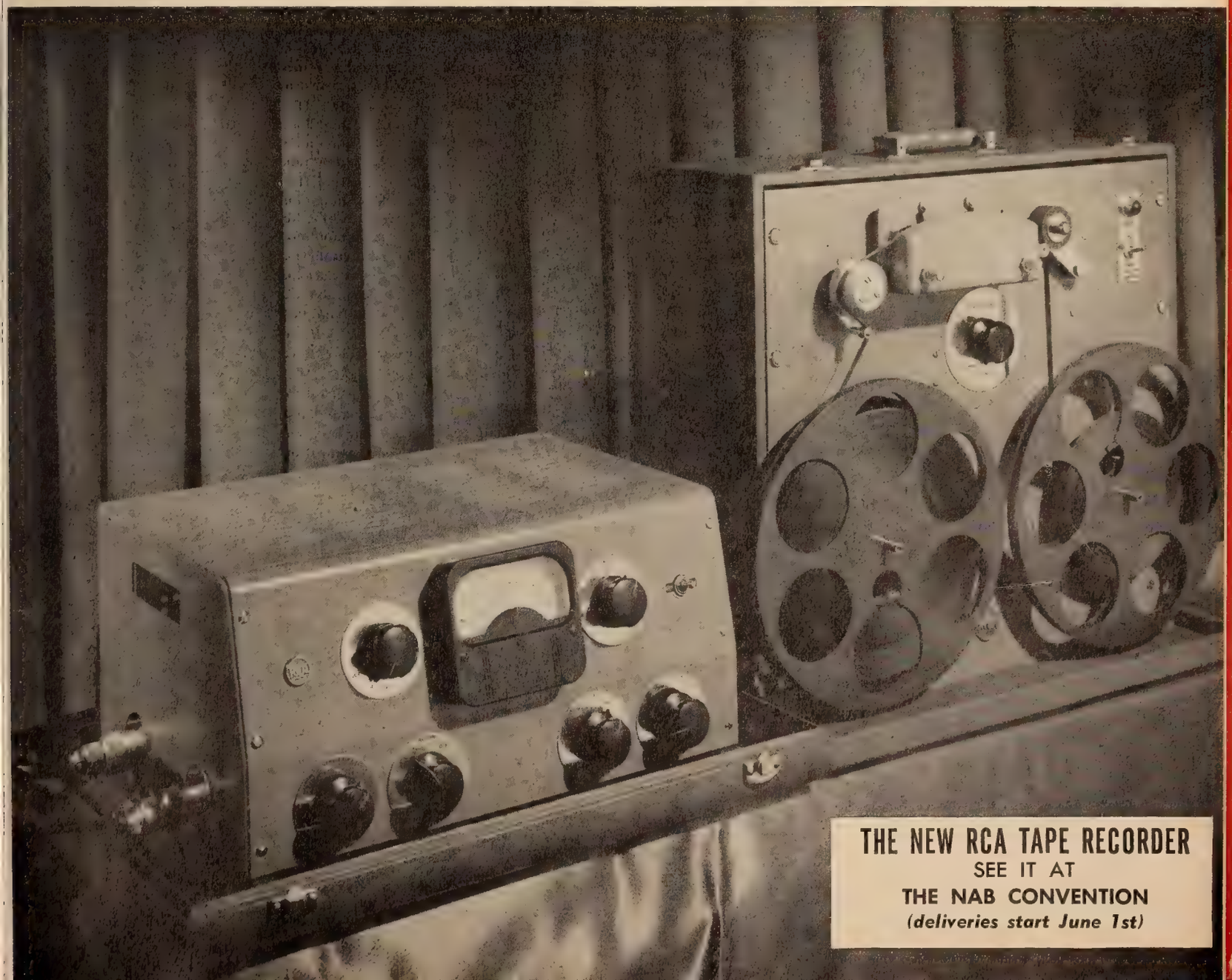
An hour after the fire started a tape recorded broadcast was aired, and ran for two and half hours. A repeat was aired at 9:30 p.m. During the live and recorded broadcasts WDVA reports it was deluged with phone calls commending its coverage.

Recording of most exciting action was rushed by plane to Washington where WOL was to carry it on its *Mutual Newsreel.* Difficulties prevented arrival on the 16th, but material was carried on the following night's program.

Anti-Censorship Meet

ARTISTS GUILD will sponsor a meeting in New York today (March 28) to discuss "problems arising from the spread of censorship movements," according to an announcement from the organization's New York headquarters. Representatives of organizations opposed to censorship in any form have been invited. Meeting will be held at the Society of Illustrators. Pointing to efforts to create official censorship over radio and other public information media, Artists Guild said it is thinking in terms of a coordinating council designed to bring together those who are alarmed at "a trend toward suppression of thought."

Advertisement



FCC'S RIGHTS

WGST Case Nears SCOTUS

THE QUESTION of FCC's authority over a licensee's business contracts appeared headed toward the U. S. Supreme Court last week in the long-drawn WGST Atlanta case.

Representatives of the state-owned station said they would ask the Supreme Court to review a lower court's ruling that the Board of Regents of the Georgia School of Technology, WGST licensee, must honor a 1943 contract whose terms FCC disapproved.

Their notice of appeal was filed after the Georgia Supreme Court refused to consider the case, thus leaving in effect the lower court's ruling [BROADCASTING, Oct. 13, 1947].

The case dates back to a management contract which FCC regarded as putting Southern Broadcasting Stations Inc. in control of the station. The Regents bought the stock of Southern Broadcasting in 1943, agreeing to pay Southern Broadcasting stockholders 15% of WGST's gross income until Jan. 6, 1950. But FCC held that in 1942 this would have been 70% of the station's net income before taxes and that the arrangement would jeopardize the station's financial ability to operate in the public interest. FCC refused to renew WGST's license until the station cancelled the contract.

The Southern Broadcasting stockholders—including Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, and Clarence Calhoun, Atlanta attorney—then filed suit and won a Fulton (Ga.) Superior Court decision ordering the Board of Regents to pay them $140,000 plus 7% interest. This sum represented 15% of monthly billings from Aug. 1, 1945, when the Board allegedly stopped payments, to Sept. 1, 1947.

Lower Court's Stand

In handing down the decision the lower court held that FCC's denial of renewal had no bearing on the Board's obligation to fulfill its contract.

Hamilton Lokey, attorney for the state, filed notice of appeal to the U. S. Supreme Court last week immediately after the Georgia Supreme Court refused to review the case. "I don't think they will like state courts meddling with FCC decisions," he declared.

NBC's *RFD America*, aired from Chicago on AM and TV, has been awarded a plaque by the 4-H Clubs of America. Announcer Bob Murphy received it on a recent show from Guy Noble, director of the National 4-H Club committee. Farm quiz program is owned by the Louis G. Cowan Organization.

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TRANSFERS

Commission Gives Approval To Six Changes

APPROVAL was granted by FCC last week to acquisition of control of KSAL Salina, Kan., by the Harris brothers and to sales of WINX-FM Washington for $160,000 to WTOP Inc., new Washington *Post*-CBS owned firm operating WTOP there.

Consent to transfers of interests in KPIK San Luis Obispo, Calif.; WGTC Greenville, N. C.; KATE Albert Lea, Minn., and WFAH (FM) Alliance, Ohio, also was given by the Commission.

In the KSAL transaction, Roy F. Bailey retires his 115 shares in the Salina Journal Inc., part owner of KSAL, for $207,000. The holdings of John P., Fred M. and Sidney Harris thereby are increased proportionately.

Meanwhile, the Commission also granted Dietrich Dirks additional time in which to dispose of his 50% interest in KTRI Sioux City, Iowa. Mr. Dirks was granted purchase of KCOM there for $65,000 [BROADCASTING, Dec. 13, 1948, Feb. 14]. Application has been filed covering sale by Mr. Dirks of his KTRI holding to the station's licensee for retirement.

Details of the transfer grants follow:

KSAL Salina, Kan.—Granted acquisition of control of KSAL Inc., licensee, by John P., and Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAL. Consideration $207,000. Salina Journal owns 194 of total 400 shares in KSAL Inc. Hutchinson Pub. Co., owner 150 shares in KSAL, is controlled by Harris family. Total 385 shares now outstanding in Salina Journal are held as follows: Robert J. Laubengayer, 65; John P. Harris, 124; Sidney Harris, 125; Earl C. Woodward, 70, and Fred M. Harris, 1. KSAL is assigned 5 kw day, 1 kw night on 1150 kc.

WINX-FM Washington, D. C.—Granted assignement of FM license from WINX Broadcasting Co. to WTOP Inc. for $160,000. WINX-FM is owned by Eugene and Agnes E. Meyer. Grant is contingent on the relinquishment of conditional grant for WTOP-FM by WTOP Inc. WINX-FM is assigned Channel 242 (96.3 mc), power 20 kw.

KPIK San Luis Obispo, Calif.—Granted assignment of license from James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Bcstg. Co. to new co-partnership composed of all but James L. Harris who sells his 30% interest to group for $6,600. KPIK is assigned 250 w on 1340 kc.

WGTC Greenville, N. C.—Granted assignment of license from J. J. White tr/as Greenville Broadcasting Co. to Carolina Broadcasting System Inc. for $60,000. Carolina Broadcasting is permittee of WGNE, new AM station there assigned 1270 kc, 1 kw, day. WGNE must be surrendered before assignment is effective. WGTC is assigned 1490 kc, 250 w, fulltime.

KATE Albert Lea, Minn.—Granted relinquishment of negative control in Albert Lea-Austin Broadcasting Co. Inc., licensee, from Edgar L. and Lillian H. Hayek to J. George and William R. Wolf and Bennett O. Knudson. Mr. Hayek has sold 40 of his 200 shares (50%) to Mr. Knudson at $354 per share. Option pact further provides that Mr. Knudson, George Wolf, owner 100 shares, and William B. Wolf, owner 100 shares, may acquire rest of Mr. Hayek's stock in 40-share blocks. Jan. 1, 1950, price will be $358 per share; Jan. 1, 1951, $362 per share, and Jan. 1, 1962, $366 per share. KATE is assigned 250 w on 1450 kc.

WFAH (FM) Alliance, Ohio—Granted transfer of control of Review Pub. Co., owner, to Stewart O. McHenry and Arthur J. Hoiles as co-fiduciaries, from Arthur H. Hoiles, deceased. No money involved. WFAH is assigned Channel 269 (101.7 mc), power 1 kw.



JULES PEWOWAR, program director of WMOR Chicago, new FM outlet, finds it difficult to concentrate on the "printed forms" as he accepts applications for acting and singing jobs from graduates of a Chicago models school. Auditioners are (l to r) Maryellen Voss, Margaret Hart and Joan Rowe.—P. S. Mr. Pewowar's job is *not* open. He's quite happy.

Anti-Trust

(Continued from page 31)

for itself "and take its own chances, as do all other applicants," WCOP asserted.

Replying in a brief filed by Harold E. Mott of the Washington firm of Welch, Mott & Morgan, 20th Century denied it was seeking a ruling on the anti-trust decision's effect on its own qualifications. Rather, it asked for "a ruling that violations of the anti-trust statutes, in a field other than radio communications, are not of peculiar significance, as distinguished from other violations of law, and do not *ipso facto* disqualify an applicant."

This question is involved in five pending FCC proceedings and to eliminate it from all five by a single oral argument "would not only expedite the Commission's processes but would also materially reduce the procedural burden on parties to these hearings," the film company declared.

The petition charged that WCOP, in its effort to show that a hearing must precede a declaratory order, "violated one of the basic rules of statutory construction by attempting, in the words of the Supreme Court, "to take a few words from their context and with them thus isolated to attempt to determine their meaning."

In the meantime FCC's staff continued its study of the detailed brief filed by Paramount a week earlier claiming that anti-trust violations outside of radio are no concern of the Commission and that exclusion of such anti-trust violators would mean an "upheaval" in U. S. station ownership [BROADCASTING, March 21].

On another phase of the motion-picture question, FCC Chairman Wayne Coy was reminded that he had overlooked a 1946 decision of the Commission when he said FCC hadn't yet had occasion to consider the desirability of holding a theatre tie-up against an applicant in competitive cases.



FREE TANK of gas for his cigarette lighter is given Al Frances (r) in celebration this month of his first year as the Pure Oil news reporter on WHBC Canton, Ohio. Handling the pump is Dennis St. Clair, Pure Oil district manager. As an additional birthday present, Mr. Frances, WHBC news editor, received a special cake, appropriately decorated with the Pure Oil emblem and a greeting in frosting. Displaying the cake is Jim Roberts, announcer on the news show, which has been renewed for another 52 weeks.

PEABODY AWARDS

Presentation on April 21

ENTRIES in the George Foster Peabody radio award competition have been screened and the awards will be presented at a meeting of the Radio Executives Club in New York City April 21. Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the announcement, said there are 327 entries.

M. Tyrus Butler, associate professor of journalism, headed the screening committee. The committee's recommendations, submitted through the university's board of regents, already are in the hands of the Peabody board in New York, which makes the final selections.

The awards will be presented in recognition of outstanding achievements in broadcasting during 1948.

VISUAL ALARM

Signals 5-Ring Wire News

PROBLEM of watching the news teletype bulletins has long been a headache for many small stations with limited staffs. Now George Ing, chief engineer at KONO, 250 w San Antonio independent on 1400 kc, has come up with a solution. He devised a visual alarm system.

When the teletype bell at KONO rings five times in quick succession, the signal for a bulletin, a red light in station's control room goes on. It stays on until the alarm system is re-set.

Ray Hunt, KONO news editor, who doubles as disc m.c., says the device enables him to spin his records without worrying about what is happening in the newsroom.

TAFT-HARTLEY REACTION

Fulton Lewis jr. Ups Congressional Mail

AN EXPERIMENT by Commentator Fulton Lewis jr. to determine public reaction to the Taft-Hartley labor law, is credited with contributing to one of the largest mail pulls in the history of the U. S. Congress, it was learned last week.

On his MBS broadcast Feb. 22, Mr. Lewis promised listeners he would read on his Feb. 24 show 19 questions pertaining to each of the many issues involved in the labor bill controversy. Each member of the House and Senate was furnished a printed list of the questions which were asked over the air. Listeners were requested to write simply "Yes" or "No" beside each number as called and mail the list to his Senators and Congressman. This procedure was repeated on Mr. Lewis' Feb. 28 broadcast.

A sampling of only 28 Senators and four Representatives indicated they had collectively received an estimated 124,000 pieces of correspondence on the labor bill.

John C. Williams, assistant postmaster of the Senate, estimated an 800% increase in daily mail, during its height. He judged it to be one of the biggest mail pulls in the history of the Senate Post Office.

Finnis E. Scott, House Postmaster, had no statistics on the mail during that period, but he said the Townsend Plan mail pull about 10 or 12 years ago and a more recent one on an Interstate and Foreign Commerce Committee investigation of stocks may have been greater.

Response Tally

Senators polled and the actual or estimated responses received were as follows: John W. Bricker (R-Ohio), 7,218; Owen Brewster (R-Me.), about 1,200; Raymond E. Baldwin (R-Conn.), couple of thousand; Styles Bridges (R-N.H.), up in the thousands; Hugh Butler (R-Neb.), close to 2,000; Harry Flood Byrd (D-Va.), about 500; Tom Connally (D-Tex), roughly several hundred; Sheridan Downey (D-Calif.), 32,000; James O. Eastland (D-Miss.), several hundred; Allen J. Ellender Sr. (D-La.), over 100; Harry Cain (R-Wash.), over 14,000; Homer E. Capehart (R-Ind.), about 4,500; Bourke B. Hickenlooper (R-Iowa), between 2,500 and 3,000; Walter F. George (D-Ga.), several hundred; Guy M. Gillette (D-Iowa), several hundred; Edwin C. Johnson (D-Colo.), several hundred a day at peak; William E. Jenner (R-Ind.), 1,606; Clyde R. Hoey (D-N.C.), 25-30 a day; William F. Knowland (R-Calif.), 12,000 to 13,000; Henry Cabot Lodge Jr., (R-Mass.), 8,500; Joseph R. McCarthy (R-Wis.), "thousands"; John L. McClellan (D-Ark.), about 500; Brien McMahon (D-Conn.), over 2,000; Irving M. Ives (R-N.Y.), between 15,000 and 20,000; Wayne Morse (R-Ore.), between 4,000 and 5,000; Joseph C. O'Mahoney (D-Wyo.), between 400 and 500; John J. Sparkman (D-Ala.), 40 or 50 a day; Margaret Chase Smith (R-Me.), over 2,000.

Representatives polled included Harris Ellsworth (R-Ore.), several hundred; J. Harry McGregor (R-Ohio), 496; Errett P. Scrivner (R-Kans.), at least 125; Richard W. Hoffman (R-Ill.), at least 58.

Some legislators indicated their mail was heavy even though appearing light in contrast to others. Some pointed out, too, that their mail came from "substantial" or "choice" people.

Sen. Downey, who received the heaviest deluge of mail, said the majority of the 32,000 responses were pro-Taft-Hartley.

Spot Check

A spot check of 50 of Sen. Cain's 14,000 pieces of correspondence showed all favored prohibition of jurisdictional strikes and secondary boycotts and felt the law should guarantee to management and labor alike the freedom to express their respective points of view on labor-management problems, provided there were no promises of bribes, or threats of reprisals—direct or implied. All agreed also that "feather-bedding" should be forbidden. Only 29 believed the "closed shop" should be permitted. All answered affirmatively to the question "Do you believe that foremen and supervisors, who have a divided responsibility to management which hires them and to the workers under them, should be permitted to have unions of their own?"

ELIAS ELECTED

Named President of WWNC

DON S. ELIAS, member of the legislative committee of NAB, was elected president of the Asheville Citizens-Times Co., licensee of WWNC Asheville, N. C., at the board of directors' meeting March 17.

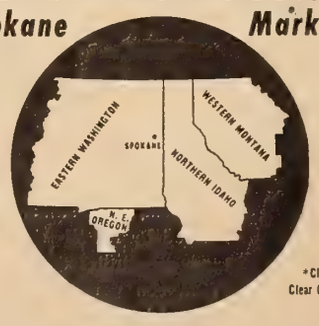


Mr. Elias

Charles A. Webb, who has served as president of the company since 1930, was elected chairman of the board. D. Hiden Ramsey was elected vice president-secretary, and W. Randall Harris Jr. was reelected treasurer. Mr. Elias, who has been active in the NAB for a number of years, has also served the association for five terms as a director.

RADIO SPOKANE KGA

50,000 WATTS
of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market



*Class 1-B Clear Channel

RADIO SPOKANE KGA

OWNED AND OPERATED BY LOUIS WASMER

American Broadcasting Co. Affiliate

Radio Central Building
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

FM COVERAGE

100 Million Listeners Within Reach—FMA

A POTENTIAL audience of over 100 million listeners—better than two-thirds of the nation's total population—is currently being served by 720 existing FM stations, FM Assn. announced last Thursday.

Basis for these figures is a newly-prepared map, detailing present nationwide FM markets and coverage, which will be fully discussed at FMA's Sales Clinic in New York Friday. The map was prepared by Everett Dillard, founder and president of Continental FM Network and general manager of WASH (FM) Washington, D. C. and KOZY Kansas City.

At least 90% of 27 states east of the Mississippi are virtually blanketed by FM broadcasters with one or more stations, according to the map. Mr. Dillard will unfold the coverage map at a session in which he will speak on "The FM Facts of Life." He is one of five principal speakers slated to address the conclave, to be held at Hotel Commodore.

Meanwhile, Edward L. Sellers, executive director of FM Assn., has announced that over 100 reservations have been received for the session. Between 150 and 200 top FM industry executives—broadcasters, agency personnel, manufacturers and others—are expected to attend.

Other speakers to address the clinic are Edgar Kobak, MBS president; Linnea Nelson, chief time-buyer, J. Walter Thompson Co.; Dr. Millard C. Faught, president of Faught Co. Inc., and Ted Leitzell, public relations director, Zenith Radio Corp.

KSFO SITE

FCC Reconsiders Action

FCC RECONSIDERED last week and authorized KSFO San Francisco to use the transmitter site it originally proposed for its new 50 kw, 740 kc operation. This, the Commission said, would permit service "to a considerably larger area and population" than would operation from the transmitter site which FCC specified in issuing the 50 kw grant last August [BROADCASTING, Aug. 23, 1948]. The proposed site is near Novato, Calif. The grant for use of it was made subject to several technical conditions relating to signal strength delivered at FCC's primary monitoring station at nearby Livermore, Calif. KSFO is currently on 560 kc with 5 kw day and 1 kw night.



PYRAMID of beer bottles topped by a lone candle replaces customary birthday cake as first anniversary of *Amber Room*, tea dancing show sponsored by Wiedemann Brewing Co., Newport, Ky., on WKRC Cincinnati, is celebrated. H. Tracy Balcom Jr., Wiedemann president, lights the candle. Others (l to r): Oscar Beatty, Wiedemann sales manager; H. E. Fast, WKRC manager, and Edmund Strauchen, of Strauchen & McKim, brewery's agency.

PULSE RATINGS

Steady 7-Year Decline In Top 10 AM Shows

PULSE ratings of the top ten evening radio programs in New York have declined steadily in the past seven years, The Pulse Inc. reported last week.

The following table shows the lowest rating received by March top ten shows in New York since 1943:

1943	25.0
1944	26.7
1945	20.7
1946	20.3
1947	19.3
1948	17.0
1949	15.0

TOP TEN EVENING AND DAYTIME SHOWS

Evening

Highest ¼ Hour Rating

	Mar.	Feb.
Walter Winchell	22.3	23.3
Lux Radio Theatre	22.0	24.3
Jack Benny	21.3	22.7
Fibber McGee-Molly	18.3	15.0
Bob Hope	17.0	
Stop the Music	17.0	15.7
Suspense	16.0	15.0
Theatre Guild	15.3	14.7
Inner Sanctum	15.0	
Fat Man	15.0	

Daytime—5 A Week

Highest ¼ Hour Rating

Arthur Godfrey	9.3	9.9
Grand Slam	8.1	8.3
Rosemary	7.9	8.2
Our Gal Sunday	7.9	7.9
Helen Trent	7.8	7.7
Big Sister	7.7	7.3
Ma Perkins (1:15)	7.5	7.0
Aunt Jenny	7.4	7.4
Wendy Warren	7.3	7.7
Young Dr. Malone	7.3	6.4

Saturday and Sunday Daytime

Highest ¼ Hour Rating

The Shadow	9.3	8.0
Quick As A Flash	8.0	6.7
Detective Mysteries	7.7	
House of Mystery	7.0	
Children's Hour	7.0	
Metropolitan Opera	7.0	6.7
Juvenile Jury	6.3	5.7
C. F. McCarthy News	6.3	
Grand Central Station	6.3	
Make Believe Ballroom (Sat. a.m.)	6.0	6.7
Theatre of Today	6.0	

Verbal Fireworks

PRE-BROADCAST verbal fireworks forced cancellation of an established program broadcast weekly on KXOK St. Louis. During March 14 warm-up discussion, members of the panel who were to debate the pros and cons of rent control on KXOK's *Wake Up, St. Louis* series, found themselves in such heated argument that one member walked out. Who said what and to whom will never be revealed since no one was near a microphone during the flare-up, but Bruce Barrington, KXOK news director and moderator of the program, said another attempt would be made to schedule the broadcast—this time on the air.



WANTED

Stand-By Announcers Immediately.

Recording department of major New York network affiliate requires immediately 4 stand-by announcers for daylight time repeat program origination. Twenty-three weeks. $78.75 per week. Possibility permanent employment. Applicants must appear for personal audition.

BOX 573a, BROADCASTING

BE-BOP BONNET
Radio Hat Announced

KEEP this under your hat, but you'll have be-bop in your bonnet this summer if American Merri-Lei Corp., Brooklyn, has its way.

Merri-Lei, a novelty manufacturing company, is about to introduce tropical hemlets wired for sound. Fitted with complete, under-the-lid radios, and available in a select range of colors, the helmet sports two radio tubes emerging from the crown and a tuning knob at the forepeak. Perched aft, in relative position of a rooster's tail, is a hoop-like antenna. The remainder of the radio set is hidden in the hat's lining, which is a quarter-inch thick.

Victor T. Hoeflich, president of Merri-Lei, assures BROADCASTING that the entire AM broadcasting



band is available on the sets. They work on a pocket-type A battery, guaranteed to last 20 hours, and a 22½ volt B battery, sure to last a year or more.

Signal pick-up within 50 miles of a transmitter is possible with the 22½ volt battery.

The foresighted president said that, though not released yet, the noisy helmets will be snapped up by at least five million radio "bugs" during the first year. Sizable advance orders from several New York stores lead him to that conclusion—they haven't tried to cover other cities.

The hat will retail for $7.95. It weighs 12 oz., with battery pack carried in pockets.

Mr. Hoeflich pointed out that the sets turn on automatically when the helmet is perched on the noggin. The price of silence is sunburn.

WNEW Policy

WNEW New York has discontinued selling time to advertisers who distribute merchandise only by direct mail, Ira Herbert, vice president in charge of sales, announced. Change in policy, according to Mr. Herbert, is because little of mail order business has merit, much has not. Station found such accounts to be troublesome and short-lived.

MOVIE BIDDERS
'Non-newspaper' Policy May Apply

FCC CHAIRMAN Wayne Coy was reminded last week that he apparently overlooked a 1946 FCC decision when he said the Commission hasn't yet had an opportunity to consider whether its so-called "non-newspaper policy" should apply also to movie applicants [BROADCASTING, March 21].

Mr. Coy had explained to the Theatre Owners of America, in response to questions, that FCC has a policy of preferring non-newspaper applicants over those with newspaper affiliation when it has to make a choice and when all other factors are equal. But he indicated that the question hasn't yet come up in connection with theatres.

Andrew G. Haley of the Washington law firm of Haley, McKenna & Wilkinson, sent Chairman Coy a letter Wednesday calling attention to a decision adopted by FCC in July 1946 granting the application for WRNO Orangeburg, S. C., and denying those of two competing applicants [BROADCASTING, July 8, 1946]. There, Mr. Haley noted, the policy was made to apply to both theatres and newspapers.

After mentioning that the principal stockholder of one of the unsuccessful applicants held a minority interest in a local newspaper, the 1946 decision said:

Noting this fact and also his controlling interest (50%) in, and active management of, two of the three movie houses in Orangeburg which are important sources of entertainment and, to a much lesser degree, of the dissemination of news and information, we believe that the public interest is better served, when considering the applications on a comparative basis as we are here obliged to do, by a grant to the applicant which has no connection with these other media for the dissemination of news and information.

Mr. Haley told the Chairman he was not able to reconcile this statement in the decision with Mr. Coy's statement to the Theatre Owners of America. He also noted that he had called the Orangeburg decision to the Commission's attention in a brief filed for oilman Edwin W. Pauley's Television California in the San Francisco television case, where two motion picture companies are among the rivals of Television California.

Charles R. Denny, then a member of the Commission and later its Chairman, conducted the Orangeburg hearings. Mr. Haley said the decision "was unanimously concurred in by all Commissioners." He said Mr. Coy presumably "inadvertently overlooked" it when he made his statement to TOA.

NEWSCAST SPEEDS
Cited in U. of Pa. Study

NEWSCASTERS will be somewhat deflated by the findings of a listenership study by Harold E. Nelson of the speech department, U. of Pennsylvania. His tests show that "the least significant factor" in the ability to recall radio news items was the newscaster himself.

"It would seem that almost any newscaster, if he is at least a 'normal' speaker, will be understood just about as well as any other newscaster," Mr. Nelson says.

Principal factor in the ability to remember radio news items was found to be the "difficulty level" of the newscast. The five test newscasts used were rated according to the readability formulas of Rudolf Flesch, author of *The Art of Plain Talk*, and those which were easiest to read were also the best remembered when broadcast.

The rate of reading the newscast was a factor in the listenability of the broadcast. Recall of the newscast was best at a speed of 125 words per minute. However, the listeners in the test indicated that they would prefer to hear their newscast at about 175 words per minute. Eighty-one per cent of the listeners indicated that this rate was about right, and the author concludes that "the most 'efficient' rate for newscasts . . . might be somewhere between 175 and 200 words per minute."

Quoting Paul Lazarsfeld, of Columbia U., that 61% of the people get their news from the radio, Mr. Nelson says that not enough research has been done on listener response to various types of oral material. The survey was done with the cooperation of newscasters from WHO Des Moines, WMT Cedar Rapids and WSUI Iowa City.

The study, entitled, "The Effect of Variations of Rate on the Recall by Radio Listeners of 'Straight' Newscasts," appeared in *Speech Monographs*, Vol. XV, No. 2, 1948..

BRONZE medal for "outstanding contribution to radio as a social force" was received by Ben Park, producer of *It's Your Life* (WMAQ Chicago, Johnson & Johnson), at 1948 Annual Advertising Awards meeting in New York. Documentary is aired daily at 11:15 a.m. CST.

AFFILIATES
CBS, MBS Plan Chicago Meets

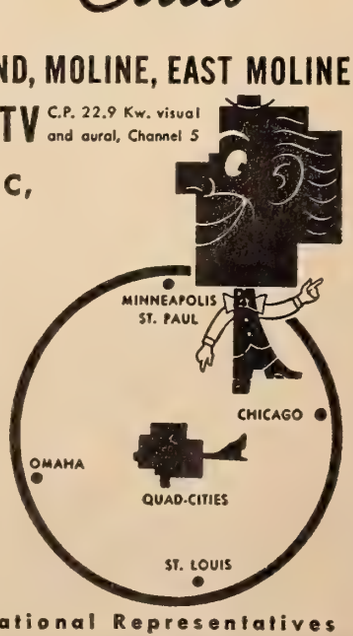
CBS and MBS will hold meetings of their affiliates in connection with the NAB convention in Chicago, it was announced last week.

ABC and NBC have no meetings of affiliates scheduled, although the ABC Stations Advisory Committee will convene at a closed luncheon session at the Ambassador East Hotel April 10.

The CBS affiliates will attend a dinner meeting April 10 at the Ambassador East Hotel.

MBS affiliates are scheduled for a longer session, beginning at 4 p.m. April 10 in the Stevens Hotel. After dinner a television seminar for affiliates will be held at the studios of WGN-TV Chicago.

Leading executives of CBS and MBS will address their respective meetings.

WOC
FIRST IN THE QUAD Cities
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5
Basic Affiliate of NBC, the No. 1 Network
The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.
Col. B. J. Palmer, President
Ernest Sanders, Manager
DAVENPORT, IOWA


FREE & PETERS, INC., National Representatives

Respects

(Continued from page 40)

him to dinner at the fraternity house. That started the yearly visitation.

Leaving the university in 1926, Mr. Faust donned grease paint for repertory theatre work in Ann Arbor, Mich., at a weekly salary of $40 (like the other actors, he bought his own costumes and paid room and board). As stage manager and juvenile lead, he learned roles and carted props (again) for 14 plays.

Suddenly one chilly a.m. in 1928, however, "I woke up and realized I felt like an actor." That was the last thing he sought on a career basis, so he turned in his notice between matinee and evening performances the same day. One day after returning home, he marched into the *Chicago Tribune* and asked the head of the classified ad department for a job. He got it six weeks later after calling on the same man every day at 9 a.m. Working on Michigan resorts, he was upped to the "silk stocking list" and display advertising after selling Illinoisans en masse on the therapeutic value of a Michigan vacation.

While running the "silk stocking list" (exclusive women's shops on Michigan Ave.), Mr. Faust and a New York cohort made history by wearing white ties and tails (remnants of his theatrical days) to the formal opening of Saks Fifth Avenue and other fashion houses.

Grounded in printed media advertising, Mr. Faust joined his father at Mitchell-Faust agency in the fall of 1930. Originally Mallory & Mitchell, the firm operated also as Mallory, Mitchell & Faust before becoming Mitchell-Faust, of which the elder Faust is president. In February 1931, the new agency executive married the former Mary Carnall of Wilmette (another North Shore suburb) after meeting her six months previously at a country club dance.

His duties at M-F started with research and merchandising, which shifted gradually into account handling and contact work. This was halted abruptly in May 1941, when Mr. Faust was called to active duty in the Navy as a lieutenant (jg) in intelligence at Great Lakes.

Intelligence work for him decreased as the need for public relations increased, and Lt. Faust soon found himself with the job of radio broadcasting officer for the Ninth Naval District. Directing all informative work and special events, he and his section supervised the airing of 4,000 shows in a month. The best known network programs under his supervision were *Meet Your Navy*, the *Bluejacket Choir*, *Know Your Navy* and the broadcasts of Orrin Tucker and his orchestra from Chicago's Navy Pier.

Mr. Faust frequently quieted the restless sailor audience in the short intervals before air time by borrowing equipment from Clem, the Magic Man (who was also a Navy officer), and performing his favorite "now you see it, now you don't" tricks.

South Pacific Service

In November 1943, he was sent to the South Pacific as welfare officer for the South Pacific command, attached to Admiral "Bull" Halsey's Third Fleet. His department had jurisdicition over welfare personnel spotted throughout a 3-million square-mile area. After 13 months, during which he had additional duty as Navy USO coordinator in the area, he went to Washington, where he was released in April 1945. Rejoining Mitchell-Faust, he resumed duties as vice president and radio director.

Mr. Faust works with some part of each M-F account, including major ones like Oscar Mayer & Co., Sanford Ink Co., Rapinwax Paper Co., Moorman Co. and Rothmoor.

He is now correlating his radio work with television experimentation, and will branch into TV shortly. His initial video adventure took place in a mausoleum-like movie studio on Long Island in 1931. While producing training films there for an account, he worked with the sound engineers and cameramen in using scanning disc equipment to relay a telecast from one end of the room to the other.

After years of studying the medium's possibilities, he has devised and is ready to use in a live show a production gimmick which is expected to cut costs of a studio dramatic show as much as 50%. His combined experience in writing, acting, production and advertising has enabled him to develop a systematized approach to the complex video pattern.

Movies, he believes, are designed for epics, "whereas television must trend toward providing the type of entertainment which could logically be found in living room."

This, according to his interpretation, means there should be (1) fewer characters in dramatic presentations; (2) simplification of backgrounds to the bold-stroke setting rather than the detailed picture, which often distracts viewers and clutters the scene, and (3) accentuation of the imagination with encouragement of mental participation.

The more imagination left the viewer, he feels, the more emotional response.

His Beliefs

Mr. Faust also admits to carrying these torches (one or all of which show up in his public speeches): (1) "We need *more* commercialization, not less, in American radio and television if we are to do the best job for the U. S. and the world; (2) radio broadcasting is doing a wonderful job for the listener interests, vocal minorities to the contrary notwithstanding; (3) techniques already known and proved can provide us with top-grade television programming without raiding or killing the movies."

Because of his conviction that television will help integrate family life, Mr. Faust has installed a set in his home. The children, however, are held to a no-visitor policy except for special occasions. The youngsters are Marianne 14, Judith 11, Punch (red-head) 9, Kitty 7, and Caroline 5. Punch, retaliating when his father jokes with him about following Judy, has dubbed him Dr. Faustus, the pseudo magician.



'HOEDOWN' *

***Registered—KNUZ Houston**

PROBLEM of protecting the title of a local radio show from infringement or unauthorized use has been successfully solved by KNUZ Houston, Tex. On application of the station, the Texas Secretary of State has registered a trade-mark for *Houston Hoedown*, title of KNUZ's nightly hillbilly and western variety show.

The action resulted from efforts of another station to broadcast a program under the same title, according to Max H. Jacobs, KNUZ president. Application for registering the trade-mark has been filed in Washington under the new Lanham Act.

Houston Hoedown has been heard on KNUZ continuously for more than a year and is a combination of live and recorded entertainment originating in night spots and the station's studios. Webb Hunt, disc jockey, and Biff Collie, announcer, are featured on the show.

PEARSON HONORED

Friendship Train Praised

NEW YORK's Radio Executives' Club last Thursday honored Drew Pearson, ABC commentator (Lee Hat Co., Danbury, Conn., Sundays, 6-6:30 p.m.), for conceiving and administering the idea of the Friendship Train, America's gift to France. An award, a miniature replica of France's "Merci Train," sent by that country in acknowledgement of U. S. contributions of food and clothing, was accepted on Mr. Pearson's behalf by Mark Woods, ABC president.

Mr. Pearson, who was to address the club's luncheon meeting, was ill at his Washington home. He spoke via closed circuit broadcast to the group assembled at the Roosevelt Hotel in New York. He praised radio's contribution to the Friendship Train. Edward Arnold, radio, stage and screen star, presided.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Station Mortality

(Continued from page 27)

FM future; no companion AM operation.

KMED-FM Medford, Ore.—Mrs. W. J. Virgin, CP, Feb. 15. No reason.

WFET (FM) Binghamton, N. Y.—The Binghamton Press Co. Inc., CP, Feb. 15. No reason.

KSEL-FM Lubbock, Tex.—Lubbock Broadcasting Co., CP, Feb. 18. No reason.

WBCO (FM) Detroit—Woodward Broadcasting Co., CP, March 2. Unable to secure AM outlet.

KIOA-FM Des Moines—Independent Broadcasting Co., CP, March 2. Economic.

KECK-FM Odessa, Tex.—Ector County Broadcasting Co., CP, March 2. No reason.

WFIU (FM) Bloomington, Ind.—Trustees of Indiana U., noncommercial CP, March 2. Forfeited.

WWCH West Chester, Pa.—State Teachers College, noncommercial CP, March 2. Forfeited.

KPYR Raymondville, Tex.—Pryor Dillard, CP, Feb. 28. Forfeited.

KLCY (FM) Painesville, Ohio—William H. Miller, CP, March 2. Forfeited.

KVKO (FM) Harlingen, Tex.—Valley Publishing Co., CP, March 2. Forfeited.

KIMO-FM Independence, Mo.—The Blue Valley Co., CP, Feb. 28. Forfeited.

WWCO-FM Waterbury, Conn.—The Mattatuck Broadcasting Co., CP, March 14. Television.

WLAQ-FM Rome, Ga.—News Pub. Co., CP, March 14. Economic; lack of receivers in area.

WGR-FM Buffalo, N. Y.—WGR Broadcasting Corp., CP, March 14. Television. Combined TV-FM operation planned.

KSWO-FM Lawton, Okla.—Oklahoma Quality Broadcasting Co., CP, March 14. Hotel proposed for site not yet constructed.

WNAR-FM Norristown, Pa.—Norristown Broadcasting Co., CP, March 14. Television.

WSJN (FM) San Juan, P.R.—Radio Americus Corp., CP, March 14. No companion AM station.

KSKY-FM Dallas, Tex.—Sky Broadcasting Co., CP, March 14. No reason.

KRGV-FM Weslaco, Tex.—KRGV Inc., CP, March 14. No action on bid for higher AM power. Planned combined AM-FM new installation.

KTVI-FM Tacoma, Wash.—Tacoma Broadcasters Inc., CG, March 15. Television. Planned combined AM-FM-TV.

KWEI-FM Weiser, Ida. — Inland Broadcast Co., CP, March 16. Economic.

WIOC (FM) Croydon, Ind.—Robert P. O'Bannon, CP, March 16. Economic.

WMRE (FM) Oak Park, Ill.—Commander Industries, CP, March 2. Forfeited.

WEAL Toledo, Ohio—Ohio-Michigan Broadcasting Co., CP, March 10. Forfeited.

WMGN Morgantown, N. C.—Beatrice Cobb, CP, March 10. Forfeited.

WMFI Memphis, Tenn.—Fanny B. Wilson, CP, March 16. Forfeited.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES



HARRY WISMER (second from l), ABC sports director, in Kansas City to address participants in National Assn. of Intercollegiate Basketball tournament, was interviewed on special 15-minute program over KCMO Kansas City. L to r: Bill Gunther, KCMO announcer; Mr. Wismer; Tony Williams, KCMO sports editor, and E. K. Hartenbower, station's general manager.

'SPRING ON THE AIR'

KOIL, 'Better Homes & Gardens' Open Drive

SPRING officially began March 14 in Omaha, Neb. This one-week jump ahead of nature's March 21 opening was caused by KOIL Omaha which is bursting out all over with an intensive promotional campaign.

Heralded as "Spring Is on the Air," the novel campaign has the backing of *Better Homes and Gardens*, which is making available its entire facilities to the station. The magazine's editors and feature writers are presented in special tape-recorded programs, aired daily over KOIL, about every subject covered by the publication.

Mails Brochure

Local advertisers, agencies and Petry Co., representative, have received a special 12-page brochure outlining the campaign in detail. With each brochure is a letter announcing "a spring idea that's a daisy," and attached to each letter is a paper daisy.

To further alert prospective sponsors and agency men, KOIL is delivering by Western Union a beautiful spring tie, attractively wrapped and enclosed with a paper band reading: 'Tie-in and cash in."

On-the-air promotion includes some mention of the spring theme during every hour of the broadcast day. Augmenting this, the station is using streetcar cards, window cards and streamers, newspaper advertising, shopping guide advertising, weekly bulletins and letters to advertisers, and distribution of boutonnieres—paper daisies with colorful banners reading: "Spring Is on the Air at KOIL."

RADIO CAREERS

Student Interest High

RADIO is near the top of the list of careers being considered by Portsmouth (Ohio) High School students, according to WPAY WPAY-FM Portsmouth.

At the high school's recent second annual Career Day, interest in the clinic on radio was second only to that on retailing, station executives said. Two WPAY representatives, Chief Engineer Maurice Myers and Office Manager O. T. Dresbach, talked with 108 seniors, juniors and sophomores who attended the radio meeting.

Mr. Myers answered questions about technical schools offering radio training and on the future of television in Portsmouth. Mr. Dresbach outlined the general aspects of radio and the types of jobs open to those entering it.

HUTH RESOLUTION

UNESCO Paper Adopted

RESOLUTION urging that frequencies to be assigned by the International High Frequency Broadcasting Conference "should not be used for purposes contrary to mutual understanding and tolerance" has been submitted to the Mexico City conference by Arno G. Huth, on behalf of the United Nations Educational, Scientific and Cultural Organization. The conference adopted the resolution by 51 votes for, one against (Rumania) and nine abstentions (Soviet bloc).

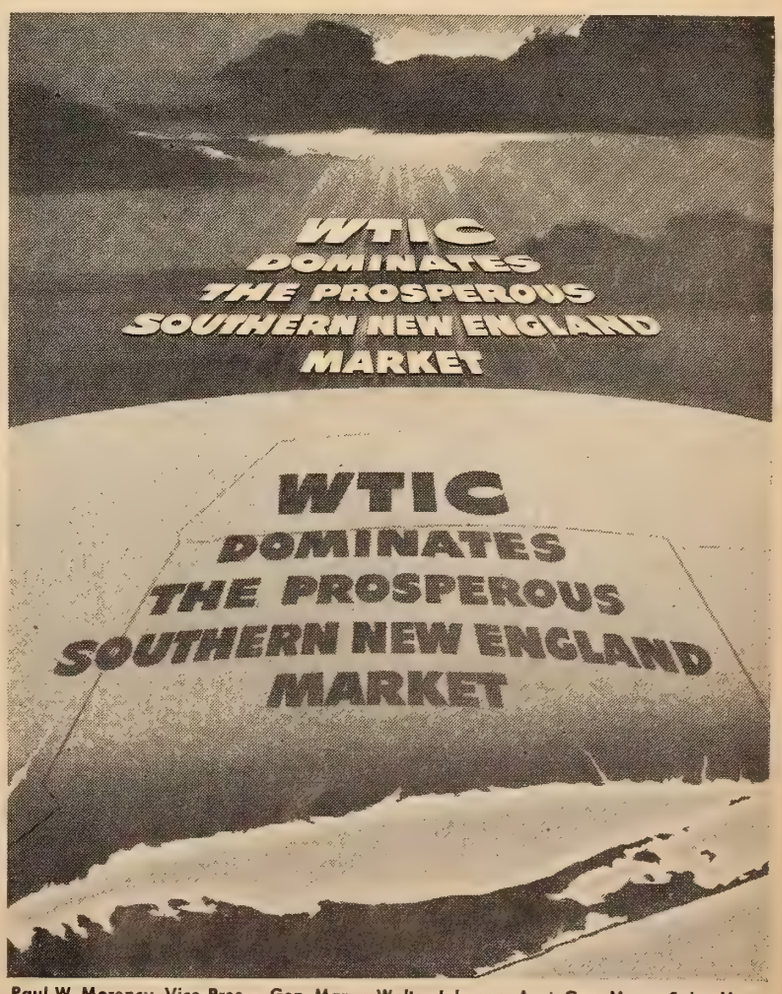
Text of the resolution:

The Plenary Assembly of the International High Frequency Broadcasting Conference . . . RECOMMENDS

That the frequencies to be assigned by the Conference should not be used for purposes contrary to mutual understanding and tolerance, and

That all appropriate steps should be taken to the end that this resolution be followed by practical measures on the part of the Governments concerned, and that such measures are brought to the attention of the International Telecommunication Union, UNO and UNESCO by the countries members of these organizations.

SCRIPTS for certain documentaries and other dramatic programs, to be produced and transcribed by private agencies on contractual basis, have been prepared by State Dept.'s International Broadcasting Division. Programs will be in English, Spanish, Portuguese, Italian, French and German, with other languages to be added later. Transcribed shows will be used primarily for IBD's overseas distribution.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

TV BAN ON UNESCO?

WEWS Challenges

THE GOVERNMENT and WEWS (TV) Cleveland locked horns last week over the State Dept.'s ban on telecasting sessions of UNESCO, the international organization which champions freedom of the press.



Mr. Hanrahan

But, as BROADCASTING went to press, State Dept. officials were rapidly clearing the way for reversal of the decision, which had been editorially challenged as hypocritical.

James Hanrahan, general manager of WEWS, told BROADCASTING the clash was precipitated by State Dept. notification that WEWS could not televise proceedings of UNESCO's All-American convention in Cleveland April 1.

No reason was given for an eleventh hour imposition of the ban, Mr. Hanrahan said, adding that the station had cancelled its commercials, and received union clearance for the "Freedom Symphony" that evening in order to perform a public service.

Refusal was relayed to him, Mr. Hanrahan said, by Miss Helen Semmerling, liaison agent between the State Dept. and the UNESCO meeting. The session, expected to attract 3,000 delegates, was called to study means of promoting world understanding of educational, scientific and cultural achievements.

Later, both Miss Semmerling and Shepherd L. Whitman, Cleveland World Affairs Council director, indicated they would seek a reversal of the decision.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., identified the controversy as a "new problem to us."

Mr. Vickery maintained the crux of the problem was union clearance of talent and the acceptability of telecasting the proceedings to Mrs. Eleanor Roosevelt, one of the main speakers, and Dr. Torres Bodet, director general of UNESCO in Paris.

"Up to last night," Mr. Vickery said last Wednesday, "it was believed that the event could not be televised because certain talented Hollywood actors were said to be barred from television by their contracts."

"Mrs. Roosevelt," he added, "had not then indicated whether she wished to be televised."

When it was later learned that the Hollywood actors would not be available and that New York actors, with television performance rights, would substitute, the only matter to be resolved was whether Mrs. Roosevelt would consent to be televised. It would be possible, he later said, to authorize the telecast without the consent of Dr. Bodet.

Authority Lacking

Mr. Vickery acknowledged that the State Dept. actually lacked authority to impose the ban and that program arrangements were entirely in the hands of the U. S. Commission for UNESCO, an advisory committee not affiliated with the government department.

Mr. Hanrahan pointed out that his station had gone to considerable expense in cancelling all its commercial and sustaining shows during the 8 to 10 p.m. period April 1 to telecast the entire UNESCO show.

"We can provide a visual audience that will be 10 or 15 times as large as you can get into Public Hall," he declared. This audience, he said, would come "from all over populous northeastern Ohio."

Mr. Hanrahan said dealers were known who "are ready to put the show on public display in their communities where school children and all others can feel they are taking some audience part through the telecast.

"When we cleared with the American Federation of Musicians about including the symphony concert on the program, Lee Repp (Cleveland business agent) was both generous and enthusiastic.

"The stated UNESCO function is to awake and alert the American people, among others, to their freedoms in communications, education and cultural interchange. I can't see how it lives up to this stated function in this strange course."

Miss Semmerling failed to specify just what the State Dept. objections were, according to Mr. Hanrahan.

The Cleveland *Press*, with which WEWS is associated, took up the cudgel for its station in the paper's editorial columns March 24.

It was pointed out in the editorial that whatever might be back of the ban was not clear.

"Whatever the motive," it said, "it is a dangerous censorship that must not be tolerated. If allowed to stand, it would defeat, in part, the very purposes for which the meeting was called."

The station had not been told the nature of the State Dept.'s objections, the editorial said.

'Can't Justify Action'

"No matter what they are," it continued, "they can't justify the action taken. The department has no more right to stop televising the proceedings than it has to try to say what shall or shall not be published about the meeting. This censorship must be fought to a finish."

Stanley Anderson, television editor of the *Press*, in his column the same day doubted that Mrs. Roosevelt "may be one of those who may not want WEWS to telecast the UNESCO session."

"If anybody should want the program to reach the greatest number of people," he added, "Mrs. Roosevelt should. Her record as a UN worker should work against a refusal. As a matter of fact, she should ask for television coverage."

Mr. Vickery made several futile attempts last Thursday to reach Mrs. Roosevelt, who was traveling between New York and Washington.

At first, one of Mrs. Roosevelt's secretaries in New York, declined to sanction the telecast in Mrs. Roosevelt's name.

Later, another secretary, gave Mr. Vickery assurance, he said, that Mrs. Roosevelt would have no objection to the telecast.

On the basis of this authorization Mr. Vickery felt that the matter could be considered resolved and the State Dept. decision reversed.

The only authority lacking, unless Mrs. Roosevelt personally voices an objection, Mr. Vickery said, is permission for the television staff to use the auditorium. He clearly had enough of the whole mess, and permission for the use of the auditorium would have to be secured by Mr. Hanrahan, he said.

BROADCASTING's regular monthly TELECASTING insert follows page 54. In addition pages 50 to 54 are devoted exclusively to television news.

VIDEO TALENT

Protective Clause Adopted

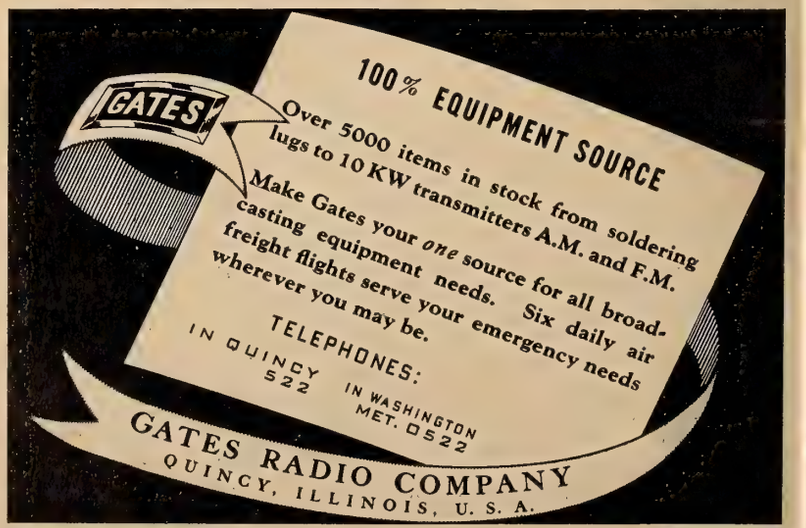
PENDING formation of a television talent union, the Associated Actors and Artists of America's television committee has drafted a clause which actors will incorporate in new contracts with agents, managers or personal representatives. It is designed to protect interest which may later accrue by action of the committee or a union formed through it.

Council of Actors' Equity adopted the committee clause, thus making any actor who fails to abide by the action subject to "appropriate disciplinary action." The clause states:

"The obligations of the artist under this contract, with respect to television, are subject and subordinate to the artist's primary obligations to the television committee of the Associated Actors and Artists of America. . . ."

An effort to form a new 4-A union for video, to be called The Four A's Television Authority, is currently in a preliminary stage [BROADCASTING, March 21].

IN AMARILLO
and the great Panhandle area
LET KFDA
place that "selling" message in thousands of homes in this fast buying section.
NOW 5000 W. (D)
and 1000 W. (N)
plus an F.M. "bonus"
ASK A PEARSON REPRESENTATIVE FOR THE FACTS!
KFDA
Howard Roberson, Manager
ABC



SMPE

Dr. DuMont Heads Speakers

PRINCIPAL speaker at the luncheon opening the 65th semi-annual convention of Society of Motion Picture Engineers will be Dr. Allen B. DuMont, head of the Allen B. DuMont Labs Inc., New York. The five-day session, opening April 4, is to be held at New York's Hotel Statler.

Highlights of the opening day will include a forum on television and motion pictures, led by authorities in these related media, to be held in the afternoon. An evening demonstration will be held showing latest equipment for direct projection of theatre-size television images. Tuesday morning and afternoon sessions also will be devoted to television, with the evening open. A total of 37 technical papers, in addition to two forums, a popular lecture on atomic energy, and social events, are scheduled for the 10-session conclave.

Problems in the technical phases of motion picture production for television will be dissected at the television forum.

Forum leaders, their topics and the propositions keynoting their discussions are:

Dr. Alfred N. Goldsmith, consulting engineer, New York "Engineering Techniques in Motion Pictures"—Video films, produced today several different ways, all of which can be improved in quality and economy. Continued investigation is urged toward better methods of picture and sound recording.

Richard Blount, engineering division, lamp department, General Electric Co., Cleveland "Studio Lighting for Television"—Distortion introduced by improper lighting techniques (demonstration with slides).

Edmund A. Bertram, plant superintendent, De Luxe Labs, Inc., New York. "Motion Picture Laboratory Practice for Television" Video receiver tube quality affects kinescope photography quality, (demonstration with 16 mm picture film).

Arthur J. Miller, general manager, Consolidated Film Industries Div., Republic Pictures Corp., New York "Motion Picture laboratory practice for television" Composite 16 mm prints of high quality can give better receiver tube image quality when televised" (demonstration with 16 mm film).

Clyde R. Keith, engineering manager, electrical research products division, Western Electric Co., New York. "Sound on Film Recording for Television Broadcasting" Three bottlenecks degrade sound quality of 16 mm films in telecasting (1) 16 mm film development is generally inferior to that of 35 mm film, (2) 16 mm printers frequently produce distortion and flutter in prints, and (3) most 16 mm projectors lack the accuracy required to give best electrical, mechanical and optical results.

Dave Gudebrod, N. W. Ayer & Sons Inc. New York "Motion Picture Production Requirements for Television" Sponsors and advertising agencies expect films to entertain and interest audience and to carry potent messages (Demonstration with film that has been telecast for a major sponsor).

VIDEO TECHNIQUE

Decorators Hear Talk

TELEVISION's growing importance as the focal point of the home presents a challenge to today's interior decorators, Bernhardt Denmark, national television sales manager of Telecoin Corp., New York, told members of the American Institute of Decorators last Wednesday at their Hotel Pierre convention. Video brings with it a new concept of decor involving lighting and individuality in styling, he pointed out.

Mr. Denmark introduced to the decorators Telecoin's Tele-Video. The Tele-Video screen, which can be had as large as 63 feet square, can be adapted to any room, with remote control hundreds of feet from the picture which is projected from the rear with all equipment hidden. The screen can be placed flush with the wall.

PROFITABLE SALES

You stay in business by selling at a profit. WAIR is famous for its ability to sell in volume . . . at a profit far above the average.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

LEVY COVERS TV

Writes for 'The Shingle'

IN AN ARTICLE entitled, "Greener Grass?," appearing in the March issue of *The Shingle*, publication of The Philadelphia Bar Assn., Isaac D. Levy, retiring vice president and general counsel of WCAU Philadelphia, states: "So much of the value of television is lost because it is in black and white and not in color. Color television is here and when the FCC gives the 'go' sign, it will improve pictures beyond description. . . . . Food demonstrations would make your mouth water. We recently had a film from the Washington State Apple Commission which became valueless when shown on black and white television because the type of apples and colors, the reds, greens and yellows, were all lost.

"One often wonders how television will affect radio and the movies. There are certain sporting events . . . that are good only on television. Then there are programs like symphony concerts that may become very tiresome if one likes to listen to music without distraction. Lectures, news programs and forums are better on radio. Then again, television tires the eyes. The test for television should be, does this program have anything which appeals to the eye as well as to the ear? None can foretell the effect of television on the movie industry, but we realize that there is an impact. Let's hope it's for the good of all."

WTVR Power Increase

WTVR (TV) Richmond, Va., observed an increase in power March 13 with a special half-hour program which was carried by its AM affiliate, WMBG, and WCOD (FM). Power increase was to 12.16 kw. The special program featured a documentary on radio and television and telegraphed greetings from the mayors of 21 Virginia cities which will now be served by WTVR. Station operates on Channel 6 (82-88 mc).

Engineers Wanted

CIVIL SERVICE positions now are open for radio engineers with the FCC at Washington, D. C., and various other places. Salaries range from $2,974 to $3,727 a year, with age limits from 18 to 35 years. Applicants will take a written test and must produce proof of appropriate college study or technical experience, or a combination of both. Applications must be filed with the U. S. Civil Service Commission at Washington not later than April 12.

TV PRODUCTIONS

Smith Plans Video Filming

TV PRODUCTIONS has been formed in Hollywood by Jack Smith, star of his own CBS show, for the production of quarter and half-hour open-end television films. Offices are at 1469 N. Vine St. Associated with Mr. Smith are Jerome B. Rosenthal, attorney, and Century Artists Ltd.

First series of original scripts—to feature old-time performers—is being written by Jimmy Henaghan. Bill Brennan, producer of CBS *Jack Smith Show*, will direct firm's productions. Frank De Vol, musical director of the CBS show, is serving group in same capacity.

See Joins KRON-TV

HAROLD P. SEE has been appointed director of television for San Francisco Chronicle Pub. Co.'s KRON-TV San Francisco. Station is expected to begin telecasts this summer. Mr. See, who assumes his duties immediately, was formerly director of television at WBAL-TV Baltimore.



Mr. See

PROMOTION of daytime TV on WABD New York has earned award "Television Ad of the Month" for advertisement in New York *World Telegram* from National Research Bureau.

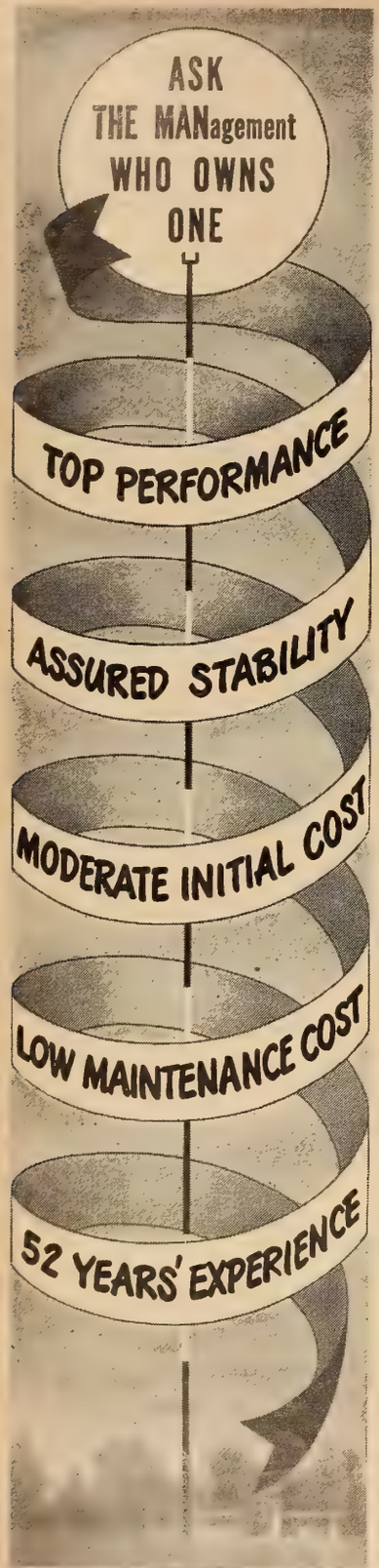


MARK ONE UP FOR JANE!

Recently, the manufacturer of a new aluminum siding product bought three KQV spots on Jane Gibson's Women's Exchange Show. Having failed completely with other media, he was mighty surprised (but not us!) when orders and inquiries began pouring in. Three more spots on Jane's show pulled in so many new orders that after six weeks—and six spots—he'd done $8,000 worth of business—44 times the cost of the time! A terrific job for a new product using no other media, thanks to the tremendous audience response to Jane and KQV.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

VIDEO AWARD

Adopted by Seattle Club

THIS YEAR, for the first time, television will be included in the Seattle Advertising and Sales Club's annual advertising competition. The awards were inaugurated last year [BROADCASTING, June 7, 1948].

Awards will be presented in eight media categories, including both radio and television. Chairman of the joint radio-TV committee is Ralph Hansen, KING Seattle. Other members are Arthur Gerbel Jr., KJR; Paul Swimelar, KOMO, and Robert E. Priebe, KRSC KRSC-TV, all Seattle stations. Roger Rice, KING, is a member of the small steering committee which is directing the second annual advertising awards competition.

Presentations have been invited in four classifications in the television contest:

Best TV film-slide or opaque commercial designed to sell merchandise or service.
Best TV film commercial designed to sell merchandise or service.
Best TV program promoting public relations or community service.
Best commercial program designed to sell merchandise or service.

Competition is restricted to the Seattle-Puget Sound area. All contest entries must be locally created and produced commercials or programs telecast on KRSC-TV between November 25, 1948, and April 27, 1949. Winners will be announced at the Ad Club luncheon May 17.

Requirements in the radio advertising contest are similar and winners will be announced at the same time.

RADIO REPORTS

TV Service Is Expanded

RADIO REPORTS Inc. is now supplying television reports in three of its six cities, President Edward F. Loomis announced last Monday at the firm's New York home office. The company, which has been listing video shows for some time in New York, has added coverage in Detroit and Los Angeles. Similar service soon will be available in Washington, Chicago, New England and Philadelphia.

Mr. Loomis also announced that Si Nathenson, former Detroit manager, has transferred to Los Angeles to handle sales and administrative duties. Mrs. Emily Timmons remains as Los Angeles office manager. Rita Halperin, Mr. Nathenson's Detroit assistant, moves up to the managerial post in that city.

PROGRAM *Riddle Me This* is moving from CBS-TV (Sun., 8:30-9 p.m.) to same time on ABC-TV effective April 3. Show to change title and sponsor. Current sponsorship General Electric Co., Schenectady, changing to B. F. Goodrich Co., Akron, through BBDO. New title tentatively *Celebrity Time.*

With No Trouble

TELEVISION has become so successful at selling that it even sells when it's not trying. During intermission of the amateur boxing matches telecast on KTLA Los Angeles from South Gate Arena, South Gate, Calif., Bill Welsh, telecaster, was interviewing the executive secretary of local Chamber of Commerce. In the course of the interview the C of C representative expressed the hope that more industry would find its way into South Gate. The next day a viewer of the telecast purchased two acres in South Gate for erection of a factory.

ASCAP EXTENDS

Video Music Fee Deadline

EXTENSION through April 30 of ASCAP's grant to telecasters to use its members' music without fee was voted by the society's directors last week.

Telecasters have been given free use of copyrighted music pending negotiations of a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Broadcasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCAP contract with broadcasters expired Dec. 31. Negotiations pertain to both radio and television.

Last week the following members were reelected to the ASCAP board: Writer directors—Fred E. Ahlert, Oscar Hammerstein 2d, Paul Cunningham, A. Walter Kramer; publisher directors—Herman Starr, Louis Bernstein, Samuel H. Bourne, Gustave Schirmer.

WMAL-TV Washington, will begin telecasting forty-five minutes earlier beginning today (March 28). Station's new sign on time is 6 p.m.

TAKE CBS POSTS

Rothafel and Stumer Named

ARTHUR I. ROTHAFEL, general manager of WFEA Manchester, N. H., has been appointed assistant to the director of CBS television programs, and Louis Stumer, assistant manager of operations of DuMont Television, has been named CBS-TV program sales coordinator, CBS announced last Thursday.

Mr. Rothafel, son of Samuel L. (Roxy) Rothafel, the famed theatrical impressario, will work on program building and administration under Charles Underhill, program director of the CBS television network.

Mr. Stumer's new job is to inform the CBS television sales staff of program planning and development and to assist salesmen in making presentations.

Mr. Rothafel has been general manager of WFEA for a year. Before that he had held program manager posts at WCCM Lawrence, Mass., and WKBR Manchester, N. H. He was radio director of Fletcher and Ellis agency in 1933 and previously headed the radio department of Maxon agency.

Mr. Stumer has been assistant manager of operations and studio liaison director at DuMont for the past year. Before that he was president of Television-Radio Enterprises Inc., a producing firm.

HOLE PROMOTED

Named DuMont Executive

LEONARD HOLE, general manager of WABD (TV) New York, has been appointed director of network operations for the DuMont Television Network, Mortimer W. Loewi, director, announced last Tuesday.



Mr. Hole

Mr. Hole joined DuMont's flagship station almost a year ago. His promotion is said to be part of an over-all expansion and reorganization plan now being effected by the network.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Video Set Distribution Compiled by NBC on Regular Monthly Basis

CITY	NO. OF STATIONS	NO. OF FAMILIES (SERVICE AREA)	NO. OF TV SETS INSTALLED
New York	6	3,597,000	500,000
Baltimore	3	732,000	44,700
Boston	2	1,175,000	53,600
New Haven	1	557,000	20,700
Philadelphia	3	1,184,000	130,000
Richmond	1	130,000	7,700
Schenectady	1	258,000	17,900
Washington	4	691,000	37,400
Buffalo	1	323,000	15,500
Chicago	4	1,438,000	100,000
Cleveland	2	695,000	30,400
Detroit	3	839,000	43,500
Milwaukee	1	327,000	19,000
Pittsburgh	1	742,000	9,500
St. Louis	1	474,000	22,500
Toledo	1	241,000	8,500
Albuquerque	1	22,000	600
Atlanta	1	233,000	5,900
Cincinnati	1	384,000	17,100
Fort Worth	1	269,000	3,100
Dallas (Included in coverage area of Ft. Worth TV station)		277,000	4,100
Los Angeles	6	1,372,000	102,000
Louisville	1	188,000	5,700
Memphis	1	177,000	3,400
Minn.-St. Paul	1	333,000	12,300
New Orleans	1	225,000	4,000
Salt Lake City	1	93,000	3,300
San Francisco	1	825,000	4,600
Seattle	1	307,000	5,000
Dayton	1	291,000	4,600
Houston	1	217,000	3,000
Syracuse	1	199,000	2,300
Total All Operating Stations	55		1,241,900

TV Ownership in Cities Without Operating Station

CITY	OPERATION DATE FIRST STATION	NO. OF FAMILIES (SERVICE AREA)	NO. OF TV SETS INSTALLED
Erie	March 1949	112,000	500
Indianapolis	June 1949	281,000	800
Miami	March 1949	117,000	1,700
Providence	March 1949	1,011,000	5,500
Wilmington	May 1949	728,000	3,300
Others			61,300
Total			1,315,000

Ice Disrupts WLWT

ICING conditions atop the 571-ft. tower of WLWT (TV) Cincinnati disrupted operation of the Crosley station for two hours March 18 and delayed relay of programs to WLWD, Crosley's new Dayton video outlet. R. J. Rockwell, Crosley vice president in charge of engineering, said melting ice at the top of the antenna caused a short circuit and burned out part of the coaxial cable which carries programs up the tower.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

CHERTOK TV INC.

New Sacramento Firm Opens

FORMAL incorporation of Jack Chertok Television Inc., Sacramento, as a California corporation capitalized for $100,000 has been completed.

Jack Chertok, also head of Apex Pictures, commercial film firm, is president of new firm and Tom Rockwell, head of General Artists Corp., is vice president. Mr. Chertok, a former feature picture producer at MGM and Warner Bros., formed Apex three years ago and has serviced such national clients as Toni, duPont, Carnation Co., Gillette, Standard Oil of California and National Assn. of Manufacturers.

The television firm will have access to the talent roster of GAC, according to Mr. Chertok, but will not restrict itself exclusively. Apex will continue to do commercial films, while all future television activity will be handled by the new corporation, he said.

NABET VS. IATSE

NBC Case Hearing Resumed

NLRB hearing in the NABET-vs.-IATSE dispute over NBC lighting engineers was resumed again Thursday for the second week. Neutral NBC was still the only organization called on to produce witnesses.

Ernest de la Ossa, director of NBC personnel department, testified as to the history of NBC collective bargaining relationships with NABET, running back to 1933, and with IATSE, beginning in 1940. F. A. Wankel, assistant television operations supervisor of NBC, was the previous company witness [BROADCASTING, Feb. 21]. A similar NLRB hearing involving ABC lighting engineers, scheduled for March 23, was postponed indefinitely until conclusion of the NBC matter.

PREMIUM BUSINESS

TV Will Swell It—Degan

TELEVISION will be a leading factor in swelling the premium business beyond the billion-dollar mark this year, it was predicted last week at the 16th annual Premium Buyers Assn. meeting in Chicago.

Robert R. Degan, merchandising executive of Ted Bates, New York agency, told the premium buyers, meeting at Hotel Stevens, that American consumers spent a billion dollars for thousands of kinds of advertising premiums in 1948 and would spend even more this year.

Television, he said, would contribute heavily to the increase. "Results to date by manufacturers who have made premium offers on television have been nothing short of sensational," Mr. Degan added.

DuMONT SALES

Over $26 Million in '48; Net Profit Also Up

ALLEN B. DuMONT Labs achieved record sales and earnings in 1948, according to an annual report to stockholders made public Wednesday by Dr. Allen B. DuMont, president.

Sales in 1948 amounted to $26,859,000, compared with $11,109,172 in 1947. Net profit advanced to $2,701,000 or $1.29 a share, compared with $563,677 or 27 cents a share in 1947.

Percentage of net profit to sales in 1948 was more than 10% compared to 5% the preceding year, said Dr. DuMont.

Position of the company in the early part of 1949 has continued strong, Dr. DuMont indicated. He said sales for the first ten weeks of 1949 were $9,023,000 as compared with $3,595,000 for the same period in 1948.

Only division of the company not in the black, he said, was the DuMont television network. But he told stockholders:

"... your company feels that our television broadcasting stations are valuable franchises which will eventually be very profitable."

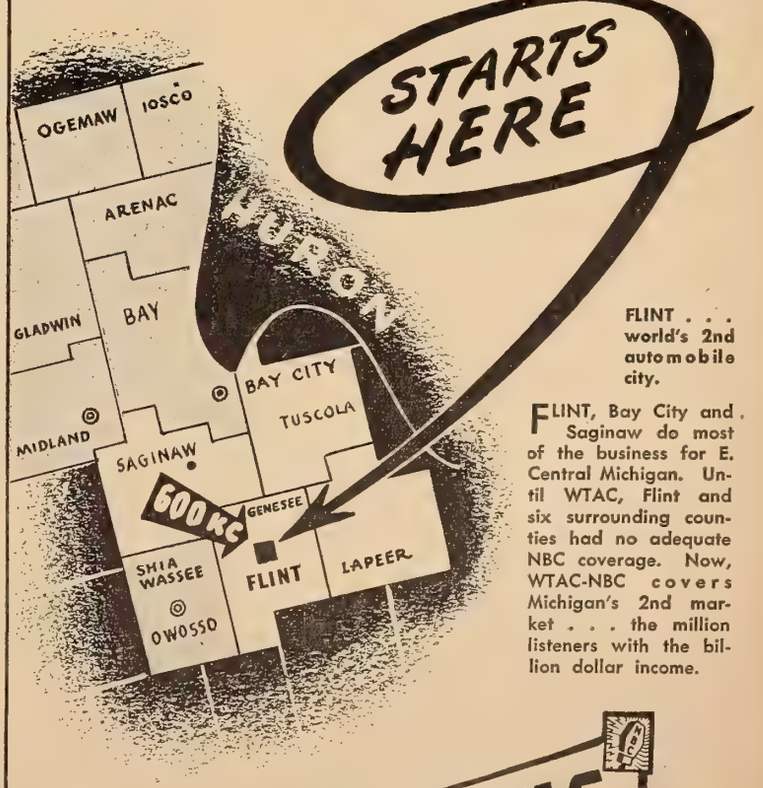
He also advised the shareholders that despite the rapid growth of the company, it was moving carefully to avoid over-expansion which would endanger "either our financial position or the quality of our manufactured products." Similar caution was being exercised in the firm's dividend policy, he said.

Without giving the figures, the report sales in DuMont's transmitter division showed a "very substantial" increase over 1947. The company also is doing intensive development work in UHF and anticipates a steady volume of business in production and sale of equipment and accessories to new telecasters in both VHF and in the possible new UHF band, it was said.

Total assets were listed at $16,882,112, of which the broadcasting facilities constituted $876,187. Property, plant and equipment of manufacturing facilities, less depreciation reserve, was $3,636,555. Current assets, including largely bank deposits and accounts receivable and inventories, were $12,169,275. Inventory itself was $5,397,074.

DAYTIME classes in motion picture and television production will be offered next fall by The New Institute of Film & Television, 29 Flatbush Ave., Brooklyn. The school is now offering evening and Saturday classes for a total of 14 hours per week. Fall daytime classes will total 25 hours weekly, with the evening program continuing as at present. Faculty will be enlarged and registration for daytime courses will commence September 12.

YOUR NEW CHEVROLET OR BUICK



FLINT . . . world's 2nd automobile city.

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.
WTAC
FLINT, MICHIGAN
DETROIT
1000 Watts Day — 500 Night
600 KC
Paul H. Raymer, Representative

ZENITH SUED

Two Firms Hit Obsolescence Ads

MILLION DOLLAR damage suit and injunction proceedings to stop Zenith television obsolscence ads was started last Monday in New York Supreme Court by Sightmaster Corp. and Empire Coil Co. Inc.

The action thus represented the joining against Zenith of a television manufacturer (Sightmaster), a television parts manufacturer (Empire) and a television broadcaster (Empire has under construction WXEL (TV) Cleveland).

The plaintiffs called the Zenith ads false and misleading, and charged they were run maliciously with knowledge of their falsity "for the deliberate and preconceived purpose and with the design of inducing the public" to buy television sets only from Zenith.

It was alleged that plaintiffs had demanded that Zenith stop running the ads but instead Zenith continued to publish them and "are threatening to continue the same."

Already, the plaintiffs alleged, they have suffered damages because customers have failed to buy sets from Sightmaster and parts from Empire. As for damage to the Cleveland television station, it was alleged that because of the Zenith ads:

". . . The volume of sales of television sets in the area of the television broadcasting station now in the process of construction by the plaintiff, Empire Coil Co. Inc., has been and will continue to be substantially reduced, thereby seriously impairing the value of the said television broadcasting station and the anticipated revenue therefrom."

McDonald Answers

Commdr. E. F. McDonald, Zenith president, was quick to answer the charges, saying that Zenith welcomed the opportunity to prove its advertising allegations.

"I have never welcomed a lawsuit as much as I welcome this one. This will give Zenith the opportunity in the courts to prove to the public that the statements in its advertisements, of which complaint is made in the suit, are true. Our only purpose in publishing these advertisements was to acquaint the public with the facts they are entitled to know."

Commdr. McDonald disclosed that Dunn & Bradstreet lists the tangible net worth of the Sightmaster Corp as $71,509 as of July 31, 1948. He stated the company has no engineering staff. Dunn & Bradstreet lists the net worth of Empire Coil Co. as $141,159 as of Sept. 30, 1948—"Yet this company has a CP for a television station in Cleveland which it received in December 1947 and they haven't put up a station yet," he added. The commander pointed out that the net worth of Empire Coil in 1947 was $75,847.

The suit was brought against Zenith Radio Corp. of New York and Zenith Radio Corp., an Illinois corporation. The latter was alleged to own the New York company, which was described as a distributor of sets and parts manufactured by the parent firm.

Affidavits to the complaint were signed by Michael L. Kaplan, president of Sightmaster, and by Herbert Mayer, president of Empire. Both Sightmaster and Empire are located in New Rochelle, N. Y.

Principal allegations follow:

"That heretofore and beginning on or about March 6, 1949, the defendants to procure for themselves and to divert to themselves the business of plaintiffs and others so situated, caused to be issued and disseminated, orally and in writing, to the public, throughout the United States and elsewhere, the false and fraudulant disparaging statements against the plaintiff's goods, that the Federal Communications Commission was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk, but that defendants' television receivers and component parts thereof were so constructed as to receive and handle all possible changes and that plaintiffs were concealing all this from their purchasers and, as part and parcel of the above, the defendants caused to be advertised in many newspapers throughout the United States advertisements . . .

"That such disparaging statements were false and misleading in that the Federal Communications Commission was not about to change present television wave lengths; and was not about to change such wave lengths so as to render obsolete and junk all television receivers and component parts thereof; and defendants' television receivers were not equipped so as to handle and receive all other possible changes, and plaintiffs were thus not concealing any such things from their purchasers.

"That the purpose and effect of the aforesaid statements both as originally issued and disseminated and as repeated by the defendants, was to cause the public, including particularly customers and potential customers of the plaintiffs, to believe that the television sets and component parts thereof manufactured, sold and distributed by the plaintiffs were about to become obsolete and junk and that to avoid this the public could safely and only should purchase the television sets and component parts manufactured and sold by the defendants and not those of plaintiffs.

"That each of the defendants, in deliberately and maliciously making the misrepresentations hereinabove set forth and in deliberately and maliciously causing the said misrepresentations to be published, republished and repeated, knew and either deliberately intended or was recklessly indifferent to the fact that, in the event that prospective purchasers of television sets were to believe the said representations to be truthful, the entire business of manufacturers of television sets other than that of defendants themselves, as well as the entire business of those who supplied material to such manufacturers, as well as the entire business of television broadcasters, would be seriously affected and impaired."

After alleging that the ads caused Sightmaster and Empire Coil damage and loss of business, judgment was asked as follows:

"Enjoining the defendants from issuing and disseminating, orally or in writing, to the public throughout the United States and elsewhere, the false and fraudulent disparaging statements against the plaintiffs' goods that the Federal Communications Commission was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk, but that defendants' television receivers and component parts thereof were so constructed as to receive and handle all possible changes; and any and all statements of a similar nature;

"For an injunction of like and similar nature as the aforesaid permanent injunction, during the pendency of this action;

"For damages against the defendants and each of them in the sum of Five Hundred Thousand ($500,000) Dollars in favor of the plaintiff Empire Coil Co. Inc., and in the sum of Five Hundred Thousand ($500,000) Dollars in favor of the plaintiff Sightmaster Corp.; together with such other and further relief as in the premises may be just and proper."

In Detroit, Harry Bannister, general manager, WWJ WWJ-TV WWJ-FM, stated that television wavelengths will not be changed and that present TV receivers will not be obsolete tomorrow, next year or in five years. In a signed advertisement appearing in the *Detroit News*, Mr. Bannister declared:

"If the day ever comes when UHF improves enough to provide television service approaching present standards, it will be possible by adding an inexpensive converter to receive UHF, on any standard television receiver. But, in all probability, anyone buying a standard make . . . today will wear it out, and repeat the process with its successor, before UHF becomes a factor worth considering."

Mr. Bannister added that Detroit is one of the few communities with "sufficient authorizations" in the VHF band, and may never have any UHF stations—"certainly not for a number of years. Even at that time, the VHF band will always be the preferred source of television, while UHF will be used merely to supplement VHF . . ."

The Pulse Report of Television Audiences

NEW YORK

Top Ten Television Shows
Once A Week
Highest ¼ Hour Rating

	Mar.	Feb.
Texaco Star Theatre	75.3	67.3
Godfrey's Talent Scouts	56.0	57.3
The Goldbergs	54.0	38.7
Broadway Revue	52.7	41.3
Godfrey & His Friends	48.7	44.7
Toast of The Town	45.3	46.0
Kraft TV Theatre	42.0	38.0
Phil Silvers Show	37.3	34.0
Original Amateur Hour	36.7	33.3
Lambs Gambol	32.0	—
Multi Weekly Shows		
Howdy Doody	24.5	27.0
Small Fry Club	22.1	25.0
Lucky Pup	17.5	19.1
Bob Howard Show	17.5	18.0
Kukla, Fran & Ollie	14.0	10.9
Western Features	10.1	11.0
Six Gun Playhouse	9.8	9.8
Junior Frolics	9.3	10.0
Western Features	8.9	—
Pixie Movie Matinee	8.3	—

Average Quarter Hour Sets-In Use For Week Studied
Entire Week, 12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	34.9	26.1	9.7
February 1949	33.2	26.9	8.1
January 1949	32.3	23.9	10.8

PHILADELPHIA

Top Ten Television Shows
Once A Week
Highest ¼ Hour Rating

	Mar.	Feb.
Texaco Star Theatre	71.0	69.0
Godfrey & His Friends	61.0	67.0
Godfrey's Talent Scouts	61.0	65.0
Broadway Revue	59.0	54.0
Phil Silvers Show	48.0	50.0
Toast of The Town	47.0	44.0
We, the People	45.0	44.0
Lanny Ross Show	45.0	50.0
Break the Bank	42.0	—
Kraft TV Theatre	41.0	—
Multi Weekly Shows		
Howdy Doody	33.4	31.4
Small Fry Club	26.4	27.0
Lucky Pup	17.3	14.4
Blues by Bargy	17.0	—
CBS-TV News	16.0	15.6
Homemakers Matinee	15.6	14.5
Manhattan Showcase	15.0	—
Western Balladier	14.3	—
Make Mine Music	13.5	17.3
Camel News Caravan	13.0	12.2

Average Quarter Hour Sets-in-Use
For Week Studied
Entire Week, 12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	38.6	28.1	12.3
February 1949	38.1	29.5	10.6
January 1949	38.6	26.8	14.5

CHICAGO

Top Ten Television Shows
Highest ¼ Hour Rating
Once A Week Shows

	Mar.	Feb.
Godfrey & His Friends	65.0	60.0
Texaco Star Theatre	55.0	55.0
Golden Gloves	45.0	—
Super Circus	44.0	46.0
Kraft TV Theatre	40.0	—
Wrestling	40.0	—
The Goldbergs	40.0	—
Original Amateur Hour	37.0	—
Morey Amsterdam Show	36.0	—
Indoor Polo	35.0	—
Multi-Weekly Shows		
Kukla, Fran & Ollie	43.0	38.8
Small Fry Club	25.2	24.6
Howdy Doody	24.8	21.0
Lucky Pup	24.3	23.4
Uncle Mistletoe	23.2	18.8
Film Serials	20.0	17.2
Curbstone Cut-Up	17.0	19.2
Feature Films	16.0	13.3
Film Shorts	10.4	8.2
Craft Shop News	8.0	—

Average Quarter Hour Sets-in-Use
For Week Studied
Entire Week, 12 Noon-1 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	40.4	29.6	12.9
February 1949	37.8	29.3	10.5
January 1949	32.8	20.2	14.6

TEL-AIR AGENCY

Radio-TV Package Firm Opens

TEL-AIR Productions, new radio-television package agency, has been formed in Detroit and Chicago by Doreen Koebel, president, and Nancy Pierce, vice president. Headquarters of the new firm are at 3160 Second Ave., Detroit. The Chicago branch, at 12181 Otsego Rd., is under the direction of Patricia Harmon.

Both Miss Koebel and Miss Pierce were formerly with Chicago television stations and Miss Harmon was associated with stations in Michigan and Illinois. The agency is offering live packaged shows and currently has eight shows completed—five for television, two for radio and one for either medium or simultaneous production.

Drastic Mastic

AS FIRST STEP in its 1949 campaign to utilize television in the promotion of realty sales, Mastic Acres Inc., New York, owner of an 8,000 acre land development at Mastic, L. I., has signed a 13-week contract with WPIX (TV) New York. Walter T. Shirley, Mastic president, announced that the firm would participate in sponsorship of the weekly *Your New York*, Saturdays, 7:45-9 p.m. Agency is Jasper, Lynch & Field, New York.

MARCH 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly





it takes all kinds

. . . and NBC is first in nearly every category of television programming. Each in its class, these are the regularly scheduled shows according to latest available Hooperatings:

Variety, Texaco Star Theatre . . . . . NBC
Drama, Kraft Television Theatre . . . . . NBC
Sports, Gillette Fights . . . . . NBC
News, Camel News . . . . . NBC
Forum, Author Meets The Critics—*General Foods* . NBC
Art, You Are An Artist . . . . . NBC
Feature Film, Lucky Strike's Your Show Time . . . NBC
Juvenile, Howdy Doody—Mason—Unique . . . . . NBC

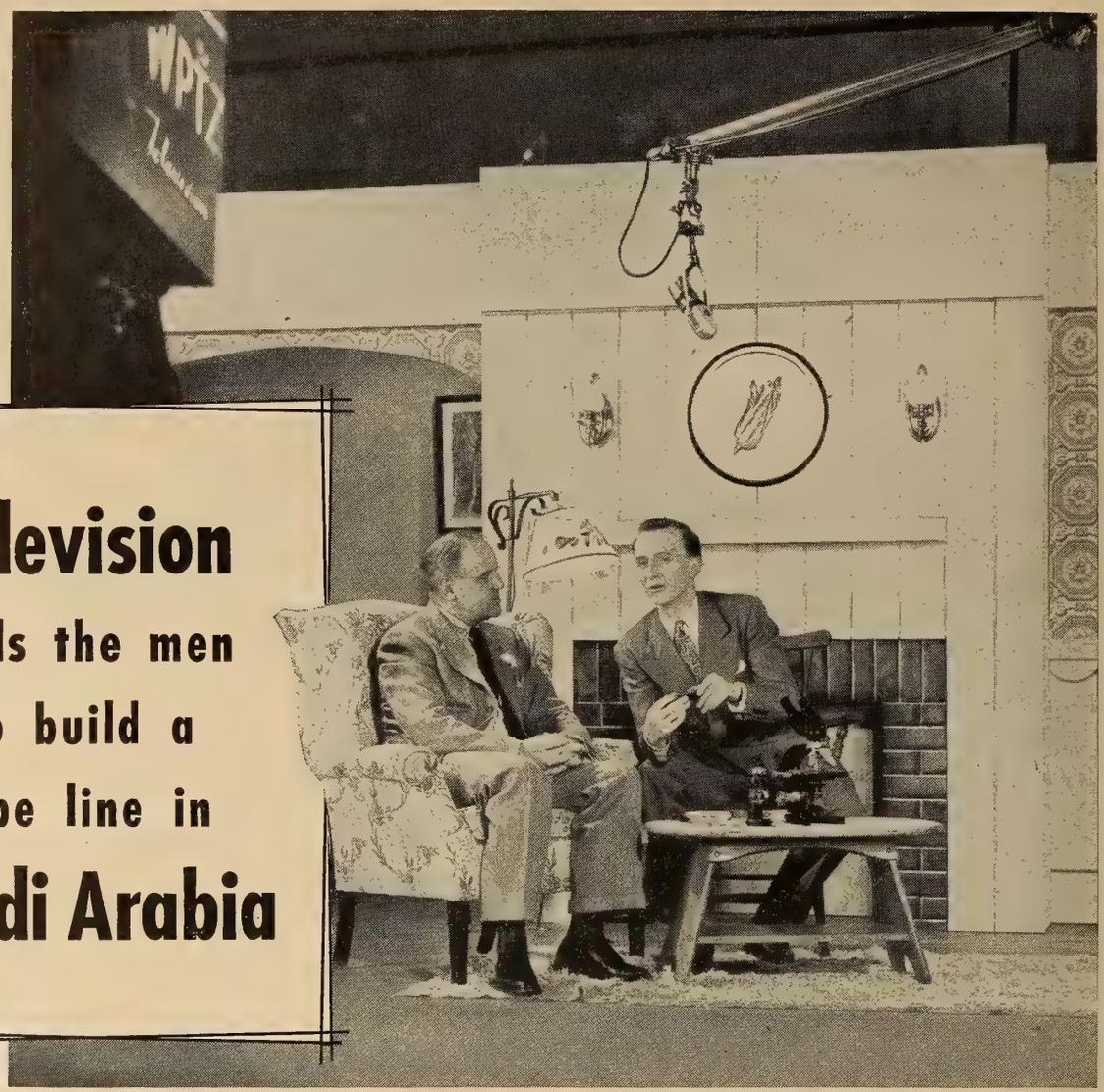
No. 1 in programs . . .
No. 1 in advertisers . . .
No. 1 in sponsored hours . . .

America's No. 1 Network

NBC Television

A Service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**



Television finds the men to build a pipe line in Saudi Arabia

EACH WEDNESDAY EVENING at 7:00 PM, the Corn Exchange National Bank and Trust Co. of Philadelphia sponsors a television program called "Open House" over WPTZ. It's a who's-who and what's-new sort of program bringing interesting people and ideas before the cameras.

A few weeks ago one of the guests on the program was a representative of the Bechtel International Corporation. It seems that his firm was building a pipe line in Saudi Arabia and were experiencing considerable difficulty in finding skilled craftsmen for the job. And no wonder—artisans were required to sign up for a year and a half and the locale was smacked-dab in the middle of the desert where the temperature goes to 130° in the shade.

Within 48 hours after the show, 248 skilled craftsmen applied for the job! Moreover, the Pennsylvania State Employment Service told us that the Philadelphia office of USES was the only employment office in the country to fill its quota on this job and it was not only filled, but filled three times over!

You may not need men for Saudi Arabia but if you have a product or service to sell in Philadelphia, the country's second largest television market (130,000 receivers), we think this incident indicates not only the selling power of television but the pulling power of a program on WPTZ.

If you would like further details on the Philadelphia audience and WPTZ's facilities and experience, drop us a line or call your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 28, 1949

KINESCOPING

NBC Film Output Now Exceeds Hollywood by 50%

By HERMAN BRANDSCHAIN

KINESCOPE recording of television shows at NBC has mushroomed in one year from an experimental film operation to a production now outstripping Hollywood's output by 50%.

That fact was revealed Tuesday evening by Carleton D. Smith, NBC director of television operations, at a news demonstration of the network's kinescope recording equipment at Radio City.



Mr. Smith

According to Mr. Smith, the total output of film by the major motion picture companies in 1948 was 369 feature length films—or about 550 hours of product. At the average rate of nearly 14 hours a week of kinescope film, NBC television is producing an average of almost 700 hours of entertainment per year, or approximately 50% more than the Hollywood studios' output.

Expansion of kinescopic production first proceeded in geometric progression and is now down to an arithmetic progression, which still furnishes considerable delight to NBC statisticians.

Operations have increased over 100% since January. January figures showed a 100% jump over November. Envisioned is a 400 or 500% expansion in the coming year.

The operation has caused NBC to develop a department currently shipping 223 prints a week of 28 programs to video outlets from coast to coast, making the network in effect one of the country's major motion picture exchanges.



Mr. Hanson

Thus, kinescope recording has become a major television program medium. It has been a rather unexpected development, and has yet to make a profit.

It was explained that kinescopic recording entered its experimental stage about ten years ago. NBC engineers, under leadership of O. B. Hanson, vice president and chief engineer, were seeking a device to record programs for historic and legal reasons and also as a means of improving production techniques by furnishing program executives with a replay which could be studied critically. The technique of kinescopy improved so greatly, it was said, that it made possible its new use which has far overshadowed in importance the aims originally intended for it.

Now, such shows as the RCA Victor *Kukla, Fran & Ollie* are made available to 15 stations off coaxial lines via the kinescopic films; Motorola's *Believe It or Not* also goes to 15 outlets; Liggett & Myer's *Chesterfield Supper Club* is shipped to 12. *Philco Television Playhouse* currently enjoys the honor of "most kinescoped," going to 16 stations weekly and four additional ones on alternate weeks.

Further impetus to the NBC operation is foreseen this month, when its kinescopic recording studio in Hollywood will be completed. It will be the first such studio on the West Coast, and only slightly smaller than the $250,000 facilities in New York.

Up to now, all such recording facilities have been in New York, where four cameras, capable of recording two different programs simultaneously are in operation. High speed developing equipment can process film at a rate said to be three times the shooting time. Thus an hour show can be processed in three hours.

At the Tuesday news demonstration, the first ten minutes of the Milton Berle *Texaco Star Theatre* show was played back for reporters 50 minutes later, when they saw the curtain come down on the Berle show. Quality of the screened film was very much higher than the picture on the television screen previously seen on the live show.

Mr. Hanson explained some of the technical problems which had to be overcome before it was possible for the operation to record over 200 shows in February. These shows required 110 hours of equipment use and ate up 600,000 feet of 16mm film, which NBC research said was 113 miles of celluloid.

Mr. Hanson said the camera developed in cooperation with Eastman Kodak engineers is the "key to the situation."

A camera which could translate the 30 frames per second of the television image into the 24 frames per second of the standard motion picture had to be designed. This camera is focused on a kinescope tube with a power of 30,000 volts. Four times brighter than the average home viewing tube, it receives pictures piped by direct line from the NBC studios.

The speed of the camera, however, was not the only adaptation required. Film capacity of 1,200 feet, instead of the usual 400 feet, to allow for half-hour's continuous run, had to be built into the camera. This required a separate motor.

Still a further engineering problem was that of overcoming emulsion dust. Cameras in Hollywood, said Mr. Hanson, are used only a few minutes at a time, allowing a chance to clean out the emulsion dust between takes. NBC had to find some means of handling 1,200 feet of film without stopping and to eliminate emulsion dust collecting in the frame. This trouble was cured by the use of nylon pressure plates instead of the usual metal ones.

Problems Licked

"Needless to say," said Mr. Hanson, "all these problems were licked, and we have an installation at Radio City which has four cameras, three sound recording systems recording the sound on a separate negative, and two cameras equipped with a single system recording where the sound can be photographed on the same film as the picture. This latter method we use in photographing direct positives for rapid development and projection within the hour after the show has been performed. For release prints we make a negative picture and record the sound track on a separate film. These two negatives are then printed together on a release print.

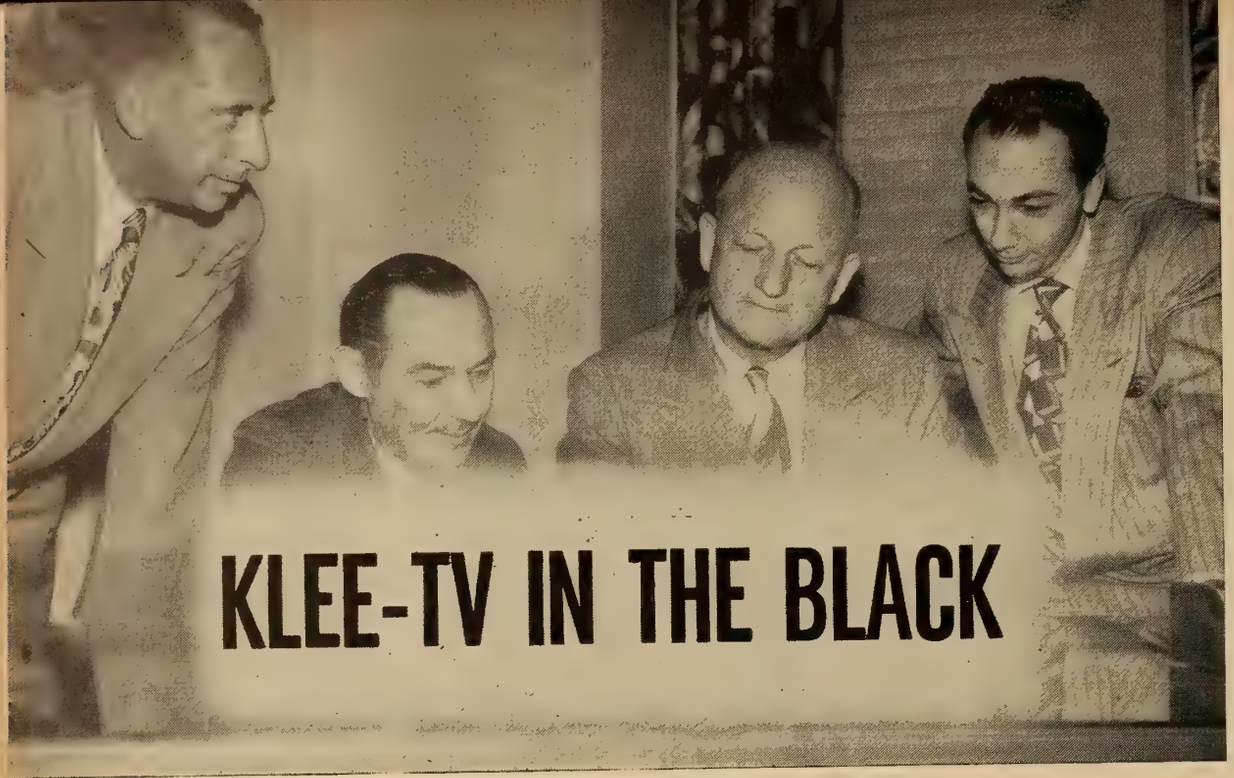
It was not until last March, however, that the first perfected camera was delivered to NBC. Regular commercial use, except for the special job done on *Life* — NBC coverage of the national political conventions last June, did not begin until September. At that time, seven programs were recorded each week. As new equipment arrived, production doubled in a few weeks. Mass production quickly followed.

NBC set up a separate division to handle the operation. It is under the direct supervision of N.

(Continued on page 54-K)



TWO EXECUTIVES of Twin City Television Lab, Minneapolis, converse with Dr. Allen B. DuMont (center), head of Allen B. DuMont Labs, at a reception following Twin City's first graduation exercises. The exercises, held March 19 in the Lyceum Theatre, Minneapolis [BROADCASTING, March 21], featured Dr. DuMont as principal speaker. At left is Joseph H. Beck, Twin City's founder and executive director, who also was a speaker, and at right is William E. Gage, Twin City vice president. Twin City reports that in connection with the graduation exercises a large audience, including several radio and television executives, attended a 20-minute TV closed circuit presentation demonstrating various production techniques.



KLEE-TV IN THE BLACK

THE success of KLEE-TV in its initial three months of operations, as outlined here, is indeed a healthy sign in television's progress. While many operators of joint AM-FM-TV have overlap in personnel, it is pointed out that KLEE and KLEE-TV are completely divorced.

IN THE high-cost field of television station operation, where red ink is still taken as a matter of course, KLEE-TV Houston has achieved a reversal of form which should be gratifying to the management and encouraging to all telecasters.

KLEE-TV will have been on the air three months next Friday (April 1)—and will have spent more than two of them in profitable operations.

The station broke even in the third week it was on the air, and at the end of its second month its profits totaled $5,000. Operating budget for a four-week period is $13,609—monthly, $14,742.

KLEE-TV is operated in conjuction with KLEE, but the two operations are completely divorced and there is no overlapping of personnel. Sidney Balkin is general manager of the TV station.

Mr. Balkin, 26-year-old Houstonian who had five months AM experience at KLEE before assuming his present job eight months ago, combines managerial duties with selling. As the station's only salesman, he has netted more than $300,000 in national and local business since KLEE-TV took the air Jan. 1. Of this $150,000 was signed before then.

KLEE-TV is Houston's only video station, operating for 3,000 sets. It bills more national spot business than any station in a comparable market with that number of sets, according to Adam Young Jr., national representative. He reports there will be only eight one-minute availabilities for five months after April 1 unless KLEE-TV time periods are extended.

Mr. Balkin's formula operates smoothly and simply. Bulk of programming (approximately 50%) is sports remotes, and station has secured free rights for a year in everything except baseball (Houston Buffaloes sold rights for $20,000). Remotes will not be supplanted by network shows, as KLEE-TV handpicks sustainers from all the TV networks and spots them as it chooses. The station will remain independent, as revenue is lost on local shows when network programs are piped in by cable, Mr. Balkin believes.

GROUNDWORK for KLEE-TV's debut was the signing last fall of an affiliation contract with CBS. Present then were (l to r): William Schudt, CBS director of station relations; Herbert V. Akerberg, CBS vice president in charge of station relations; W. Albert Lee, KLEE-TV owner; and Sidney Balkin, KLEE-TV general manager.

* * *

Studio shows are minimized because of high rehearsal and talent costs. Dramatic shows calling for expensive sets and production have not been telecast, and will take only a small part in future overall programming. Day and evening rates are the same, with no preferred times. Base is $200 an hour and $30 for a one-minute film commercial; both subject to additional 20% for live action.

In February, Mr. Balkin sold 16 live remotes (telecast in 14 days), including high school and collegiate basketball, Golden Gloves, wrestling and eight rodeo performances. From Jan. 1 to March 1 there were 42 remotes, all sold. His station expects to telecast 45 high school and collegiate football games next season. Station is on the air an average of 28 hours weekly.

Top Sponsors

Ace sponsor is Galveston-Houston Breweries (Southern Select beer) which has bought wrestling and baseball games for $100,000. Joskey's, department store, sponsors *INS Telenews* Mondays through Fridays for 10 minutes and Sundays for 20 minutes for $39,000.

Reception has been reported as far as Long Beach, Calif., Lansing, Mich., and Longwell, Ill. KLEE-TV is located ten miles out of Houston. It is owned by W. Albert Lee, Texas multi-millionaire and rancher.

Staff personnel is kept at a minimum, with, for example, two producers and two announcers who alternate. Bonuses were given each of the 26 TV employes the day KLEE-TV took the air as a reward for their pre-debut work.

UHF BAND

Power Development Is Key—Coy

FCC'S DECISION on opening the UHF television band "may be some time off" but when those frequencies are activated there'll probably be some inter-mixing of UHF and present VHF channels within some cities, FCC Chairman Wayne Coy said last Wednesday.

"The industry now knows that we can utilize the UHF band," he declared. "What is not known is how effectively we may be able to utilize it. The development of power for these frequencies is a key to that problem—and the development of real power for these frequencies is still in the laboratories."

Substantially reiterating an earlier prediction, he said he "expected" the Commission will reach a decision on VHF television allocations "during May or June" [BROADCASTING, March 7]. Observers took this to mean the current TV freeze might be lifted in July or August, in view of the time lapses necessary between a decision and its effective date.

It may also mean, authorities observed, that the decision might come during the absence of Chairman Coy and Vice Chairman Paul A. Walker, who are tentatively slated to leave in early May for the International Telephone and Telegraph Conference in Paris [BROADCASTING, March 21].

Sees Improvement

The FCC chief said "it is now certain" that a "substantial improvement over our present television allocation plan" will arise out of work being done during the freeze. He specifically cited two possible methods of reducing interference: Greater distance between stations ("200 to 220 miles apart instead of 100 to 150 miles") and synchronization of carrier frequencies of co-channel stations. But he noted that synochronized stations are still subject to interference from adjacent - channel stations located too near.

He regarded Stratovision's future as "linked with the development of the UHF for television," declaring that "unfortunately the present 12 television channels are insufficient to provide an opportunity now for the development of Stratovision on a commercial basis." He reiterated that the wide coverage potentialities of air-borne transmission raise "a most difficult problem" of free-speech and monopoly which FCC must carefully consider.

Chairman Coy's observations—including flat assurance that use of TV's 12 present channels will continue—came in a luncheon address before the Advertising Club of Baltimore, whom he told to be prepared for changes in the advertising field as a result of television's growth.

"By the time there is a 50% [TV] saturation of homes," he said, "advertisers will be concentrating on television."

He told the advertising industry that "much if not most of the dissatisfaction with radio" in recent years is due to types of programming and commercial excesses

(Continued on page 54-F)

Should a Radio Representative sell Television Time?

WE THINK NOT!

No more than a margarine salesman should sell butter. Or a newspaper representative should sell radio time.

Radio and television are strongly competitive media.

Each needs aggressive selling. Each should be represented by a specialized sales organization. Mere Time brokers cannot provide effective sales power for either.

Blair-TV, Inc., is television's first exclusive national representative firm. Blair-TV salesmen devote all of their time, energy and talents to the sale of television time and programs.

Like all TV station owners, we are investing today in television's tomorrow. We, too, are solely interested in making your TV operation profitable . . . *fast.* We will be happy to discuss it with you.

William H. Weldon
PRESIDENT

BLAIR TV INC.

NATIONAL REPRESENTATIVES OF LEADING TELEVISION STATIONS

NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES • SAN FRANCISCO



THE MAN FROM SCOTLAND YARD

A new television mystery series on film. Although each film is complete in itself "THE MAN FROM SCOTLAND YARD" is designed to hold and build an audience week after week. Available on a national or local basis. Wire for screening prints.

Our experience in working with advertisers and agencies and in serving 95% of all television stations daily is now available to you.

Our library of over 100 subjects ranging from cartoons to full length features can be applied to your specific program needs. Write for catalog.

Now in production "Adventure Album," a new television series, based on adventure stories from the Black Emperor of Haiti, to the mysteries of the tombs of Rameses II and Tutkenhamen, featuring the well-known explorer Tom Terriss. Screening prints available.

FILM EQUITIES CORP.
SERVING TELEVISION

1600 BROADWAY
NEW YORK 19, N. Y.
Circle 7-5850 - 1-2-3-4

UHF Band

(Continued from page 54-D)

which stations have permitted advertisers and agencies to prepare. He called upon industry to recognize and respect licensees' responsibility to serve the public interest, declaring:

It is far better for an industry to police its members and to exercise self-regulation and self-restraint than to let matters drift until the public demands regulation by other measures. Now, while television is still in its infancy, is the time for leaders in the advertising business to act to bring the backward elements into line for a truly progressive and affirmative program of television advertising in the public interest.

On Obsolescence

Chairman Coy described the current controversy over TV set obsolescence [BROADCASTING, March 14, 21] as "something of a tempest in a teapot" which nevertheless has created "definite pressure" for adoption of the present VHF television system as standard for UHF.

He promised flatly that the 12 present VHF channels "will not be eliminated" and said that TV sets now on the market "obviously" will be able to "get service from these channels continuously."

They "probably" will not be able to tune the UHF range if color, high-definition black-and-white or other standards incompatible with the VHF system are adopted, he said. If UHF-VHF systems are compatible, he added, "the problem of obsolescence will be a relatively minor one and, in my opinion, a small price to pay for the development of a nation-wide competitive system of television."

"I do not think that anybody buying a television set today had had a fraud perpetrated on them," he declared.

The FCC chief said the Commission "hopes to be able to provide additional channels for television as soon as adequate information is available to enable the drafting of standards for such service." The sufficiency of information provided the only real argument of the UHF hearings last September, he explained. "Most" witnesses thought present data was enough; "some few" thought another hearing should be held this year.

Chairman Coy summarized his views on both bands and on obsolescence in a discussion of the Baltimore situation, where three VHF channels are allocated and in use:

If the ultra-high-frequencies are authorized by the Commission, there is no doubt in my mind but that some of those frequencies will be utilized for television in this city. When such UHF stations are authorized, there will be a degree of obsolescence in Baltimore for all of those receivers not equipped to receive television from the UHF.

The degree of obsolescence will be determined by each individual owner by his desire to get television service from such UHF station or stations as may be established here. If he wants service from the new stations badly enough, he can make his present receiver render him service by the addition of a piece of equipment known as a converter. Or he can buy a set that has been engineered to receive a television signal from either the VHF or the UHF frequencies.

If I lived in Baltimore I would have no hesitancy today in buying a television receiver. I would not wait until the FCC had decided what they were going to do about the UHF because that may be some time off, and more than that, the time to develop transmitters and new receivers after such a decision is made means that a considerable length of time will have elapsed before I could get any service from a UHF station. I would buy a television receiver today because of the many worthwhile programs now available on television.

. . . I would want to enjoy them now. I would not want to wait until some bureaucratic agency decided whether there was sufficient propagation data available to write new standards. Nor would I want to wait on some equally bureaucratic industrial establishments to produce television sets at some indefinite date in the future.

Until such time as the Commission makes a decision the radio manufacturing industry cannot know, with any degree of certainty, what kind of receivers to make for the future. But we at the Commission cannot rush scientific development nor can we make it conform to a time schedule. . .

Mr. Coy said the progress made by advertising in the last two centuries "is nothing, in my opinion, compared to the progress that must be made by the advertising profession in utilizing this newest medium—television."

He said that "television will equip advertising to magnify greatly its role in merchandising, in sustaining our mass production-mass consumption system, in raising our living standards, in bolstering our whole economy"; that "this effectiveness means that television, costly as it is, will in due time become an economical medium for the advertising, demonstration and selling of goods and services"; and that "based on sales, it can bring results that will justify larger expenditures than other media."

He repeated his prediction of 800 to 1,000 TV stations in six or seven years, and coast-to-coast network television in two or three.

He told the advertising club that "television cannot grow into a nation-wide system serving all the people, cannot become economically strong and independent, cannot perform the functions of a free mass communications medium in a free society without an alert, enterprising and flourishing advertising system." And, he added, "television in turn holds the promise of carrying American advertising to new heights of achievement."

TV SET MAKERS *Form Own Association; Outline Aims*

SEVENTEEN television set manufacturers met in the Advertising Club, New York, last Monday and unanimously decided to form a television manufacturers association. The meeting had its hectic moments as the producers proceeded "to let their hair down" about unfair practices ranging from price cutting to advertising practices.

Speakers said such an organization was necessary because of "inadequacies" of the Radio Manufacturers Assn.

They said the purpose of the new organization would be, in part, to take action against unfair price cutting; to set up a code of ethics for the industry; to foster cooperation between manufacturers and telecasters; to speak for the industry in problems common to all set producers, and to exchange technical information.

No representatives of large manufacturers attended and tasks set by provisional officers and committees included getting RCA, Philco, DuMont and Emerson to join.

When criticism was voiced that no big set producers attended the first meeting, Michael Kaplan, president of Sightmaster Corp., who called the meeting and was elected temporary president, explained that he had sent letters to 66 manufacturers, including the big ones.

He and others argued, however, that absence of the "big fellows" shouldn't dissuade those present because it was the history of most trade associations that smaller businesses ordinarily pioneered such organizations and that if a big company were to take the lead the association might become suspected as a mouthpiece or tool for big business.

Only proposal which the manufacturers voted down was a motion to send a telegram to President Harry S. Truman asking him to act "immediately in the public interest" by telling the public the facts in the UHF controversy which became intensified by the Zenith advertising campaign [BROADCASTING, March 21].

Mr. Kaplan spoke for the telegram project as did Herbert Mayer, president of Empire Coil Co., a parts manufacturer which also is building WXEL (TV) Cleveland. Both Mr. Kaplan and Mr. Mayer announced that their companies had started a million-dollar damage suit against Zenith because of its advertising campaign (See page 54).

The Zenith campaign itself cropped up repeatedly in discussions of various subjects. The RMA was criticized for "straddling the Zenith issue." RMA also was criticized as not adequate to protect television manufacturers because of its dominance by "radio interests." It was denominated by Irving Kane, president of Royal Television Corp., as "a collection agency for parts manufacturers" which did not represent television manufacturers.

Other temporary officers elected were: Robert G. Kramer, Remington Radio Corp., vice president, and Mr. Mayer, secretary-treasurer. An organization committee was named to draw up a constitution, by-laws, statement of purposes and plans for a permanent organization.



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

APRIL

TELECASTING

NETWORK SHOWSHEET

	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	30
SUNDAY NBC, DuMont, CBS, ABC				*Super Circus* L (E-M)			*Cartoon Tellales* L (E)	Kellogg Co. *Singing Lady* L (E-M)			*ABC TV Players* L (E-M)		*Hollywood Screen Tests* L (E-M)	*Celeb* L
	Scrapbook[2] L (E)		*Western Film* F (E)					*Public Service* L/F (E)	Ford Motor Co.[3] Ford Theater L (E)				Lincoln-Mercury Toast of the Town L (E)	K (M)
					Telenews Weekly F (E)	Co-op *Birthday Party* L (E)		*Ted Steele* L (E)	P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)					
											Textron The Hartmans L (E)		General Foods Corp. Lambs Gambol L(E) K(M)	Genera Author L(E
MONDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Earl Wrightson* L (E-M)				*Ba* L
								Lucky Pup L (E-M) K (NI)	*Your Sports Special*[4] L (E)	*Manhattan Showcase* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Philip Morris Tex & Jinx L (E-M)	Li Godfre
						Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes* L (E)	*Vincent Lopez* L (E-M)	*Inside Photoplay* L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges* L (E)	*Newsweek Views the News* L (E-M)	*Doorw* L (E
		Howdy Doody L(E-M)							RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	*Song and Dance* L (E)	Chev. Di Chev. L
TUESDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Joe Hasel* F (E-M)	*On Trial*		*Film Shorts* F (E)	*Fil*
								Ipana *Lucky Pup* L (E-M)	*Your Sports Special* L (E)	*Joe Hasel* F (E)	Oldsmobile News	*Make Mine Music*	*Cross Question* L (E-M)	
						Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Oky Doky Ranch* L (E-M)	Co-op *And Everything Nice* L (E)	*Manhattan Spotlight* L (E)	*Russ Hodges*	*Feature Theater*	
		Howdy Doody L (E-M)							RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Texas Co. Texas Star Theatre L (E-M)	
WEDNESDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Child's World* L (E-M)				*Crit*
								Lucky Pup L (E-M)	*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	Polaroid *Masters of Magic*	Liggett & Myers Tobacco Godfrey and His Frien L (E-M) K (NI)	
						Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*	*Manhattan Spotlight* L (E)	*Russ Hodges*	*Charade Quiz* L (E)	*Grou* L (E
		Howdy Doody L (E-M)							RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan* L (E)	Reynolds News F (E-M)	*Show Business Inc.* L (E)	*Vil*
THURSDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)		TBA	*Acte* L
								Ipana *Lucky Pup*	*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Make Mine Music*	Wine Industries Scott Paper Co. *Dione Lucas* L (E)	
						Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Oky Doky Ranch*	*Delora Bueno* L (E)	*Jack Leonard* L (E)	*Manhattan Spotlight* L (E)	*Jack Eigen* L (E)	*Operation Success* L (E)	*Key to*
		Howdy Doody L (E-M)							RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)	Sw Co. Sw L (E
FRIDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Wren's Nest* L (E-M)			*Vaudeo Varieties* L (E-M)	
								U.S. Rubber *Lucky Pup*	*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	*Blues by Bargy*	*Adventures in Jazz* L (E)	*Wh*
						Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*	*Manhattan Spotlight* L (E)	*Russ Hodges*	Admiral Corp. Broadway Revue L (E-M) K (NI)	
		Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)						RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Admiral Broadway Revue L (E-M) K (NI)	
SATURDAY NBC, DuMont, CBS, ABC									*News and Views* L (E-M)	*Wren's Nest* L (E-M)	*Feature Film* F (E)			*Th*
								Lucky Pup L (E-M)			*Quincy Howe* L (E-M)			
														Fil
		Children's Sketch Book									*TV Screen Mag.* L (E) K (NI)		*Saturday Night Jamboree* L (E)	*Edd*

L—live; F—film; E—Eastern; M—Midwestern; K—kinescope recording; NI—non-interconnected stations. Programs in italics are sustaining.

[1] Broadcast live in East and Midwest on Sundays. Other Sundays program is broadcast live in East and Show is repeated before broadcast in Midwest via kinescopic recordings.

[2] Saturday at 4:30 p.m. CBS presents *Step to My Feet* L (E).

[3] Ford Theatre once a month. Other months CBS presents *Studio One.*

[4] Plymouth Tobacco Co. Sports-Quiz F (E) 7:10 to 7:15.

[5] NBC TV Newsreel F (E-M).

* During March these programs will alternate with basketball games sponsored by R. J. Reynolds Tobacco Co.

CBS Daytime

Monday-through-Friday, Warren Hull, L (E), 1:30-2 Fair, L (E-M)

DuMont Daytime

Monday-through-Friday, p.m. and 2:30-3:30 p.m. grams will be fed to East

Sing-Copation L (E-M)	TBA	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)		
General Electric Fred Waring's Pennsylvanians L (E-M)			*Weekly News Review* L/F (E)				
Philco Corp. TV Playhouse L((E-M)[1]			Disney Hats News F (E-M,NI) (to 10:10)	Bates *Around the Town* L (E-M)	*Who Said That?* L (E)		
A. Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)						
Ford Motor Co. *Through the Crystal Ball*		General Foods Corp. Goldbergs L (E-M)					
Films F (E)			R. J. Reynolds *Camel Caravan of Sports*				
Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)	Gillette Fights L (E)			*Newsreel* F (E)	
TBA		*Film Shorts* F (E)	Co-op Boxing (to midnite) L (E-M)				
Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense* L (E-M)	Household Fin. Bdct'g. with Barry* L (E)	*Blues by Bargy* L(E) K(NI)			
DuMont Labs School House L (E-M) K (NI)							
Procter & Gamble I'd Like to See L (E)		Motorola Believe It or Not L (E) K (NI)	*Wrestling* L (E-M)				
Film Shorts F (E)	*Feature Story* L (E)	Co-op Wrestling L (E-M)					
Whitehall Pharmacal Mary, Kay & Johnny L (E)		*Kobbs Korner* L (E) K (NI)	P. Ballentine & Son Tournament of Champs. L (E-M)				
Co-op *Swing Into Sports* L (E-M) K (NI)							
Kraft Foods Co. TV Theatre L (E-M)			*Meet the Press* L (E)				
Feature Film F (E)			*Roller Derby*				
R. J. Reynolds Tobacco Co. Basketball L (E)							
DuMont Labs Window on the World L (E-M) K (NI)							
Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)	*Musical Miniatures*				
Bristol-Myers Break the Bank L (E-M)		TBA	TBA				
Science Review L (E)		*People's Platform*					
Whelan Drug Stores *Front Row Center*							
Bonafide Mills Stop Me If You've Heard This L (E)		American Tobacco Co. Your Show Time F (E-NI)	Gillette Fights L (E-M)			Lgt. & M.[5] Supper Club L (E-M)	
Stump the Authors L (E-M)		*Stand By for Crime* L (E-M)	*Roller Derby*				
Track Meet or *Basketball*							
Feature Film F (E)							
Crosly Div., AVCO *Who Said That* L (E-M)		Basketball (to 11:15) L (E)					

[1] affiliates on a Co-Op basis ... Rumpus Room; 10:30, Welcome ... 11, Stan Shaw; 12, Amanda; ... Sidewalks of New York; 12:30, ... Headlines; 12:45, Girl, Piano, ... 1, Okay Mother (to 1:30); ... Needle Photoplay; 3, Needle Shop, ... Lopez Speaking (to 3:30).

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 28, 1949
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TELEFACTS YOU NEED TO KNOW

IS TELEVISION RESEARCH COSTLY?

Sure,
When One Client
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BUT, when many clients subscribe to an identical service on a cooperative basis, the cost is relatively small. Monthly TelePulse reports in New York, Chicago and Philadelphia are supported on a cooperative basis by 33 clients, including:

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Radio stations

Networks

Advertising agencies

Producers

Advertisers

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For Further Information —

— and for Telefacts

Ask The Pulse

The 100% Yardstick of TV Measurement

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Advertisers who keep their eye on the ball turn to CBS-TV, which today has the largest average audience, noon to midnight, seven days a week. That's why CBS-TV's billings for the first quarter of 1949 are 40 times greater than for the first quarter of last year.



CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS

Kinescoping

(Continued from page 54-C)

Ray Kelly, assistant director of the film division. Frank C. Lepore, manager of film operations, and Victor Borsodi, assistant manager of film operations, work under his direction. On the engineering staff, Herbert de Groot is technical supervisor of film recordings.

Now Messrs. Kelly and Lepore have to supervise the shipping of 35 prints nightly from NBC. The traffic problem alone is complex, often involving train, bus and motorcycle schedules in the transport of a single can of celluloid. Often, en route, a shipment may have to be re-routed because of grounded plane.

Also currently employed in the project are five men at the network Radio City film exchange; two cutters and editors; seven library men; three men at NBC's 106 St. studio film exchange and 15 engineers and technicians.

What the future of the operation will be when cable lines may form a network across the country to all major outlets, remains to be seen. NBC is convinced of its importance in the next several years and hopes eventually to make a profit from it. Cost to the network currently was not disclosed.

NBC programs being kinescoped, as of March 22:

Americana (Firestone), Mondays, 9:30-10 p.m., 4 stations.
Kukla, Fran & Ollie (RCA Victor), Monday-Friday, 7-7:30 p.m., 15 stations.
Chevrolet on Broadway (Chevrolet), Monday, 8:30-9 p.m., 2 stations.
Colgate Theatre (Colgate-Palmolive-Peet), Monday 9-9:30 p.m., 5 stations.
Believe It or Not (Motorola), Tuesday, 9:30-10 p.m., 15 stations.
American Songs, Tuesday, 7:30-7:45 p.m., 4 stations.
Texaco Star Theatre (Texaco), Tuesday, 8-9 p.m., 9 stations.
Howdy Doody, Tuesday, 5:30-6 p.m., 5 stations. Wednesday, 5:30-6 p.m., 3 stations.
Young Broadway, Wednesday 7:30-7:45 p.m., 6 stations.
You Are an Artist, Thursday, 9-9:30 p.m., 11 stations.
Gulf Road Show (Gulf Oil Co.), Thursdays, 9-9:30 p.m., 11 stations.
The Bigelow Show (Bigelow-Sanford Carpet Co.), Thursday, 9:30-10 p.m., 9 stations.
The Arrow Show (Cluett Peabody), Thursday, 8-8:30 p.m., 2 stations.
Swift Show (Swift Co.), Thursday, 8:30-9 p.m., 1 station.
The Admiral Broadway Revue (Admiral Corp.), Friday, 8-9 p.m., 10 stations.
Chesterfield Supper Club (Liggett & Myers), Friday, 11-11:15 p.m., 12 stations.
Stop Me If You've Heard This One (Bonafide Mills), Friday, 9-9:30 p.m., 11 stations.
Television Screen Magazine, Saturday, 7:30-8 p.m., 5 stations.
Around the Town (Bates Fabrics), Sunday, 10-10:30 p.m., 1 station.
The Hartmans (Textron Inc.), Sunday, 7:30-8 p.m., 2 stations.
Author Meets the Critics (General Foods), Sunday, 8:30-9 p.m., 1 station.
Lambs Gambol (General Foods), Sunday, 8-8:30 p.m., 1 station.
Philco Television Playhouse (Philco Corp.), Sunday, 9-10 p.m., 16 stations weekly and 4 additional stations alternate weeks.



REDMOND NAMED

Gets New CBS Video Post

RICHARD J. REDMOND, for the past year assistant to J. L. Van Volkenburg, CBS vice president in charge of television, last Tuesday was appointed director of CBS general television operations in New York.

Mr. Redmond's assignment is newly created.

From 1934 to 1938 Mr. Redmond was in sales promotion and research departments of CBS. From 1938 to 1942 he was with Mutual in promotion, advertising and research capacities. He served in the Air Transport Command for three years. After his discharge he operated a Muzak franchise in Columbus, Ohio, until February 1948, when he rejoined CBS as Mr. Van Volkenburg's assistant.

John Guedel Named

JOHN GUEDEL of John Guedel Radio Productions was elected president of Radio and Television Directors Guild for the coming year at meeting held March 18. Other officers elected include Murray Bolen, vice president; Sterling Tracy, treasurer, Helen Mack, secretary.

Canada Dry on TV

CANADA DRY Ginger Ale Inc., New York, will sponsor the first half-hour of the ABC-TV *Super Circus,* starting April 3. The program is telecast over an eight-station ABC television network Sunday afternoons, 5-6 p.m. Sponsorship will cover the 5-5:30 segment. Initial 13-week contract was signed through J. M. Mathes Inc., New York.

WLWD (TV)

Operates 30 Hours Weekly

CROSLEY Broadcasting Corp.'s WLWD(TV) Dayton began its first complete week of 30-hour operation March 21, John T. Murphy, general manager, announced. Station started operations on an experimental basis March 15 and initiated a full day's schedule March 18. WLWD operates on Channel 5 (76-88 mc).

Station goes on the air at 3:30 p.m. Monday, Wednesday and Friday; and at 3:45 p.m. on Tuesdays and Thursdays, with a test pattern interval between afternoon and evening programs. Saturday programming begins at 7:20 p.m. and Sunday telecasting begins at 3:30 p.m. Sign-off time is 8:00 p.m. weekdays, 10:00 p.m. on Saturday and 10:15 p.m. on Sunday.

Most WLWD programming consists of originations from WLWT, sister station in Cincinnati; plus NBC kinescope features, including *Broadway Revue, TV Playhouse, Kukla, Fran and Ollie,* and Dayton events including 70 home baseball games, most Dayton speedway auto races and other local events.

AMUSEMENT TAX

Phila. Acts to Exempt TV

PHILADELPHIA City Council's finance committee has voted unanimously to exempt from the city's amusement tax television sets in taprooms, night clubs, hotels, cocktail lounges and similar places. No one appeared before the committee to support the proposed tax, which would have imposed a $10 annual levy plus 5% of the gross receipts on 2,000 taprooms. City Council is expected to uphold the finance committee's action.

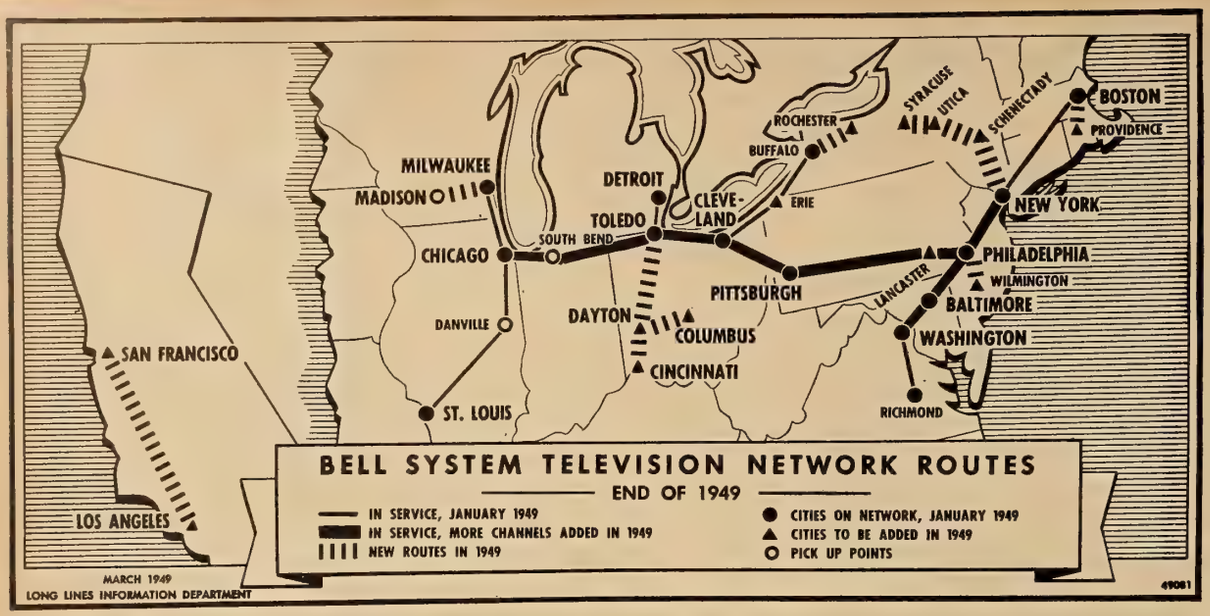
The Pennsylvania State Supreme Court ruled recently that television offered by such establishments constituted amusement, and that TV sets therefore were subject to the state amusement tax.

The Costa Bill, which would eliminate amusement licenses for taprooms with television sets, was reported out of committee in the House of Representatives of the Pennsylvania State Legislature early this month. Representative Frank A. Costa, co-chairman of the Philadelphia Republican House delegation, is sponsor of the bill.

Philadelphia licensees having television units are required to pay a $120 annual amusement permit fee to the State Liquor Control Board. The state, however, has suspended imposition of the tax for the time being, pending an appeal by tavern owners to the Dauphin County Court in connection with other aspects of the state amusement tax law.

Passage of the bill approved by the Philadelphia Council's finance committee would have no effect on the imposition of the state tax.





AT&T, NETWORKS

Begin Channels Talks

NEGOTIATIONS among the four television networks for allocations of time on AT&T television network facilities after May 1, the date that additional channels will become available between East and Midwest, were begun last week in New York.

Although all parties were officially mum as to the progress of the discussions, it was learned that the scramble for allocations of the expanded AT&T facilities was almost as intense as that which preceded the opening last January of the single East-Midwest channel which now exists.

After May 1, AT&T has promised to make available one full-time west-bound circuit, two other evening west-bound circuits and one evening east-bound channel. The rapid increase in television programming since inauguration of the single East-Midwest channel has more than overcome the advantages of the promised expansion of AT&T circuits, it was reported.

ABC, CBS, DuMont and NBC were said to all be pressing for added time on the AT&T system, and after three days of conference last week the four networks were understood to have reached no agreement.

The period for which AT&T hopes to establish allocations is May 1-August 1. The network use of all AT&T television facilities is involved.

It is the policy of AT&T to establish allocations by means of negotiations among the users, rather than to assign time arbitrarily.

To date, the networks have managed to compromise among themselves, although none has professed complete satisfaction.

With all four networks hopeful of maintaining reasonably full program schedules, and with fewer circuits than networks, the negotiations under way last week promised to continue for weeks before full compromise could be achieved.

Early in the allocations conferences which preceded the opening of the first East-Midwest channel last January, WGN-TV Chicago and WPIX (TV) New York sought some use of the circuit on the grounds that they intended to start a two-station program exchange system. Both dropped out, however, before the final plan was evolved.

In negotiations last week the WGN-TV and WPIX two-station "network" did not participate, although it was said that an observer from WGN-TV was present.

NEW TV REVENUE from Pattern Time!

with the GRAY

TELOP

(TV Optical Slide Projector)

Dual projection capable of any desired optical dissolve with exact density control

For advertising, photos, titles, programs, glass slides, transparencies or small physical objects.

The TELOP is a TELevision Optical Projector for use with TV Film Cameras. Great flexibility permits instant fading of one object to another, change by lap resolve or by superimposing with exact density control of each object for unique effects. The widest latitude is given the program director for maximum interest and added station income.

Please write for descriptive bulletin T-101

GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.

16 Arbor Street, Hartford 1, Connecticut

W. E. Ditmars, President

U. S. DEPT. of Agriculture has begun weekly series of 15-minute television programs titled *Family Time* on WTTG Washington.

PHILADELPHIA

TV Group Strengthened

TELEVISION ASSN. of Philadelphia took its first step toward a more formally organized structure with the adoption of a report by the planning committee on Mar. 16 proposing the purposes, dues and structural pattern for the non-profit organization.

It was decided the purposes of the association should be to bring together representatives of selected phases of television; to facilitate the study of television and increase the appreciation and understanding of it; to aid in development of Philadelphia as a television center; to educate members and the public at large in requirements, techniques and utilization of television as an art, and as an educational, entertainment and advertising medium.

Organizational Plans

Officers of the association will comprise a president, vice president and secretary. They will serve on the board of governors with seven others elected for one-year terms. Dues were fixed at $10 per year. Nominations for office will be made at the April meeting, with elections following in June. Ten full-membership meetings will be held a year, on the first Wednesday of each month.

AM, TV AD COSTS

Same by 1951, Says Grieg

COST per thousand for AM and TV advertising in New York will be the same by January 1951, and by 1953 video will be a "far better buy," Humboldt Grieg, assistant to the director of DuMont, asserted Wednesday at the Chicago Radio Management Club.

Mr. Grieg displayed a chart showing the projected decline of radio listening and increase in televiewing from 1948 to 1953 for the New York area, which has a 50-mile TV radius. "We know already that when a video receiver is installed, the AM home becomes a TV home," he said. Referring to his projection for 1951, Mr. Grieg pointed out that the facts alone do not take into account the added impact of television.

Urging his listeners to start using TV in the daytime, the DuMont executive outlined why his firm programs full-day schedules on WABD New York—(1) Facilities are wasted if used nights only; (2) "It is in the public interest"; (3) Now is a "good time to start because daytime programming is inevitable" and (4) The costs of operating only three or four hours each evening are much higher in consideration of the rapid obsolescense of TV equipment.

Informal approach is utilized by WABD because of the day hours and predominantly female audience, he explained.

WTVJ STARTS

Miami Video Station CBS Affiliate

WTVJ (TV) Miami, licensed to Southern Radio and Television Equipment Co., got under way last Monday (March 21) on Channel 4 (66-72 mc). Ultra-modern studios and offices are at 17 N. W. Third St., Miami, and the transmitter is atop Miami's Everglades Hotel.

Controlling interest in the station is held by Sidney Meyer and Mitchell Wolfson, co-owners of the Wometco theatre interests. Robert G. Venn, WTVJ general manager, who formerly held same post at WGBS Miami, is the only other stockholder.

Clyde Lucas, former "name" band leader and ex-Hollywood musical director, is program director. Other staffers include: Earl W. Lewis, chief engineer; Jack Shay, technical director; Max J. Weisfeldt, sales manager; Matty Matthews, sports director; Miss Lee Waller, office manager, and Dave Johnson, Labe Mell, Dave Gordon and Carl Delay, engineers.

CBS headquarters in New York announced that WTVJ has become the 32d affiliate of Columbia's television network. Station has purchased a specially-built truck for filming news and special events.

WTVJ has been on the air since mid-February with test patterns.

BON MARCHE

Buys KRSC-TV Sportscasts

SIGNING of contract to telecast all home games of the Seattle Rainiers, professional baseball team, was announced March 20 by KRSC-TV Seattle. The series will be sponsored by The Bon Marche department store, Seattle affiliate of Allied Stores Inc.

While station officials declined to release cost of the package, unofficial reports indicate the venture is the largest single radio or television budget in Seattle's history. Fifty-seven games will be telecast, starting April 13.

Commercials, with a direct item-selling pitch, will be telecast live from booth at the ball park. Emphasis in the copy will be on Westinghouse products.

PHONEVISION

Commercial Tests Planned

ZENITH is organizing the first public commercial tests of Phonevision for presentation this year, Commdr. E. F. McDonald, Jr., president of the firm, said Tuesday at a distributors' meeting at the Edgewater Beach Hotel in Chicago.

Outlining plans to install additional systems throughout the country, Commdr. McDonald introduced a new motion picture, "Zenith Presents Phonevision," which explained the firm's method of getting viewers to pay for first-run motion pictures too costly for regular TV sponsorship. The four-day session, called for distributors from 76 areas, featured discussion of new technical developments and future merchandising plans.

COLONELS' VIDEO

Oertel to Sponsor Games

OERTEL BREWING Co., Louisville, will sponsor home games of the Louisville Colonels during the 1949 baseball season over WAVE-TV Louisville, Ed Doherty, president of the Louisville Baseball Club, has announced. Sixty-one home games have been scheduled for telecasting.

A new press box with 21 front-row seats is being constructed at Louisville's Parkway Field, Mr. Doherty said. Radio and television facilities will be housed in the former press box section, with video cameras located behind first base and the catcher's box to provide coverage of each play.

CRACKERS' GAMES

TV Rights Go to WSB-TV

TELEVISION rights for the entire home schedule of the Atlanta Crackers, Southern Assn. baseball club, have been purchased by WSB-TV Atlanta, J. Leonard Reinsch, managing director of the Cox radio and television enterprises, announced last week.

Prediction that television will do for the games "what radio did—create more fans," was made by Earl Mann, president of the Crackers. Thad Horton, WSB-TV sports director, will handle the play-by-play announcing.

A. SCHOFIELD

Appointed to DuMont Post

ARTHUR C. SCHOFIELD, formerly in charge of radio and television at the Joseph Lowenthal Advertising Agency, Philadelphia, has been appointed manager of the DuMont Television Network advertising and sales promotion department. Appointment, effective immediately, was announced last Monday by Mortimer W. Loewi, network director. Mr. Schofield replaces Wade Thompson, who is resigning April 15 to devote his time to rewriting *Once by the Pacific*, shortly to be published by Scribner's Inc.



Mr. Schofield

Previously, Mr. Schofield was advertising and sales manager of KYW Philadelphia and WFIL Philadelphia.



By KENNETH M. GAPEN
ASSISTANT DIRECTOR OF INFORMATION FOR RADIO AND TELEVISION, U. S. DEPARTMENT OF AGRICULTURE

THE IDEA of using television has been around the U. S. Dept. of Agriculture for a long time. Some of our people prepared and appeared on programs before and during the war, back in the days when most folks thought television was a gadget or fad. Then, when the "big push" began a year or so ago, our people really began to get excited.

This accelerated interest in television developed in two directions. First, but not foremost, for use of "live" programs, both network and local, and second, use of "packaged" material which can right now render a national television service.

To accomplish this end, almost a year ago, the USDA began a formal study of television and its effective use with a project authorized under the Research and Marketing Act.

Effective Programs Aim

We are concerned with finding ways of presenting effective and attractive live programs within cost limitations; with producing more and cheaper motion pictures; with obtaining all the necessary "clearances" for our movie library; with learning how to adapt our vast amount of visual material, to make it fit television's peculiar requirements.

Finally we are concerned with measuring the impact of the new medium's message, so that we may know how best to utilize the wallop we are sure it carries.

One of USDA's standards information tools is the "slidefilm," or, some people call them "filmstrips." These little strips of 35mm film have served a wonderful purpose through the years. We think they have a wonderful future in television—not in their present form, but with only minor changes.

We have tested the idea in several locations, and have yet to find a major objection to televising slidefilms. And yet, to my knowledge, few of the television stations have reported using them. Let's consider the apparent advantages they offer over other methods of "packaging" and distributing program materials other than motion pictures, from a central source.

First, the initial cost of making up a slidefilm is lower, on the average, than is the cost of making up an equal number of slides, or even still photographs. No binders are required. Shipping and handling are cheaper and easier.

Further, it guarantees proper order and placement of the pictures to the television director at the station. Even the movement from picture to picture is smoother, with less effort required, and less likelihood of "jamming." The accompanying script, keyed to movement of the film, requires no tie-up of studio equipment, and only one person as "talent."

For short presentations, no longer than five minutes, it seems to us that the slidefilm offers great opportunity for our agencies to use television nationally *right now*. We are developing a "television version" of the slidefilm, which we will be ready to talk about before long.

We hope centering attention on this device will alert other potential users to the possibilities it offers, and that they will join us in overcoming any delays in allowing television the full benefits of its advantages. It's only one example of the type of work we're doing here at USDA, but it serves to illustrate the type of activity.

While I've reported in terms of "the working stages," so to speak, telecasters will find the Dept. of Agriculture and its many offices a fertile source of aid in solving knotty day-to-day program problems. This aid will come in the form of tips on good local stories and usable subject matter, for the work of the Department is in terms of *people's* needs. It will come in the form of *people*, "talent," if you will. Some of the most expert demonstrators in the nation today will be found in the offices of county and home demonstration agents and at the land grant colleges.

And, finally, aid will come in the form of pictures and other visual materials, which you may find useful in programs entirely aside from agricultural subjects. Literally, thousands of photographs, slides and negatives are filed in hundreds of offices all over the country.

I urge you to use them, and the many other aids as well. Have some one from your staff get acquainted with what is available to you, and I venture to say you'll be amazed at the opportunities you've probably been overlooking. If you have an AM adjunct and a radio farm director, he can probably tell you all about it right now.

Employes of the USDA live and work in almost every county of the U. S., and in all its territories. These people are experts in their fields. Utilizing each new information tool, they were among the earliest users of radio, and it has served them well. But radio couldn't do a *complete* job, because it couldn't *demonstrate*. And demonstration is the backbone of our informational and educational activity.

They recognized television's potential power as a demonstration medium, and they have called upon us to show them how to use it.

Their first use of the new medium will be for reaching *consumers*, as such although they eagerly await the time for utilizing television in their rural work too.

Much of our work is with or of concern to consumers. That means we can't wait for some one to show us how to make use of television. We mean to learn to use it well—to present programs which will be assets on the schedule of any television station or network.

Relationships built up during a quarter-century of successful cooperation with management of networks and stations, with farm and home specialists on their staffs and at land grant colleges, are proving to be a fertile ground for solving some of our television problems.

UNDER the capable direction of Mr. Gapen, the Dept. of Agriculture last year quietly began an objective analysis of video. Mr. Gapen herewith combines findings and some pertinent observations with respect to the relation between telecasters, county agents and land grant colleges, and to some extent, radio farm directors. Mr. Gapen has been in charge of the Department's Radio Service since 1946, and last November was appointed to the radio committee of the American Assn. of Agricultural College Editors.

VIDEO VOLUME

Great Economy Force, West Tells AMA

MORE THAN a billion dollars worth of business activity should result this year from the impact of television, John K. West, vice president in charge of RCA Victor public relations, March 17 told the American Management Assn. television session in New York.

Outlining industry's potential in actual production expenditures, Mr. West emphasized it was video's ability as a selling force that would make the greatest contribution to our economy. Mr. West pointed out that advertisers using video had increased 2,500% in less than two years. He estimated $25 million would be spent on the medium this year. "It is by no means fantastic to assume," he declared, "that within the next few years television will rival the mail order catalog in selling products by phone or mail."

Outlining the percentages of television homes in major cities, Mr. West predicted that more than 12% of the homes in video service areas all over the country would be so equipped. New York now has 14% of its homes equipped with television, with more than 21½% expected to have video by next January.

Mr. West outlined the following five ways in which management should harness television to its marketing programs:

(1) Explore television as an advertising medium and search products or services for effective ways of presenting them on television.

(2) Employ television for practical institutional advertising, showing the birth of a product from raw material to final incorporation of quality features.

(3) Be alert to applications of television's new directions to business. Examples of new directions are wired television for plants (safety, visual intercommunication, etc.) Ultrafax and hospital television.

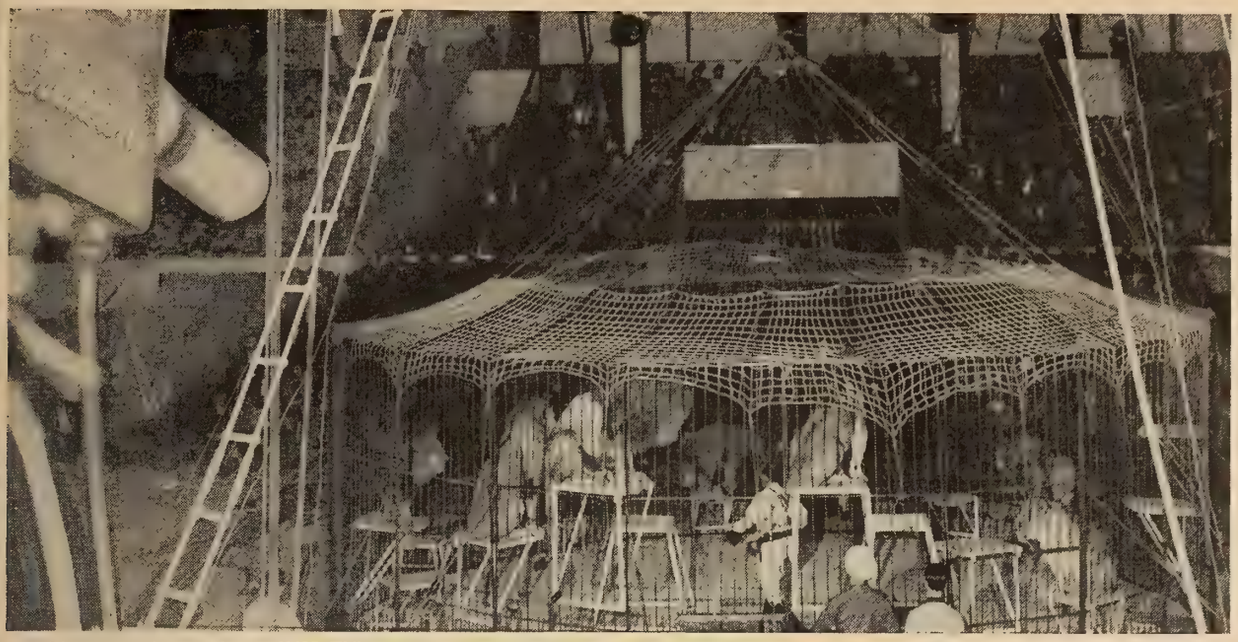
(4) Plan to cooperate with department stores using intra-store television when this becomes an established service.

(5) Weigh the promotional possibilities of television as an industrial attraction at state fairs, in trade shows and conventions, and also the prestige from promoting commercial broadcasts to dealers.

Visual Power

POWER of television to demonstrate its own wares was shown on WICU (TV) Erie, Pa., in a sellout performance. Shea's Appliance Store ordered a daily 75-word spot announcement, with the camera focused on one of 18 receivers available at Shea's. After the second spot, aired the following night, Mr. Shea walked out of the studio with the TV set under his arm, apologizing: "I sold every one today and a customer is waiting for this one."

see? *Thousands did . . . on WSB-TV*



Lions were in your lap as WSB-TV's remote equipment went under the big top to handle this difficult circus assignment. Strong on stuff with kid appeal, WSB-TV has the big Atlanta juvenile audience tied-up tight, 6 to 10 deep around every set.



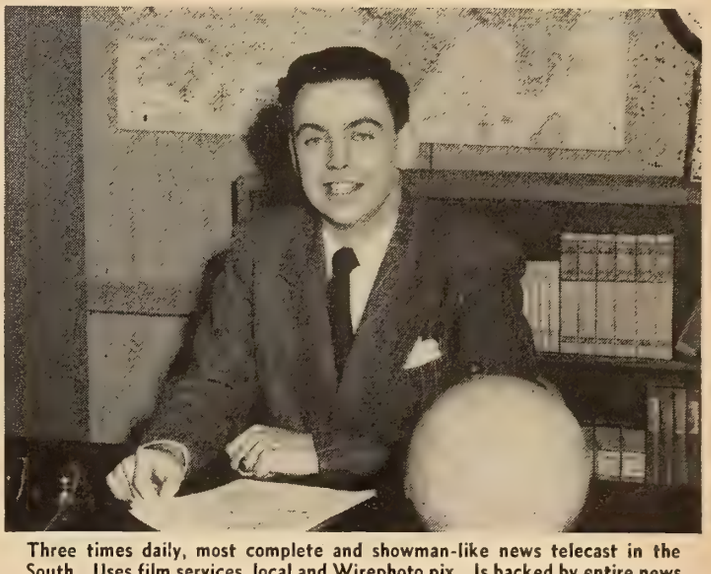
"People on Peachtree"—with Lee Jordan, Bill Packham, participant.



Round-up with Dixie's top sports staff. Ed Danforth and his Atlanta Journal writers report in from the ball camps.



Atlanta's Promenade Club, authentic exponents of Southern folk dancing, visit "At Home With Elsbeth."



Three times daily, most complete and showman-like news telecast in the South. Uses film services, local and Wirephoto pix. Is backed by entire news resources of WSB and Atlanta Journal. Incidentally, there's news for sale!

The Atlanta area doesn't buy much corn

FOLKS SAY that we're to blame. Maybe so. The fact is, Georgia audiences do have a tremendous appetite for *good programming.* They've been accustomed to it since 27 years ago when WSB pioneered radio down South; now enjoy the same brand bill o'fare on WSB-TV, which was first with television in Dixie.

Those privileged to view video in other cities tell us the WSB-TV operation is outstanding by comparison. Response to advertisers' offers speaks much the same for the Atlanta television market. It's growing—*fast!* Ask any Petry man to tell you more about it.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

RESPONSIBILITY IS HERE IN TV FILMS

. . . at Video Varieties it's Undivided from script to finished print

THE most needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on responsibility. We have made sure that there is adequate experience, enough trained manpower, sufficient capital, and the modern facilities necessary to provide undivided responsibility for every detail of any film you may require, from script to finished print.

That's why we have directors, script writers, set-designers and constructors, cameramen, sound and studio technicians, and editors on our own payroll.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facilities.

From this background, we solicit your inquiry regarding any film production you may have in mind. Our executive and sales offices are at 41 East 50th St., and our studios at 510 West 57th St., New York. Please phone MUrray Hill 8-1162, write, wire or call in person.

RESPONSIBILITY MEANS BETTER FILMS

On Estimates and Schedules . . . . √√
On Script and Casting . . . . . √√
On Set Design and Construction . . √√
On Direction and Supervision . . . √√
On Editing and Print Delivery . . . √√

√√ DOUBLE CHECKS RESPONSIBILITY

VIDEO VARIETIES CORPORATION

41 EAST 50th STREET, NEW YORK 22, N. Y.

SYMBOL OF VV RESPONSIBILITY

SAFETY

Olympia Brewing Opens Spot Campaign

A PUBLIC-SERVICE spot campaign, with a minimum of sponsor identification, will be launched on 28 stations throughout the State of Washington April 4 by the Olympia Brewing Co. of Olympia, Wash. The project, representing a marked departure from past radio efforts of the sponsor, involves a total budget of $80,000. Seattle office of Botsford, Constantine & Gardner is the agency, with John P. Heverly, account executive.

Theme of the 20-second, transcribed spot announcements, prepared with the cooperation of the Accident Prevention Div. of the Washington State Patrol, is traffic safety. Each of the 200 spots touches one of the basic points made by the National Safety Council regarding safe driving.

Each spot opens with sound effect of an auto horn honking twice. Then the announcer comes on with "Thank you" and the specific safety angle. Horn effect and "Thank you" also closes the spot.

Believed to be one of the heaviest spot campaigns in the history of Washington radio, the effort has been more than a year in the making. Olympia's earlier radio advertising has consisted of sponsorship of Cecil Solly, garden expert, as a seven-year public relations effort throughout the state. This program was dropped early in the year.

Decision to switch to traffic safety spots was taken in line with the long-time personal interest in the subject by Peter Schmidt, president of the Olympia Brewing Co. The first effort at developing the safety spot campaign was discarded, according to the agency, because the announcements "sounded too much like preaching." The approach was then changed to the more positive one of awarding "State Patrol Thank You's."

A test campaign was run Jan. 17 to Feb. 21 on KYAK Yakima and KGY Olympia, during which time comments were solicited from civic leaders and community organizations. With the favorable response, it was decided to go ahead with a full-year contract.

A total of 11,232 spots is scheduled through April 1, 1950, averaging 18 a week in each area (advertising of alcoholic beverages on Sunday is forbidden by Washington State law).

To find the right voices, Mr. Heverly disclosed, 33 Seattle announcers were invited to record a sample announcement, and a committee of client and agency officials selected the best two. Winners were Don Courtney, staff announcer at KIRO, and David Ballard, KING staffer.

In addition to the spots already recorded, a system of coordination with the Washington State Patrol is being set up whereby patrol officers can communicate through the State Patrol radio office in each area with the radio stations, in event of emergencies of any kind. In such cases, the patrol officer will contact the radio station by telephone, giving information on the emergency, and the station will prepare special announcements for immediate broadcast.

In a three-page letter to all stations carrying the schedule, Mr. Heverly gave a detailed description of the project, explaining its purpose. "The selling of Olympia Beer is secondary to building good will and to their sincere attempt to reduce the toll of traffic accidents," he wrote.

The same letter authorized station officials to substitute special announcements in the event of unusual weather or other emergencies. In case of requests from the State Patrol for special broadcast announcements, the stations are authorized to write and air the announcements "as soon as possible," without prior clearance with the sponsor or agency.

Closing identification on such emergency spots is to be: "This State Patrol emergency announcement was broadcast by the Olympia Brewing Co." Announcements of this type will be run in addition to the spot schedule specified in the station contract, and will be billed separately at regular rates.

"The Washington State Patrol is naturally very enthusiastic about the tremendous educational possibilities of this traffic safety education," Roy F. Carlson, State Patrol chief, said last week. "I am certain that the broadcasting of these safety announcements will actually save many lives."

The budget for the year-long experiment includes $73,500 for station time and $6,500 for production costs, Mr. Heverly told BROADCASTING last week.

BUYERS' MARKET

Research Needed, Says Weaver

BUYERS' MARKET need not be hazardous if proper investigation of buyers' wants and needs is made through research, Norwood Weaver, vice president of A. C. Nielsen Co., Chicago, told the Ohio State U. advertising conference at Columbus March 17-18 [BROADCASTING, March 21].

The job of research for the advertiser and manufacturer, said Mr. Weaver, is to measure changes in desires and ideas. From facts thus obtained the advertiser must reason back in order to determine his advertising appeal and methods of promotion, he added.

Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, told the conference that advertising copy in 1949 must be selling copy. Buyers want specific facts on products, he said.

Speaking on the retail picture in the buyers' market, Alan Wells, advertising director of Kaufmann's, Pittsburgh department store, emphasized that retailer and manufacturer must work together in promotion and exchange of ideas to make selling less expensive and more successful. Mr. Wells said he feels stores will need as much promotion money in 1949 as last year, but that proper analysis of the market and media must be made so the money will be spent effectively.

Television Seminar

The conference included the second University Television Seminar. Richard A. Borel, manager of WBNS WBNS-TV Columbus, was chairman. Speakers included George L. Moskovics, manager of sales development of CBS Television; W. H. Robinson, General Electric Lamp Dept.; Thomas R. Gettelman, vice president of Gettelman Brewing Co., and E. Y. Flanigan, manager of WSPD-TV Toledo.

Mr. Robinson told of GE entrance into TV in carrying the Cleveland Indians ball games and of surveys made in connection with the telecasts. Near the end of the season a survey showed that nearly 52% of those interviewed had seen the games on television, despite the fact that fewer than 10,000 homes in the Cleveland area had TV sets. Of those interviewed, 33% could identify the sponsor.

Mr. Gettelman told the advertisers that TV advertising for Gettelman's Beer in Milwaukee had given 50% better coverage and a more cordial welcome for their salesmen, and had made possible distribution outlets.

Mr. Moskovics commented that much of the money for TV advertising is coming from budgets other than advertising in many companies. He said that 63 million people can be served by TV by the end of this year, making every advertiser consider TV in preparing his budget.

Marion Harper Jr., president of McCann-Erickson, told the Columbus Advertising Club and conference guests that the chief advertising problem in the buyers' market is a "knowledge" problem. Job of advertising men, he said, is to get the most for the advertising dollars. He suggested that all advertisers set aside 5% of their advertising budget for ad research —to test the effectiveness of appeals, media and merchandising. In addition, he said, every advertiser should take a critical look at his product, the potential market and his dollar volume.

An advertising clinic might be set up by advertisers to help test advertising methods, Mr. Harper believes. It could take much of the waste out of promotion expenditures, he said.

Other speakers were: Floyd E. Brown, advertising department, Cleveland *Plain Dealer;* William C. Gordon Jr., assistant to the director and market analyst, research dept., Curtis Pub. Co., Philadelphia; James W. Egan Jr., vice president and advertising director, Toledo *Blade,* John W. Craig, vice president of Avco in charge of Crosley Div., Cincinnati, and Dr. Paul Austin Wolfe, pastor, Brick Presbyterian Church, New York.

RADIO SCOUTS

KOMA Backs Troops

PROBABLY one of the most unusual troops in the Boy Scouts of America is Troop 1520 in Oklahoma City. It is headed by Jerry Marx, night news editor of KOMA Oklahoma City, and is exclusively for bedridden boys or those confined to their homes.

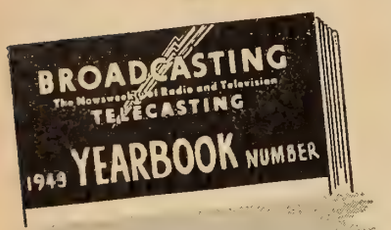
Mr. Marx, who is confined to a wheel chair with arthritis, conceived the idea and has had it approved by the Boy Scouts of America. He conducts a special program on Saturday afternoon, featuring prominent guest speakers who can offer inspiration to the boys. Roy Rogers prepared a special recorded message for the initial broadcast last month and Oklahoma's Governor Roy Turner appeared.

The program enables the boys to earn promotions and merit badges and otherwise participate in the Scouting program. Each confined boy has a "buddy" Scout from a neighboring troop who helps him with the Scouting work.

Travel Spots

RADIO advertising will be used in the seacoast region of southern Maine this summer to promote tourist travel. The Southern Maine Route 1 Assn. has approved plans for a campaign on WHEB Portsmouth, N. H., and its FM affiliate WFMI. The station is located on U.S. Route 1 just south of the entrance to the southern Maine seacoast region. Spot announcements every half hour during the day will emphasize the advantages of traveling in the region on Route 1. Campaign is scheduled to start in May and will continue into late September.

LAST CHANCE



Receive FREE BROADCASTING 550 – PAGE 1949 YEARBOOK

This $5.00 YEARBOOK comes free with a $7.00 subscription to the weekly BROADCASTING-Telecasting.

OFFER EXPIRES MARCH 31

1949 YEARBOOK FEATURES

Complete analysis of 1948 radio advertising; AM, FM, TV directories, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

MAIL COUPON TODAY!

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

HA-30

Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

☐ BILL ME

NAME_____ TITLE_____

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

Management



GUY SAVAGE, program manager and sports director for KLEE Houston, has been appointed assistant manager and sports director of KLEE-TV.

MONTE KLEBAN, well known southwestern radio and television executive, has joined KTRH Houston, Tex. B. F. ORR, KTRH president, said his position is "planning and advisory consultant on all operating phases of the station's activities." Mr. Kleban formerly was program and production director of WOAI San Antonio.



Mr. Kleban

NORMAN CHANDLER, president of Los Angeles *Times*, KTTV (TV) Los Angeles, Publishers Paper Co. and other corporations, has been elected to board of directors of Safeway Stores Inc., San Francisco.

PAT GOOLSBY has resigned as manager of KNOG Nogales, Ariz. Mr. Goolsby plans to devote his full time to writing and in addition will serve as advertising consultant for a special group of Arizona radio accounts.

LT. COL. LESTER W. LINDOW, general manager of WFDF WFDF-FM Flint, Mich., has been elected executive vice president of Lt. Harry Hart Chapter of the Reserve Officers' Assn.

P. A. SUGG, with WKY Oklahoma City for past three years, has been elected vice president and director of station.



Mr. Sugg

H. P. (Phil) NESBITT, formerly with WITH Baltimore, has been appointed general and commercial manager of WNAV AM & FM Annapolis, Md.

FORNEY A. RANKIN, executive assistant to JUSTIN MILLER, president of NAB, is the father of a girl.

RALPH R. BRUNTON, former president and general manager of KQW San Francisco, recently sold to CBS, has returned to the automotive business, after a 28-year lapse. He has established offices at 1460 Pine St., San Francisco.

FRED WOOD, general manager of WWBZ Vineland, N. J., is the father of a boy.

INDIANA ASSN.

Officers, Board Re-elected

ASSN. of Indiana Broadcasters re-elected its officers and board members at an all-day meeting held March 18 at the Columbia Club, Indianapolis.

Serving again during 1949-1950 will be Bruce McConnell, WHOT South Bend and WHBU Anderson, president; Robert G. Duffield, WOWO Fort Wayne, vice president; E. G. Ogborne, WCTW (FM) New Castle, second vice president, and Daniel Park, WIRE Indianapolis, secretary.

Re-elected to the board of directors were Warren G. Davis, WSUA Bloomington; W. F. Rippetoe, WBOW Terre Haute; Richard M. Fairbanks, WIBC Indianapolis; George J. Higgins, WISH Indianapolis; Harry M. Bitner, WFBM Indianapolis; John C. Jeffrey, WIOU Kokomo, and G. F. Albright, WKBV Richmond.

The association discussed recent legislation affecting broadcasters and the controversial standard vs. daylight time issue. Plans were made to publish a booklet on Indiana stations for distribution to the public.

Forty-six Indiana stations carried the finals of the state high school basketball tournament, the association announced. Thirty-one stations originated broadcasts from the Butler U. fieldhouse, scene of the tourney, and fed the finals to 15 additional outlets.

CCNY SESSION

Moderators Announced For Panel Sessions

SELECTION of four moderators to lead morning panel sessions of the fifth annual City College of New York Radio-Television and Business Conference, was announced last Monday by Dr. Robert A. Love.

The discussions, to open the March 30 conference at New York's Hotel Roosevelt, will be moderated by E. P. H. James, MBS vice president; M. B. Grabhorn, ABC vice president; Seymour N. Siegal, director of communications, New York City; and James Nelson, NBC director of advertising and promotion. Overall theme of the conference is "Expanded Opportunities in Radio and Television."

The complete panels in each category:

RESEARCH: David E. Moser, assistant director, Evening and Extension Div., City College School of Business, chairman; E. P. H. James, vice president, MBS, moderator; Oscar Katz, CBS; Ed Evans, ABC; Kenneth Baker, NAB; Peter Langhoff, Young & Rubicam, and Samuel Northcross, Audience Research Inc.

SALES: Earl Ryan, supervisor of radio and television courses, City College School of Business, chairman; M. B. Grabhorn, vice president, ABC, moderator; Lewis H. Avery, station representative; George Frey, NBC; Ralph Weil, WOV New York; Eugene S. Thomas, WOIC (TV) Washington, and David N. Sutton, CBS.

PROGRAMMING: Seymour N. Siegel, director of communications, New York City, chairman and moderator; Ted Cott, WNEW New York; Richard W. Hubbell, television consultant; John L. Sinn, Frederick W. Ziv Co.; Leslie T. Harris, Benton & Bowles; Morgan Ryan, ABC, and Tony Kraber, WABD (TV) New York.

PROMOTION AND PUBLICITY: William P. Pettit, director of public information, Evening and Extension Div., City College School of Business, chairman; James Nelson, director of advertising and promotion, NBC, moderator; Miss Wauhillau LeHay, N. W. Ayer & Son; Earl E. Ferris; Louis Hausman, CBS; Jo Ranson, WMGM New York, and Frank Young, WPIX (TV) New York.

STANLEY BEAUBAIRE

Dies as His Plane Crashes

FUNERAL SERVICES for Stanley Beaubaire, 34, president of KNGS Hanford, Calif., who lost his life when his private plane crashed 20 miles northeast of Bakersfield, Calif., March 19, were held in San Francisco March 22.

Mr. Beaubaire, who also was editor of the Hanford *Journal-Sentinel*, is survived by his parents, Mr. and Mrs. Samuel Beaubaire. He was a graduate of Stanford U.

The plane crash occurred in bad weather, KNGS reports.

AN ULCER A DAY WON'T LET ANY ADVERTISING MAN PLAY

Ease up on Aggravation, Make Life Simple and Results Certain . . . In Memphis, It's

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 68 ON YOUR RADIO

Represented by RADIO REPRESENTATIVES, INC.



Replica of the trophy

* * *

GOLF TOURNEY

Seek Entries for NAB Meet

ENTRIES for the 14th annual NAB Golf Tournament, sponsored by BROADCASTING and to be held April 10, should be submitted as soon as possible. Applications should be sent to Maury Long, at BROADCASTING's Washington headquarters, 870 National Press Bldg., or to Bill Thompson at the Chicago bureau, 360 N. Michigan Ave.

Tournament will be held at Acacia Country Club, about 10 miles out of Chicago. BROADCASTING will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A silver trophy will be awarded the low gross winner with another prize going to the low net winner.

Watson-Watt To Speak

SIR ROBERT WATSON-WATT, the "father of radar," will speak at fourth Frank A. Howard lecture on industrial research at George Washington U.'s Lisner Auditorium in Washington, today (March 28), at 8:15 p.m. Sir Robert will discuss "Industrial Research in Great Britain."

Programs

PROGRAM for children three years old and up is answer WJPS Evansville, Ind., has found for what it calls the "lost orphans of radio." Every Monday through Friday at 4:30 p.m. two mothers of pre-school children conduct a program of stories, poems and original songs. On each broadcast of *Let's Grow Up* the mothers treat a single theme, acquainting young folk with such every-day things in life as animals, people like the milkman and policemen, personal and social etiquette, moral teaching and principles. Program encourages children to participate by asking them to send in original stories which are aired, and to sing songs along with the "Song Lady" on each broadcast.

'Learn to Type Right'

TOUCH TYPING is being taught by radio on KJR Seattle's new program, *Learn to Type Right.* Weekly program is sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching is on "visualization."

WDRC's Talent Times

NEW talent discovery program starts today (March 28) on WDRC Hartford, Conn. The discovery is not to be placed on a single program, but will be heard transcribed at various times each day on local shows. WDRC will give each new "star" a week's play and buildup. Barbara Nelson, WDRC's receptionist, is first new discovery and will be featured in five piano and singing selections.

The Washington Scene

LATEST Washington news is basis for KSL Salt Lake City's newest program, *KSL Reports the Washington Scene,* Wednesdays, 10-10:30 p.m. Program will be aired during present session of congress. Congressmen from western states report on economic, social and political trends.

'Operation Pretend'

THE OHIO National Guard, Army Organized Reserve Corps, and WEWS (TV) Cleveland will participate in *Operation Pretend,* a program which will illustrate what could happen to northern Ohio were it subject to an air attack. The telecast, to be aired on April 3, will use film, remote pickups, and studio settings to dramatize the attack. Viewers will see Cleveland's Terminal Tower collapse in a bombing attack and the wrecking by aggressor bombers of the Bay Bridge at Sandusky, plus many other "real" episodes of what could happen. Also included will be illustrations of defense and preparation.

Bull's-Eye for Prizes

YOUNGSTERS are singing for their prizes on WING Dayton's *Sing for Your Darts* audience participation show. Several participants are selected to sing. If the audience approves the rendition, contestant is given three darts. For each point scored on the basketball-court-like board, the youngster receives a dollar. At end of show, all participants line up and throw one dart at a bull's-eye for jackpot prize. Program is sponsored by Airways Inc., a junior achievement group, and is held in the auditorium of a Dayton department store.

'Life in Israel'

SERIES of weekly half-hour programs relating to cultural and political life in Israel is being aired by WVOM Brookline, Mass. Series, *Life in Israel,* features Dr. Alexander Brin, a member of National Advisory Board of Educators and publisher of the *Jewish Advocate.* The program will relate in song and story the cultural and political life of Israel, "and will tell of the Israeli institutions and activities, new literature and new composition."

Tokyo Raid Featured

PLANS for beginning Congressional Medal of Honor television series [BROADCASTING, Feb. 28] on April 18, fifth anniversary of Tokyo raid, with story of Jimmy Doolittle and the raid, have been announced by A. S. Curtis Features Syndicate, producer of series. First show is based on story distributed by Air Force as official release to 1,200 newspapers. Narrative is written by A. S. Curtis, president of firm and former instructor at U. S. Naval Academy. Series is drawn by Michael Arnes, former Walt Disney artist. Doolittle story, like others in series, is offered to stations in package consisting of narrative script and 35mm film or slides. Each show has 36 frames in film or slides; 35mm film in double size or 1 x 1½" per frame. Curtis Features address is Box 223 Ben Franklin Station, Washington, D. C.

Bristol-Myers Case

A DECISION on the case involving Bristol-Myers Co., charged with misrepresentation in the sale of Ipana toothpaste, is expected by April 15, Federal Trade Commission indicated last week. Final arguments on the merits of the case were heard in Washington March 16. Radio and other advertising media are involved. W. L. Pencke is the government attorney. Company's counsel includes Isaac W. Diggs and Gilbert Weil, both New York attorneys.





ACTIONS OF THE FCC

MARCH 18 to MARCH 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

March 18 Decisions . . .

DOCKET CASE ACTIONS

AM—990 kc

Announced decision granting application of Pittsburg Bcstg. Co. for new station in Pittsburg, Calif., on 990 kc 1 kw unl., subject to (1) that suitable phase monitor be installed; (2) that directional-non-directional survey be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

AM—1340 kc

Announced decision denying application of Journal-Review for new station in Crawfordsville, Ind., 1340 kc 250 w unl.

BY COMMISSION EN BANC

Transfer of Control

KVOR Colorado Springs, Col.—Granted transfer of control from The Oklahoma Pub. Co. to Aladdin Radio and Television Inc. for $66,875 cash plus 66⅞% of fair market price of net assets as of appraisal date.

KLZ-AM-FM Denver—Granted transfer of control from Edgar T. Bell, Herbert M. Peck, Inez A. Gaylord et al to Aladdin Radio and Television Inc. for $407,000 plus 74% of fair market value of net assets as of appraisal date.

ACTIONS ON MOTIONS

(By Commissioner Jones)

WJBK Detroit—Granted petition to amend application to substitute as name of applicant Fort Industry Co. in lieu of Detroit Bcstg. Co.

Terrell Bcstg. Corp., Terrell, Tex.—Granted petition for continuance of hearing scheduled March 21, to June 29 at Washington.

KGEM Boise, Ida.—Passed over petition to amend.

Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—Granted petition to dismiss without prejudice its application.

Fairfield County Bcstg. Co., Norwalk, Conn.—Granted petition to dismiss petition of Feb. 3 requesting reinstatement of application.

KIDO Boise, Ida.—Granted petition for extension of time in which to file proposed findings in consolidated hearing and time was extended to April 1.

WLAQ Rome, Ga.—Commission on own motion continued hearing scheduled for March 24 to April 27 at Rome.

York Bcstg. Co., York, Pa.—Granted petition for continuance of hearing presently scheduled March 31 to June 20 at Washington.

WJBK Detroit—Commission on own motion continued indefinitely consolidated hearing scheduled April 25 at Washington.

The Master Bcstg. Corp., Rio Piedras, P.R.—Commission on own motion continued indefinitely, pending action on petition for reconsideration, hearing presently scheduled April 7 in Washington.

WKAP Allentown, Pa.—Granted petition for continuance of consolidated hearing scheduled April 4 to May 9 in Washington.

Scenic City Bcstg. Co. Inc., Middletown, R.I.—Granted petition to dismiss without prejudice its application.

Frank M. Helm, Modesto, Calif.—Granted petition for extension of time to file exceptions and request oral argument and time was extended to March 31.

March 18 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

The Orange Belt Station, Redlands, Calif.—CP new AM station 1320 kc 500 w D. AMENDED to request 1410 kc.

AM—1460 kc

KRUZ Palm Beach, Calif.—CP increase 1 kw to 5 kw.

AM—1320 kc

WKAP Allentown, Pa.—CP change from 1580 to 1320 kc etc. AMENDED to change name from N. Joe Rahall, Sam G. Rahall, Farris E. Rahall and Deem F. Rahall d/b as Allentown Bcstg. Co. to WKAP Inc.

AM—1280 kc

Blake-Formby Bcstg. Co., Brownfield, Tex.—CP new AM station 900 kc 250 w D. AMENDED to request 1280 kc 500 w D.

License Renewal

WAVU Albertville, Ala.—License renewal AM station.

Assignment of License

KULP El Campo, Tex.—Assignment of license from Louis Thurmond Culp Krueger, Lafayette Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannon d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

WPAM-AM-FM Pottsville, Pa.—Assignment of license from Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners' Bcstg. Service to Miners' Bcstg. Service Inc.

License for CP

WGIG Brunswick, Ga.—License to cover CP new AM station.

Modification of License

KQW-AM-FM San Francisco—Mod. license change name of licensee corporation from Agricultural Foundation Ltd. to Columbia Bcstg. System Inc. of Calif.

License for CP

WBCM-FM Bay City, Mich.—License to cover CP new FM station.

CP to Reinstate

WAND-FM Canton, Ohio—CP to reinstate CP new FM station.

Modification of CP

KGDM-TV Stockton, Calif.—Mod. CP new commercial TV station for extension of completion date to 9-21-49.

WBAL-TV Baltimore—Same.

KDYL-TV Salt Lake City—Same to 10-1-49.

KRSC-TV Seattle, Wash.—Same to 6-15-49.

WCBS-TV New York—Mod. CP change power for extension of completion date to 10-13-49.

WUTV Indianapolis—Mod. CP changes in TV station. AMENDED to change ERP from 14.44 kw vis., 7.6 kw aur. to 16.3 kw vis., 8.15 kw aur.

License for CP

WRGB Schenectady, N. Y.—License to cover CP changes in TV station.

TENDERED FOR FILING

Assignment of License

KYOR San Diego, Calif.—Assignment of license from Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler d/b as Silver Gate Bcstg. Co. to San Diego Bcstg. Co.

AM—550 kc

WPAQ Mount Airy, N. C.—CP change from 740 kc 1 kw D to 550 kc 1 kw unl. DA-DN.

Assignment of License

KADA Ada, Okla.—Assignment of license from C. C. Morris to KADA Bcstg. Co., chiefly owned by Mr. Morris.

APPLICATION RETURNED

License for CP

WSTS Southern Pines, N. C.—RETURNED March 16 application for license to cover CP increase power etc.

APPLICATION DISMISSED

Modification of CP

WMAC Pottstown, Pa.—DISMISSED March 16 application for mod. CP new AM station to change from 1370 kc 1 kw D to 1420 kc 1 kw unl. DA-N.

STATION DELETED

AM—1340 kc

KFRE J. E. Rodman, Fresno, Calif.—DELETED March 6 station KFRE, 1340 kc 250 w unl., in accordance with cond. of grant of CP to KTKC March 11, 1948. Call deleted.

March 21 Decisions . . .

BY THE SECRETARY

Radio Corp. of America, Princeton, N. J.—Granted license for new exp. TV station KE-2XAY.

KLEE-TV Houston, Tex.—Granted mod. CP to change power to: vis. 15.1 kw, aur. 7.54 kw, change ant. system and trans.

W D U N Gainesville, Ga.—Granted mod. CP change type trans. and change studio location.

WCPA Clearfield, Pa.—Granted assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc.

WBAL-TV Baltimore—Granted mod. CP for extension of completion date to 9-21-49.

WFYC Alma, Mich.—Granted license new station 1280 kc 1 kw D.

WHLD-FM Niagara Falls, N. Y.—Granted mod. CP change type trans. and make changes in ant. system.

WLIM Detroit—Granted waiver of Sec. 3.205(a) of rules to permit station to announce itself as Detroit station, since station is designed to serve Detroit and its main studios are in trans. bldg.

WPTR Albany, N. Y.—Granted mod. CP to change type trans.

Home Bcstrs. Inc., Logansport, Ind.—Granted cancellation of CP for new station 1570 kc 500 w D.

KSKY Dallas, Tex.—Granted cancellation of CP for changes in vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates for periods shown: WHAY New Britain, Conn., to 6-15-49; WHK Cleveland, to 6-30-49; WHK Cleveland, to 6-27-49; WPRA Mayaguez, P.R., to 5-19-49; KWBB Wichita, Kan., to 10-10-49; KXOC Chico, Calif., to 8-31-49; WBBC Flint, Mich., to 9-27-49; WONE Dayton, Ohio, to 6-15-49; KSDO-FM San Diego, to 7-13-49; KREL Baytown, Tex., to 4-21-49; WBBC-FM Flint, Mich., to 7-12-49; WWNI Wabash, Ind., to 6-28-49; WIBA-FM Madison, Wis., to 10-11-49; WMIT Winston-Salem, to 10-14-49; KTBS-FM Shreveport, La., to 10-13-49, on cond. that construction be completed or interim operation provided by that date.

W S A M Saginaw, Mich. — Granted mod. CP for extension of commencement and completion dates from 60 days after decision in Docket 8069 and 180 days thereafter, to: 60 days from date of grant and 180 days thereafter, respectively.

WIOC Robert P. O'Bannon, Croydon, Ind.—Granted request to cancel CP new FM station.

KWEI-FM Inland Broadcast Co., Weiser, Ida.—Same.

WBCC-FM Bethesda, Md.—Granted extension of completion date to 9-6-49, on cond. that construction be completed or interim operation provided by that time.

W S F A - F M Montgomery, Ala.—Granted extension of completion date to 9-30-49.

(Continued on page 64)







INSPECTING the new WFLN (FM) Philadelphia control room are Raymond Green (l), manager, and Lawrence M. C. Smith, president of Franklin Broadcasting Co., licensee [BROADCASTING, March 14].

ADVENTIST MEET

Religious Radio Discussed

RELIGIOUS broadcasters, ministers and educators from all states east of the Mississippi attended a broadcasters workshop sponsored by the Radio Dept. of Seventh-day Adventists in Washington.

The conference, aimed toward improvement of existing religious radio, was directed by Paul Wickman, head of the Adventists Radio Dept. Mr. Wickman stated that the workshop's purpose "is to raise the standard of programming to a point where religious programs will be sought after rather than tolerated." The Church regularly uses facilities of 750 stations and sponsors *Voice of Prophecy* on MBS.

Speakers at the event included: Robert Richards, director of public relations, NAB; Frederick Jacky, director of *Hymns of All Churches;* Joseph L. Brechner, general manager of WGAY Silver Spring, Md.; Van Buren DeVries, producer-writer, WMAL Washington; and Lawrence Beckerman, producer-director, WTOP Washington.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

D.C. DIARY STUDY

Results Projected to Number of Listeners

RESULTS of WRC Washington's 1949 diary study of individual listening habits in metropolitan Washington, covering six weeks in January and February, have been announced by the NBC owned-and-operated outlet. The technique projects results to the actual number of listeners, giving program audiences in total number, rather than in the number of radio homes or sets. System was devised by James Seiler, NBC Washington research director, with similar surveys made in 1947 and last year [BROADCASTING, Feb. 17, 1947; April 12, 1948].

Simultaneously WNBW, the network's District TV outlet, released data on televiewing habits for the week Feb. 20-27, based on diaries placed in a cross-section sample of video homes in metropolitan Washington. Again, the television survey purports to indicate total audience for any given TV program that week.

WRC altered the familiar concept of measuring radio homes due to the widespread increase in receivers per home, auto and office radios, and portable sets. Using a sample of 1,000 individuals of metropolitan Washington's 1,300,000 people, based on census reports and city directory, the station let laws of probability govern selection. Persons of all ages, including children, with or without telephones, and even without radios, were taken in the sample, and kept diaries (except 2%). In the case of children, parents kept the youthful listeners' records. Data was compiled on age, sex, race, income and education, occupation and telephone, radio and TV ownership.

Returned and usable diaries were obtained from 88% of the diary sample and 83% of the total sample, from which final figures were gleaned. At conclusion of the study, WRC compared its figures with available known facts on BMB area radio homes, telephone homes and census estimates on population, and found a high correlation, it reported.

Some listener-viewer characteristics:

Radio(s) in home	97.6%
Telephones in home	86.0%
Televiewers in home	8.5%
FM radio in home	11.0%
Auto radio in working condition	30.0%
Listening to auto radio on typical day	12.0%
Viewing television on typical day:	
a. Viewers with sets in home	70.0%
b. Viewers without sets in home	7.0%
c. Total population viewing on typical day	12.0%
Listeners to FM on typical day	5.0%
Listeners to AM on typical day:	
a. With TV in home	49.0%
b. No TV	72.0%
c. Entire population	70.0%
Attending motion picture during typical week:	
a. TV in home	32.0%
b. No TV	36.0%
c. All	35.0%

In the WNBW-NBC television survey, diaries from a sample of TV homes located through 5,000 random telephone calls were placed in 450 homes, with 365 returned as usable for compilation. From the cross-section sample, figures may be projected to give total number of sets tuned to each program, using Washington's TV set figure (37,400) and average 3.3 viewers per set, according to WNBW.

Network top ten for week Feb. 20-27:

Program—Station	Percentage of TV homes viewing
Texaco Star Theatre, WNBW	72.0
Toast of the Town, WOIC	62.9
Boxing (N. Y.) Fri., WNBW	52.5
Break the Bank, WMAL	51.0
Howdy Doody, WNBW	46.5
Amateur Hour, WTTG	43.5
Army Boxing (Sat.), WNBW	42.5
Godfrey & Friends, WOIC	42.0
Actors Studio, WMAL	40.5
Screen Test, WMAL	40.0

Henceforth WNBW television diaries will be placed for one-week periods at intervals of three months, and continue to utilize random phone calls. Accuracy of the surveys is not affected by placement of diaries in telephone homes since nearly all Washington homes are so equipped, the station points out. Study is the fourth made by NBC Washington Research since February 1948, but the first to be publicly announced. In the case of both studies the name of a non-existent research agency was used to avoid bias.

Some interesting facts on radio and newspaper habits of children under 18 years of age also were revealed in the WRC study. Average newspaper reading is 7 minutes per day as compared to 73 minutes per day radio listening for all children. In 12-18 group, 72% read a newspaper while over 88% listen to a radio on an average day. In still lower age bracket—5 through 11—44% of all children read at least a part of a newspaper while 76% do at least some listening to a radio.

NEWS SOURCE

Ohio Seeks Protection

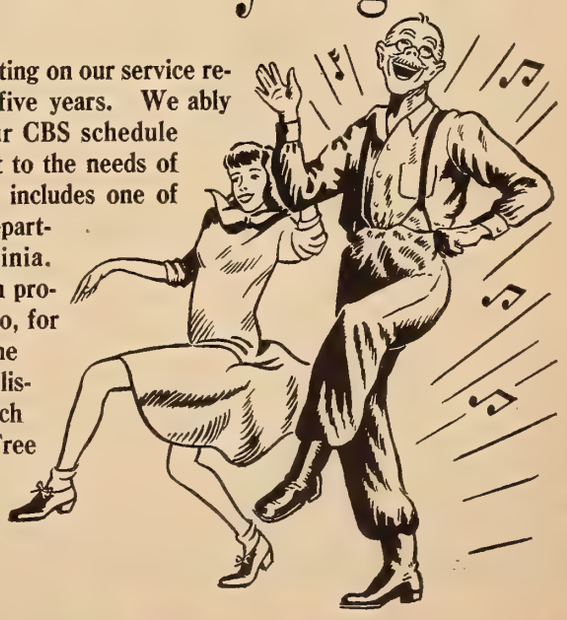
EXTENSION of protective news privileges to radio newsmen has been carried to the floor of the Ohio General Assembly. As in other states where similar legislation is being introduced, the bill brings radio newsmen within the law permitting protection of news sources in official proceedings. Carl M. Everson, WHKC Columbus, is handling the campaign on behalf of the NAB Radio News Committee.

Similar protection has been enacted into law by Indiana, the bill having been signed by Gov. Henry Schricker. It was incorrectly stated in the March 17 BROADCASTING that Illinois had completed legislative action on the bill.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!



WDBJ CBS · 5000 WATTS · 960 KC

Owned and Operated by the TIMES WORLD CORPORATION

ROANOKE VA

FREE & PETERS, INC., National Representatives



Mr. Harry Martin
Hutton Esty & Co.
New York City

Dear Harry:

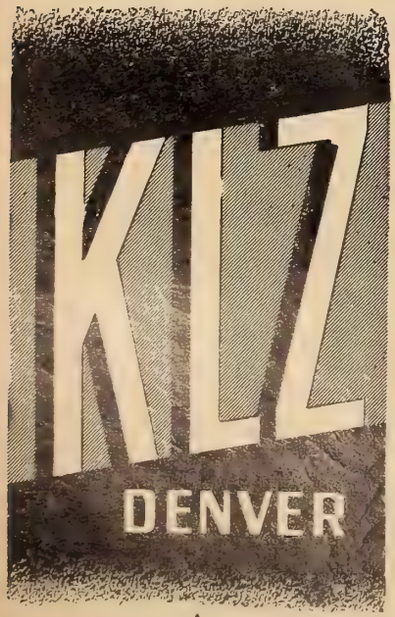
Hit shore is a sight th' way folks 'round here is ajoinin' the New 580 Club. Hit usta be that oney th' wimmen joined up with Miss 580 but nowadays th' men folks is ajoinin', too. 'Bout all I git done anymores is ter carry that doggoned mail bag full o' WCHS 580 Club letters. An' that's not all, nosirree, not by a jug full! I hav'ta git rid o' th' envelopes atawards! Yessir, ole WCHS is really on th' beam with th' new club! Drap in some time!



Yrs.
Algy

WCHS
Charleston, W. Va.

A PAYING PROPOSITION



Ask the Katz Agency
CBS 560 kc.

Commercial

CARL OWEN, member of staff for past eight years, has been appointed assistant commercial manager of the WCAU Philadelphia stations. ALEX ROSENMAN, WCAU and WCAU-TV commercial manager, said that Mr. Owen will assist in administrative matters of AM and TV, while JAMES F. COYLE, assistant commercial manager since 1943, will concentrate his activities in sales of both media. Mr. Owen, in the radio field for over 26 years, was formerly program director of KGA Spokane and KUJ Walla Walla, Wash., and served in an executive capacity with WXYZ Detroit and the Michigan State Network.

JOHN BLAIR & Co. has been appointed exclusive national representative for KWFT Wichita Falls, Tex., and KEPO El Paso, effective April 1.

JANET A. MURPHY has joined Robert Meeker Assoc., station representative, as New York office manager. Miss Murphy was formerly administrative assistant to national sales manager of Fort Industry Co.

EDWARD L. TERRY, formerly general manager of KSGN Sanger, Calif., has joined KSBW Salinas, Calif., as business manager.

CKTS Sherbrooke, Que., has appointed J. A. Hardy & Co., Montreal and Toronto, as its Canadian representative.

JOHN B. SOELL, former WJZ New York and KXOK St. Louis account executive, has joined WMCA New York, in same capacity.

KEITH TYE, formerly with sales department of KTEM Temple, Tex., has been named assistant sales manager of KVER Albuquerque, N. M.

JAMES H. McKNIGHT, formerly manager of WKOB North Adams, Mass., has been appointed commercial manager of WMAW Milwaukee, Wis.

WILLIAM T. O'CONNOR has joined WNAV AM & FM Annapolis, Md., as sales manager.

BILL GRANFIELD, formerly of KYA San Francisco, and JERRY DeSAXE, formerly of Century Display, Chicago, are new salesmen with KLX Oakland, Calif.

BILL HUNEFELD, of KLX Oakland sales staff has been named head of station's newly established San Francisco sales office. New office is located in Monadnock Bldg.

VINCENT FRANCIS, sales manager of KGO and ABC San Francisco, is the father of a boy.

OLLIE CARPENTER, sales manager at WPTF Raleigh, is in Rex Hospital following a heart seizure.

GEORGE CRUMBLY, traffic manager of WSB Atlanta, and LEE MORRIS, music librarian, have received their A. B. degrees from Emory U.

Dorothy Byrne Akers

MRS. DOROTHY BYRNE AKERS, 31, secretary to H. Leslie Atlass, general manager of WBBM Chicago and vice president in charge of the CBS Central Division, died last Monday from a heart attack. She had worked at WBBM-CBS 12 years. Survivors include her husband, Arthur; mother, Mrs. Muriel Byrne, and sister, Rosemary.



SHELDON PETERSON (r), news and special events director for KLZ Denver, accepts an "award of merit" from Walden E. Sweet of the Denver Press Club. Mr. Peterson won press club recognition for "outstanding radio newscast" of year, a telephonic recording relative to a murder case.

NABET LOSES

Petition Denied at WPTF

EFFORTS of the National Assn. of Broadcast Engineers and Technicians to have turntable operators included as a bargaining unit with engineers and technicians at WPTF Raleigh, N. C., have failed.

The National Labor Relations Board last Thursday vacated an order it issued Dec. 24, 1948, staying an election to determine whether the engineers and technicians wished to be represented by NABET. The stay order had been issued, on request of NABET, after NLRB on Dec. 15, 1948, directed that such an election be held and excluded turntable operators from the bargaining unit.

NLRB's latest order, besides reversing the Dec. 24 action, denies NABET's petition for reconsideration of the Dec. 15 order and directs that the election be held within 30 days.

NLRB ruled that the turntable operators at WPTF "do not have sufficient interests in common with the radio engineers and technicians to be included with them in a single bargaining unit."

The NLRB order pointed out that the turntable operators do not perform any technical or engineering duties, that they are included in WPTF's program department and that, in addition to operating turntables, they do other work in the department.

NABET had contended that there is "functional coherence" between the turntable operators and the engineers and technicians.

NABET also had argued that it has been the practice in the industry to group turntable operators with engineers for purposes of collective bargaining. But, said NLRB, "there is no evidence in the record developed at the hearing nor has the petitioner [NABET] in support of its motion for reconsideration submitted any evidence to buttress its contention that such historical practice exists in the industry . . . the record reveals that the turntable operators have been specifically excluded from the bargaining unit represented by the petitioner in the previous contracts negotiated by the petitioner with the employer [WPTF]."

News

ROBERT J. O'CONNOR, news writer and editor at WOR New York, has been appointed director of sports for WOR-TV, scheduled to go on the air this summer on Channel 9.

JACK VAN COEVERING, editor and commentator on *Woods and Waters* on WXYZ-TV Detroit, has been awarded an honorary life membership in the Izaak Walton League for his work in calling attention to pollution of Michigan's lakes and streams. His pictures of wild life are telecast on the Wednesday evening program. Mr. Van Coevering is wild life editor of the Detroit *Free Press*.

EDWIN H. ADAMS, director of radio for U. of Washington, has been appointed chairman of radio and press committee for newly-formed Seattle chapter of Keep Washington Green, statewide organization for prevention of forest fires.

TWO MORE FM stations have gone on the air in eastern Canada, according to a report from Radio Branch, Dept. of Transport, Ottowa. CHNS-FM Halifax is now operating with 250 w on 96.1 mc, and CJCB-FM Sydney with 250 w on 94.9 mc.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV
630 kc. 5,000 watts Full Time
Represented by Hollingbery

BILL BRENNAN
Named to New CBS Post

BILL BRENNAN, sales service manager of CBS Hollywood, has been named head of transcontinental sales on Pacific Coast. He replaces Frank Oxarart, resigned [BROADCASTING, March 7]. In making this announcement, D. W. Thornburgh, western vice president, said that no appointment to sales service post will be made at present.



Mr. Brennan

Mr. Brennan has served as sales service manager since November 1948 and previously had been an assistant producer with the network. He first joined CBS in 1946 as continuity editor. He is a graduate of USC and served with the Coast Guard for three years during the war.

PROETZ AWARD
Five Judges Are Announced

JUDGES for the fifth annual Erma Proetz Award, sponsored by the Women's Advertising Club of St. Louis, have been announced by Mrs. Elmer C. McCaddon, chairman. Awards will be made May 13 at a dinner in conjunction with the St. Louis Exhibit of Advertising at Stix, Baer & Fuller, St. Louis.

The five judges are:

Frederick W. Boulton, vice president, J. Walter Thompson Co.; Leo Burnett, president, Leo Burnett Co; Wilbur Smart, vice president and art director, D'Arcy Advertising Co.; E. F. Hascall Jr., vice president, Henri, Hurst & McDonald, and Budd Gore, advertising manager, Marshall Field & Co.

Awards, consisting of $100 each for the first three winners, are to be given for the most outstanding creative advertising work in art, research, radio, copy, television, or other fields, produced by women from March 31, 1948, to April 1, 1949. Competition is open to any woman in the U. S., Canada, Mexico or Cuba. Deadline for the contest is April 10. Inquires should be addressed to Mrs. McCaddon, 3510 Olive St., St. Louis.

CAPT. BOB KEIM, member of Air Force radio staff since August 1945, has been appointed acting chief of radio-TV branch of Air Force Directorate of Public Relations. He has been assigned this position during convalescence of COL. HOWARD L. NUSSBAUM, who was seriously injured in a plane crash in January [BROADCASTING, Jan. 31, Feb. 28], Capt. Keim had been Col. Nussbaum's assistant for past six months.

GEORGE W. SLADE has resigned as assistant director of the Lowell Institute cooperative broadcasting council, Boston. Mr. Slade plans to fulfill the requirements for a graduate degree at Boston U. in June on television and education.

Equipment

TELEVISION ASSOCIATES INC., Chicago, has announced its new T. A. Continuous Film Reel. Reel is metal case 6 by 7 inches housing a device which permits continuous projection of any 16mm film from 3 feet to 125 feet when spliced into a continuous loop. There is no rewinding.

EMERSON RADIO & Phonograph Corp., New York, and its subsidiaries, have reported consolidated net profit, after taxes, of $808,845.06 for the 13-week period ended Jan. 29, 1949, equal to $1.01 per share on 800,000 shares outstanding.

PATT TO WCBS
Leaves WMGM After 10 Years

ROBERT PATT, for the past 10 years director of advertising and sales promotion at WMGM New York, has been appointed director of advertising and sales promotion for WCBS New York, G. Richard Swift announced last Wednesday.

Mr. Patt replaces Jules Dundes who has resigned to become director of sales and sales promotion at KQW San Francisco [BROADCASTING, March 14].

Before joining WMGM, Mr. Patt was sales promotion manager for Free & Peters Inc., New York, and assistant radio director for Campbell-Ewald Co., Detroit.

CURRENT TRENDS and highlights of agriculture are being discussed the last Monday of each month by members of the *Prairie Farmer*-WLS Chicago staff as part of a comprehensive study.

Allied Arts

BILL BACK, chief of test division of Schwerin Research Corp., New York, is the father of a girl, Patricia Ann.

RCA Tube Dept., Harrison, N. J., announces new Regulated Power Supply, WP-23A. Of particular importance to designers and manufacturers of electronic circuits and devices, it supplies a DC voltage continuously adjustable from 0 to 300 volts and remains constant regardless of line-voltage fluctuations and varying load currents encountered in development work.

Television

FLAMINGO FILMS, which will produce and distribute films for television and produce live TV shows, has been formed with offices at 538 Fifth Ave., New York. Officers of new firm include; JOSEPH HARRIS, former chairman of Realart Pictures, New York, chairman; JAMES HARRIS, president; SY WEINTRAUB, vice president in charge of television, and DAVID WOLPER, secretary-treasurer.

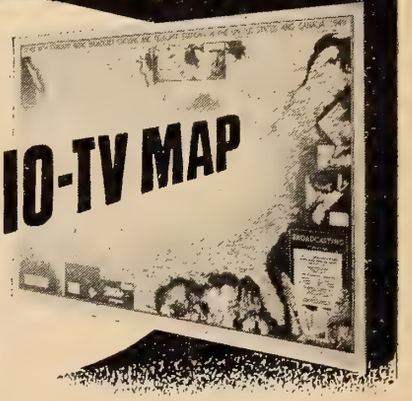
SANDY HOWARD PRODUCTIONS, firm for production of films for television, has been organized by SANDY HOWARD, former writer, associate and producer-director at United Productions Inc. RONALD L. BISCOW, former vice president in charge of sales for World Enterprise Film Studios, Hollywood, is sales manager of firm. Offices are at 234 W. 44th St., New York.

HENRY MORLEY, Dynamic Films, New York, executive, has been appointed co-chairman of National Television Film Council production committee. Mr. Morley will handle activities of the committee during illness of JACK GLENN, committee chairman and president of the Screen Directors Guild.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP



DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● *Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.*

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send . . . . . 1949 Radio-TV Maps. $ . . . . . enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME _____

FIRM _____

ADDRESS _____

CITY _____ *ZONE* _____

STATE _____

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM - FM - TV

FREE & PETERS, Inc.
National Representatives

FIRE AWARDS

28 Stations Nominated

TWENTY-EIGHT stations have been nominated for the three Gold Medals awarded annually by the Natl. Board of Fire Underwriters for outstanding public service in fire prevention.

The stations nominated, along with 46 daily and weekly newspapers, are:

KONG Alameda, Calif.; KNBC San Francisco; KWG Stockton, Calif.; WBRY Waterbury, Conn.; WJAX Jacksonville, Fla.; WTYS Marianna, Fla.; WQXI Atlanta; KLIX Twin Falls, Idaho; WEOA Evansville, Ind.; WOWO Fort Wayne; KFH Wichita, Kan.; WAVE Louisville; WWL New Orleans; WLAM Lewiston, Me.; WJEF Grand Rapids, Mich.; WEBR Buffalo, N. Y.; WNEW New York City; WFNC Fayetteville, N. C.; KDIX Dickinson, N. D.; WING Dayton; KWON Bartlesville, Okla.; KOOS Coos Bay, Ore.; WIP Philadelphia; WISL Shamokin, Pa.; KELO Sioux Falls, S. D.; WATO Oak Ridge, Tenn.; WTAR Norfolk; WAUX Waukesha, Wis.

'LAFFING ARTS'

NLF to Honor Aces, Berle

1949 "Comedy World" awards for each of the seven "laffing arts" will be presented Thursday by the National Laugh Foundation. Awards will be made at the fourth annual Gagwriters Convention, to be held at New York's Park Sheraton Hotel March 31. Convention is sponsored by the NLF to launch National Laugh Week.

An award will go to Goodman and Jane Ace for their *mr. ace and JANE* radio show. Milton Berle, "comedian-of-the-year," will receive a special citation for his Texaco television program. Another will be presented to Dean Martin and Jerry Lewis, new comedy discoveries. Other fields cited for awards are stage, film, literature, music, art and dancing. Jimmy Durante, radio comedian, is honorary chairman.

U. OF WICHITA

Turns Down UAPRE Bid

U. OF WICHITA has turned down invitation of the University Assn. for Professional Radio Education to become a charter member of the organization, according to an open letter to Prof. Tom D. Rishworth, U. of Texas, association secretary. The letter was sent by Dr. F. L. Whan, chairman of the university's radio committee. U. of Wichita has long opposed the idea of "accrediting organizations" for individual departments or activities of a university, Dr. Whan wrote, believing accrediting should be on an institutional basis.

He explained that the university agrees with UAPRE's basic purpose as well as the intent to improve standards. U. of Wichita also joins NAB in its fight for better training of students seeking radio careers but opposes the accrediting agency idea.

Production



GEORGE CREAMER, formerly program manager of WINX Washington, has joined WBZ Boston as supervisor of AM and FM programs. Mr. Creamer will have charge of development of new program ideas and general supervision of program personnel. Prior to joining WINX he did freelance directing in New York, and previous to that he was a producer-director at NBC.



Mr. Creamer

JOE BOLLES has been appointed program director of WKRC-TV Cincinnati, which is scheduled to start commercial telecasts on April 4.

KEN TREDWELL, assistant program director at WBT Charolette, N. C., is the father of a boy, Steven.

RICHARD J. GOGGIN, ABC-TV's Western Division program manager, will conduct a course at U. of California at Los Angeles on "Introduction to Television," starting with the fall term.

RAY SINCLAIR, formerly with WNJC Jacksonville, N. C., has joined announcing staff of WNAV Annapolis, Md.

GLEN KING, disc jockey at KLX Oakland, is the father of a boy.

BEVERLY SCOBLE has been promoted to traffic supervisor of KROW Oakland, Calif. **PAULINE LANDON,** sales promotion secretary, has been named assistant to accounting department head, **MARGARET HENDERSON.**

GLORIA MARKOFF, formerly radio copywriter with Joseph Magnin department store, San Francisco, joins KLX Oakland as traffic manager.

PAUL MASTERSON joins KNX Los Angeles as replacement for station announcers on vacation.

EDGAR C. PIERCE and **FRANK J. La RUE** join KFI-TV Los Angeles as stage manager and make-up artist, respectively. Mr. Pierce was formerly with WDGY and KSTP both Minneapolis; Mr. La Rue was a make-up artist with Universal-International Studios.

BILL STULLA, m.c. of KFI and KFI-TV Los Angeles *Ladies' Day,* is the father of a girl, Kathryn Louise.

LEE ARMENTROUT, formerly of the WBBM Chicago continuity department, has joined WBKB (TV) Chicago, as continuity editor.

MARY BARBER, food authority and formerly with Kellogg Co., has signed to do series of weekly talks for A. B. Stoves, Battle Creek, Mich., on WBCK Battle Creek.

MACKIE QUAVE, chief announcer at WIS Columbia, S. C., is the father of a girl, Donna Kathleen.

HAL O'HALLORAN, formerly with WLS Chicago where he was featured announcer handling, in particular, the m. c. job on *WLS National Barn Dance* program, has joined CKLW Detroit, where he will emcee its *Dawn Patrol* program.

JIMMY BLAIR, producer at WOIC (TV) Washington, is the father of a boy.

BILL BENNETT, formerly with WDOS Oneonta, N. Y., has joined announcing staff of WPTR Albany, N. Y.

LYLE MORSE, KFAB Omaha staff writer and Omaha U. senior, has been appointed to the college board of *Mademoiselle* magazine for her third year.

TONY RIZZO has been promoted to director at WENR-TV Chicago. Other promotions include: **JOHN FITZPATRICK,** assistant production manager; **RICHARD ORTNER** and **RICHARD WYATT,** program assistants.

LANSING B. LINDQUIST, program director of WOL Washington, has been appointed to faculty of Washington's American U. Mr. Lindquist conducts a weekly seminar and lecture on station management and administration.

GEORGE STONE, NBC Chicago announcer, injured in an automobile accident a fortnight ago [BROADCASTING, March 14], has returned to his home after 10 days hospitalization.

BUD O'CONNOR has joined WGKV Charleston, W. Va., announcing staff. Mr. O'Connor was formerly with WBLK and WHAR Clarksburg, W. Va., and WVTM Manila, while serving with the Air Corps.

Atlanta's 'Best Beau'

DON BARBER, m.c. of WAGA Atlanta evening record show, *Sleepy Time Pal,* has been elected "Best Beau" by more than 300 young women in the Atlanta council of Beta Sigma Phi, international business sorority. His first official duty was to present Celestine Smith of Atlanta, who was chosen sorority's international Valentine queen by Movie Actor Larry Parks, to Atlanta members at a Valentine ball. He also will officiate at a ball climaxing the sorority's state convention to be held in Atlanta in early April.

WTHI Terre Haute, Ind., played host to Charleston, Ill., neighbors by broadcasting the Eastern State Teachers-Beloit College of Wisconsin game in the NIAB tournament on March 13. WTHI carried on-the-scene broadcasts of Indiana State's games during the contest.

PHILCO STOCK

Short Sales Off on March 15

SHORT interests in Philco Corp. stock were cut almost in half March 15 over Feb. 15, according to the monthly compilation of the New York Stock Exchange. On March 15, the Philco short interest held by exchange member firms was 5,668 shares. On Feb. 15, it was 10,669.

Short interests are reported to the exchange monthly, indicating the number of loaned shares outstanding to cover short sales. Total short interest as of March 15 was 1,343,759 shares, compared with 1,220,286 on Feb. 15. The Exchange listed 79 issues in which a short interest of 5,000 or more shares existed or in which a change in the short position of 2,000 or more shares occurred during the month.

Among the stocks so listed:

	Short Interest 3/15/49	Short Interest 2/15/49	Shares 3/15/49
Admiral	7,778	6,230	1,000,000
AT&T	4,367	9,996	23,573,330
Avco Mfg Corp.	20,100	23,610	6,618,319
Farnsworth	31,468	33,873	1,680,568
IT&T Corp.			
Dom. Sh's	10,615	11,115	5,475,391
Magnavox	12,996	4,033	659,899
Philco	5,668	10,669	1,709,980
RCA	24,155	20,660	13,857,111

WSTS TO 1 KW

Remains on 990 kc

WSTS Southern Pines, N. C., increased its power to 1 kw March 13. Station had been a 250 w outlet since it first took the air in August 1947.

Owned and operated by the Sandhills Broadcasting Co., WSTS operates on 990 kc. Frank L. Baber is president and J. C. Cole is station manager.

In addition to the power increase, the station has recently remodeled its studios and has inaugurated a new daily program aimed at the wider coverage area. Titled *Going Forward With the Sandhills,* the 10-week series salutes one community in the area each day.

KULA HONOLULU

Announces Staff Changes

KULA, 10 w Honolulu ABC outlet, has announced enlargement and realignment of its staff. Among executive appointments are these:

Ernest Beattie, chief of traffic and tape recording, formerly of KOPR Butte, Mont.; Jim Walker, chief of continuity, previously in same post at KUTA Salt Lake City, and Dick Smith, transmitter chief engineer, formerly of KYUM Yuma, Ariz. Marion Sexton takes over as sales manager, transferring from KPOA Honolulu.

Other appointments: Jessie Babin, secretary to Jack Burnett, general manager; Bill Daniels, announcer; Irving Phillips and Jack Fearnhead, salesmen, and Mrs. Don Creed, editor of KULA's *Housewives' Hit Parade.*

MARCH 28, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major
Radio Markets

Study No. 12

New Orleans

Wesson Oil

Wembley Ties

BLUE PLATE FOODS

TABASCO

ASBESTONE

LOUISIANA POWER & LIGHT COMPANY

These Famous Names Use

ADVERTISING

by

FITZGERALD

to Speed their Sales

FITZGERALD ADVERTISING AGENCY
Southern Building, New Orleans, La.

Godchaux Sugars

Valmy GARMENTS

PAN-AM GASOLINES

JAX BEER

Vaccaro Line

VALVOLINE MOTOR OIL

SNOWDRIFT

RADIO STATION WWL

WATER MAID RICE

ALAGA SYRUPS

Twelfth of a Series

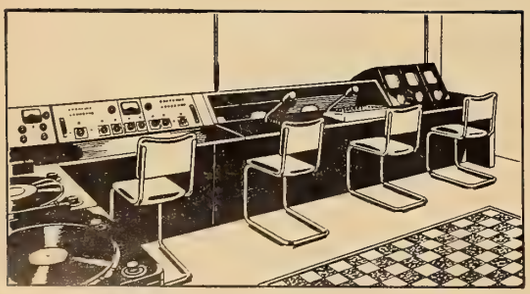
WDSU TV

CHANNEL 6 NEW ORLEANS 30,800 WATTS

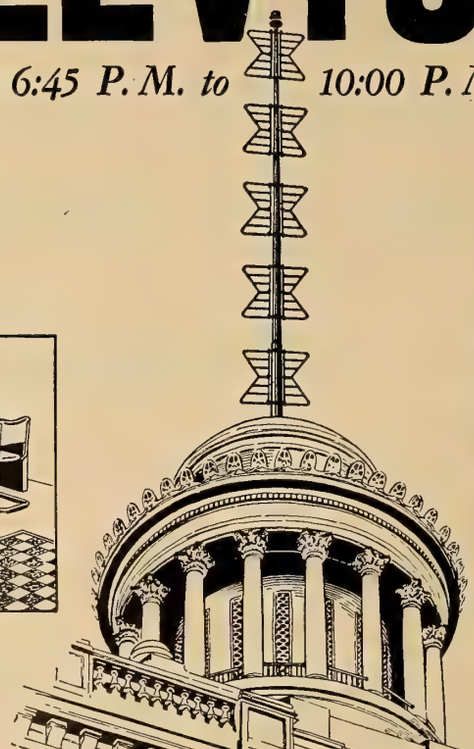
brings a new world
of entertainment to New Orleans

TELEVISION

every night 6:45 P. M. to 10:00 P. M. except Monday



WDSU—The station with the most facilities to present New Orleans, the birthplace of showmanship.



TV transmitter and studios atop the tallest building in the Deep South — the Hibernia Bank Building.



WDSU — First with the most in New Orleans — this mobile television unit picks up "on the spot" telecasts.

WDSU

AM — 1280 KC — 5000 watts *Studios atop the Monteleone Hotel*
TV — Channel 6—First and only station in New Orleans
FM—287 KC—15,000 watts (licensed 155,000 watts)

CHANNEL 6
WDSU TV
NEW ORLEANS

American Broadcasting Co. Affiliate
National Broadcasting Co.—Du Mont—WPIX Television Affiliate
Affiliated with the New Orleans Item



By J. FRANK BEATTY

NEW ORLEANS boasts smugly of its romantic past, speaks proudly of its prosperous present but goes into sheer ecstasy when it projects current growth and physical plant into the future.

Few bother to question the historic tales of New Orleans' loves and troubles. Hundreds of books have been written about the amours of its swashbuckling forebears and the antics of its political regimes.

Curiously, and unfairly, the penners of these animated phrases forget or neglect to mention that up to the Civil War New Orleans was the nation's first port; that it now is the second largest port, and that it is in hot pursuit of the No. 1 rank enjoyed by New York.

New Orleans, to the literary and art cults, is a city of spicy Creole cooking, wrought-iron balconies and quaint old buildings all concealed behind a laughing mask.

Remove the mask and you'll find a mercenary glint. For the Mardi Gras, besides ranking as "the world's greatest free show," is an important part of the city's economy, just as its Sugar Bowl football game, an ABC network exclusive, is more than a mere matching of the running and passing prowess of schoolboy athletes.

When the eloquence of the fiction and article writers is wrung out there remains commercial New Orleans, an incredibly fast-growing city whose surging lifeblood is nurtured by the heart of the nation —the Mississippi Valley. There remains, too, a radio market influencing the spending habits of 660,000 people who earn $850 million a year.

Modern Port Facilities Enhance City's Economy

Any faithful recounting of the modern New Orleans must be based on the premise that the city's economy—some 70% of it—is centered around the 17 miles of completely modern port facilities. For New Orleans worships the Father of Waters as the provider of its blessings. Thus blessed, it is utilizing its talents in the biblical tradition, multiplying them tenfold and even a hundredfold.

The visitor to New Orleans might as well leave his compass at home. This riverside metropolis is a geographical flipflop. The map shows it to be situated east of the river, but the early riser who gazes eastward at the morning sun's reflection on the winding stream is likely to wonder if he has partaken too bountifully of the city's enchanting and readily available night life.

For East is West and North is South in New Orleans. Standing not far from the foot of Canal St.—it's 171 feet wide—the startled visitor is told that the Mississippi is flowing northward.

The explanation lies in the pretzel pattern of Old Man River, giving rise to the "Crescent City" label. The general direction, of course, is southward. Due to a complete reversal of course in the New Orleans area, the city lies generally westward of the temporarily northbound river.

New Orleans is a good radio city. Its stations, doing over $2 million annual business, are expertly managed. Competition is intense, especially with the arrival of several independents since the war, and this has served to unearth new clients.

The eight AM stations augment their service with five FM signals but the FM outlets are far from self-supporting since most of the time they duplicate AM programs.

The Advent of Video To New Orleans

Television came to New Orleans last December, and it received a warm reception. Young Edgar B. Stern Jr., president of WDSU, directs operation of WDSU-TV, located atop the Hibernia Bank Bldg. Two studios are available there, and transmitter facilities were ingeniously installed in a roof-top edifice adjoining the antenna. Mr. Stern is an electronics engineer.

As of mid-February there were some 3,000 TV sets operating in New Orleans and of course the figure is rising every day. The city lacks coaxial cable networking but the kinescope film service is described as highly satisfactory.

Maison-Blanche store (WSMB) and WTPS hold television grants but have not yet announced plans to go on the air.

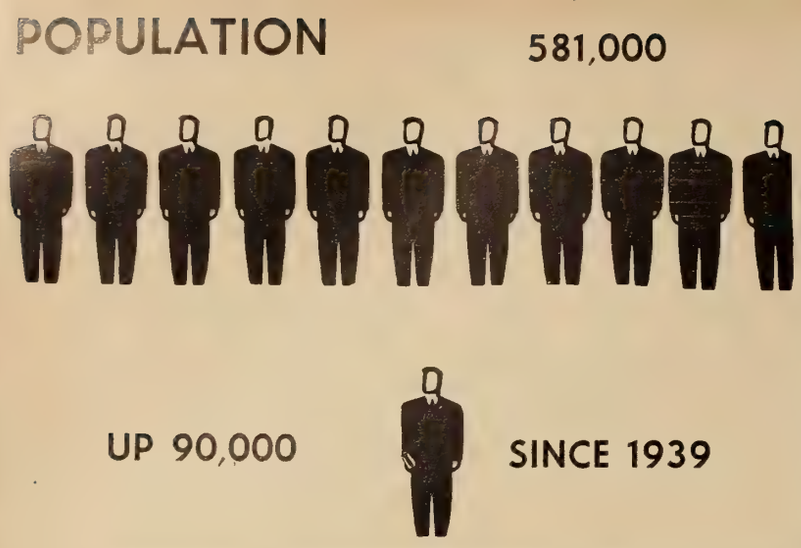
The AM programming, with its appeal to special audiences, includes many examples of noteworthy public service. Commercially, the stations are cordially received in the 155,170 radio homes (88.3% of all homes), and broadcasting shares with newspapers the first and second spots in the local advertising sphere. Retailers have been using the air medium more actively in recent years as station competition has been accompanied by intensified radio sales activity.

Five of the stations have their studios in the five leading hotels. WSMB is housed in the Maison-Blanche building, the store being half-owner. WTPS has a unique and elaborate studio setup in a modernized library building.

A score of efficient advertising agencies handle a substantial share of the $2 million in radio time placed on New Orleans stations. Their media buying is concentrated for the most part on radio and newspapers, with white space getting a rather heavy share of the advertising placed for retail stores.

Fitzgerald Adv. Agency, handling a list of important local and national accounts, is working on extensive radio plans for Jax beer

(Continued on New Orleans 4)



New Orleans

(Continued from New Orleans 3)

(Jackson Brewing Co.), an account it has just acquired. Jax has always been radio-minded. Blue Plate Foods Inc., New Orleans, markets two score products and has used serials and spots. The firm likely will use more radio soon. H. J. Hills Stores buys announcements and Sunday television.

Maison Blanche, big department store, places TV through Fitzgerald but handles other radio direct. Wesson Oil & Snowdrift Sales Co. is on NBC in the Pacific states with *Noah Webster Says* and has a local program on WWL, *A Day in the Life of Mrs. Pierre Broussard of New Orleans.* The agency has bought time for Greater New Orleans Inc., local promotion group.

Howcott Sees AM and Video Each Appealing to Audience

President of the Fitzgerald agency is Leonard Gessner. Roy Schwarz is partner in charge of copy, Harley B. Howcott is media director and Tom Newman heads radio production. Mr. Howcott sees TV and AM each appealing to the audience. People like to read and do other things around the house, he says, adding that they can't read and concentrate on television.

The local utility company, New Orleans Public Service Inc., uses institutional radio via the New Orleans Symphony Society, placing through Bauerlein Inc. Clark Salmon, with an interest in a New Orleans station applicant, is president of Bauerlein, with H. S. McGehee vice president.

The public service company buys spots for its lighting and transit services on at least three stations. Mr. McGehee said radio performed an important service during the February storm, warning of falling wires and handling other emergency announcements.

Night Club Uses Minute Recordings of Its Talent

Beverly Country Club, world-famed night club and dining place, uses minute recordings of club talent through Bauerlein. The famed Higgins Industries had a coast-to-coast hookup during the war. Yellow Cab buys time for special purposes.

American Brewing Co. (Regal) is another of the radio-minded breweries buying New Orleans time. Its agency is Walker Saussy, with Mr. Saussy president of the firm. Regal has a half-hour Frank Parker disc in Louisiana and Miami and places news, sports and music in Louisiana and along the Gulf Coast.

William B. Reily Co. sponsors *Old Corral* for Luzianne tea and coffee in the South and for another brand as far north as Frederick, Md., some 65 stations in all. Walker Saussy handles Gibbons Feeds, sponsoring music and farm talks from the state agricultural school on several Louisiana stations. Mr. Saussy started the agency in 1932. Alvin Camus is office manager.

Spot Series Boosts Sales of Dog Food

Robert Kottwitz agency places a successful spot series for Kam, dog food sold by National Packing Co., Greenville, Miss. Using spots as its principal means of advertising, the dog food rose to first place in New Orleans. The plant was forced to expand facilities but kept Kam on the air even during the period it was sold out. Kam has used television as well as sound radio.

American Coffee Co., a Kottwitz account, buys spots in New Orleans and Florence, S. C. Delta Life Insurance Co. is a local program and spot account. Burglass, large furniture retailer, is radio minded; Collord Motors (Dodge, Plymouth, Seiberling tires) is on four stations; Southern Heater Co. likes spots and television, and Gulf Bottlers plans a six-month campaign starting this month, all placing through Kottwitz.

William B. Wisdom Inc., head of the agency bearing his name, believes many TV set owners give video the first break when they turn the dial but can't see it ever replacing radio. He adds that he has 12 radios and one TV set in his home.

Tulane, LSU Football Sponsored by Coca Cola

One of the active local sponsors, Louisiana Coca Cola Bottling Co., sponsors Tulane and Louisiana State U. football games exclusively, and sometimes simultaneously, along with college basketball and the Pelicans baseball team. Other bottlers form a statewide football hookup.

Mr. Wisdom says coke consumption in the area is highest in the nation. Some years ago he built up Coca Cola business in the Chicago and Toledo areas by use of radio, having as many as 65 spots a day in Chicago alone.

Southern Music store, DuMont distributor, buys radio and television locally through the Wisdom agency.

Video to Get ¾ of Night Audience in Decade—Winius

Walter Winius, branch manager of Winius-Drescher-Brandon, with main office in St. Louis, figures that within a decade video will get perhaps three-fourths of the audience at night, where service is available, and perhaps half in the daytime.

The agency went into radio extensively for Jackson Brewing Co., having some 40 programs on as many stations, with TV included. An average of 10 programs a day was placed in New Orleans alone, including music, variety, sports and outdoor activities (salt water sports are open the year round).

Dixie Brewing Co. sponsors spots on five New Orleans stations and TV announcements on WDSU-TV, through Sewell Adv. Agency. The Sewell radio accounts include Foltz Tea & Coffee Co. (Zodiac, JB), placing in Gulf Coast states; Pailet & Penedo, jewelry manufacturer, and Union Savings & Loan Assn. Granville Sewell is owner, with Robert J. Caire and K. B. Thompson account executives, and Kenneth Franz media buyer. The agency has a number of industrial accounts.

Stone-Stephens has a list of radio accounts, including spots for Merchants Coffee Co. of New Orleans (Union coffee); transcribed and life announcements in New Orleans for LaNasa Baking Co.; participations for Dickey's potato chips; Commonwealth Homestead (building and loan); Baumer Food Products (Crystal preserves); Dixie Lumber Co.; Servi-Cycle distributors. Zetz Seven-Up Bottling Co. in association with Maison Blanche store sponsors fights and wrestling matches. Lawrence H. Stevens is executive vice president of the agency. Margot Burvant is media buyer.

City's Life Centers About the Mississippi

The radio activities of these firms are typical of the principal advertising agencies in the city.

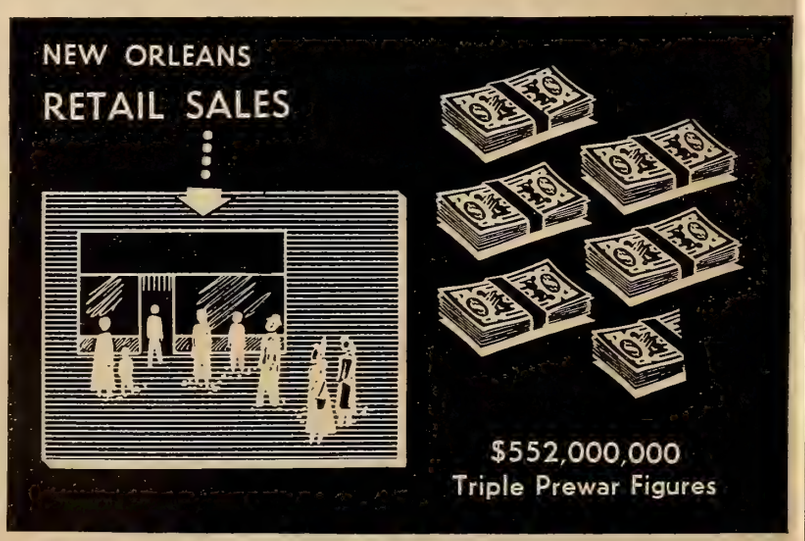
Every appraisal of the New Orleans scene, be it economic, electronic or romantic, must get around eventually to the curling Mississippi. Don't make the mistake of calling it the Lazy Mississippi—not if an Orleanian or a maritime man is within range. The river at this point is a swift, turbulent stream a half-mile wide and well over 100 feet deep but its flood hazards have been eliminated.

In fact, there's nothing lazy about New Orleans that the business-bent visitor is likely to detect in daylight hours. Contrary to popular conception, the New Orleans pace in store, agency, radio station or any other commercial place matches that of New York, Chicago and other American cities.

Though it boasts that it is the hub of the Deep South, the city lacks many Southern traits. Even the usual Southern drawl is relatively scarce, the average dialect more nearly resembling a mixture of Bostonian and Brooklynese.

With an international heritage—five flags have flown here since its founding in 1718—New Orleans likes to be known as the International City rather than as part of the South. Most of its early inhabitants were Latin Catholics, especially French, Spanish and Italian. Their imprint remains in many phases of New Orleans life. Radio programming naturally is influenced by the history and habits

(Continued on New Orleans 6)



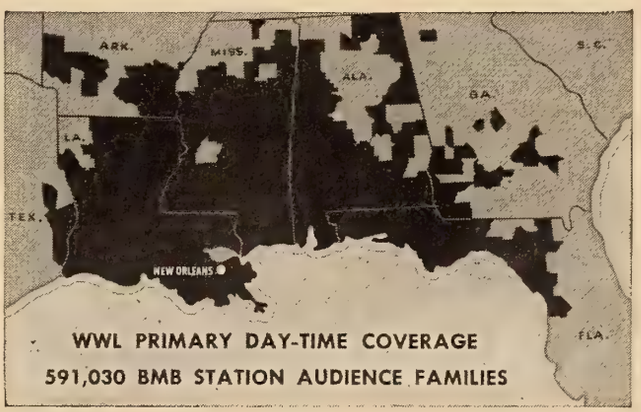


3 Beauties of the Deep South

1. HOUMAS HOUSE, Burnside, Louisiana —a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.



2. J. ARON SUGAR REFINERY, White Castle, La. In 1948, nearly 5½ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

New Orleans

(Continued from New Orleans 4)

of the diversified audience.

Many of the programs have French characters and cater to the nearby Cajuns who engage in fishing, farming and trapping. The Cajuns have a patois all their own that defies recording on paper.

The city is an educational and cultural center. Tulane, Loyola and H. Sophie Newcomb College for Women rank high and along with Louisiana State U. provide famed medical centers. There are 1,092 churches, including St. Louis Cathedral, oldest in America.

Just to show its diversification, New Orleans is a center of classical music and the birthplace of jazz. Two symphonies and an opera association are supported by the populace. The jazz supply is supported partly by Orleanians but mostly by tourists. Perhaps two dozen havens of rhythm prosper in a few blocks along famed Bourbon St., though their musical appeal is supplemented by floor shows featuring dancers skilled in the nuances of primitive terpsichory.

The story of Dixieland jazz with its Louis Armstrong and other Basin St. impresarios traces back to African tribal dances, European classics and American folklore. Proud of its musical heritage, New Orleans is broad-minded and has adopted the more violent fulminations of the bebop cult without conceding it superiority in sound or rhythm to its own Dixie jazz.

Economic Gains Made During War Maintained

Fortunately for New Orleans, the war's need for transportation facilities brought just the recognition it long had desired and the war-wrought economic gains have been more than maintained. Similar stories can be told of the city's factories and other enterprises.

Living standards have reached a new high, and purchasing power is up 48% in the last decade despite inflation. Business activity was at an alltime high last year, dipping slightly at yearend with the national trend.

New Orleans' economic growth has been faster than that of most American cities. Here are some of the indicators that show the way the economic winds are drifting down by the Mississippi delta:

BANK DEBITS—Almost $8 billion in 1948, 12.7% over 1947 while the national average dropped 1.5%. This was nearly triple the 1939 total.

BANK CLEARINGS—Almost $6½ billion, up 8.5% over 1947 and triple the 1939 figure.

CONSTRUCTION—Building permits 136.3% over 1937 and nearly five times 1939 figure.

RETAIL SALES—$552 million, 6.3% over 1947 and triple prewar figure.

WHOLESALE SALES— $1½ billion, 9.4% over 1947 and triple prewar total.

POSTAL RECEIPTS—$5,812,568 in 1948, or 9.4% above 1947 and double 1939 level.

UTILITIES—New records for water electricity and gas consumed; 100,000 new telephones installed in last decade for total of 189,723.

POPULATION—City total of 581,000, up 90,000 or 18.3% since 1939; metropolitan total increased from 552,244 in 1940 to 666,000; growth in city population in 1948 was 2.1%.

LABOR FORCE—Numbered over 320,000 at end of 1948 compared to 240,000 in 1939, with two of every five persons working and only 16,000 unemployed as 1949 opened.

TOTAL INCOME—Increased from $287 million ($513 per person) in 1939 to $858 million ($1,335 per person) in 1948, 6.5% above 1947. Per capita income thus rose from well below to 10% above national average.

City a Natural Gateway For Midcontinent Area

New Orleans considers itself most fortunate in its geographical location about 100 miles from the mouth of the Mississippi. In this spot it is the natural gateway for the vast midcontinental area embracing 51% of the nation's people; producing 40% of U.S. factory products; mining 63% of its minerals; growing 56% of its crops and timber, and handling 42% of its retail sales. Moreover, it is the natural artery for Latin American trade.

Quite aware of this strategic situation, the area has deliberately set out to attain dominance in international trade. First, it has adopted, among others, the label "International City." Second, it has constructed vast wharf, loading and warehouse facilities. Third, it has coordinated all forms of transport. Fourth, and highly important to the whole picture, it operates a three-ply trade-getting setup that includes International House, International Trade Mart and International Free Trade Zone.

Foreign Trade Grows; Ships Dock Year Around

Having jumped in three years from fifth to second place in dollar value of its foreign trade, New Orleans boasts that it is "The First Port in Efficiency," and jumps at the chance to argue it out with anyone. Ships dock in all seasons, attracted by the 12 miles of covered wharves and other facilities.

The Army, New Orleans notes proudly, because of this efficiency ships 40% of its overseas cargo through the port, which has 51.4 miles of total harbor frontage on the Mississippi and 11 on the Industrial Canal and a 117-mile belt railroad.

Scores of shipping companies provide scheduled cargo and passenger sailings to all the world. Nine converging railroads provide comparatively low-rate service to the Midcontinent as well as the rest of the nation. Seven domestic and overseas airlines use the tremendous Moisant International Airport, described as the largest commercial field in the nation. An extensive highway system feeds into New Orleans.

Of special interest commercially is the fact that some 14,000 miles of inland waterways provide efficient and low-cost barge and other water-carrier service in all directions.

Canal Links Mississippi, Intra-Coastal Waterway

Heart of this extensive inland waterway system, New Orleans has constructed the Inner-Harbor Navigation Canal, or Industrial Canal as it is commonly known. Connecting the Mississippi and nearby Lake Pontchartrain—a saltwater annex of the Gulf of Mexico, the canal is the link between the Mississippi and its tributaries and the Intra-Coastal Canal from Trenton, N. J., to Brownsville, Tex.

Coordinating rail and water services, the inner-city belt railroad connects with river and intra-coastal barge terminals on the canal; with rail terminals, and with steamship lines. Through, all-water routes, barge-rail and rail-barge-rail service are available with 40 states and in each case the rates are lower than the favorable all-rail rates.

The port facilities must be seen to be appreciated, and New Orleans sees to it that they are seen. A palatial 153-foot yacht, originally built in 1931 for William Fisher of the General Motors Fisher family, is used to give visitors a quick and thorough view of the harbor. Quite modestly, the port's Board of Commissioners reminds guests aboard the *Good Neighbor*, between demitasses, that it is the finest harbor inspection boat in the world.

City Awaits Building Of Channel to Gulf

The highly mechanized port has gadgets to handle everything from a bunch of bananas to a steam engine. The public grain elevator holds over 2½ million bushels and easily handles an annual 10-time turnover.

Unconcerned by seasons, the port's diversity in cargoes blends with its modern facilities to give the city a 1-to-1 import-export ratio that is the envy of other U.S. ports. And peeking contentedly into the future, the city awaits construction of a 70-mile deepwater channel to the Gulf that will eliminate hazards of navigating the delta's hairpin bends and spur its economic and commercial progress.

The port is thoroughly equipped with repair facilities capable of handling ships up to 18,000 tons. Several big refineries and terminals provide oil and coal while ships are loading and unloading.

Through Seatrain or freight-car carrying vessels provide service between New Orleans and Havana.

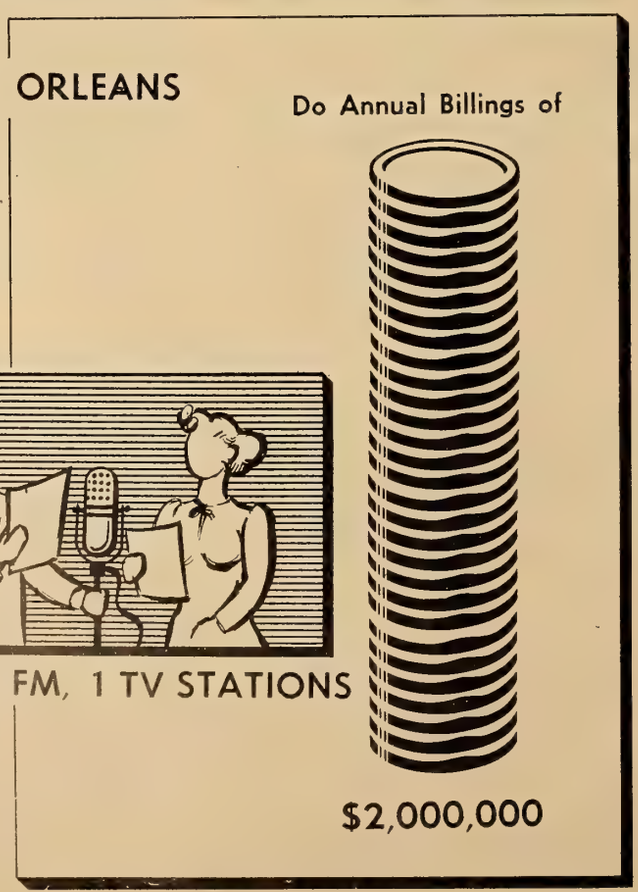
Major banks in New Orleans provide foreign trade departments and necessary financial services for the international business and 34 countries maintain consular representation. Busy commodity markets for grain, coffee, cotton, sugar, rice and other products influence the flow of tonnage.
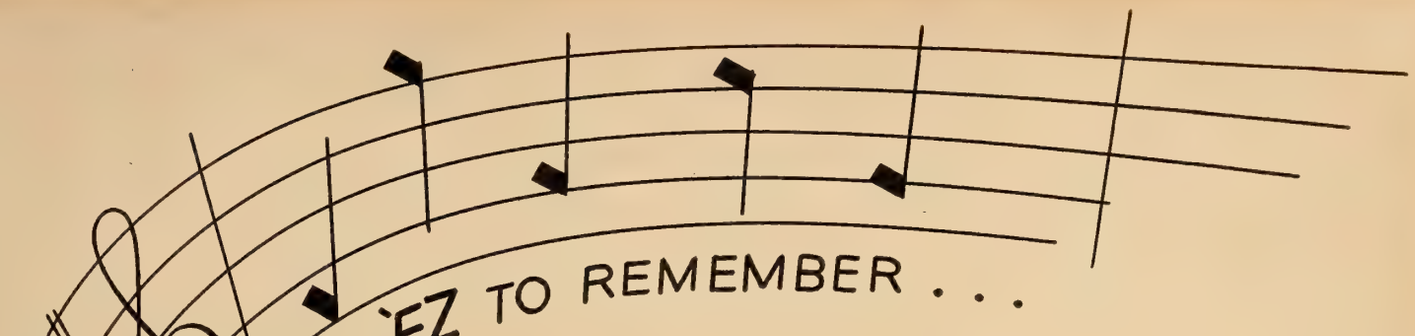
International House Businessmen's Rendezvous

The three-ply International House-Trade Mart-Free Port service provides combined facilities that draw important business to the city.

International House offers a place where businessmen from all

(Continued on New Orleans 8)





WWEZ New Orleans

NOW FULL TIME!

5000 Watts — 690 KC

WWEZ

HOTEL NEW ORLEANS, New Orleans

Also Operating **KSKY—Dallas**
KGHI—Little Rock

Ask a

Geo. Hollingberry Man

(Continued from New Orleans 6)

countries can meet. It was formed by valley business, civic and educational leaders to stimulate growth of trade, travel and cultural interchange. Operated on a non-profit, non-trading basis, it is housed in a 10-story building providing secretarial, library and other services along with complete club facilities —all helping the businessman from abroad transact business in this country.

Supporting this good-neighbor project is the ultra-modern International Trade Mart, a few steps away and also in the heart of New Orleans. The mart, too, is non-profit. It is a wholesale trading center where raw materials and manufactured products are attractively displayed along indoor streets. Here buyers and sellers meet, buyers to see what people of the U. S. and other nations have to sell, and sellers to display their wares without expense of warehouse stocks.

The International Free Trade Zone is a segregated port area with a half-million feet of storage space, cargo-handling machinery as well as a long parallel wharf where ocean-going ships may berth right beside railroad tracks.

It is a customs-free fenced-off spot where products from abroad may be stored, examined, processed and otherwise manipulated without paying any import duties. These goods can be held, or processed under customs immunity, and then transshipped at the convenience of the importer. The free zone has low fire insurance rates and provides another stimulus to foreign trade.

City Feels Well Protected Against Business Letdown

New Orleans contemplates its geographical advantages, industrial plant, port facilities and nearby agriculture with satisfaction as first fears of a business letdown are voiced in other major cities.

The economical balance—1-to-1 export-import ratio, extensive oil and gas resources, growing industry, expanding agriculture and heavy reliance on distribution enterprises—is considered quite depression proof, relatively speaking. Distribution declines, for example, are expected to lag possibly 18 months behind industry. Farmer suffering would be minimized by parity support.

Mortgage money people, Orleanians remind, are generally bullish on the whole region in their land valuations.

The area sits on one of the world's great fuel bins—a 200-year supply of gas plus off-shore oil resources surpassing the fondest dreams. Even today, local oil men say, Louisiana is the nation's No. 1 petroleum state.

Agriculture is thriving in many parts of Louisiana, especially the Delta area to the south where for centuries the persistent Mississippi has been depositing the finest topsoils of the Midcontinent. With a semi-tropical climate four vegetable crops are harvested every year. The sugar, rice, corn, cotton, strawberry and sweet potato crops are heavy. Citrus fruit growing is just starting to assume importance. Livestock raising is expanding. The fur business is noteworthy, Louisiana supplying three times as many pelts as Canada and Alaska, and the lumber industry is developing speedily.

The cane crop is processed in nearby refineries, including the world's largest—American Sugar Refining Co. Half the industrial alcohol in the nation is distilled around New Orleans. Four out of every five washable men's suits come from the city and Wembly Inc. is the world's largest necktie manufacturer.

Other big industries in New Orleans, all making essential products, include American Radiator & Sanitary Mfg. Co., which is converting the wartime Consolidated Vultee airplane plant to manufacture vitreous china and will have a $5 million annual payroll; Celotex, Johns-Manville and Lone Star Cement Corp., among others, in the building supply field; Chase Bag Co., Higgins Industries and Jones & Laughlin Steel Corp., International Harvester (twine) and Penick & Ford to name a few more.

1,000 Industrial Firms Have $147 Million Payroll

In all, over 1,000 industrial firms employ over 60,000 persons and have a payroll of $147,600,000—212½% increase in employes and 637% in payrolls since 1939.

Like other cities New Orleans has weather and politics—and both in abundance. The weather is its pride and joy. The politics—well, the time has passed when Orleanians let their heads drop silently when the subject is mentioned.

Year round the weather is delightful, the Association of Commerce boasts. This claim is supported by Weather Bureau statistics and by the confirmation of transplanted northerners who wouldn't live anywhere else.

The political situation has changed violently since Mayor de Lesseps Story (Chep) Morrison took office in 1946. America's youngest mayor, he has partly bleached the nation's oldest Red Light district in the French quarter and has launched a tremendous program of public works. This program includes a union station, traffic facilities, recreation centers and similar projects.

The Negro audience, important in New Orleans, is widely misunderstood in the North. Negroes comprise less than a third of the populace — perhaps even smaller than that of Washington, D. C.—but this group of 165,000 has developed impressive earning power.

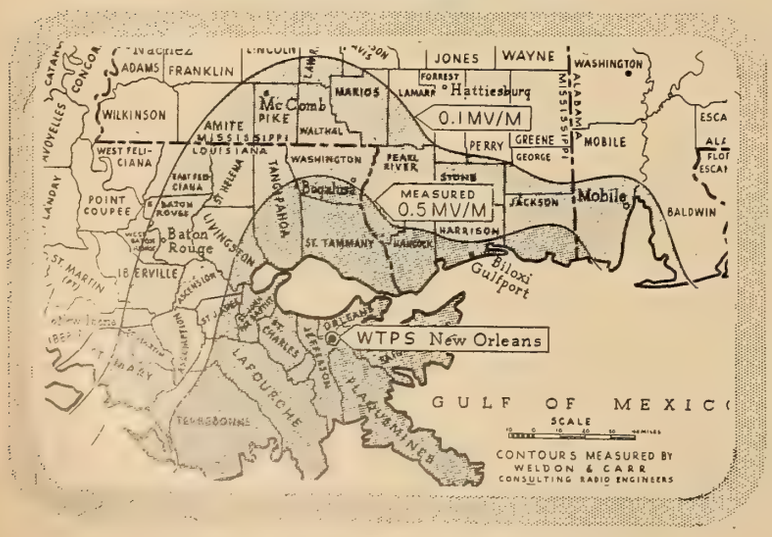
The 165,000 Negroes have 75,000 earning units. Even maids get $16 to $20 a week and in the building trades the wages run around $1.25 an hour. If they can't find a job, they receive unemployment insurance but the high rate of compensation hasn't resulted in an army of unemployed siphoners of the public purse.

Eight percent of Negroes own their homes. They spend 27% of their income for food and have a total buying power estimated as high as $2½ million a week. Moreover, they buy for cash. Sixteen insurance companies do a business of $6 million a year. Two colleges, Dillard and Xavier, serve the Negro population along with 45 public schools and 552 teachers, and 475 churches.

940 KC **WTPS** 1000 WATTS DAYTIME

THE TIMES-PICAYUNE STATES STATION

Serving Over a Million and a Half Listeners in the South's Greatest Market



MARKET DATA

	0.5 MV/M	0.5-0.1 MV/M	TOTAL
Population	924,820	648,376	1,573,196
Families	251,480	177,270	428,750
Radio Families	211,745	149,263	361,008
Retail Sales	$681,202,000	$396,433,000	$1,077,635,000
Food Sales	$148,711,000	$101,839,000	$250,550,000
General Merchandise	$92,619,000	$53,207,000	$145,826,000
Drug Sales	$26,558,000	$15,401,000	$41,959,000
Effective Buying Income	$1,026,170,000	$596,077,000	$1,622,247,000

SOURCE: POPULATION SALES BUYING INCOME Sales Management Survey of Buying Power, May 10, 1948

NATIONAL REPRESENTATIVES: THE WALKER CO.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Richmond
- Buffalo
- Seattle
- Detroit
- And Others

STATION HISTORIES

Background, Data on New Orleans Outlets

WDSU; WDSU-FM; WDSU-TV

Hotel Monteleone—Raymond 7135
AM—5,000 w 1280 kc
FM—55,000 w 105.3 mc
TV—30,800 w Channel 6

WDSU was born in 1924 in the backyard chicken coop of J. H. Uhalt, radio dealer, as WCBE, 100 w. In the mid-20s he bought out his brother's interest and the station was licensed to use 1,000 w. Call was changed to WDSU (for De Soto and Uhalt) when the station moved to the De Soto hotel.

CBS affiliation was lost in the early '30s and the station was an independent until it joined NBC.



Mr. Stern



Mr. Swezey

When NBC was split, WDSU acquired its ABC affiliation. Later in the '30's the station moved to the Monteleone Hotel in the Vieux Carre area. It was sold in 1943 to Fred Weber, former MBS vice president and general manager; E. A. Stephens, auto dealer, and H. G. Wall, president of WIBC Indianapolis. A year later WDSU acquired 5,000 w power directional.

Last autumn the Stern family bought the station, with Edgar B. Stern Jr., becoming president. The new WDSU-TV went on the air commercially Dec. 18, 1948, less than a year after the CP was granted. Mr. Weber resigned and was succeeded Feb. 1 by Robert D. Swezey, also an ex-MBS vice president and general manager. Mr. Swezey is executive vice president and a member of the board.

WDSU-TV Atop Highest Building in Deep South

Only TV station in the area, WDSU-TV is located atop what is claimed to be the highest building in the Deep South, the Hibernia Bank Bldg. Reception is described as "fairly good and regular over 150 miles away in Alexandria, La." TV goes on at 6:15 p.m., closing at 10 (6-10 p.m. on Sunday), with 5:30 p.m. opening planned in the near future. A mobile unit covers events outside the TV studio.

The WDSU Class A rate for AM is $180 an hour, with TV $100 an hour. John Blair & Co. is representative. FM station duplicates AM programming. WDSU says it broadcast 628½ total hours of public interest programming in 948. The TV programs include ABC, NBC, DuMont and Telepix, all by means of kinescope film. The test pattern is decorated with touches of typical New Orleans iron grill designs.

WJBW

924 Canal St.
Magnolia 3488
250 w 1230 kc

FOUNDED in 1926 by Charles C. Carlson, in the electrical business, WJBW for about two decades was the only independent station in New Orleans. The station's modest studios are located in the heart of the city with transmitter in Gentilly, five miles out.

The station features baseball, basketball and prep football, augmented by news and music, according to Harry Nigocia, program director. Mr. Carlson is president and general manager. *Midday Serenade* from noon to 2 p.m. has been on the air 17 years.

Station on Temporary License Until April 1

WJBW is operating on temporary license to April 1, having been granted in part a request for 90-day extension pending appeal to the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The appellate court had upheld an earlier FCC ruling denying renewal of WJBW's license [BROADCASTING, Feb. 21, 28].

Louise A. Carlson, his former wife, holds a CP for the WJBW facility.

WJBW is represented by William G. Rambeau Co. Its basic hourly rate is $90.

WJMR; WRCM (FM)

Jung Hotel
Canal 0356
250 w D 990 kc
61,200 w 97.1 mc

FIRST new standard station to take the air in 21 years, WJMR made its bow Jan. 20, 1947. Its FM outlet had opened May 1, 1946 as pioneer southern station in the present band, according to Stanley W. Ray Jr. and Dr. George A. Mayoral, co-managers.

Supreme Broadcasting Co. was founded by Dr. Mayoral, with Messrs. William and Ramon Cortado, export-import businessmen as partners. WRCM (FM) was given a permit in January, 1946. Mr. Ray, college friend of Dr. Mayoral at Tulane and a New Orleans lawyer, joined the partnership and became co-manager. When the FM battle appeared too difficult, the AM grant was obtained. WJMR was a paying project from the moment it took the air, the founders declare. Jules J. Paglin, New Orleans sales consultant, joined the firm as executive vice president.

A former NBC TV development engineer, Dr. Mayoral supervises technical aspects of the business. The station claims the highest tower in the city, a 241-foot structure atop the 200-foot hotel building.

Block Programs Dominate; New Studios Are Planned

Block programming dominates. Three popular race programs are *Poppa Stoppa, Jam, Jive & Gumbo* and *Boots & Saddles*. *Hi Neighbor* is broadcast from nearby suburbs. New studios are planned on the hotel's 11th floor and construction will include provision for TV. WRCM feeds a group of FM outlets with programs from Continental FM Network's tape. The FM station remains on the air until midnight. AM and FM use the same tower. WJMR representative is Forjoe & Co. Basic hourly AM rate is $55. FM rate is $60.

WMRY

CP 500 W D 600 kc

SOUTHLAND BCSTG. Co., holding a CP for a New Orleans local, had not started construction as this was written. President of Southland is Joe Darsky with Billy B. Goldberg vice president. Southland has a mailing address, 1106 Scanlan Bldg., Houston. It is understood the applicant has examined possible transmitter sites.



Mr. Ray



Dr. Mayoral

WNOE

St. Charles Hotel
Raymond 0423
250 w 1450 kc
CP—50,000 w (D) 5000 w (N) 1060 kc

ORIGINALLY founded in 1924 by Coliseum Place Baptist Church, WNOE was bought by Lt. Gov. (later Gov.) James A. Noe, also owner of KNOE Monroe, La., and part owner of KOTN Pine Bluff, Ark. Gov. Noe changed the call from WBNO to WNOE and in-

(Continued on New Orleans 10)

SELL NEW ORLEANS

The South's Greatest Market

AT LOWEST COST

WJMR

and WRCM-FM duplicated at no additional cost

A BARGAIN BUY—HERE'S WHY:

1. LOW COST
2. CONCENTRATED COVERAGE
3. ORIGINAL LOCAL PROGRAMMING
4. PROVEN RESULTS

WJMR 990 KC

REPRESENTED NATIONALLY BY FORJOE & COMPANY

STATION HISTORIES

(Continued from New Orleans 9)

creased from timesharing to fulltime.

Up to World War II WNOE was the first 24-hour station in Louisiana, according to James E. Gordon, general manager, who joined station in 1939 after a decade in New Orleans radio. Mr. Gordon hopes to have the new 50,000 w plant on the air by autumn, when FM will be added. WNOE plans include eventual entry into TV.



Mr. Gordon

The station claims to have pioneered Negro programming. Prof. O. C. W. Taylor, Negro, is in full charge of programs for this 165,000 segment of New Orleans population and is described as the only fulltime Negro reporter. Negroes produce and direct their own programs from their YMCA.

Originates Statewide Political Programs

WNOE emphasizes public service, says Mr. Gordon. It originates many statewide political programs and has weekly periods for Senators and Congressmen. Big Joe's Happiness Exchange, 6-8 every morning, does everything from recruit volunteers to build a house for a widow to instigating a "Ship of Friendship" for Orleans, France. In charge of the program, whose aim is to help the underprivileged, is Joe Rosenfield. Bill Monroe, newsman, always takes a wire recorder with him when he leaves the office. Weather reports are carried five times daily direct from the Weather Bureau.

National representative is Burke, Kuipers & Mahoney. Class A hourly rate is $150. The station is the New Orleans affiliate of MBS.

WSMB; WSMB-FM

901 Canal St.
Magnolia 5921
5000 w 1350 kc
56,000 w 102.7 mc

FOR four years, starting April 21, 1925, WSMB was a goodwill station operated by Saenger Theatres (now Paramount-Richards Theatres) and the famed Maison Blanche department store as a goodwill project. Talent abounded through the theatrical tieup and a 500 w signal was radiated on 940 kc from an antenna atop the store.



Mr. Wheelahan

Along in 1928 popularity of the programming leveled off. When its NBC affiliation was acquired in 1929, popularity skyrocketed. Public reaction to the commercials on NBC programs was favorable so the station decided it could improve local programs by selling them to sponsors. Set sales jumped around the city, programs were accepted favorably and for the first time WSMB was a profit-making institution, a situation that has continued for two decades though profits are down from the war peak due to higher labor costs and a $150,000 FM plant.

The 56,000 w FM service is given AM advertisers as a bonus, programs being duplicated, but the station feels it is gaining public goodwill from the FM investment in what is described as a vast service area.

Richards Is President, Wheelahan General Manager

E. V. Richards, head of the theatre group, who first conceived the WSMB project, remains president of WSMB Inc. General manager is Harold M. Wheelahan, who has served in many community and industry activities. The station has remained an NBC affiliate. The original 940 kc frequency was changed years ago to 1350 kc.

WSMB is represented nationally by Edward Petry & Co. Basic hourly rate is $200. The station holds a television grant which now is inactive, but a hearing was scheduled before the FCC.

WTPS; WTPS-FM

601 Howard Ave.—Canal 5561
1000 w D 940 kc
55,000 w 95.7 mc

FIRST radio enterprise of the Times-Picayune Publishing Co. (*Times-Picayune* and *States*) was WJBO, started at Tulane U. in 1923 but soon abandoned. Now the publishing company, a dominant New Orleans institution, is in radio for keeps with a $600,000 plant.

Studios are described as the most elaborate in the city, comprising a three-story layout in the old brownstone Howard Memorial Library building. H. F. (Bob) Wehrmann, general manager, drew on his architectural background in rebuilding the library interior into a paneled auditorium, three other studios, two booths, vast office space and a basement Circle Room available to civic organizations.



Mr. Wehrmann

The station is an applicant for fulltime on 940 kc. WTPS-FM duplicates during the day. Evening programs stress good music. The schedule features local programming, says Mr. Wehrmann, with most of the business coming from retail stores. L. K. Nicholson, head of the publishing interests, is head of the radio operations. John R. O'Meallie is commercial manager and Mike Clarke program director.

Transmitter is located at Gretna, La., where a 607-foot tower carries the AM and FM antennas.

The daytime programming is aimed largely at the women's audience in New Orleans homes. It includes a musical trio along with breakfast series and a Saturday morning *Quizdown* for youngsters.

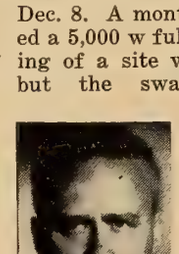
Firm Has Television CP, But Video Plans Incomplete

Class A hourly rate of WTPS is $60. Walker Co. is national representative. When the Times-Picayune company went into radio again after World War II it obtained an FM permit and was on the air Jan. 3, 1947. The AM daytime operation started Feb. 16, 1948. Mr. Wehrmann, a former "sparks" in the 20s, was purchasing agent for the Times-Picayune properties at the time of his selection to manage the radio interests. The company has a television CP but has not indicated when it expects to be on the air.

WWEZ

Hotel New Orleans
Canal 3521
1000 w D (CP 5000 w unl.) 690 kc

FOUNDED in 1947, WWEZ has spent much of its life in the throes of construction. Work on the station was started in September, 1947, and it took the air the following Dec. 8. A month later FCC granted a 5,000 w fulltime permit. Clearing of a site was started in June but the swampland of Saint Bernard Parish below New Orleans wouldn't hold bulldozers.



Mr. Oswald

Swamp Skippers, huge machines used for oil prospecting in swamp land, did the trick eventually though General Manager Joe Oswald served as skipper of a Swamp Skipper before the job was done. Because water came within two inches of the surface, special techniques were devised to carry towers.

The 5000 w signal was being tested last month, with plans for early spring dedication of fulltime operation. Hours will be 5 a.m. to the following 1 a.m., seven days weekly.

President of WWEZ is A. L. Chilton, in radio since 1927 and also president of KSKY Dallas and KGHI Little Rock. Mr. Oswald has been in radio nearly two decades, including posts at KWKH and KTBS Shreveport. He assumed WWEZ managership at the time ground was broken in 1947 at the Jefferson Parish site of the daytime transmitter. Assistant manager is William D. Matthews.

Programming stresses good music and news every hour on the half-hour. Music ranges from western to semi-classical tunes. An early afternoon hour (1:30-2:30) is entirely free of commercials and carries little talk. First half-hour of this segment is devoted to semi-classical music, the second portion to Broadway show tunes. Two hours of race programming are carried in the late afternoon.

WWEZ has no immediate FM or television plans. Basic half-hour rate of the outlet has been $57.50. Representative is George P. Hollingbery Co.

WWL; WWLH (FM)

Roosevelt Hotel
Raymond 2194
50,000 w 870 kc
3,000 w 100.3 mc

LOYOLA U. first became interested in radio in 1907 when Rev. Anthony Kunkel, S. J., physics professor, set up a spark transmitter. In World War I he trained radio operators for the government. KDKA's tests in Pittsburgh fired the school's imagination and a broadcast station went on the air March 30, 1922, with 10 w on 833.3 kc. Soon power was increased to 50 w on 1090 kc, upped to 500 w on 1220 kc in 1928 and to 5 kw on 850 kc in 1929. Studios were opened in the Roosevelt Hotel in 1932 when power was raised to 10 kw.

Loyola U. President Also Is Head of WWL

WWL became a CBS affiliate in 1935, an affiliation it still holds. Katz Agency was named as representative in 1937 and that year the power was increased to 50 kw. Rev. Thomas J. Shields, S. J., Loyola president, also is president of WWL with W. Howard Summerville Sr., at one time with WGST Atlanta, general manager of the operation.

WWLH (FM) duplicates most of the AM programs. The station is an applicant for a Channel 10 TV station. Basic hourly AM rate is $450. The FM station carries a number of serious music programs including complete operas staged by the New Orleans Opera House Assn. and concerts by the New Orleans Symphony Assn. and Philharmonic Society.



Mr. Summerville

Maison-Blanche department store sponsors a five-weekly 5:15-5:30 p.m. school series in which athletes and other students participate. A Friday *Music Land* program is heard by all public schools in cooperation with the Junior League. Other retailers on the station include D. H. Holmes, with a nine-year series of weekly half-hours, and A. Burgess Furniture Co., on WWL since 1932. Jax Beer has been sponsoring six 10-minute sports series and weekly musicale. Falstaff Brewing Co. has six musical half-hours weekly. American Brewing Co., for Regal beer, sponsors *Road to Yesterday*, WWL-produced historical series, and CBS 10 p.m. news which is transcribed and broadcast 10:05-20 p.m.



interested in MONEY?

If not, then you're a fringe reader of this journal—the business paper of the Business of Broadcasting.

Because everybody whose business is connected directly or indirectly with the Business of Broadcasting *subscribes* to BROADCASTING. In fact BROADCASTING delivers more *paid* radio circulation than the rest of the trade journals combined.

So . . . if you happen to be (for example)

- An AM, FM or TV station with a message for advertisers and time-buyers. . . .
- A national representative in search of more business.
- A transcription or program service seeking more accounts.

In fact . . . if you're anybody of importance who wants to reach anybody else of importance in the whole vast picture of American broadcasting.

BROADCASTING is the surest, best advertising medium you can possibly put to work.

Send for our new brochure:
"Are You In This Picture?"

Address: Publisher, BROADCASTING
National Press Bldg., Washington 4, D. C.

BASIC WITH BUYERS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING



A "CAPITOL" IDEA IN CHICAGO – *During the N. A. B. Convention, drop in at the "Capitol Cabana". Relax and talk of trivia . . . join in the convivialities. And make a mental note or two on Capitol's new transcription line-up – the kind of shows that convert sustaining time to "sponsored". See you in "Cabana 502".*

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
TRANSCRIPTIONS
A Division of Capitol Records

On All Accounts

(Continued from page 18)

formed the Hunter Advertising Agency.

A few months later Bill bought his partner's share; becoming sole owner of a sturdy little agency. The Pershing Square Bldg. at 448 S. Hill St. in downtown Los Angeles, houses Bill, serving as sole account executive, and his staff of four, including a three-man production department and a secretary. Most of agency's billing is in radio, with one or more of his clients using every station in the Los Angeles area at this time.

His accounts include Milliron's Department Stores, expending approximately $75,000 a year on radio and television and currently sponsoring two weekly participations on KTLA (TV) *Shopping at Home* and one weekly on KFI-TV *Shop, Look and Listen;* Central Chevrolet (dealers) spending approximately $100,000 per year on radio and television; Alpert's Yardstick Stores spending approximately $1,500 per month on both media and currently sponsoring one weekly participation on *Shop, Look & Listen,* and two weekly particaptions on *Shopping at Home;* Benson Shops (women's wear) now sponsoring two weekly participations on latter TV show.

Bill is at home in Huntington Park with his wife, the former Joyce Lee Enns, whom he married in 1941 when she was a senior in Huntington Park High School, and his seven-year-old namesake, Billy Scott Hunter II.

He belongs to no clubs and has no time for hobbies outside of a bit of golf. Most of his time, he says, is spent thinking about getting new accounts and holding on to the old ones.

WCCO WORK KIT

Tells Summer Drive Plans

WCCO Minneapolis-St. Paul, whose 1948 summer campaign won City College of New York's award of merit in the 50 kw category for the "most effective all-over radio station promotion," has published an elaborate work kit reviewing that campaign and outlining 1949 summer plans. The kit, arranged in loose-leaf style with attractive cover, stresses the theme, "Get the ones that get away! Take 13 weeks with pay—on WCCO."

Besides reviewing WCCO's 1948 activities and previewing its 1949 campaign, the kit lists national spot advertisers not using the station but using other CBS-owned outlets, Minneapolis-St. Paul newspaper advertisers not on WCCO, magazine advertisers not using the station, and Twin Cities advertisers using radio but not WCCO. Included also are program availabilities and BMB comparative coverage maps.



FIRST network venture by Fram Corp. (automotive filters), over Mutual, 9:55-10 p.m., Saturday, is discussed by (l to r) Dan Loden, account executive for VanSant & Dugdale Co., Baltimore agency handling Fram; Ed Thorgerson, featured on the show, and Paul Jonas, MBS director of sports.

SHAMROCK OPENING

NBC Show Cut Off by Enthusiastic Crowd

TRUE to the spirit of Texas—which does everything in a big way—the St. Patrick's Day opening of millionaire Glen McCarthy's $20 million Shamrock Hotel in Houston was a record-breaking event. So record-breaking, in fact, that it broke an NBC circuit carrying the Dorothy Lamour Sealtest program on a coast-to-coast hookup.

Miss Lamour's show from the Shamrock, only one of the many attractions of the dazzling opening, was faded several times and was cut off the air at others. NBC Hollywood issued a statement the following day saying that technical difficulties on lines between Houston and Chicago, where the show was fed to the network, was one cause of the trouble. The other was "an over-enthusiastic opening crowd at the Shamrock."

Precautions Cited

NBC said it had been assured "that doors [to the dining room] would be closed and that all service to tables would cease prior to air time. Preliminary checks . . . indicate . . . that service continued and doors were left open, with the result that noise of the crowd drowned out voices of performers . . ."

Tall palms imported from Florida and azaleas brought from Louisiana blaze at peak glory along the walks outside the new Shamrock Hotel, latest project of Mr. McCarthy, KXYZ Houston owner, according to a feature story by Jim Carroll, Scripps-Howard staff writer.

It was Mr. Carroll's way of saying that the opening of the 18-story Shamrock—with a television set in every room—was a splurge of the first order. In true McCarthy style, a special Santa Fe "Chief" style train brought 50 movie stars headed by Pat O'Brien and Edgar Bergen to Houston for the occasion.

And, Mr. Carroll added, Mr. McCarthy "has orchids flown from the South, roses fresh from northern hothouses, and champagne flowing out of a fountain. His 'personal' guest list carries 200 gilt-edged names. His staff of hoteleers, headed by George Lindholm, who left New York's Waldorf for the Shamrock, is getting $42 a plate for the opening shindig from 1,000 lusty-spending Texans in the 'Emerald Room' and $33 from another crestfallen 1,000 who have to stay in the 'Pin Grill' (coffee shop)." In short, the Shamrock's debut was quite an affair.

The Shamrock sits on a 10-acre V-shaped plot. In time, this V will be covered with business buildings, according to Mr. McCarthy's plans. Even in Houston "where postwar magic plus pent-up oil and gas wealth has put on a miracle boom," says Mr. Carroll, "the Shamrock stands out like a shillelah bump on the head."

Feature of the Week

(Continued from page 18)

month, is an informal discussion of the experiences of Gannett reporters, the personalities they meet who dominate today's news, and human interest anecdotes about the Washington scene.

There is no set pattern for the show. The staff tries to talk to the audience much as they would talk to an interested friend. Sometimes they introduce a national personality as guest for the day. The only rule of the show is to keep it as interesting as possible, with lighter anecdotes chosen in preference to weighty, but dull, topics.

One broadcast dealt with the rebuilding of the White House. Another had as guest the Secretary of Agriculture as he gave out an important news story. Topics discussed by the staff have included the Senate filibuster, federal health insurance and President Truman's wise-cracks at White House news conferences.

Taking part in the programs are Vern Croop, chief of the bureau, and staff members Paul Martin, Reginald Torrey, Joe Kusaila and Robbie Johnson.

With the program receiving favorable response from the six stations now carrying it, the Gannett staff hopes eventually to distribute *Capital Memo* to stations throughout the country.

FCC Asks Dismissal

MOTION has been filed by FCC with U. S. Court of Appeals for the District of Columbia to dismiss appeal entered by A. J. Felman against the Commission's revised proposed decision to renew the license of WJOL Joliet, Ill. [BROADCASTING, Feb, 7]. FCC held that appeal was premature since final action has not been taken by the agency. Commission further held that Mr. Felman's request to stay, suspend or annul Sec 3.109 of FCC's rules, which restricts time reservation pacts in station sales, can only be heard in a statutory three-judge District Court. The FCC proposed decision was conditional upon WJOL's terminating a time reservation contract with Mr. Felman.

Agencies

(Continued from page 10)

DAVID FLETCHER, formerly art director of BBDO San Francisco, joins Rhoades & Davis, same city, in same capacity.

GEORGE LABADIE, art director of Devoe & Raynolds Co. (paint manufacturer) for past six years, joins Mayers Co., Los Angeles, in same capacity.

KNOLLIN Adv. will close its Los Angeles service office this week (March 31). Business formerly handled out of that office will be centered in San Francisco.

MARVIN YOUNG, vice president and radio and television director of Ruthrauff & Ryan, Hollywood, is the father of a girl, Shari Maruska.

AGENCIES moving office to new locations include: Los Angeles—**Mayers Co.** to 2301 Third St., about April 2; **John Freiburg & Co.** to 1436 N. Kenmore, telephone, Normandie 32111; **Leo Burnett Co.** to 3632 Wilshire Blvd., telephone, Dunkirk 8-8131. Oakland, Calif.—**Eric Cullenward & Assoc.** opens branch in Financial Center Bldg. Glendale, Calif.—**Lindeke Adv.** to Helper Bldg., Brand at Colorado Sts.

FCC Actions

(Continued from page 58)

Decisions Con't.:

WRGK LaGrange, Ill.—Granted extension of completion date to 9-27-49.

WHKC-FM Columbus, Ohio—Granted mod. CP to make changes on ant. system.

WCBT Roanoke Rapids, N. C.—Granted mod. CP to make changes in vertical ant.

KTBI-FM Tacoma Bcstrs. Inc., Tacoma, Wash.—Granted request to vacate cond. grant for new FM station.

Following were granted extension of completion dates as shown: KVME Merced, Calif., to 6-17-49; KGFM Great Falls, Mont., to 9-1-49; KTOK Oklahoma City, to 8-1-49; WNEW New York, to 4-15-49; WHLW Rutland, Vt., to 6-27-49.

WPJB Providence, R. I.—Granted license new FM station.

Westex Bcstg. Co., Area San Angelo, Tex.—Granted license new remote pickup KA-2409.

Woodrow Miller, San Bernardino, Calif.—Same KA-2413.

Maine Bcstg. Co., Portable-Mobile, Bangor, Me.—Same KA-2412.

Review Pub. Co., Portable-Mobile, Area Alliance, Ohio—Granted CP new remote pickup KA-2408. Also granted license to cover.

The Valley Bcstg. Co., Area Pomona, Calif.—Granted CP new remote pickups KA-2410 KA-2411.

WLWB Dayton, Ohio—Granted mod. CP specify studio location and change trans.

WILK-FM Wilkes-Barre, Pa.—Granted mod. CP to change type trans.

KRGV-FM KRGV Inc., Weslaco, Tex.—Granted request to cancel CP new FM station.

WLAQ-FM News Pub. Co., Rome, Ga.—Same.

WSJN Radio Americas Corp., San Juan, P.R.—Same.

KSWO-FM Oklahoma Quality Bcstg. Co., Lawton, Okla.—Same.

WGR-FM WGR Bcstg. Corp., Buffalo, N. Y.—Same.

WNAR-FM Norristown Bcstg. Co., Norristown, Pa.—Same.

KSKY-FM Sky Bcstg. Co., Dallas, Tex.—Same.

WWCO The Mattatuck Bcstg. Co., Waterbury, Conn.—Granted request to vacate Secretary's action of March 2 forfeiting CP, and to cancel CP at applicant's request.

Following were granted extension of completion dates as shown: KRBC Abilene, Tex., to 4-15-49; WMIN-FM St. Paul, to 6-30-49; KSFH San Francisco, to 10-5-49; WOAK Oak Park, Ill., to 5-30-49; WFDR New York, to 4-30-49; WTJS-FM Jackson, Tenn., to 6-1-49; WMGY-FM Montgomery, Ala., to 7-4-49; WCOH-FM Newnan, Ga., to 6-21-49; KOMB Los Angeles, to 8-31-49; WDLB-FM Marshfield, Wis., to 7-1-49; WLEE-FM Richmond, Va., to 9-17-49; WJPF-FM Herrin, Ill., to 6-30-49; WKAX-FM Birmingham, to 5-15-49; KRNT-FM Des Moines, to 9-9-49; KARM-FM Fresno, Calif., to 6-7-49; WEHS Chicago, to 6-1-49; WKY-FM Oklahoma City, to 6-22-49; WKBM Arecibo, P.R., to 5-15-49; WILN Area of Arecibo, P.R., to 5-15-49.

March 22 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Cleveland Bcstg. Co., Cleveland, Miss.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1490 kc.

Assignment of License

KBIO Burley, Ida.—Assignment of license from Jessica L. Longston to KBIO Inc.

WAPF McComb, Miss.—Assignment of license from Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin d/b as the Southwestern Bcstg. Co. of Mississippi.

License for CP

WHBQ Memphis, Tenn.—License to cover CP change frequency, increase power etc.

WIL St. Louis—Same.

KCOG Centerville, Iowa—License to cover CP new AM station.

KJAY Topeka, Kan.—Same.

Modification of CP

WMRC Greenville, S. C.—Mod. CP change frequency etc. for extension of completion date.

Program Authority

Canadian Bcstg. Corp., Toronto.—Authority to transmit National Hockey League games from Boston and Olympia, Detroit, to CBL Toronto between March 22 and April 26 inclusive.

CP to Reinstate

WMBO-FM Auburn, N. Y.—CP to reinstate CP new FM station.

Modification of CP

WSVS-FM Crewe, Va.—Mod. CP new FM station for extension of completion date.

WISE-FM Asheville, N. C.—Same.

WTCN-FM Minneapolis—Same.

License for CP

KWOC-FM Poplar Bluff, Mo.—License to cover CP new FM station.

WFLN Philadelphia—Same.

FM—92.1 mc

WNAE-FM Warren, Pa.—CP change ERP to 355 w.

Modification of CP

WJHP-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date to 10-13-49.

KOB-TV Albuquerque—Same to 7-1-49.

Radio Aids Police

JUSTICE, via the medium of radio, was swift when WLIO East Liverpool, Ohio, received credit for speeding the solution of a major crime. Local authorities had spent a night searching for the attacker of a 21-year-old girl. The next day Paul Harris, WLIO news editor, broadcast information about several police clues. A short time later police reportedly announced that the criminal, having heard the broadcast and feeling the evidence eventually would point to him, had killed himself. Then the man's wife "closed" the case when she identified a hat found at the crime scene as that of her husband.

TENDERED FOR FILING

Assignment of License

KVIC Victoria, Tex.—Assignment of license from Radio Enterprises Inc. to KVIC Bcstg. Co. Inc.

KHBR Hillsboro, Tex.—Assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon d/b as Hill County Bcstg. Co. to William Solon Snowden and Ross G. Bohannon d/b as Hill County Bcstg. Co.

Application to Purchase

KGFN Grass Valley, Calif.—Application filed by H. Neil Black to purchase facilities of KGFN.

Modification of CP

KFJI Klamath Falls, Ore.—Mod. CP increase power from 1 kw unl. to 1 kw-N 5 kw D, 1150 kc.

SSA—730 kc

WPIT Pittsburgh—SSA 730 kc 1 kw-D 250 w-N unl. for period ending not later than Nov. 1.

March 23 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KBLF Red Bluff, Calif.—Granted renewal of license for period ending Aug. 1, 1951.

WHKP Hendersonville, N. C.—Granted renewal of license for period ending Feb. 1, 1951.

WKLV Blackstone, Va.—Granted renewal of license for period ending Aug. 1, 1951.

Petition Denied

F.W. New, Pine Mountain Valley, Va.—Denied petition requesting revocation of station licenses of WGBA and WGBA-FM Columbus, Ga.

License Renewal

WGBA-FM Columbus, Ga.—Granted renewal of license for period ending March 1, 1950.

WTRI Troy, N. Y.—Granted renewal of FM license for period ending Dec. 1, 1951.

WLVA-FM Lynchburg, Va.—Granted renewal of FM license for period ending March 1, 1951.

KUSC Los Angeles—Granted renewal of noncommercial educational FM station license for period ending Sept. 1, 1949.

WDTR Detroit—Same.

License Extension

KSJO-FM San Jose, Calif.—Granted temp. extension of license to July 1, 1949.

WFMD-FM Frederick, Md.—Same.

License Renewal

WJLK Asbury Park, N. J.—Granted renewal of FM license for period ending June 1, 1949.

WGAN-FM Portland, Me.—Granted renewal of license for period ending Dec. 1, 1951.

WKIL Kankakee, Ill.—Same.

WWNY-FM Watertown, N. Y.—Same.

WMFR-FM High Point, N. C.—Granted renewal of license for period ending March 1, 1951.

WPAG-FM Ann Arbor, Mich.—Same.

WMRC-FM Greenville, S. C.—Granted renewal of license for period ending March 1, 1950.

WSJS-FM Winston-Salem, N. C.—Granted renewal of license for period ending Dec. 1, 1949.

KFOR-FM Lincoln, Neb.—Same.

WWST-FM Wooster, Ohio.—Same.

'FREEDOM' BILL
Killed by Maryland Senate

THE MARYLAND Senate last Tuesday killed a bill to prevent courts from adopting or keeping rules tending to restrict radio and press freedom. By a 17-11 vote the Senate decided against accepting a recommendation of its judiciary committee favoring the legislation. The committee, on a 6-2 vote, had reported the bill favorably.

Previously the Maryland Press Assn. had gone on record in opposition to a proposal to extend Rule 904 of the Baltimore Supreme Bench to include all of Maryland.

It was for alleged violations of this rule that four Baltimore stations, WITH WCBM WFBR WBAL, have been fined within the last two months [BROADCASTING, Jan. 31, March 7, 14]. The bill restricts broadcast or publication of certain information about crime, including any statement made by an accused person, any mention of his actions after arrest, or any mention of a previous criminal record.

COL. WILLIAM P. NUCKOLS, chief of Air Information Division, has been appointed special assistant to director of public relations, U. S. Air Force announced.

WHLI-FM Hempstead, N. Y.—Granted renewal of license for period ending June 1, 1950.

License Extension

W8XUM RadiOhio Inc., Columbus, Ohio, and W9XWT WHAS Inc., Louisville, Ky.—Granted temp. extensions of licenses for exp. facsimile stations W8XUM and W9XWT for period ending July 1, subject to cond. that all operation on 25.02-25.32 mc is terminated by July 1, and subject to further cond. that no harmful interference is caused to any other station operating on this or adjacent frequency.

Remote Pickups

Commission made final, effective immediately, its proposed amendment of Part 4 of rules and regulations governing exp. and aux. services to add to Sec. 4.431 new paragraph which permits use of remote pickup stations in Alaska, Hawaii and Puerto Rico for aux. purposes, including intercity relaying whereby studios may be maintained without wire lines at locations other than main studio, but prohibits direct broadcasting by remote pickup stations. Interference problems prevent extension of such liberalization to stations within continental United States.

March 23 Applications . . .

ACCEPTED FOR FILING

AM-550 kc

WPAQ Mount Airy, N. C.—CP change from 740 kc 1 kw D to 550 kc 1 kw unl. DA.

License for CP

WONE Dayton, Ohio—License to cover CP new AM station.

KRBC Abilene, Tex.—License to cover CP change frequency, increase power etc.

(Continued on page 72)

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt station operating 18 hours daily in city of 17,000. Must be qualified to direct all phases of operation. Straight salary, no commission. Preference given man with at least five years experience in one location. Give complete details in first letter, including salary wanted and at least three references. No phone calls. Write Station WMDN, Midland, Michigan.

Manager-salesman able make small independent pay for owners and himself. Moderate salary, large percentage net profit. Evening News, Port Angeles, Washington.

Salesmen

Salesman—Established NBC affiliate in large southeastern market has opening for aggressive man with successful radio sales experience to handle important list local accounts. Send background and references to Box 441a, BROADCASTING.

Salesman with idea presentations for Texas ABC station. Salary, commission. Box 509a, BROADCASTING.

Salesman—Long established, progressive station in major market has opening for aggressive man experienced in contacting local and national accounts. Real opportunity for right man. Give full particulars, picture, references, etc. Our staff knows of this advertisement. Box 569a, BROADCASTING.

Salesman, immediately, 5000 watt neutral station, guaranteed salary, commission over active accounts practically cover salary. Excellent opportunity for right man. Write full particulars, pictures, reference, etc. Inquiries confidential. Management, K M O N, Great Falls, Montana.

Percentage salesman in rich productive market. Base servicing given. Excellent opportunity. L. B. Butler, KXIC, Iowa City, Iowa.

Experienced phone man wanted immediately. Radio-newspaper deal. Wire Admen, 63 W 1 North, Salt Lake City.

Announcers

Competent young man, interested in sports to write up sports events for daily paper and announce play-by-play for newspaper owned station. Single man preferred because of housing. Write, sending transcription if possible. Box 447a, BROADCASTING.

General announcer for Texas station. tell all. Box 527a, BROADCASTING.

Want combination man cover and write sports for newspaper, do sports shows and play-by-play on air. North Carolina. Box 528a, BROADCASTING.

Announcer wanted for east coast independent station, with emphasis on news, adlib and commercials. Give experience, salary, photograph and references. Box 533a, BROADCASTING.

Announcer—Must have good voice and be able to do a job on disc jockey, adlib shows and commercials that sell. High rated, midwest regional. Give complete personal resume, including experience, salary expected, availability. Confidential. Box 555a, BROADCASTING.

Wanted—Announcer experienced play-by-play and disc. Show by eastern Pennsylvania FM station. Send full details and disc. Reply Box 572a, BROADCASTING.

Announcer—Veteran eligible for on job training. 250 watter, network. Box 562a, BROADCASTING.

Announcer-engineer, accent on announcing. With CBS affiliate under union contract. Send disc and particulars to KBOW, Butte, Montana.

Help Wanted (Cont'd)

Announcer with first phone license, emphasis announcing, news and disc shows. Send complete letter and snapshot. KSUE, Susanville, California.

Very good job available for experienced man with at least a years experience. Rush audition discs to KXIT, Dalhart, Texas.

Wanted—Experienced announcer for local Virginia network station. Splendid working conditions and congenial organization. Send full information and disc if interested to WLPM, Suffolk, Virginia.

Experienced morning man, 1000 watt Mutual station. Apply in person. WNAE, Warren, Pennsylvania.

Technical

Experienced engineer for 5 kw midwest station. Give qualifications and reference in letter. Box 521a, BROADCASTING.

Wanted by broadcast and recording studio in New York City, engineer or audio technician, age 21 to 30, experience in construction and maintenance desirable. Box 523a, BROADCASTING.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Chief engineer needed for 250 watt daytime. Salary $300.00. WCRA, Effingham, Illinois.

Immediately — Engineer-announcer for progressive network station. Congenial staff, pleasant working conditions. Send disc, complete background, salary expectations to WDEC, Americus, Ga.

Needed immediately. Two combination engineer-announcers. Send full information to Lester Gould, WJNC, Jacksonville, N. C.

Combination licensed engineer and announcer wanted immediately. Call J. L. Manson, Phone 80, Blackstone, Va.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Continuity writer wanted by 1000 watt independent near Chicago. Box 453a, BROADCASTING.

Program director-announcer wanted by midwest network affiliate. Must be experienced. Permanent. Tell all first letter. Write Box 522a, BROADCASTING.

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced boraz commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Radio commercial copywriter. 10 kw station (50 kw by May 1) offers fine opportunity for increased earnings to young woman copywriter who can write commercial copy that really sells. Exceptionally pleasant working conditions with congenial skilled staff. Write giving complete background, salary requirements, etc. Please include samples. Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Experienced, capable young man, excellent background. Presently employed, seeking change to progressive station. Replies confidential. Box 472a, BROADCASTING.

Eleven years background guarantees effective managership of your local independent or affiliate. Family man, dependable, civic-minded. Know continuity, promotion, production, programming, sales, managerial. Good reasons for desiring change. If your station sound, market progressive, community alert and can offer $6,000 yearly plus commission or bonus for permanent manager with ideas, will gladly submit qualifications. Box 517a, BROADCASTING.

Manager — Now working, desires change. Completely qualified manager, sales manager or assistant manager. Have had spectacular sales success in small and large stations. Also wide, successful experience in promotion, programming, writing, news, sports. Top man. Top references. Box 519a, BROADCASTING.

Salesmanager available in April. Wants to arrange personal interviews April 8, 9, 10, 11 & 12 at Chicago Convention. If you need producer with 20 years network & independent stations experience, well known and highly recommended for results in sales, merchandising, advertising, promotion and management, advise immediately where & when you can be reached in Chicago. Box 561a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Salesmen

Young family man with eighteen months experience, selling, programming and announcing, now employed selling in highly competitive market desires change. Write Box 542a, BROADCASTING.

Salesman with real ability and imagination. College man with family and own car. 8½ years experience in program, production, writing, engineering, announcing—last 3½ years in sales. Own 2 copyrighted shows and 3 jingles—all sponsored almost 3 years. Seeking opportunity with long range security. Eye on television. Reliable, conscientious, aggressive with ability to make sales that last. Best references. No roamer. Unbeatable sales record at present location. Complete career brochure available. All replies answered, confidential. Box 547a, BROADCASTING.

Time salesman presently employed eastern 500 watt station. Prefer midwest or western Penna. Consider all offers. Box 549a, BROADCASTING.

Announcers

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. **Married, 26, family. April 1st. Box 277a, BROADCASTING.**

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Star combination performer accurate exciting, professional play-by-play baseball, football, basketball. Chief announcer, 1st class ticket. $100 weekly, plus talent. Box 500a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Wants job with network affiliate. 12 years experience. Box 511a, BROADCASTING.

Experienced sports director now at Pennsylvania 1000 watt will travel in 250 mile radius for audition and interview. Box 512a, BROADCASTING.

Experienced sports director presently university graduate. 9 years play-by-play experience, all sports. Professional baseball. University football, basketball, baseball, boxing. Married, 27. Desire change. Box 518a, BROADCASTING.

Looking for good combination man? Two years experience announcing and first ticket, no disc available. Like $65.00 weekly. Box 524a, BROADCASTING.

Good junior man for your announcing staff available now. Good radio background, experience, education. Disc sent immediately. Box 532a, BROADCASTING.

Experienced announcer, 25. Deep well trained friendly voice. College, journalism major, can write continuity. Box 534a, BROADCASTING.

Versatile announcer desires position with progressive kw or 5 kw station in Connecticut area. Age 21, single, college, pleasing personality, resonant voice, 3 years experience. Available two weeks. Personal interview or disc. Box 535a, BROADCASTING.

Announcer—Handle all types of shows, console work, network and independent operation. Know programming. 16 months experience. Specialize disc jockey and news. Prefer northwest. Box 540a, BROADCASTING.

Announcer. Married and dependable with ability to do newscasts, commercials disc shows. Desires opportunity with new or progressive station. Disc, photo available. Box 543a, BROADCASTING.

4 years well-rounded announcing experience. Seeking permanent location. Proven success as morning man, news man and commercial man. Box 548a, BROADCASTING.

Sports announcer—Two years experience. Available for baseball season. Major sports. Also experienced at general staff work. Lives sports. Box 550a, BROADCASTING.

Morning man—Attention major markets. Top personality man, best references. 8 years experience, can build your audiences in strongest competition. Want $8000 or percentage deal. Box 552a, BROADCASTING

Experienced announcer — One year, single. Operates board, experienced continuity writer. Presently employed. Middlewest preferred. Box 553a, BROADCASTING.

Experienced — News, staff, specialized college sports, Class B baseball, college education, family, consider all, Texas or coastal preferred. Box 558a, BROADCASTING.

Experienced announcer, married, desires position, preferably midwest. Modest requirements. Box 560a, BROADCASTING.

Announcer—Experienced. Desires opportunity to advance. Disc and photo available. Box 564a, BROADCASTING.

Announcer-engineer. First class ticket. Experienced, capable, industrious, reliable, conscientious. Sober, married. Will travel. Further details write Box 567a, BROADCASTING.

Announcer, experienced all phases. Married, vet, 25. Available immediately. Midwest preferred. Box 570a, BROADCASTING.

Sports-news director, 24, single. Three years experience. Play-by-play in 5 sports. Gathered, edited and broadcast major newscasts at last station. Reliable, hard worker. Newspaper background. New England preferred. Best references. Box 571a, BROADCASTING.

Announcer — Versatile, understands languages. Inexperienced. Acting experience. Telephone Michigan 2-7077, Joseph Dumont, 440 Schiller, Chicago.

Staff announcer—Limited experience in heavily commercialized area. Pleasant voice. Good references. Married and reliable. Disc, photo available. Want permanent position. Box 544a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, capable, hard-working, one year experience. Desires position broadcasting baseball. Intimate knowledge, play-by-play experience, all major sports. Travel anywhere, available immediately. Will also consider staff job with established, progressive station. Bill Gardner, 5506 Kenwood Ave., Chicago.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer—23, single, 2 years college speech, graduate leading announcing school. Also, sportscaster. Desires experience. Disc and photo on request. Larry Kindem, 1255 Oliver Ave., N., Minneapolis.

Technical

Engineer—Age 32, single. veteran. Recent school graduate, first phone, inexperienced. Sober, conscientious, college and business background. Desire job transmitter operator. Location unimportant. Box 444a, BROADCASTING.

Engineer, college, 1st phone, 3 years experience all phases, studio, recording, remotes, AM-FM xmitter. Bus transit radio. Prefer studio operation. $70. Box 507a, BROADCASTING.

Holder 1st class phone, single, seeking opportunity, any offer considered. Box 514a, BROADCASTING.

Holder, 1st phone, single, knowledge all phases, seeking a good opportunity in broadcasting. Consider all offers. Box 515a, BROADCASTING.

Construction chief engineer—Construct radio station or chief of established station. Seven years radio, five in broadcast. Chief two years. Minimum salary $85.00. Box 516a, BROADCASTING.

Engineer, first phone, single veteran. have car. Experienced in broadcast work. Southern states. Box 529a, BROADCASTING.

Engineer, 1st phone. employed. married. Desire above Maryland. Require notice. Box 530a, BROADCASTING.

Do you need an experienced, hard working chief engineer who can do news, sports and play-by-play? Can you offer a permanent job at a minimum salary of $80.00 with a progressive organization in a clean, progressive, little town? Available on two weeks notice. Box 551a, BROADCASTING.

Broadcasting, east or midwest. First phone. Four years RF generators to 50 kw, two years radar. 26, married, settled, references. Available immediately. Box 554a, BROADCASTING.

Engineering student seeks permanent position progressive station. Control board. recording and remote experience. Can double in sales, continuity or programming. References. Box 556a, BROADCASTING.

Transmitter engineer desires position with midwest station. Steady, dependable with directional and FM experience. References from present employer. Available immediately. Have car. Address Engineer, Box 1572, Muskogee, Oklahoma.

Engineer-announcer. Business, sales background. College, first phone. Write or wire John Gronert, 5316 York Avenue S., Minneapolis, Minn. for disc, further qualifications.

Engineer—23, veteran, married. No broadcast experience. First phone. Diversified electronic background. Built, tested, serviced 20 kilowatt hi-frequency generators. Two years college. Available immediately. References. Locale secondary. Stanley Levin, 1835 Crotona Ave., Bronx, New York.

Engineer 1st phone license, 24 years old, single, vet with car, would like to apply principles studied for past nine months at Electronic Radio Television Institute in Omaha. Will do some announcing, prefer warm climate. Donald Morris, Benson Sta. R#7, Phone WA 3501, Omaha, Nebr.

Engineer, first phone license, have recently completed 34 weeks study in Electronic Radio Television Inst., Omaha, Nebr. Single, will do announcing. Verlin Torgerson, 3531 Dupont St., Sioux City, Iowa. Phone 5-6682.

Situations Wanted (Cont'd)

Production-Programming, others

Program director - announcer. Four years experience, college background, desires midwest. Box 488a, BROADCASTING.

Experienced news, special events, program director. 3 years. Excellent references. Available immediately Chicago area. Box 525a, BROADCASTING.

Experienced program director available immediately. Will go anywhere where there is a chance for advancement. Box 526a, BROADCASTING.

Employed network newsman, writer & broadcaster, considering change outside New York. Desires steady employment, good living conditions, guaranteed minimum income $10,000 annually. Excellent network references, top professional reputation, congenial, young, sober family man. Will consider straight newscasting or newscaster-editor for 50 kw eastern independent or affiliate. Full information, background exchanged. Box 531a, BROADCASTING.

Program director—It takes time to gather experience. My twenty years in some of the best stations say I know the business. Presently employed as program director by regional station, but seek better opportunity and reward. Each offer considered and cheerful reply guaranteed. Box 541a, BROADCASTING.

Man and wife, ten years radio experience, desire permanent connections. Both write good copy that sells. Pleasing voices. Background, books, music, dept. store, homemaking shows, staff and freelance ann'c'g, disc jock shows. E. T, available or can arrange personal interview. Excellent references. Box 546a, BROADCASTING.

Experienced news editor and scriptwriter. Have directed women's programs with air time. Available May 15. Box 557a, BROADCASTING.

Woman commentator, 4 years experience New York City market, available both for radio and television, seeks aggressive station in competitive market. College grad, videogenic, young. Knowledge production, promotion, music. Box 565a, BROADCASTING.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

Television

Technical

Experienced in television studio and remote operations, double in brass, single, will travel. Abbott Lewis, 4503 15th Avenue, Brooklyn, New York.

Production-Programming, others

Production assistant thoroughly familiar with 2 camera chain and film channel operation, TV stage work. Salary secondary to opportunity. Will travel. Box 545a, BROADCASTING.

For Sale

Stations

For sale—250 AM, 3000 FM dual operation each showing good profit exclusive $13,000.00 salary. One station city. Box 559a, BROADCASTING.

For sale—Majority control 1000 watt daytime AM-FM western station. Wonderful opportunity. Future assured. Immediate action necessary. Box 538a, BROADCASTING.

For sale—250 watt radio station, eastern seaboard, network affiliate, thirty five thousand dollars. Good opportunity. Box 537a, BROADCASTING.

For sale—One-third interest in local station in southern town. Station doing profitable business. Box 568a, BROADCASTING.

1000 watt daytime station for sale. Large southern city. Contact M. Berman, 40 E. 41st St., New York 17, N. Y.

Situations Wanted (Cont'd)

Equipment, etc.

Lehigh 170' tower—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

For sale—Gates 250C1 250 watt transmitter. Perfect condition, used less than two years. Excellent for an auxiliary or replacement. Reasonable offer will be accepted. Immediate shipment. KEIO, Pocatello, Idaho.

Four Presto 6N portable recorders, two Presto 85E recording amplifiers. All in first class condition. Write Station KOAT, Albuquerque, N. M.

For sale—Fifteen cartons brand new Truscon copper mesh ground screen. 8' x 24', six sheets per carton, at $118.00 per carton. Total $1,770 for the fifteen cartons. Wire or write KTOK, Oklahoma City.

For sale—General Radio type 475-B frequency monitor complete with tubes and crystal 1490 kc. Also, one General Radio type 731-B modulation monitor. Will sell either one or both units at low price. Bob McRaney, WCBI, Columbus, Mississippi.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—New 100 foot, type 101 Wincharger tower. Never erected, but less anchors. New cost $465, will sell for $310. WTAD, Quincy, Illinois.

For sale—1 RCA, type 1-C 1 kilowatt, transmitter with tubes and motor generator equipment, $1000. 1 RCA, type 96-A limiting amplifier $250. 1 General Radio, class 730A transmission monitoring assembly, $250. WWNC, Asheville, N. C.

For sale—3000# bonding copper—.025" x 2¼" wide x coils @ 30¢ lb. H. P. Mandel & Sons. 2840 South Kedzie Avenue, Chicago 23, Ill., Bishop 7-7890.

Wanted to Buy

Wanted to buy—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

Wanted—Current model Hammond organ with vibrato chorus control. Box 456a, BROADCASTING.

Wanted to buy—Tower 225' to support TV transmitting antenna. State manufacturer's type, price, condition. WLAV, Grand Rapids, Michigan.

5000 watt directional needs field strength meter will swap for Andrew Phase Monitor or Presto amplifier. WVOM, Brookline, Massachusetts.

Help Wanted

Managerial

GENERAL OR COMMERCIAL MANAGER

Profitable southwestern independent has opening for experienced man; partnership interest available, $5000 investment required. Send full details on experience, salary requirement, financial ability.

BOX 513a, BROADCASTING

Salesman

SALESMAN WANTED

Major Network station, N. Y.—Philadelphia area has opening for hard-hitting self-starter. Liberal draw against commissions. This is the first opening in several years on the sales staff of this dominant station in the market. Only topflight, experienced salesmen need apply.

BOX 566a, BROADCASTING

Wanted to Buy

WANTED

TELEPHONE CARRIER EQUIPMENT (Western Electric) types, C, CF-1, CF-3, CF-4, CF-5, H, H-1.

TELEGRAPH CARRIER EQUIPMENT (Western Electric) X-61822A, CF-2, CF-6, 40AC1.

TELETYPEWRITERS—All Models.

TELEPHONE SWITCHBOARDS—Manual and automatic.

RADIO TELEPHONE LINKS—AN/TRC-1, AN/TRC-3, AN/TRC-4, T-14/TRC-1 Transmitters, R-19/TRC-1 Receivers, Antennas.

BOX 536a, BROADCASTING

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ● HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

PROBE

Communications Investigation Gets Senate Group's Okay

CONTINUATION of the Senate Interstate and Foreign Commerce Committee's communications probe during the 81st Congress appeared almost a certainty last week after the Senate Rules Committee ordered favorably reported a measure containing both authority and funds for such an investigation.

The proposal (S.RES. 63), authored by Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N.H.), was given clearance of the Senate Rules Committee March 21. Approval of the full Senate, the final action required, was considered by seasoned observers to be a mere formality. It was expected that the resolution will be presented to and approved by the Senate some time this week.

Meanwhile, a subcommittee of the House Interstate and Foreign Commerce Committee, elected to direct its attention to matters other than communications, for the present at least. The subcommittee, dealing with matters concerning FCC, Federal Trade Commission and Security and Exchange Commission, at an executive session last Wednesday reportedly made no plans for immediate consideration of major communications proposals.

A total of $15,000 would be available to the Senate committee for investigation of radio, telegraph and telephone communications under the McFarland-Tobey resolution, which, in effect, extends the Senate communications probe launched during the 80th Congress.

1948 Study

The 1948 communications study by a subcommittee of the Senate Commerce committee composed of Sens. McFarland and Tobey served as a basis of a recent report endorsing the FCC's "Blue Book" on programming, and urging a breakdown of the clears and power ceiling of 50 kw [BROADCASTING, Jan. 31].

In its initial form the McFarland-Tobey report represented merely the thinking of the communications subcommittee. Later it received the official sanction of the full committee, headed by Sen. Edwin C. Johnson (D-Col.), clear-channel foe, and was presented to the Senate Feb. 10 as Report No. 49.

The resolution, which contains subpoena powers, calls for "a full and complete study of all radio, telegraph and telephone communications, both domestic and international." Probers would be authorized to examine the relation of the media to national security and international treaties and to make legislative recommendations on the basis of their findings.

Under the proposal, licensing practices and allocations of the FCC would be examined. The study, it was pointed out, would help Congress determine what policies the law-making body should develop on allocations, due to "problems arising from unprecedented demands for frequencies."

WASH. STATE 4A

Madden Named President

OFFICERS and new members of the board of governors have been elected by the Washington Chapter, American Assn. of Advertising Agencies, it was announced last week.

Dan Madden, of Honig-Cooper Co., Seattle, was elected president. Vice chairman is Harry Pearson, partner in Pearson & Morgan, Seattle, and secretary-treasurer is Sidney Copeland, of MacWilkins, Cole & Weber, Seattle.

Elected to the board of governors were H. O. Stone, Pacific National Advertising Agency; Nick Woodbridge, Botsford, Constantine & Gardner; Bud Grady, J. Walter Thompson, all of Seattle, and Roscoe Smith, The Condon Co., Tacoma.



Announcer King and Mrs. Guild read listener's letter seeking help of Community Fund.

TRANSIT RADIO

Makes Test in Des Moines

TRANSIT RADIO made its first installation in Des Moines last month in connection with a meeting of the local Advertising Club. Carlin French, sales representative from the Chicago office of Transit Radio, explained the operation to club members and took them for a test ride.

KCBC-FM Des Moines will broadcast the music to the 150 buses which are to be equipped. No commercials were used on the test run. Rollo H. Bergeson, general manager of KCBC and KCBC-FM, explained that commercial announcements will not be used until the bus installations are fully acceptable. Following the bus ride, Mr. French conducted a Transit Radio clinic, distributing brochures composed of pertinent information regarding the system.

KRIEGER HEADS

Northern Calif. AAAA

HENRY KRIEGER of Honig-Cooper Co., San Francisco, was elected chairman of the Northern California Chapter of American Assn. of Advertising Agencies last week.

Other new officers are Ford Sibley, Foote, Cone & Belding, San Francisco, vice-chairman; and Ross Ryder, of Ryder & Ingram, Oakland, secretary-treasurer.

COMMUNITY FUND

Service Series on WEEI

DISCARDING usual format of interviews to show how other people are helped, new 15-minute weekly series has been started on WEEI Boston by the Greater Boston Community Fund to answer directly the personal problems of listeners.

Titled *Ask Me Another,* the sustainer features Frances Guild, director of the Community Fund's Red Feather Information Service, and WEEI announcer Art King. Letters from listeners are read and answered on the air by Mrs. Guild, who advises the writers about the social agency or other resource best equipped to help them. Listeners' names are kept confidential.

Family and social problems of all kinds are covered by the program. Each letter is answered personally, also, and when the writer contacts the social agency recommended, the agency provides a professional worker to assist the person in working out the problem. Scripts are written by Mitzi Kornetz, radio director of the Greater Boston Community Fund.

AFM FUND

Appropriates $1,400,212

AMERICAN Federation of Musicians appropriated $1,400,212.42 for its free public music program in 1949, bringing the three-year total of such expenditures to nearly $4,500,000, President James C. Petrillo announced.

Money comes from the AFM's Recording and Transcription Fund, which was created by royalties on recordings and transcriptions. Collections for the fund were forbidden by the Tart-Hartley Act and when the 1949 appropriation is spent that will wind up the AFM-operated program. In its place, however, will be a new free public music program financed by a similar fund presided over by an impartial trustee appointed by the recording and transcription industry.

Eastern Network Opportunity

$140,000.00

- Ideal one station market
- Long record good earnings
- Favorable technical postion
- Fairly priced—good financing

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

BROADCAST MANAGEMENT

CONSULTANTS

"not a luxury for the few but an aid for the many"

Only The Strong Survive—The small station that is Wise now becomes Strong and survives. Be wise now and let Broadcast Management Consultants set up a tight knit, well coordinated, profit making operation for you that can weather the economic rough spots that are ahead. Less operating expense—more profit.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS



NEW balanced TV tripod head which has been announced by Camera Equipment Co., New York. Friction and gyro principles have been discarded, and an important safety feature is incorporated which eliminates possiblity of accidents if head is left unlocked with the camera mounted

SEC PROPOSES
Changes on Registration

PROPOSALS to simplify registration and modify reporting requirements under the Securities Exchange Act of 1934 have been announced by the Securities and Exchange Commission. Interested persons were invited to submit comments by April 15.

Under the proposals, Form 10 for registration of securities of commercial and industrial corporations on a national exchange would also call for more complete description of business and property, and revise remuneration items to accord with recent amendments to proxy rules.

WIBW Scholarships

FOR THE third year WIBW Topeka, Kan., has awarded its $250 scholarships to the outstanding 4-H Club boy and girl in Kansas in recognition of superior leadership and service. In addition to the $250 scholarship, each winner receives an educational trip and speaking tour over the state. This year, during 4-H Club Week this month, five of the six winners made the tour with WIBW Farm Service Director Gene Shipley.

COLOR SYSTEM
Program Coding Shown NAB

NEW color system of depicting program schedules was demonstrated at NAB headquarters in Washington last week by Pat Freeman, director of sales and station service of the Canadian Assn. of Broadcasters. Mr. Freeman met with Maurice B. Mitchell, NAB broadcast advertising director, and Harold Fair, program director. Later he conferred with NAB President Justin Miller.

Mr. Freeman's coding method shows program schedules in colors, permitting comparison of program moods in terms of hours of the day. Hooper ratings are tied into the charts, which cover the four American networks as well as a typical Canadian station which emphasizes sequence and block programming.

NEWFOUNDLAND
CBC to Take Over Radio

CANADIAN BROADCASTING Corp. takes over the Broadcasting Corp. of Newfoundland on March 31, when Newfoundland joins Canada as a tenth province. CBC plans to make few changes in present set-up of Newfoundland broadcasting, where there are three BCN stations on the air. A new 1 kw station is going up at Grand Falls. In addition there are several independently-owned stations at St. John's, capital city.

With sparse settlements and no physical link with Canada, the CBC plans to feed its national programs to Newfoundland stations by FM link across the Cabot Straits, then by land line to various stations in Newfoundland. The FM service will be operated by Canada's Dept. of Transport. In addition to the FM link, CBC will be faced with the problem of a sixth time zone, Newfoundland time is one-half hour ahead of Atlantic Standard Time. Programs will be fed from St. John's and Ottawa on March 31 to commemorate the union of the two countries.

NETWORK STATION IN FLORIDA

A consistent income producer under absentee ownership, this 250 watter is exclusive in a good-sized isolated trading area. It is located in own building with practically all new equipment installed last year. With no competitive worries, aggressive, on-the-spot management could increase volume and net.

FOR QUICK SALE $100,000

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
317 South Sixteenth Street
Philadelphia 2, Pennsylvania

Albert Zugsmith, Executive Vice-President
Phone KIngsley 6-1132

Technical

ROBERT LAWRENCE STARK, assistant chief of the international branch, FCC Bureau of Engineering Aviation Division, has been named alternate to first International Civil Aviation Organization regional air navigation meeting for African-Indian Ocean region, scheduled to convene in London last week.

PAUL C. JONES has been appointed chief engineer of WNAV AM & FM Annapolis, Md. **JESSIE L. MYERS** has joined transmitter staff.

R. A. HACKBUSH, Stromberg-Carlson Co., Toronto, has been elected president of the Canadian Radio Technical Planning Board, succeeding **R. M. BROPHY,** president of Rogers-Majestic Corp., Toronto.

RONNIE GANTT has joined technical staff of WIS Columbia, S. C.

GEORGE L. SUTTON, formerly with WMAP Monroe, N. C., has joined WSB Atlanta, as control room operator. Mr. Sutton is at present attending Georgia Tech in addition to his duties at WSB.

BERT COBB has been appointed chief engineer of CKWS Kingston, Ont. He was formerly with CJOY Guelph and CJKL Kirkland Lake, Ont.

AUDIO-MASTER Co., New York, has announced production of a portable phonograph which plays standard 78 rpm records, 33 1/3 rpm transcriptions up to 17½ inches, and Long Playing Microgroove discs interchangeably. Player measures 8 x 13 x 16½ inches overall and weighs 15 pounds complete. Speaker can be positioned anywhere desired away from turntable. Prices for new unit start at $57.50.

MARK McGOWAN, BOB RUDD, and **ROY GLANTON,** engineers at WOW Omaha, have been awarded Certificates of Public Service by **W. P. MARSHALL,** president of Western Union Telegraph Co. Awards were given for "valuable services rendered during the blizzard conditions in south central Nebraska from November 18 to 23rd." Citations say that the engineers—each of whom operates an amateur radio station—"assisted in handling Western Union emergency traffic which might otherwise have been seriously delayed."

AMPLIFIER Corp. of America, New York, has introduced new device, "Magnerasor," which permits instantaneous erasure of recorded reels of magnetic tape without running the tape past the erase head.

ADMIRAL Corp., Chicago, has announced introduction of single-arm phonograph which plays records at 33 1/3, 45 and 78 rpm. Twenty-four models are being manufactured by the firm, and dealer deliveries are scheduled to begin in April. Models include two table radio-phonographs, five console combinations and 17 TV combinations, all of which carry the three speed changer.

ZENITH's net consolidated operating profits for nine months ending Jan. 31 are $2,025,781, firm has reported, after income taxes of $1,227,450, depreciation and reserves.

for NETWORK CALIBRE PROGRAMS



. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

Here's a "Pyramid Club" Where Everyone Wins!

For 26 years, KDYL has operated the kind of "pyramid club" that pays off in sales for advertisers.

We present the kind of shows — with the kind of showmanship—that builds an ever-pyramiding audience throughout Utah.

And now it's happening, too, in television over KDYL-W6XIS.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

Promotion



"FAIR PLAY," point-of-sale promotion display, is being distributed by KMOX St. Louis to 700 grocery stores and meat markets in the area. Designed by the station and advertising manager of a local food chain, the merchandising aid is an easel, 18-by-12 inches, containing numbered tags for customer service below the legend "take a number please"—and a station promotion poster. Consecutively numbered tags, which carry advertising copy, and the station poster are changed monthly. Easel is white with red trim, and cards and posters are printed in color. Number system of customer service was adapted by KMOX as a project for clients.

'Wave News'

A HOUSE organ, aimed at keeping its personnel informed of station and network activities, is being published by WAVE Louisville, Ky. *Wave News* aims at keeping listeners informed by having its personnel know the up to the minute facts about station's programs and activities.

Eye Opener

BRIGHT, blue and while booklet, illustrated with pretty girls and rabbits features WJLS Beckley, W. Va., newest promotion piece. The story told is of the advantages of advertising on WJLS and WJLS-FM, giving all the whys and wherefores, coverage maps, programming and costs. Booklet has been mailed to local, regional and national advertisers and to all CBS affiliates.



MORE THAN 200 scrapbooks, submitted during first semester of WLS Chicago's "Schooltime" contest, are studied by Mrs. Josephine Wetzler, station's director of education. Students' writing and illustrations were based on content of daily *Schooltime* show, aired at 1:15 p.m. CST.

Cooperative Campaign

A NOTICE to its listeners, printed on the back of an advertisement for one of its advertisers, has been distributed by WCFM (FM) Washington. Circular lists station's advertisers and requests its listeners to patronize their shops. It also requests listeners to "boost WCFM" by signing a pledge at the bottom of the sheet which states, "I will be glad to give prior consideration to WCFM advertisers when I am in the market for the goods or services they advertise." The pledge is to be returned to the station. In this way WCFM hopes to have an indication of the effect of its advertising.

Musical Promotion

WISN Milwaukee, Wis., has put its new slogan, "Lis'n to WISN" to music. Musical station breaks are sung by a male quartet or girl trio to well known tunes, such as this St. Patrick's Day ditty, to the tune of the "Irish Washerwoman"—"Sure, Now, 'Lis'n to WISN' for CBS stars—Like Godfrey and Benny and locally yours—There's Raymond and Brandl and Ann Leslie too—Sure, now 'Lis'n to WISN,' your day dreams come true!"

PERSONNEL

SHERRIL W. TAYLOR, formerly publicity director of KSL Salt Lake City, has been appointed station's promotion manager.

EDWIN PENTECOST has been appointed promotion director of WCON Atlanta, Ga.

DON E. KELLEY, WBBM Chicago public relations director, has been named to board of directors of Chicago chapter, Sigma Delta Chi, professional journalism fraternity.

WILLIAM GOLDEN, CBS art director and associate director of sales promotion and advertising, received the Art Directors Club Medal and Award for Design of Complete Unit in Trade Periodicals.

DON KRAUSE, staff writer in the press department at NBC's Central Division, and **EDITH ALLEN,** former NBC Chicago receptionist, have announced their engagement.

WALLY HUTCHINSON, assistant promotion manager of KGO San Francisco, has announced his engagement.

RMA FIGURES

February Output Off

PRODUCTION of TV receivers in February fell off slightly, influenced by a shortage of cathode ray tubes, according to Radio Manufacturers Assn. The February total was 118,938 sets compared to 121,238 in January. Weekly average output was 29,735 TV sets in February, 78% above the average weekly rate for the year 1948.

Production of AM receivers in February was 498,631 compared to 561,900 sets in January, according to RMA, which represents about 90% of total production. AM-FM production was 98,969 sets in February compared to 147,733 in January. Total output of all types of receivers was 716,538 in February as against 830,871 the previous month.

TIDEWATER BASKETBALL

Firm Report Describes Coverage Techniques

ONE of the most vexing problems to radio men covering basketball games is how to fill the blank spot between halves.

Hal Deal, advertising and sales promotion manager of Tidewater-Associated Oil Co., told a convention of college publicists in San Francisco that the schools should promote some sort of between-half activity to provide material for radio commentators covering the games [BROADCASTING, Jan. 17].

Mr. Deal has now issued a report on what Tidewater-Associated itself has done to lick the problem. It said in part: "We have made a special effort to provide our programs with material and personalities that will bring the greatest listening enjoyment. We are cognizant of the fact that a great many listeners enjoy the music of college bands, that many keep a running score and hence enjoy a statistical recapitulation of team and individual performances, and that a high percentage enjoy hearing the views and opinions of top flight officials, coaches and former players."

In handling interviews with coaching personalities, Mr. Deal said, Associated sportscasters ask for explanations of rule interpretations, descriptions of individual and team techniques and analytical remarks concerning offensive and defensive tactics employed by various schools.

He pointed out that the half-time blank spot at basketball games is more difficult to cover up than similar periods in any other sport.

The oil company had contracts to broadcast the basketball games of 17 major western colleges. More than 250 games were aired during the season in Oregon, Washington, Idaho, Utah, Nevada and California.

NLRB Moves

THE NATIONAL Labor Relations Board has moved its Washington, D. C., office and now is operating from new quarters in the Federal Security Bldg., South, on C St., S. W., between Third and Fourth Sts. in the Capital. NLRB's Division of Information is in Room 2212 on the second floor of the building. Phone number is Republic 7500, extensions 6523 and 6524. NLRB's national headquarters formerly were at 815 Connecticut Ave., Washington.

Tele-Tips from WLW-T

SPORTSMAN'S SHOW



Hitting the mark with sports enthusiasts of all kinds in greater Cincinnati is this fascinating fifteen minute Thursday evening show. As host, affable outdoorsman Wally Forste, adroitly draws out visiting guest experts to relate interesting sports experiences and to demonstrate their various skills for the edification of WLW-T's enlarging and enthusiastic audience.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

Promotion – Publicity – Service

WEOA
250 W • CBS
Evansville, Ind.

THRU

WMFT
250 W • Ala.
Florence, Ala.

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

ARTHUR GAETH
Addresses Peace Meet

ARTHUR GAETH, commentator for the United Electrical Radio and Machine Workers of America (CIO) over ABC, was scheduled to speak in New York Saturday (March 26) at the Cultural and Scientific Conference for World Peace, being held at the Waldorf-Astoria Hotel. Mr. Gaeth's address on "The Role of American Radio in World Peace" was part of a panel on mass communications.

Clifford Durr, ex-FCC commissioner, was to be moderator of the communications panel. Other panel members dealt with newspapers, films and mass communications in foreign countries. The discussion was one of several panels held during the peace conference, conducted under the auspices of the National Council of Arts, Sciences and Professions.

Mr. Gaeth warned of the "dangers" involved in sponsored newscasts and commentators stating: "There is always an unconscious pressure to stress 'business-favorable' news; not nearly so prevalent is the pressure to stress 'worker-farmer-consumer' favorable news."

Women's Listening

AUSTIN, TEX., women listen to the radio more than half the time, and plays and serials represent their favorite fare, says the Austin *American-Statesman*. Comments on "Mrs. Austin's" listening habits were made by Al Melinger in a recent issue of the newspaper. Second choice of radio fare among Austin women is music, according to Mr. Melinger. News ranks third. "Two out of three [women]," Mr. Melinger states, "will tell you definitely that their minds are made up—they're going to have a television set as soon as this newest escape gadget is available in these parts. The other third hope to have one soon."

540 KC CASE
Midland Prepares to File For Its KFRM

MIDLAND Broadcasting Co., licensee of KMBC Kansas City and KFRM Concordia, Kan., told FCC last week it was preparing to file for 540 kc for KFRM fulltime with the maximum power consistent with adequate protection for stations below 535 kc.

The application, Midland said, will be filed "at the appropriate time." Its plans were disclosed in a statement in connection with FCC's proposals that 540 kc, new broadcast channel, be limited to 1 kw and not used at all within 25 miles of some 224 military installations which would operate on sub-adjacent channels [BROADCASTING, Feb. 28].

KFRM, now a daytimer on 550 kc with 5 kw, was described as "an interim measure" to permit Midland to serve as much of the Kansas City primary trade area as possible. Midland originally sought 540 kc for this purpose but turned to 550 kc as an alternative until 540 kc officially became available. KMBC operates on 980 kc with 5 kw fulltime.

Of the 224 military installations proposed by FCC for protection by non-use of 540 kc within 25 miles, Midland said only two could have any bearing on KFRM's use of that frequency. One is 41 miles distant and the other 53, while the nearest point along the seacoast (Gulf of Mexico) is 700 miles away, Midland said.

The Midland statement, filed by President Arthur B. Church, considered it "pertinent" that Canada has been using 540 kc with a high-power station "for a number of years" and that Mexico has started a proposed 150-kw station on that channel, but that "the U. S. is just now formulating the basis for the use of 540 kc . . . in this country."

When Mexico first announced its proposal for 150-kw operation on the new frequency, it was pointed out, "Midland urged the Commission to expedite its allocation work with the view to insuring U. S. priority rights," and offered to shift KFRM to 540 kc "in a manner that the coverage in Canada of Canadian Station CBK [Watrous, Sask.] would be protected."

Mutual protection between 540 kc and sub-adjacent non-broadcasting channels may be discussed during the Fourth Inter-American Radio Conference which opens in Washington late this month. Actual use of the channel by broadcasters is slated for decision at the North American Regional Broadcasting Conference to be held in Canada in September.

CHURCH OUTLETS
Prompt FCC Action Urged

PROMPT ACTION on the request for FCC rules changes to permit religious organizations to operate low-power non-commercial stations was urged last week by Leonard H. Marks as counsel for the Southern Baptist Convention and the Baptist General Convention of Texas.

He told members of the Commission in a letter that "several hundred" churches had shown "active interest" in such operation, aside from the approximately 200 cited by the Baptist groups when they petitioned for authority to operate 10-w stations in the 88-92 mc educational band last month [BROADCASTING, Feb. 28].

Mr. Marks said religious organizations "throughout the 20 states covered by the Southern Baptist Convention" have evidenced interest in this type of operation, now permitted only to educational institutions. He submitted a resolution of endorsement from FM Assn.

VIRGIN ISLANDS
FCC Proposes Rule Changes

OBVIOUSLY looking toward a grant of a pending application for the Virgin Islands' first AM station, FCC last Wednesday proposed new rules waiving many of the basic technical requirements insofar as the Islands are concerned.

Minimum power would be 50 w, the usual minimum antenna requirements would be reduced, approved frequency and modulation monitors would not be required if other protective steps were taken, and all classes of commercial radio operators except aircraft radiotelephone operator would be valid for operation of such stations if one or more radiotelephone first-class operators were employed fulltime and assumed responsibility.

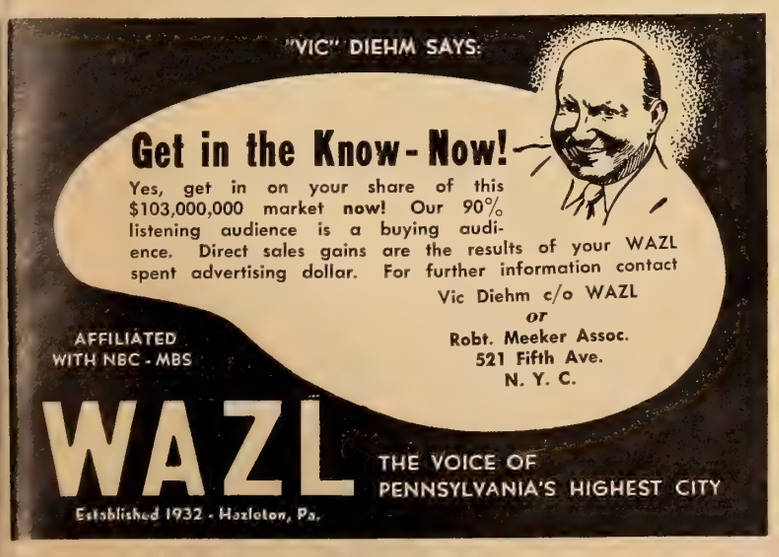
The waivers would apply only to Virgin Islands stations operating on local channels (1230, 1240, 1340, 1400, 1450 and 1490 kc). Comr. Jones dissented and Chairman Coy and Comr. Sterling did not participate.

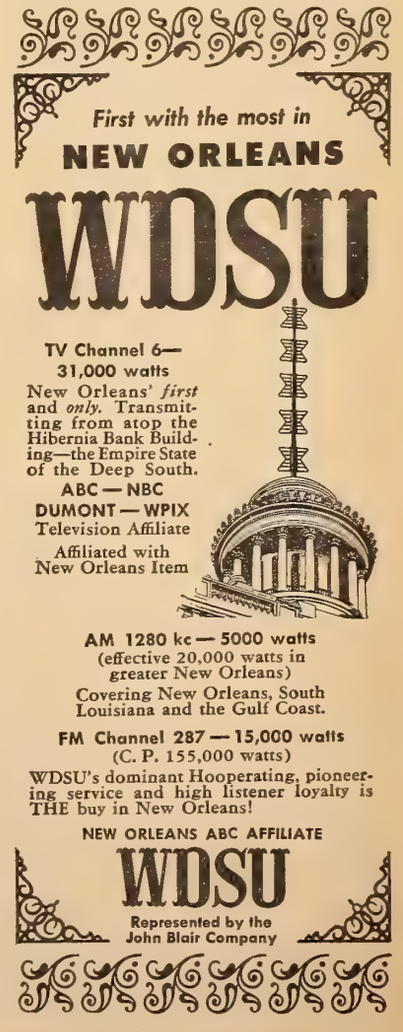
The Commission's announcement did not refer to the pending application of William N. Greer, consulting radio engineer at San Juan, P.R. But observers felt the proposal clearly was made with that application in mind. Mr. Greer is seeking 50 w fulltime on 1340 kc at Charlotte Amalie and has asked for waiver of the rules to permit the below-minimum power and to allow use of a special antenna [BROADCASTING, June 7, 1948].

In announcing its proposal, FCC said the waivers were "deemed necessary because there is at present no broadcast service originating in the Virgin Islands and the economic status of the Islands is such that it appears to be unfeasible [financially] to construct and operate a standard broadcast station with the power and equipment required by the present rules." Further, FCC said, 50 w should cover the Islands satisfactorily. Comments on the proposal will be accepted to April 15.

WTTS Opening

FORMAL opening of WTTS Bloomington, Ind., was celebrated Friday night with special open house party. Owned by Sarkes and Mary Tarzian, WTTS is assigned 1 kw day, 500 w night on 1370 kc. Honor guests included Indiana Governor Henry Schricker and Sen. Homer E. Capehart (R-Ind.). Station manager is Glenn Van Horn.





FCC Actions

(Continued from page 64)

Applications Cont.:

SSA-730 kc

WPIT Pittsburgh—SSA 730 kc 1 kw-D 250 w-N unl. until Nov. 1.

License Renewal

License renewal applications were filed by following AM stations: KENI Anchorage, Alaska; KFAR Fairbanks, Alaska.

Modification of CP

WTJS-FM Jackson, Tenn.—Mod. CP new FM station change ERP to 50.4 kw.

WXYZ-TV Detroit—Mod. CP new commercial TV station change ERP from 32.1 kw vis., 16.7 kw aur. to 27.9 kw vis., 13.9 kw aur.

TENDERED FOR FILING

AM-1410 kc

WLBJ Bowling Green, Ky.—CP change from 1340 kc 250 unl. to 1410 kc 1 kw unl. DA-N.

Modification of License

WADC Tallmadge, Ohio.—Mod. license change main studio to Akron.

Transfer of Control

WKTY LaCrosse, Wis.—Transfer control of LaCrosse Bcstg. Co., licensee, to LaCrosse Tribune Co.

Application Dismissed

C. Merwin Dobyns, San Bernardino, Calif.—DISMISSED Aug. 25, 1948, application for CP new AM station 730 kc 1 kw D (Not previously reported by FCC).

March 24 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Mosley Bros., Picayune, Miss., and WABB Mobile, Ala.—Designated for hearing in consolidated proceeding application of Mosley Bros. for new station 1320 kc 1 kw D with application of The Mobile Press Register Inc. to change operating assignment of WABB from 1480 kc 5 kw DA-2 unl. to 1320 kc 5 kw unl. DA-DN.

Petition Denied

Chanute Bcstg. Co., Chanute, and KIND Independence, Kan.—Denied petition of Chanute Bcstg. Co. to remove from hearing and grant application for new station 1460 kc 250 w D; and designated for hearing in consolidated proceeding with Chanute's application, application of Central Bcstg. Inc. to change operating assignment of KIND from 1010 kc 250 w D to 1450 kc 250 w unl., contingent upon granting of application of WMBH Joplin, Mo. to change operating assignment. Further ordered that if contingent application of KIND prevails in this proceeding, it shall be removed from hearing status and returned to Commission's pending file until final disposition of aforesaid parent application is made by Commission.

Petition Granted

KSFO San Francisco—Adopted order granting, with cond., petition to specify relief requested in its original form and before amendment; and Commission's order of Aug. 19, 1948, insofar as it imposed cond. upon grant of KSFO's application, is amended to delete cond. and permit operation from trans. site and with ant. system specified by KSFO in its application for CP and at Nov. 1946 hearing; dismissed application. Aug. 19 action granted KSFO change from 560 kc 5 kw-D 1 kw-N to 740 kc 50 kw unl. at new trans. site; cond.

William M. Drace, Greer, and Easley Broadcast Co., Easley, S. C.—Adopted memorandum opinion and order granting petition of William M. Drace requesting waiver of Sec. 1.363 of rules to permit acceptance of his application for new station 1490 kc 250 w unl., and consolidate it for hearing with applications of Piedmont Bcstg. Co., Bruce Johnson Co., and Easley Broadcast Co. for new station 1490 kc, 250 w unl.; and Commission's order of Oct. 27, 1948, designating Piedmont and Bruce Johnson Co., was amended to include Drace and Easley applications.

Hearing Designated

KTBS Shreveport, La.—Designated for hearing application for mod. CP to make changes in DA, to increase maximum expected operating values of horizontal pattern toward service area of WOR New York, and made WOR party to proceeding.

Atlas Bcstg. Co., Hamtramck, Mich.—Designated for hearing application for new station 1440 kc 500 w D, in consolidated proceeding with application of Hamtramck Radio Corp.; and ordered Commission's order of Nov. 5, 1948, granting petition of WBCM Bay City to intervene in hearing on Hamtramck Radio Corp. application, amended to make WBCM party intervenor with reference to all applications in this proceeding.

WSAZ-TV Huntington, W. Va.—Designated for hearing application for additional time to complete construction of TV station.

Petition Denied

WHEN Syracuse, N. Y.—Denied petition for reconsideration of action taken Jan. 26 wherein petitioner's application for mod. of television CP was granted in part; and extended to period terminating 20 days from date, in which time applicant must indicate its rejection of partial grant.

Modification of CP

KIMV Hutchinson, Kan.—Granted mod. CP for Class B station to change channel from No. 289 to 233; adopted order amending revised tentative allocation plan for Class B FM stations to change channel allocations: Delete Channel 289 Hutchinson, and add No. 233; delete No. 233 at Salina, Kan., and add No. 253, delete No. 234 from Dodge City, Kan., and add No. 289.

Assignment of License

KPIK San Luis Obispo, Calif. — Granted assignment of license from James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman to S. H. Frowein, Aram S. Rejebian and Emma Widman, d/b as San Luis Obispo Bcstg. Co.

WGTC Greenville, N. C.—Granted assignment of license from J. J. White to Carolina Bcstg. System Inc. for $60,000 on cond. assignee surrender for cancellation its CP for WGNE on or before date upon which instant assignment is effected.

Transfer of Control

KATE Albert Lea, Minn.—Granted relinquishment of control by Edgar Hayek and wife and acquisition of control by J. George and William R. Wolf and Bennett O. Knudson.

KSAL Salina, Kan.—Granted transfer of control from Roy E. Bailey to Hutchinson Pub. Co. and Salina Journal Inc.

Hearing Designated

WMAW Milwaukee—Designated for hearing application for license to cover CP and application for consent to involuntary transfer of control from Myrtie D. Uihlein (deceased) to Clifford A. Randall and Wilke M. Zimmers, as co-executors of estate.

Assignment of License

WINX-FM Washington, D. C.—Granted assignment of FM license from WINX Bcstg. Co. to WTOP Inc. for $160,000, on cond. that assignment be not effective until WTOP has surrendered CG for WTOP-FM.

Waiver Granted

KRUZ Santa Cruz and KDON Monterey, Calif. — Granted request for waiver of Sec. 1.321 in connection with applications for consent to assignment of licenses.

Transfer of Control

WFAH Alliance, Ohio — Granted transfer of control of Review Pub. Co. to Stewart O. McHenry and Arthur J. Hoiles as co-fiduciaries.

Box Score

SUMMARY TO MARCH 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,956	1,913	233	...	460	263
FM Stations	721	294	605	28*	110	29
TV Stations	59	7	115	...	322	181

*11 on air

CALL ASSIGNMENTS: KOAG Stillwater, Okla., changed to KAMC (Oklahoma Agricultural and Mechanical College); KALO Victoria, Tex., changed to KNAL (Victoria Broadcasting Co.); KOFO Ottawa, Kan. (Ottawa Broadcasting Co., 1220 kc, 250 w, day); KWBE Beatrice, Neb. (Blue Valley Broadcasting Co., 1450 kc, 250 w, fulltime); KXRA Alexandria, Minn. (Alexandria Broadcasting Corp., 1490 kc, 250 w, fulltime); WJWL Georgetown, Del. (Rollins Broadcasting Inc., 900 kc, 1 kw, day); WKAM Warsaw, Ind. (Kosciusko Broadcasting Corp., 1220 kc, 250 w, day); WJWL-FM Georgetown, Del. (Rollins Broadcasting Inc.).

TV APPLICATION

Dallas, Tex.—W. W. Lechner d/b as Lechner Television Co., Channel 11 (198-204 mc), ERP 20.3 kw vis., 14.5 kw aur., antenna height above average terrain 483 ft., estimated cost $199,550, first year operating cost $125,000, revenue $60,000. Applicant, Texas oil producer and rancher, earlier filed for new TV station at Houston BROADCASTING, March 21). Filed March 18.

AM APPLICATIONS

Brattleboro, Vt. — Granite State Broadcasting Co. Inc., 1450 kc, 250 w, unlimited; estimated cost $11,300. Principals: William J. Barkley, executive vice president Collins Radio Co., Cedar Rapids, Ia., president 35%; H. Scott Killgore, sales representative, Collins Radio Co., vice president 20%; William F. Rust Jr., general manager Radio-Industrial Engineering Co. Inc., Goffstown, N. H., treasurer 41.7%; John J. Rogan, patent attorney, New York, 3.3%. Filed March 22.

Clifton, Ariz. — Dwight Harkins Amusement Enterprises Inc. d/b as The Saguaro Broadcasting Co., 1400 kc, 250 w, fulltime; estimated cost $23,000. Firm is 25% owner KTYL Mesa, Ariz., of which Dwight E. Harkins is general manager. Mr. Harkins is secretary-treasurer and 40% owner of applicant. Others are Harry L. Nace Sr., president and 59%, and Harry L. Nace Jr., vice president and 1%. They have theatre interests. Filed March 18.

Houston, Tex.—John F. Cooke, 1480 kc, 1 kw, daytime; estimated cost $22,625. Applicant is general manager of KIOK Bay City, Tex. Filed March 22.

Snyder, Tex.—Scurry County Broadcasters, 1220 kc, 250 w, daytime; estimated cost $10,500. Co-partnership: W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Each also is one-third owner Economy Printing Co., Lamesa. Filed March 24.

TRANSFER REQUEST

KVIC Victoria, Tex.—Assignment of license from Radio Enterprises Inc., licensee, wholly owned by J. G. Long, to KVIC Broadcasting Co. Inc., new firm in which Mr. Long is president and 50% owner. Consideration $190,000 Others in KVIC Broadcasting: Paul H. Kimberlin, 20%; William Bryan Powell, vice president, 10%; L. O. Wallace, 5%; Doris P. Shillingburg, 5%; John G. Morgan, 5%; Harry J. Ellis, 5%. All are associated in theatre operations. Mr. Long is licensee of KSAM Huntsville and KTLW Texas City, Tex., and 50% owner KIOX Bay City, Tex. KVIC is assigned 250 w on 1340 kc.

KGFN Grass Valley, Calif.—Competitive bid to purchase station filed under Avco rule by H. Neil Black, chief engineer of KSMO San Mateo, Calif. Original purchase bid filed by Joe D. Carroll, manager of KMYC Marysville, Calif. [BROADCASTING, Feb. 21]. Consideration $15,000. KGFN is assigned 250 w fulltime on 1400 kc.

KHBR Hillsboro, Tex.—Assignment of license from Hill County Broadcasting Co. to new partnership of same name in which Ross G. Bohannon retains 20% interest. R. W. Calvert and W. N. Furey retire from station and each sell 30% interest for $6,100 apiece to William S. Snowden who also assumes existing liabilities. Remaining 20% interest is reserved for "other interests", application said. Mr. Snowden is permittee of KCUI Midland, Tex., KSWM Winfield, Kan., and KDXJ Jennings, La. KHBR is assigned 250 w day on 1560 kc.

WSAT Salisbury, N. C.—Relinquishment of negative control by C. H. Wentz who sells 1,800 of his 2,700 shares (50%) for $18,000 in equal portions (16.7% each) to L. L. Bavce and W. D. Flinton, part owners of Thomas & Howard Co., southern wholesale grocery firm. WSAT is assigned 1 kw day on 1280 kc.

WENA Bayamon, P.R.—Assignment of license from Ramon Agudo, sole owner, to Bayamon Broadcasting Corp., new firm in which Mr. Agudo presently holds 25% interest and after transfer will hold 54% interest. Bayamon Broadcasting had been formed to build new FM station which was to be merged with WENA but plan was dropped. However firm was contracted to build WENA. Consideration includes giving Mr. Agudo additional stock in amount of $10,200 and cancellation of $8,298.76 balance on obligation due firm for building outlet. Others in firm, who will have 15% each are Alberto Diaz Atiles, physician, president. Domingo Diaz Alexandro, WENA general manager, secretary, and Gustavo Diaz Atiles, assistant WENA manager, treasurer. WENA is assigned 250 w on 1560 kc.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Patmar

LOOK UP

On Records: Tex Beneke — Vic. 20-3340; Golden Gate Quartet — Mer. 5242; Jack Smith—Cap.*

On Transcriptions: Jan Garber — Capitol; Frankie Carle—Lang-Worth; Buddy Weed — Associated; Manhattan Nighthawks — NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD

WSTC and WSTC-FM

STAMFORD, CONN.

"The Gateway to New England"

ABC Affiliate

Representative: J. P. McKINNEY & SON

Extension Granted

KCOM Sioux City, Iowa—Granted extension of time within which Dietrick Dirks, transferee-grantee, must dispose of his 50% interest in KTRI before effecting Commission's grant of consent to his acquisition of control of KCOM.

Hearing Designated

KOA Denver, Col.—Designated for hearing application to replace vertical ant. of KOA and mount FM ant. on AM tower, and made WHDH Boston, WJW Cleveland, WXKW Albany, WTNB Birmingham, WRUF Gainesville, Fla., WKBZ Muskegon and WEEU Reading parties to proceeding.

Roanoke Bcstg. Co., Roanoke, Ala.—Designated for hearing application for new station 930 kc 250 w D.

AM—1460 kc

Union-Carolina Bcstg. Co., Union, S. C.—Granted CP new station 1460 kc 1 kw unl. DA-N; engineering cond.; estimated cost: $38,178.

AM—1300 kc

Aiken-Augusta Bcstg. Co. Inc., Aiken, S. C.—Granted CP new station 1300 kc 1 kw D; engineering cond.; estimated cost $13,575 exclusive of land and buildings.

Hearing Designated

Robstown Bcstg. Co., Robstown, Tex.—Designated for hearing application for new station 1480 kc 1 kw D and made Bee Bcstg. Co., Beeville, Tex., party to proceeding.

AM—1260 kc

Bob Jones U. Inc., Greenville, S. C.—Granted CP new station 1260 kc 1 kw D; engineering cond.; estimated cost $21,500.

Modification of CP

WNAG Grenada, Miss.—Granted mod. CP to change from 1490 to 1400 kc, 250 w unl.; engineering cond.

WDAV Auburn, Me.—Granted mod. CP make changes in vertical ant., change trans. location and specify studio location at Lewiston, Me.; engineering cond.; granted extension of completion date.

March 24 Applications . . .

ACCEPTED FOR FILING

AM—1500 kc

WJBK Detroit—CP change from 1490 kc 250 w unl. to 1500 kc 10 kw-N 25 kw-D unl. DA-DN AMENDED to change name from Detroit Bcstg. Co. to The Fort Industry Co.

Avco Bid

KGFN Grass Valley, Calif.—Application to purchase KGFN filed by H. Neil Black under Avco rule.

Assignment of License

KYOR San Diego, Calif.—Assignment of license from Albert E. Furlow, Frank G. Forward, Roy A. Ledford, Fred H. Rohr and Mary W. Hetzler d/b as Silver Gate Bcstg. Co. to San Diego Bcstg. Co.

KVIC Victoria, Tex.—Assignment of license from Radio Enterprises Inc. to KVIC Bcstg. Co. Inc.

KADA Ada, Okla.—Assignment of license from C. C. Morris to KADA Bcstg. Inc.

License Renewal

WNAX Yankton, S. D.—License renewal AM station.

License for CP

WFVG Fuquay Springs, N. C.—License to cover CP new AM station.

WEAU Eau Claire, Wis.—License to cover CP increase power etc.

Modification of CP

WCON Atlanta, Ga.—Mod. CP new AM station for extension of completion date.

KBKX San Antonio, Tex.—Same.

KFJI Klamath Falls, Ore.—Mod. CP change frequency, increase power etc. to increase 1 kw unl. to 1 kw-N 5 kw-D unl. (1150).

License for CP

WTIC-FM Hartford, Conn.—License to cover CP changes in FM station.

WFRS Grand Rapids, Mich.—License to cover CP for reinstatement of new FM station.

Modification of CP

KNOB Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

WSFL-FM Springfield, Mass.—Same.

WSNJ-FM Bridgeton, N. J.—Same.

WCOL-FM Columbus, Ohio—Same.

WSVS-FM Crewe, Va.—Mod. CP new FM station to change ERP to 14 kw.

TENDERED FOR FILING

AM—980 kc

KFRD Rosenberg, Tex.—CP change from 980 kc 500 w D to 980 kc 1 kw-D 100 w-N unl.



AWARDS to six Midwest stations, winners in Kroger Co. fall promotion contest, were presented at cocktail party given in Cincinnati early this month by the Ralph H. Jones Co., Kroger agency. Representing winning stations, Kroger and agency were: Seated (l to r)—Madeline Barry, WBOW Terre Haute, Ind.; R. Sanford Guyer, WBTM Danville, Va.; Lenore Little, WOOD Grand Rapids, Mich.; Joseph B. Hall, president of Kroger; Kathryn M. Hardig, assistant radio-TV director for agency, and John Sinclair, WCHS Charleston, W. Va. Standing—C. M. Robertson Jr., agency president; E. G. Feinthel, WLW Cincinnati; Jack Gelder, WCHS, and Marvin H. Hult, WMBD Peoria, Ill.

NEW STATIONS

Three Issued CPs

CONSTRUCTION permits for three new AM stations, one fulltime and two daytime only outlets, were granted last week by FCC. All were for South Carolina. One existing AM station was granted change in facilities.

New AM outlets were authorized at Union, S. C., to Union-Carolina Broadcasting Co.; Aiken, S. C., to Aiken-Augusta Broadcasting Co., and Greenville to Bob Jones U.

WNAG Grenada, Miss., licensed to Birney Imes Jr., received switch in frequency from 1490 kc to 1400 kc. Outlet operates fulltime with 250 w.

Details of new station grants:

Union, S. C.—Union-Carolina Broadcasting Co., 1460 kc, 1 kw, fulltime, directional night; estimated cost $38,178. Principals: E. H. Hughes, president-treasurer 26%; F. W. Symes, part owner of Union Buffalo Mills, Greenville, 56%; Katherine McK. Wilkinson, vice president 10%.

Aiken, S. C.—Aiken-Augusta Broadcasting Co., 1300 kc, 1 kw, daytime; estimated cost $13,575. Principals: William E. Benns, secretary-treasurer of WVOK Birmingham and WFEC Miami, 3%; Rutledge Anderson, secretary 40%; J. H. Wills, Dixie Engineering, Columbia, 28%; Gerald C. Merchant, secretary-treasurer WFGN Gaffney, 21%; Maria W. Skinner, vice president WFEC Miami, 5%; Aiken Chamber of Commerce 3%.

Greenville, S. C.—Bob Jones U. Inc., 1260 kc, 1 kw, daytime; Tennessee nonprofit corporation for educational purporses. Dr. R. R. (Bob) Jones, chairman board of trustees.

WOW FARMERS

Tour Members Give Talks

SINCE returning Dec. 20 from a 30-day visit to nine European countries, the 30 members (including 26 farmers) of the WOW Omaha Farmers' Trip to Europe [BROADCASTING, Nov 1, Nov. 29, 1948] have given 600 speeches and addressed more than 60,000 persons.

Appearances before audiences in Nebraska, Iowa, South Dakota, Minnesota, Kansas and Missouri have convinced members of the group that midwesterners have an intense interest in farm, economic, political and social problems in western Europe, according to Mal Hansen, WOW farm service director, who was tour leader. The tour group, which included besides Mr. Hansen and the 26 farmers, Bill Wiseman, WOW promotion manager, Robert McMillen of *The Farm Journal*, Philadelphia, and Lawrence Youngman, of Travel and Transport, Omaha, held a "reunion" dinner in Omaha March 9.

PUBLISHER PETITION

To Revoke WGBA Denied

A PETITION requesting revocation of licenses of WGBA and WGBA-FM Columbus, Ga., as an aftermath of a Ku Klux Klan meeting [BROADCASTING, March 29, 1948] was denied last Thursday by FCC.

The petition was filed by F. W. New, editor-publisher of the weekly *Georgia Tribune* at Columbus, who told FCC that the stations, owned by the local *Ledger-Enquirer*, had carried defamatory material about him, editorialized "in the guise of newscasts," and operated as "the editorial mediums" of the *Ledger-Enquirer*.

The charges, which grew out of an episode involving a Ku Klux Klan meeting near Columbus, were denied by A. E. Mickel, general manager of the stations. He said WGBA and WGBA-FM treated the episode just as "any hot story would have been," and also went to considerable trouble to get a statement from the Grand Dragon of the KKK and to broadcast one from Mr. New himself [BROADCASTING, April 5, 1948].

NBC Athletic Assn.

ALBERT WALKER, NBC executive assistant, has been elected president of the NBC Athletic Assn. Jo Dine, director of the press department, has been chosen first vice president. Other officers: Joan de Mott, controllers department, second vice president; Cal Wheeler, controllers department, treasurer; Kay Henderson, continuity acceptance department, secretary.

Upcoming

March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.
March 31: Radio Pioneers annual banquet, Toots Shors, New York.
March 31: Gagwriters Convention, Park Sheraton Hotel, New York.
April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).
April 7-9: CBC board of governors meeting, Ottawa.
April 12: Brand Names Day, Waldorf-Astoria, New York.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

MERCY APPEAL

WIRA, Baukhage Aid Child

LIFE of a two-year old boy, Donald Hill Jr. of Fort Pierce, Fla., was prolonged last week through the combined efforts of WIRA Fort Pierce and H. R. Baukhage, ABC correspondent in Washington. At the urgent request last Monday of the lad's father, WIRA manager Douglas Silver, after broadcasting local appeals, telephoned Baughage, who aired an appeal for "golden blood" (from persons cured of Leukemia) on his Tuesday 1 p.m. network news program. Prospective donors were flown to Fort Pierce via chartered plane.

Response was immediate and from far-scattered points. Donors wired and phoned from Flint, Mich.; Superior, Wis.; Portland, Ore., and Birmingham, Ala. Various specialists in the dread disease, that doctors feared would take Donny's life within four days, were recommended, along with the miracle drug, Aminopterin. Baukhage forwarded all information to WIRA and a Leukemia specialist was located in Birmingham. The boy and his mother were flown there immediately. He was treated with the drug and sent home, his blood count up considerably.

NATIONAL citation from American Legion has been awarded WHFC Cicero, Ill., for "distinguished and meritorious public service" and cooperation "in the presentation of programs for the betterment of community, state and nation."

At Deadline...

OWNERSHIP HEARINGS ORDERED IN TWO CASES

HEARINGS on ownership issues ordered by FCC in two cases: L. W. Andrews Inc., seeking new AM outlet at Davenport, Iowa (250 w day on 1580 kc), and WMAW Milwaukee, seeking license for its permit (1250 kc, 5 kw) and consent to involuntary transfer of control.

Commission indicated it wished to determine extent to which principals of L. W. Andrews Inc. participated in past operation of KICD Spencer, Iowa, which awaits proposed decision following revocation hearing last December. L. W. Andrews sold majority interest in KICD to Ben B. Sanders in 1945. Mr. Sanders has been charged by FCC with concealing and misrepresenting his financial qualifications [BROADCASTING, April 19, 1948]. Comrs. E. M. Webster and Robert F. Jones voted for grant of new station.

In WMAW case, Commission said it wished full information on interests of Herbert and Myrtie Uihlein, both deceased, and certain other stockholders including Clifford A. Randall. Financial arragements also to be studied, FCC said. WMAW seeks involuntary transfer of control through switch of 10% interest from estate of Myrtie Uihlein to Mr. Randall and Wilke M. Zimmers as co-executors of estate. Messrs. Randall and Zimmers now hold combined 45% interest in station.

FCC AFFIRMS DELETION OF KARO(TV) CHANNEL 1 CP

INDICATING KARO(TV) Riverside, Calif., waited too long to seek retention of its television permit, FCC Friday affirmed cancellation of station's authorization for Channel 1 (44-50 mc), now reallocated to other services. Commission also denied request for additional time to build station; dismissed bid for special temporary authority to use Channel 6 (82-88 mc) at nearby San Bernardino, Calif., and requested KARO to decide in 30 days if it wished hearing on request for Channel 13 (210-216 mc) at Los Angeles, now assigned to KLAC-TV there.

Commission said it advised KARO in May 1947 that reallocation of Channels 1 and 2 were under consideration and that station failed to participate in public hearing on proposal being considered to reallocate Channel 1 and delete it at Riverside. Channel 6 is involved in San Diego hearing where five applicants seek three facilities, FCC said, and KARO is not party to proceeding. Regarding Channel 13 at Los Angeles, Commission said comparative hearing not in order as facility already granted KLAC-TV, but hearing on "objectionable interference" issue will be granted if desired.

KARO is owned by Broadcasting Corp. of America, licensee of KPRO (AM) Riverside and operator of several other AM and FM outlets in West.

ADMIRAL EARNINGS UP

EARNINGS and sales of Admiral Corp., Chicago, reached all-time high in 1948, firm's annual report shows. Net earnings were $3,782,825 compared with $2,248,186 for previous year. Earnings per share on million shares outstanding were $3.78, increase of 68% over $2.25 in 1947. Net sales of $66,764,266 increased 39% over previous year, and 85% over 1946. Net worth jumped 39%, from $7,795,460 to $10,814,886.

CURRAN NAMES SH&G

FRANK J. CURRAN Co., Aurora, Ill. (insecticides), has named Schoenfeld, Huber and Green, Chicago, to handle advertising. Radio will be used.

QUESTIONS RAISED FOR FCC ON TOWER SITE APPROVALS

QUESTION of possible change in procedure for handling antenna-site approvals by Civil Aeronautics Administration raised Friday in oral argument before FCC. Question in effect is whether applications should be referred to CAA for clearance of specified sites before hearings, as FCC once did, or after hearing, as now.

In argument on proposed decision to grant Belleville (Ill.) *News-Democrat* application for 1260 kc with 1 kw and deny that of WTMV East St. Louis for same frequency, Arthur W. Scharfeld, attorney for WTMV, asked for reopening of record on ground that CAA has refused to approve *News-Democrat's* proposed site. Change in site could change coverage, he claimed. In past, he said, FCC has denied applications which proposed sites objectionable to CAA.

Marcus Cohn, attorney for *News-Democrat*, denied site-approval was one of issues of hearing. He said reopening this case would mean any case could be reopened any time CAA disapproves or changes mind, and that CAA testimony henceforth might have to be presented during hearings. Slight modifications often can change CAA disapproval into approval, and in Belleville case, he said, CAA is now ready to approve.

CAA approval question also expected to be raised in forthcoming hearing, called by FCC Friday, on WOR New York application for new directional antenna and application of WDSM Superior, Wis. for 5 kw fulltime on 710 kc channel used by WOR. In WOR case, it was reported, CAA reversed usual procedure by refusing approval in Washington after field experts had approved. Observers meanwhile noted that FCC in past few weeks had stopped making proposed grants subject to CAA approval of transmitter site and antenna system but now specify, instead, that site and system must comply with FCC standards.

NAB RESOLUTIONS GROUP

RESOLUTIONS COMMITTEE for NAB Convention, to be held in Chicago April 6-13, named and meeting date set for 10 a.m., April 11, NAB President Justin Miller's office announced Friday. Seven-man committee, under chairmanship of Wiley P. Harris, WJDX Jackson, Miss.: Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Phil Hoffman, WOL Washington; Edward Wheeler, WEAW (FM) Evanston, Ill.

NBC PLANS MAPPED

GROUNDWORK for fall advertising promotion, exploitation and publicity campaign of NBC and affiliates established in New York by Stations' Advertising and Promotion Committee and network officials in meeting completed Friday. Committee representing affiliates was named at recent NBC meeting in Chicago to implement resolution adopted there promising industry's greatest promotion campaign to date for fall season.

NEW ABC-TV AFFILIATES

ABC-TV announced Friday affiliation of three more stations—KSL-TV Salt Lake City, KMA-TV Omaha and WLAV-TV Grand Rapids. Stations expected to start operations in May, August and September, respectively. ABC-TV now totals 31 stations, 21 of which are operating.

SALE OF WMOB TO WEBER IN NEGOTIATION STAGE

NEGOTIATIONS for purchase of substantial interest in or all of WMOB Mobile, Ala. from Nunn Broadcasting Co. by Fred Weber, former stockholder and general manager of WDSU New Orleans, reportedly under way and may be completed this week. Total sales price understood to be about $200,000. Mr. Weber has been supervising installation of new 5-kw facilities of WHBQ Memphis, but reportedly plans to move to Mobile in near future. WMOB, ABC outlet on 1230 kc with 250 w, is one of five Nunn stations and is headed by Gilmore N. Nunn. Others: WLAP Lexington and WCMI Ashland, Ky., KFDA Amarillo, Tex., and WBIR Knoxville, Tenn.

WOR-TV GETS ABC SPACE

ABC has leased 10,000 square feet of studio and office space in ABC Television Center, New York, to WOR-TV New York which begins operation this summer. Mutual TV station will start work immediately on two large studios, control and viewing rooms, and subsidiary facilities and offices. ABC and WOR-TV will share some audition and rehearsal studios. Address of WOR-TV will be 18 West 67 Street.

JOHN T. GEERY JR., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

Closed Circuit

(Continued from page 4)

pected to resign within 60 days to become general manager of KLAC-AM Hollywood. Move is in anticipation of FCC approval of station purchase by Ralph Atlass [BROADCASTING, March 21].

NBC HAS MADE rebate to N. W. Ayer, agency for Sealtest, sponsor of Dorothy Lamour show which was cut off air during broadcast fortnight ago from opening of Hotel Shamrock, Houston. Interference from reveling guests caused cut-off. Restitution for talent costs on program reportedly offered to Sealtest by Glenn McCarthy, Shamrock owner.

FAME of Dr. F. L. Whan, head of department of speech and radio at U. of Wichita, in diary research field, has spread coast-to-coast. Understood he has been retained for new surveys in both California and Florida. For 14 years he has conducted Kansas studies under commission from WIBW Topeka and for 13 has made Iowa studies for WHO Des Moines. He has also made studies in Oklahoma and Illinois.

JACK BENNY and William S. Paley, CBS board chairman, meet in New York this week for television discussions. April 10 Benny broadcast is being transcribed in advance.

FCC-FTC-SEC subcommittee of House Interstate and Foreign Commerce Committee reserving pigeon-hole for pro-FM legislative proposals of Rep. William Lemke (R-N.D.). One Lemke measure (HR 65) demands allocation of section of 50 mc band to FM. Another (HR 856), upholding arguments of FM factions, would make FCC decisions containing technical or scientific errors appealable to courts.

METHODS of using extremely high power in frequencies above 1,000 mc being developed at West Coast university laboratory. New tube developments may solve some of TV's upper-frequency transmitter problems by adaptation of pulse technique.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — March Trade Edition

Area Listeners Rate KMBC-KFRM First

"The Team" Ranks First In Recall Survey

The KMBC-KFRM Team leads all broadcasters in the Kansas City Primary Trade area, according to the results of a personal interview aided recall radio survey released in February by Conlan & Associates.

Conducted last fall at the Kansas State Fair, and the American Royal Livestock & Horse Show, the survey comprehended interview with 1,223 persons from 152 counties in the Kansas City Primary Trade area, within the half-millivolt contours of KMBC and KFRM, living in rural areas or in towns of less than 2,500 population. Sixteen of these counties are within the half-millivolt contours of both KMBC and KFRM.

Basic questions covered these six subjects: Stations Listened to Regularly; Favorite Radio Farm Editors and Market Reporters; Stations Listened to for News; Stations Listened to for Market Reports; Stations Listened to for Other Farm Programs, and Stations Listened to for Women's Home-Making programs.

In the KFRM Area study 812 persons residing in 96 counties within KFRM's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in three out of the six categories. It is significant to note that KFRM had been on the air less than a year.

In the KMBC Area study 551 persons residing in 71 counties within KMBC's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in all six categories on an "unweighted" basis, and ranked first in five out of six categories on a "weighted" basis.

The results of this personal interview compare remarkably with those of the Conlan coincidental survey conducted last fall, involving more than 100,000 telephone calls in the Kansas City Primary Trade area. Complete information on these surveys is available to advertisers and their agencies on request.

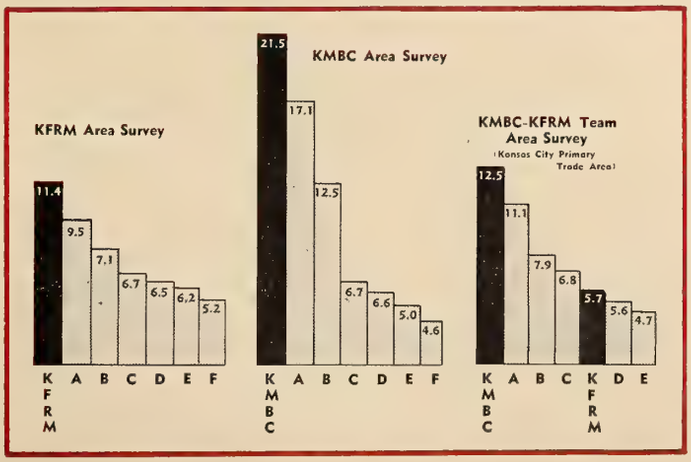
The KMBC-KFRM Team is first in listener preference throughout the great Kansas City Primary Trade area because listeners get the kind of program service they like and need from "The Team". The KMBC-KFRM Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade area, extending from central Missouri west to Colorado, and including counties in Nebraska and Oklahoma.

"The Team" Ranks First in Coincidental Survey

A Conlan radio survey of more than 100,000 calls, made last fall, gave The KMBC-KFRM Team first ranking daytime in the huge Kansas City Primary Trade area. Believed to be the largest coincidental survey of its kind, it reported radio listening for a one-week period from 8 a.m. to 6:30 p.m. in the area extending from Central Missouri west through Kansas to Colorado, and including a small number of counties in Nebraska and Oklahoma.

Essentially rural in character, the survey revealed that KMBC is the most listened to station, daytime, within a radius of slightly over 100 miles from Kansas City, and that KFRM is the most listened to station, daytime, in Kansas within KFRM's half-millivolt contour. The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area.

The graph below pictures these rankings!



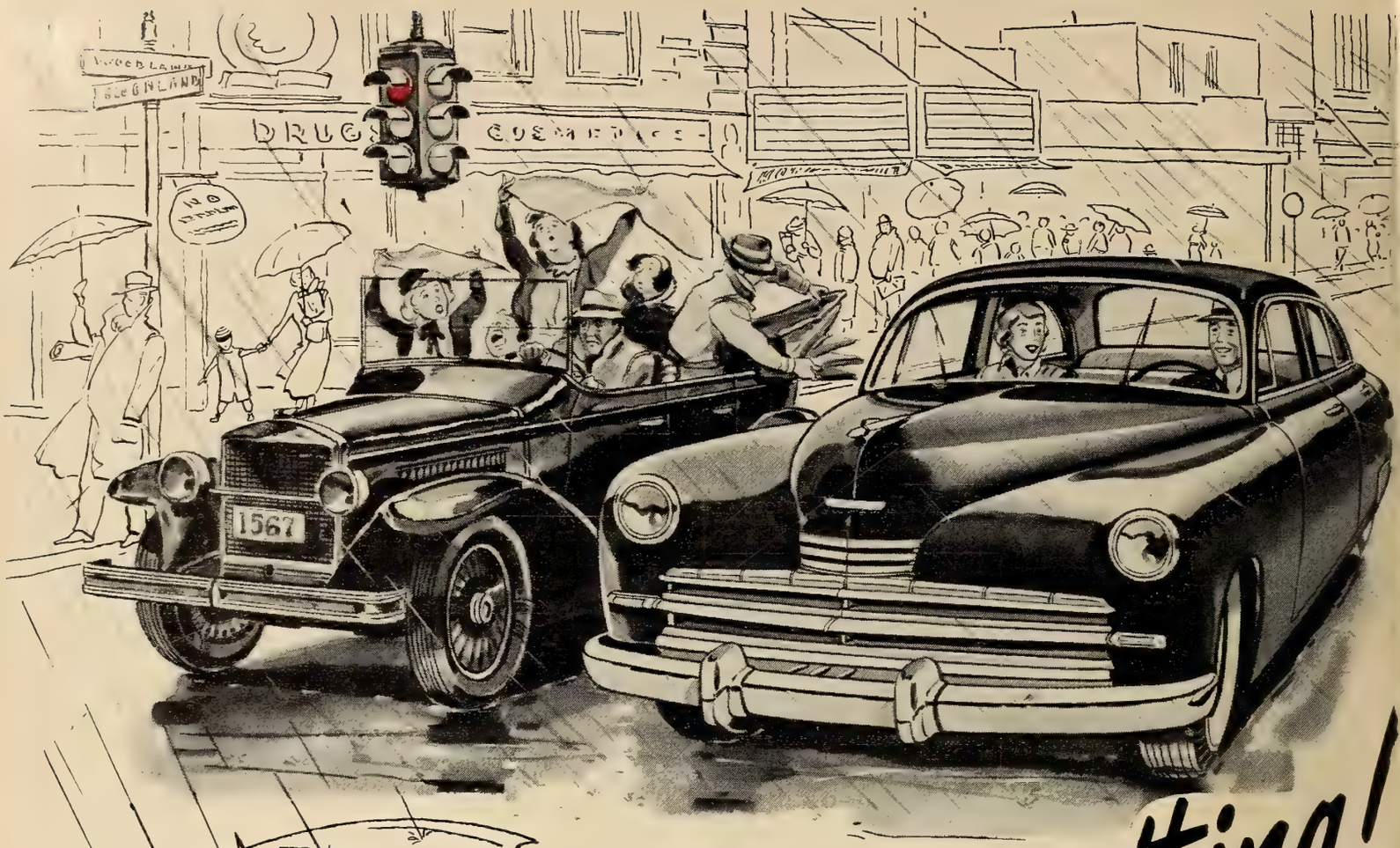
KMBC 6th Oldest CBS AFFILIATE PASSES 21-YEAR MARK

In February, 1928, KMBC became the 17th member of the Columbia Broadcasting System, and geographically the south-westernmost affiliate.

Later, when CBS was extended to the West coast, KMBC originated as many as 39 weekly programs to the western and southern CBS supplementary stations. Among the programs KMBC originated daily to the full CBS network were "The Texas Rangers," "Happy Hollow," and "Between the Book Ends" with Ted Malone. The latter was the first daily program fed to a coast-to-coast network and also televised. W-9XAL experimental TV station was then programmed by KMBC.

It was therefore fitting for The Texas Rangers to dedicate one of their new 1949 CBS Saturday afternoon coast-to-coast programs to their home station, celebrating its 21st anniversary.

This dedicatory program, on February 26th, originated in Hollywood where The Texas Rangers star on a half-hour television show on the CBS Los Angeles Times station, KTTV, each Monday night. The male quartet of the group first telecast on W-9XAL 16 years ago, when they were billed by KMBC as The Midwesterners, originating programs for CBS south and west.



PROPER COVERAGE *means everything!*

Yes, proper coverage *is* essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area *own* radio sets. That is proper coverage. That is why WJR is Michigan's *greatest* advertising medium.

Call or write your nearest PETRY office

WJR

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